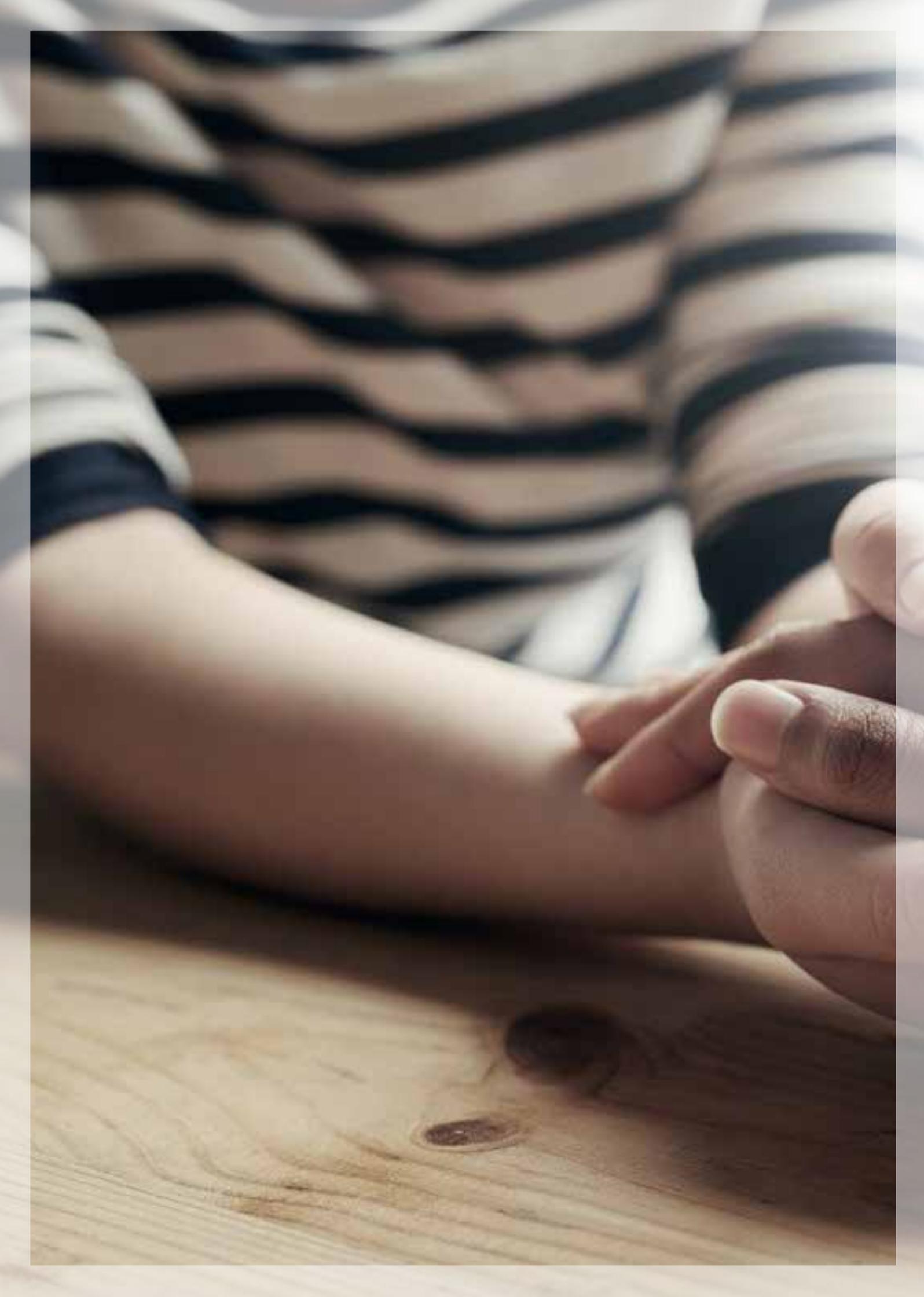


Annual Report 2017



Marie Keating
FOUNDATION



Contents

•	A Letter from the Chairperson of the Board	5
•	A Letter from our Patron, Ronan Keating	6
•	A Letter from our Chief Executive Officer	9
•	The Marie Keating Foundation; Our Values and Vision	10
•	National Cancer Strategy 2017-2026	11
•	Objectives and Achievements	13
•	Community Information and Health Promotion Services	17
•	Cancer Awareness Campaigns	23
•	Cancer Support Services	36
•	Fundraising Initiatives	45
•	Governance	56
•	Moving Forward; Our Goals for the Future	58
•	Financial Report and Annual Audited Accounts	60



“

The Foundation is committed to being open, transparent and accountable ”

Letter from Chairperson of the Board

It is with great pride that I take over the position of Chairman of the Marie Keating Foundation from Therese Rochford. It is a compliment to Therese that she hands over the Foundation in good health and I thank her for her continued support and advice.

This year marks a very important milestone for the Marie Keating Foundation. It's 20 years since the Foundation was set up, following the untimely death of Marie Keating from breast cancer in 1998. From the initial desire by the Keating family to help other families around the country impacted by cancer, the Foundation has grown to be one of the leading cancer charities in Ireland, expanding its remit to cover all the common cancers affecting both men and women.

Through our Community Information Service the Foundation offers national awareness and education programmes covering the most common cancers affecting people in Ireland including bowel, breast, lung, prostate and skin cancer. In its 20 years the Foundation's nurses have talked to over 260,000 people about the causes and risk factors of cancer.

Through our Comfort Fund we provide financial assistance to people who are receiving treatment for any kind of cancer and who find themselves in financial difficulty as a result. In 2017 alone, over 540 families received assistance from the Comfort Fund. Demand for this service has increase by 338% in recent times, showing the absolute need for this type of support.

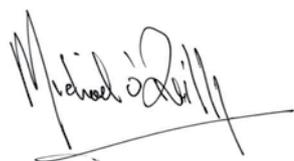
For cancer survivors we have our Survive & Thrive programmes which are run nationwide, free of charge, for men and women who have completed their cancer treatment. Over 870 cancer survivors have attended courses and seminars since its inception in 2014.

Strong governance continues to be a key focus of our Board and management team who strive every day to operate to the highest standards of transparency and accountability.

I am delighted to report that our total income for 2017 amounted to €1,443,043 an increase of 14% over the prior year. Total cost of running our various charitable activities increased to €1,144,585 or 79% of total income. Overheads continued to be well managed at €66,695 or 4% of turnover. Overall the Foundation recorded a surplus of €5,162 compared with a deficit of €94,414 in the prior year.

I would like to offer my thanks to all who contributed in so many ways to making the Foundation so successful. To the Keating Family for their heartfelt commitment; to my colleagues on the Board of Directors for their support, advice and guidance; to all the Staff who work so hard to achieve our mission day in day out; to our Partners and Sponsors without whom we could not continue; to our loyal and dedicated Volunteers whose time, support and talents are vital to keeping the Foundation going.

Finally, I would like to thank all those who support the Foundation's work on an ongoing basis.



**Michael O' Reilly,
Chairman**

A letter from our patron, Ronan Keating

Welcome to the 2017 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 has accomplished a tremendous amount again over the year.

We are doing all we can to provide vital information and awareness to people to promote early detection and diagnosis of cancer. We also provide support to cancer patients who are in need of support financially or emotionally as a result of their diagnosis and we cannot do this without the help of corporate and individual supporters and our dynamic volunteers.

As we move into 20 years since Mam died we still talk together with my family about how 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.

Over the past 20 years the Foundation has run many campaigns and programmes. As the years go by we see the needs of people grow and that is why every single campaign is vital in the support of the people of Ireland. In 2017, our nurses spoke to over 23,694 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 set to rise. 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 2017, the Foundation's cancer awareness programmes have had a clear focus on the importance of early detection and prevention of cancer.

None of the Marie Keating Foundation's work would be possible without the support of many people, communities, companies and organisations. While it is not possible for me to 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. Also a big thank you to the hardworking team at the Foundation who all go the extra mile in ensuring that our vision of working towards 'a world free from the fear of cancer' is achieved.

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 we are all so proud of and I feel it deserves your support. I hope you know we are here to support you as best we can if you are in need.

Yours sincerely,



Ronan Keating



At the Foundation, we want to make cancer less frightening by enlightening. The only way to do this is by talking about it.”



“

Education and raising awareness remains a key focus in our efforts to reduce the risk of cancer.”

A letter from our Chief Executive Officer

I'm delighted, once again, to present the Marie Keating Foundation's Annual Report for 2017. Looking back on all that we have achieved throughout the past year, I am incredibly proud to be working with a team so committed and driven to 'making cancer less frightening by enlightening' and to achieving our vision of 'a world free from the fear of cancer.'

The need for the Marie Keating Foundation's cancer awareness and support services is now greater than ever as the number of cases of cancer in Ireland is expected to double by 2040. The Marie Keating Foundation is doing everything it can to educate people about spotting cancer early and to provide important support services to those who are affected by cancer directly and indirectly.

Education and raising awareness of cancer signs and symptoms remains a key focus in our efforts to ensure people are aware of the importance of early detection in the fight against cancer. We continue our cancer education and prevention work on a number of fronts: through our community nursing outreach work on our mobile units; through our Schools' Cancer Awareness Programme and through our range of national cancer awareness campaigns, we have reached in excess of 20,000 people all around the country in the past year.

Looking back over the past twelve months, there are many ways we have raised awareness about different types of cancer throughout a busy calendar year. Some highlights include a first ever Skintervention TV advertisement which highlighted the importance of being safe in the sun; a number of excellent public awareness campaigns were run on bladder cancer, bowel cancer, breast cancer, cervical cancer and prostate cancer. A new Listen to Your Lungs campaign highlighted the message about symptoms of lung cancer and featured Ireland's first ever coughing billboard which helped us increase the reach of our important cancer awareness messaging. Another highlight was having the opportunity to showcase our work with men through our Get Men Talking blue garden at Bloom and through the Heroes of Hope exhibition featuring 15 stories of prostate cancer survivorship which brought the positive message of hope to a number of venues throughout the country.

In support of cancer patients who found themselves in financial difficulty as a result of cancer, we were able to award 540 Comfort Fund grants to help these families at a very challenging time. Our Survive & Thrive and Positive Living programmes also supported patients who are living with and beyond cancer.

As all our community services are provided free of charge, we are constantly challenged to ensure that we raise sufficient funds to support these services. Thanks to the support of a number of longstanding and new corporate partners, as well as to the innovative range of fundraising events and campaigns our own team has run in the past year, we were able to increase our fundraised income by 14% in 2017. Whilst managing our fundraising expenditure and overheads as tightly as possible, I'm exceptionally pleased that we were also able to increase the amount spent on charitable services by a further 8%.

This was only possible thanks to our loyal individual and corporate supporters and donors, to our volunteers who worked so hard at our various events and activities throughout the year, to our patrons and ambassadors who endorsed our initiatives and campaigns and to all those who took part in the many imaginative fundraising events around the country. I would like to welcome our new Chairperson Michael O'Reilly who has stepped into this role after serving three years on our Board. I would also like to pay special tribute to Therese Rochford, who has completed her tenure as Chairperson.

Thank you Therese for your huge commitment and enduring support to the Foundation over the past number of years and thank you also to all 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.

Finally, I would also like to share my deep appreciation for the hard work and loyalty that every member of the Marie Keating Foundation's staff has shown, yet again, throughout a very busy year. I am so proud to work with such a tremendously passionate, committed and dedicated team.



Liz Yeates
Chief Executive Officer

The Marie Keating Foundation: Our Values and Vision



Who We Are

The Marie Keating Foundation is a non-government, public health charitable organisation operating within the Republic of Ireland. Our key focus is on educating the public regarding matters of cancer awareness and prevention, as well as providing social and monetary support to those who have been diagnosed or who have recovered from cancer.



What We Do

We provide up-to-date and reliable information on the signs and symptoms of a variety of different cancers and educate thousands of people every year on the importance of screening and early detection through national awareness campaigns and our mobile outreach service. Our various other community services, such as the Comfort Fund, and Ask the Nurse service support people who are going through cancer treatment. People living with or beyond cancer can avail of our Survive & Thrive and Positive Living programmes, which aim to reduce the negative impacts of cancer on the lives of those affected.



Our Values

- Dignity
- Accessibility
- Quality
- Appreciation of our People
- Transparency



Our Vision

A world free from the fear of cancer

Our Mission

To make cancer less frightening by enlightening

Status

The Marie Keating Foundation is a registered charity and is listed on the Charities Regulatory Authority Register. Charity numbers: CHY 12916 and CRN 20038953

National Cancer Strategy 2017-2026

Reaching the conclusion of the second National Cancer Strategy, A Strategy for Cancer Control in Ireland published in 2006, marked the launch of a new programme focussed on addressing the remaining obstacles and goals pertaining to cancer prevention and survival moving forward. The National Cancer Strategy for 2017 to 2026 focuses on many key areas, such as cancer prevention and survivorship resources, outreach to disadvantaged populations, and promoting healthy lifestyle.

As the population of Ireland continues to age and engage in risk increasing behaviour, the rates of cancer are also climbing. As reported by the new National Cancer Strategy, currently 20,800 cases of invasive cancer are diagnosed every year and more than 8,600 deaths occur annually as a result of this disease. By 2040, cancer incidence is expected to double indicating the need for this new, comprehensive cancer strategy.

The Marie Keating Foundation is proud to have been represented on the Cancer Patient Forum by our Director of Nursing, Helen Forristal. This forum acted to provide patient input for the development of this new strategy. Their focus was on determining the best method for assuring that patient input into cancer services is promoted and made as easy as possible throughout the country. Their work lead to the proposed establishment of the Cancer Patient Advisory Committee to help ensure patient input into national cancer control and services is received. Patient feedback is recognised as being vitally important to the successful development of cancer services; this strategy aims to continue the integration of patient feedback into policy making to ensure it is meeting the complex needs of those affected by this disease.

Many of the goals and approaches laid out by this new strategy align with the continued efforts of the Marie Keating Foundation in working towards a future free from the fear of cancer. Cancer prevention by adhering to healthy lifestyle choices is noted as a 'cornerstone' of this strategy, a message which is also central to the Marie Keating Foundation's ongoing Your Health: Your Choice campaign. Eating healthy, exercising, limiting alcohol intake, protecting yourself in the sun and most notably refraining from smoking can all reduce an individual's risk of developing cancer. To give a more specific example, currently 23% of the Irish population over 15 years of age smokes at least occasionally; it is the goal of this strategy to achieve a tobacco free Republic of Ireland by 2025. Promoting national cancer screening services, including BreastCheck, BowelScreen and CervicalCheck is a key focus during many of our awareness campaigns and also contributes to the goal of increasing public participation in these programmes to better control cancer in Ireland.

With now more than 150,000 cancer survivors in Ireland and continuously rising rates of survival for many major cancer types, survivorship resources are becoming more important than ever before. One focus of this new strategy is increasing the amount and accessibility of these services to better suit the needs of those who require them. The Marie Keating Foundation is proud to offer such services as our Survive & Thrive and Positive Living programmes that aim to offer support to those following their cancer treatment or who are living with metastatic cancer. We are constantly revising and adding to our survivorship programmes to ensure that they provide appropriate support and are made accessible to all men and women throughout Ireland who are in need of these resources.

Cancer: Key Facts and Figures

1/2 ⁱⁿ  smokers will die from a disease relating to tobacco use

At least six types of cancer are known to be linked to alcohol consumption



€1-€2 billion is spent on fighting tobacco related illness each year

Using a sunbed just once increases your risk of skin cancer by as much as...

20%



Two of the most common cancers, breast and bowel cancer, are linked to obesity



Seek shade between 11am and 3pm as radiation from the sun is highest at these times



2.5 hours of moderate activity a week is suggested for adults to maintain health

4/10 ⁱⁿ cancers can be prevented through lifestyle choices alone

Impact Report

2017 Objectives and Achievements



Objective



Status

Community Information and Health Promotion Services

Achieve more than 20,000 direct conversations with the public on cancer awareness

Our community nurses engaged in 23,694 direct conversations with the public this past year

Visit over 350 locations with the Mobile Information Units or nursing presentations

370 locations were visited by MKF nurses in 2017 for health promotion and education

Increased outreach focus towards marginalised and lower socio-economic groups

32% of our outreach initiatives were targeted towards marginalised groups

Promote the idea of healthy lifestyle to young people through outreach to all secondary schools nationwide

MKF nurses made 72 visits to schools and colleges in 2017 to give presentations on various cancer related topics.

Public Awareness Campaigns

Deliver effective, targeted public awareness campaigns regarding the key cancers

Campaigns covering the main types of cancer including: breast, bowel, lung and skin were run during 2017. The Your Health: Your Choice campaign put a focus on physical health reducing cancer risk

Increase social media following, exposure, and public engagement

Social media following increased in 2017, we increased our following to over 29,300 Facebook fans and 7,500 Twitter followers

Increase public awareness of our brand and profile to the public; spread our story and message

Eight out of ten people in Ireland now recognise the Marie Keating Foundation as a cancer awareness organisation

Engage in major events as opportunities arise to reach out to our intended audience and stakeholders

We participated in a multitude of public awareness and fundraising events including Bloom, the Women's Mini Marathon and the Rotary Ball

Impact Report

2017 Objectives and Achievements



Objective



Status

Comfort Fund	
To assist over 500 families by providing direct financial support to cancer patients	A total of 540 grants were awarded by the MKF Comfort Fund in 2017
Maintain minimum grant amount level, where possible	Average grant level reduced to €260 in order to meet increased demand on the Comfort Fund
Update the application form and process and administer grant requests in a timely manner	The application form was updated and all applications are reviewed within a week by our Director of Nursing Services and another senior management team member
Survive and Thrive	
Incorporate themes of survivorship into awareness campaigns	Survive & Thrive one day seminars educated cancer patients and survivors on lifestyle factors affecting cancer risk
Further development of the Survive & Thrive and Positive Living programmes and content	New brochures created on coping with advanced bowel cancer, breast cancer and melanoma. Positive Living support groups held monthly for those living with advanced breast cancer
Identify the needs of cancer patients during and after treatment and provide them with appropriate support resources	Survive & Thrive six-week programmes and one night seminars held during the year throughout the country.



Marie Keating
FOUNDATION



A third of us will hear the words 'you have cancer' at some point in our lives. It is the goal of the Marie Keating Foundation to make cancer less frightening by enlightening."

Impact Report

2017 Objectives and Achievements



Objective



Status

Fundraising	
Grow fundraising income by min. 5%. Develop new and engaging ways of inviting the public to support our work	Total income grew by 13.8% in 2017. New events such as the Rotary Ball & Muck Off Cancer mud run were organised inviting new audiences to learn about the work of the Foundation
Ensure fundraising costs are kept to a minimum and do not exceed 18% of total income.	Fundraising expenditure was managed tightly and did not exceed 16% of total income.
Develop specific fundraising and health awareness goals for every event	In addition to having a fundraising target for each event or campaign, we also ensured that specific cancer awareness messaging was incorporated
Maintain strong relationships with our generous supporters	MKF worked closely with our long-time supporters in coordinating fundraising events and raising funds on behalf of the Foundation in 2017
Governance	
Ensure the requirements of the Triple Lock Standard of good governance are met	Triple Lock Standard of good governance for the charitable sector was achieved in 2016 and maintained in 2017
Ensure accounts are independently audited and made available to the public	All accounts are independently audited by Mazars and published in our annual reports and on the Marie Keating Foundation website
Ensure procedures, practices and policies are in place to uphold the trustworthiness and accountability of the Foundation as a listed charity on the Charities Regulatory Authority register	The Foundation is in full compliance with the Governance Code for the Voluntary and Charity Sector, the Fundraising Guiding Principles and with the Statement of Recommended Practice (SORP) for its accounts and is listed on the CRA Register

Community Information and Health Promotion Services

Community Information Services

By 2040, the number of those diagnosed with cancer is expected to double, and with approximately 35,000 new cases diagnosed each year, this disease is predicted to be the leading cause of death within the next ten years. Despite these alarming statistics, we do not have to accept this reality. The Marie Keating Foundation continues its focus on cancer prevention by increasing public awareness and stressing the importance of healthy lifestyle and early detection.



In 2017 our dedicated team of eight nurses and three mobile information units travelled throughout the Republic of Ireland providing free community information services. Our mobile units are always staffed with an expert nurse to answer any and all questions regarding cancer. Take home resources on the signs and symptoms of many types of cancer and other cancer related information are also handed out free of charge. The mobile units visited a variety of different settings, including workplaces, schools, community events and shopping centres with a focus on outreach to marginalised areas in 2017.

Our nursing team also continues to provide an Ask the Nurse service; answering questions and concerns submitted online through the Marie Keating Foundation website or by phone. All queries are kept confidential and answered by a qualified, expert member of our nursing team as quickly as possible to ensure reliable, and timely advice is provided. In 2017.



By 2040, the number of those diagnosed with cancer is expected to double

The Marie Keating Foundation nurses also visited multiple public and workplace settings in order to give informational presentations on a variety of different topics concerning cancer awareness, some of which included:

- Your Health: Your Choice: how maintaining an active, healthy lifestyle can reduce your risk of cancer
- Men's/Women's health: directed towards common male or female cancers and how to reduce risk and detect early warning signs
- Workshops on specific cancers e.g. Skin Cancer: how to properly monitor moles and freckles, spot skin cancer, and reduce risk by being SunSmart.

In 2017 the Marie Keating Foundation, with the generous support of Medtronic, further supplemented its nursing services by providing training on our Schools Cancer Awareness Programme to nine PhD-Student nurses. This initiative allowed our prevention programme to be delivered to approximately 9,000 young students around Ireland. Throughout this past year our team of nurses had direct conversations with 23,694 people, culminating in approximately a quarter of a million people reached through this service to date. This reflects the importance of our mobile nursing team in spreading the message of the Marie Keating Foundation and how they are an integral part of our commitment to promoting healthy living and bringing reliable cancer information to communities.

Nursing Statistics



Total number of people reached:
23,694



In marginalised areas:
32%



Number of GP Referrals following Nursing Visits:
382

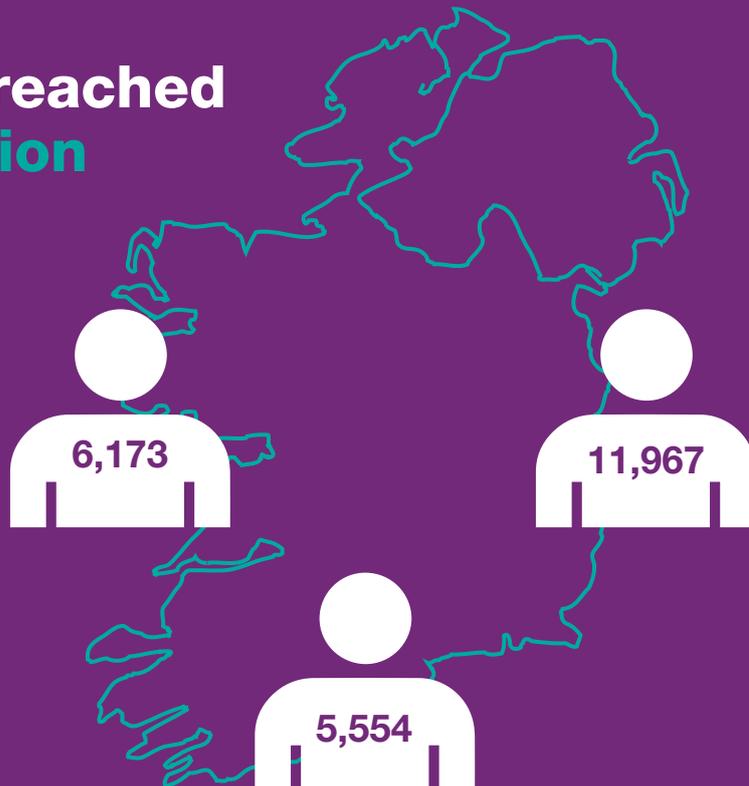


Total number of men:
8,544



Total number of women:
15,150

People reached by location



From the Frontline

Letter from Marie Keating Foundation Nurse, Phil Keating



I joined the staff of the Marie Keating Foundation as a Community Nurse in 2012. The Foundation was established in 1998 following the untimely death of Marie Keating, from breast cancer.”



We offer our services through:

- Our mobile unit information service and stands, managed by our community nurses, visiting corporates, workplaces, community groups, schools and public areas.
- We have an online website and access to information through various links as well as an online Ask the Nurse Service managed by our nurses.
- We have various campaigns throughout the year to create awareness around cancers such as breast, cervical, prostate, bowel and skin.

We continually create awareness around healthy lifestyle choices, risk reduction in cancer and promote screening services such as BreastCheck, CervicalCheck and BowelScreen. We have recently started actively taking registrations for men and women in the relevant age group for BowelScreen.

We have a Comfort Fund for cancer patients which provides some financial assistance for individuals or families affected by cancer diagnosis.

We run Survive and Thrive groups for cancer survivors, both male and female and have a Positive Living with cancer group for those women affected by metastatic breast cancer.

I work as part of our team of community nurses who deliver our community information services and Survive and Thrive services as well as partaking in the online Ask the Nurse Service.

I find this most rewarding, as each day with the unit or attending a community group event, going into a school or setting up in a workplace, brings me into contact with a vast range of people. With one in three people affected by cancer it means that pretty much everyone who steps onto our unit has a story to tell. It is encouraging to talk to people who come on board or visit our stands or talks and look for information on how to live a healthy lifestyle and are interested in reducing their risk of cancer. Since I started with the Foundation, I have noticed that talking about cancer is not the taboo subject it once was and people are happy to engage and ask questions about all topics related to cancer. So many more survivors are telling their stories and giving people a positive outlook on the illness.

I have seen the Foundation develop and progress from being a breast cancer service when it first commenced to now being regarded as a leader on cancer information in this country.

I hope to continue to work for the Foundation as it continues to deliver its message and offer advice, support and reassurance to the people of Ireland.

Reaching Marginalised Communities

It is well documented that lifestyle influences the risk of developing cancer over one's lifetime. Where you live and work, what you eat and drink, and how much you exercise can all affect your risk of developing cancer. Discrepancies can also be seen between the prevalence of cancer in different communities and socio-economic groups. Those living in disadvantaged areas are more likely to be diagnosed with late stage cancer and overall have higher rates of mortality due to cancer than those in more privileged areas.

Data published by NCRI in 2017 indicates that cancer rates are almost 10% higher in the most deprived areas of Ireland, with cancers of the cervix, lungs and stomach showing the largest rise in incidence among these populations.

Furthermore, patients from marginalised areas are between 25-67% more likely to present with late stage cancer at the time of diagnosis, limiting their treatment options and decreasing chances of survival.

The National Cancer Strategy for 2017-2026 addresses the importance of bringing cancer awareness to disadvantaged groups as a key strategy to controlling cancer in Ireland. At the Marie Keating Foundation, we are continuing our specific focus towards outreach in these lower socio economic areas of Ireland in order to provide our free services in populations of high cancer incidence.

Youthreach

In the Foundation's efforts to reach marginalised communities, we have developed a productive relationship with Youthreach. The goal of this organisation is to provide students who have left school early with the skills and knowledge needed to be an active member of society.

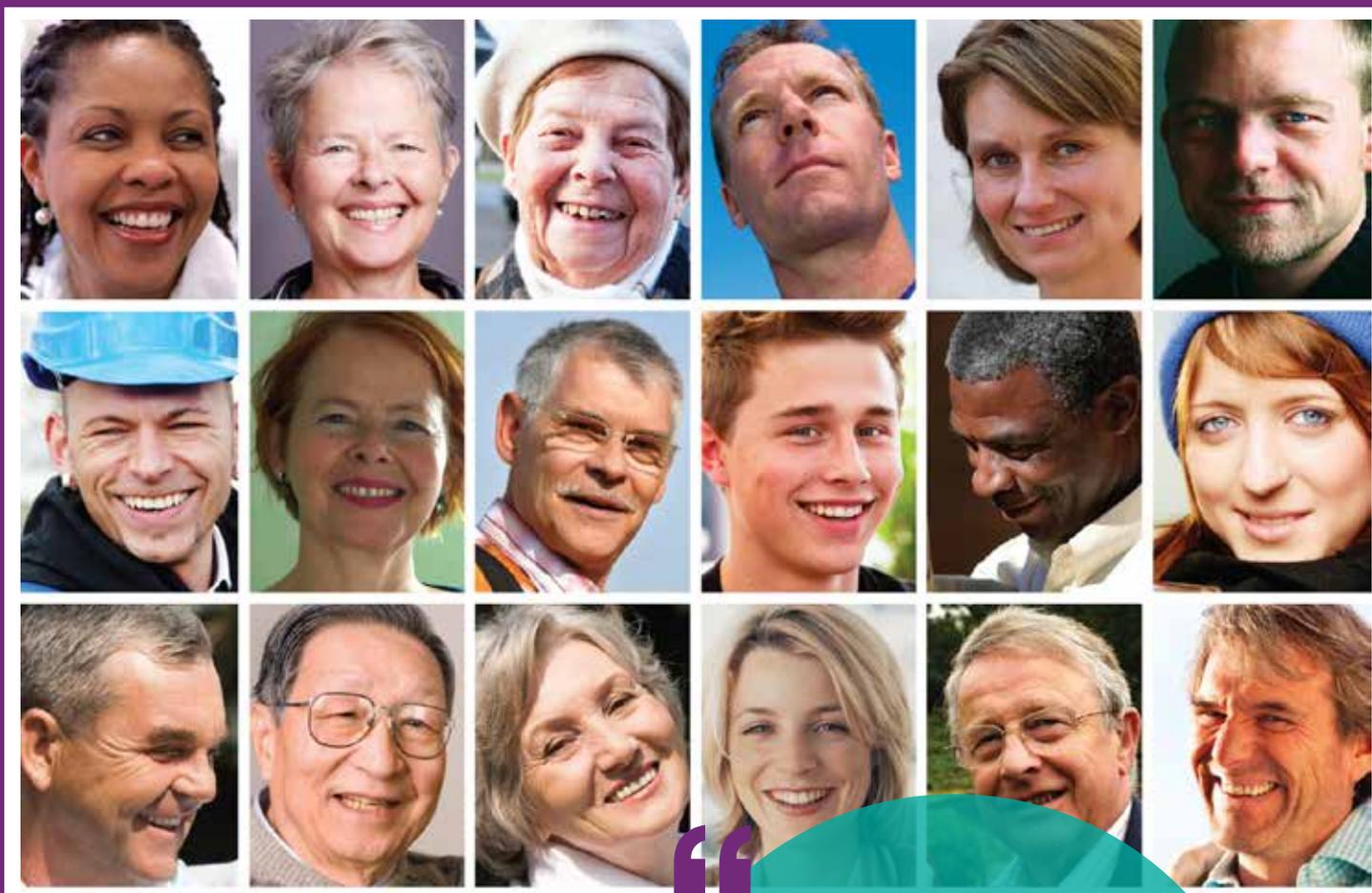
This opportunity allows our nursing team to present information regarding cancer awareness and healthy lifestyle to young people who may not otherwise receive this important knowledge. In 2017, Marie Keating Foundation nurses attended six Youthreach events.

Traveller Groups

The mortality rate of traveller men is nearly four times as high as that of the general population; for traveller women it is three times higher. Of the deaths within this population, 19% were caused by cancer as reported in the All Ireland Traveller Health Study. The Marie Keating Foundation was fortunate to work with a number of traveller groups throughout 2017. Nurses organised presentations for traveller men and women about the importance of cancer awareness and prevention and how maintaining a healthy lifestyle can reduce risk. Nurses were present at four Traveller events throughout 2017 in various locations throughout Ireland.

Family Resource Centres

Throughout the years, the Marie Keating Foundation is proud to have developed excellent working relationships with over 100 family resource centres all over Ireland. Our work here allows us to spread our life-saving message of cancer awareness and prevention to communities in ways that are practical and essential at the local level.



The Marie Keating Foundation's mission is to make cancer less frightening by enlightening."

Schools' Cancer Awareness Programme



Scientists estimate that every four in 10 cancers is preventable by adhering to a risk reducing lifestyle. The earlier good prevention habits are adopted, the more effective they are in reducing cancer risk during our lifetimes.

At the Marie Keating Foundation, we have taken initiative to give young people the information they need to reduce their cancer risk early in life by engaging secondary school students in our Schools Cancer Awareness Programme. This programme was originally launched in 2007 and has since been updated to include a broader range of topics and up-to-date information.

This key aspect of the Foundation's community information services provides young people with information on the common cancers and their warning signs, on the importance of maintaining a healthy and active lifestyle in reducing cancer risk, and provides an environment to openly discuss their questions and concerns regarding this disease. This nine-module programme may be used as a part of the Social, Personal and Health Education curriculum and is available to teachers who are interested, free of charge. The Marie Keating Foundation nurses also play a crucial role in delivering this programme by presenting the material in classrooms throughout the country. This year, our nursing team delivered presentations to 72 schools and colleges.

During 2017 the Schools Cancer Awareness Programme was updated to include information regarding Your Health: Your Choice and HPV. The updated package includes a lengthy discussion on cervical cancer and how being infected with the HPV virus may increase your risk of developing this disease. The importance of immunisation against HPV were central concepts to the prevention message put out by the Foundation through this programme. Living an active and healthy lifestyle is also promoted in this course update. Students also have the opportunity to learn about how smoking and alcohol, diet, weight, physical activity and sun exposure may affect their overall lifetime risk of developing cancer.

The Marie Keating Foundation nursing team and volunteers also had a presence at the Young Scientists Exhibition in 2017. This setting provided an excellent opportunity to educate young people on the importance of cancer awareness and healthy lifestyle while also spreading the word about our upcoming events.



This programme endeavours to engage students with age appropriate interactive and informative materials”

Cancer Awareness Campaigns

Your Health: Your Choice

Many people know that being overweight is linked to heart disease and diabetes but lots of people are now aware that being overweight is also linked to up to 40% of some cancers.

Breast and bowel cancers have strong links to obesity

Many types of cancer are more common in people who are overweight or obese, including two of the most common cancers in Ireland: breast and bowel cancers. Obesity is also linked to some cancers that are very hard to treat, including pancreatic cancer, oesophageal (food pipe) cancer, and cancer of the gall bladder. Other cancers linked to obesity include:

- Womb cancer (endometrial cancer)
- Kidney cancer
- Cervical cancer
- Thyroid cancer
- Leukaemia (bone marrow)
- Liver cancer
- Ovarian cancer

Obesity is linked with so many types of cancer because fat cells in the body are active and produce hormones and proteins. These become 'chemical messengers' that are released into the bloodstream and carried around the body through the circulation system. Essentially, having too many fat cells is dangerous because they can carry negative messages like cancer causing signals all around your body through your blood.

However, there is good news because if you eat healthily and keep a healthy weight, you can reduce your cancer risk. You can start by taking small steps like cutting down on fizzy drinks, sweets, crisps and biscuits.

Here are some more tips on how to eat a healthy diet.

Enjoy a wide variety of foods from the 5 food groups:

- Vegetables and legumes (beans)
- Fruit
- Grain (cereal) foods, mostly wholegrain and high-fibre
- Lean meats and poultry, fish, eggs, tofu, nuts and seeds
- Milk, yoghurt, cheese

- Choose smaller serving sizes
- Avoid frying - Grill, bake, steam or boil food instead
- Limit treats - Do not eat too many biscuits, cakes, sweets or savoury snacks
- Limit your salt intake
- Drink plenty of water - Aim for 2 litres a day



“

**Your Health:
Your Choice
campaign urges
people to take
action”**

Cancer Awareness Campaigns

Cervical Cancer Awareness



Smear tests take **cells** from the neck of the womb



Regular smear tests are **free**



Pick any of the **+4,500** registered GPs or nurses



It takes less than **five minutes**



Most test results are **normal**



Check when your next smear test is at **CervicalCheck.ie**

Cervical cancer is a detectable and preventable form of cancer, but despite this, it remains the eighth most common cancer in Ireland, excluding non-melanoma skin cancer. Approximately 250 women are diagnosed with this disease in Ireland every year. Smear tests are the primary method available to physicians to catch the development of cervical cancer. Samples of cervical cells are taken from the patient and screened for the presence of abnormalities.

These free, quick and easy tests are part of the national Cervical Check screening programme, yet it is estimated that nearly one out of four women in Ireland has never had one. Various other prevention steps, including maintaining a healthy weight, receiving the HPV vaccine, refraining from smoking and practicing safe sex are all ways to reduce one's risk of cervical cancer. Smear tests, however, are the main way to indicate the presence of abnormal cervical cells and have them removed before cancer is able to develop.

The Marie Keating Foundation is determined to overcome the obstacles of stigma and fear surrounding cervical smears, to increase awareness and decrease the prevalence of this cancer in Ireland. The Foundation ran its Don't Fear the Smear campaign with the support of Roche in January of 2017, pinpointing discussion around the importance of cervical smears and how they can save lives. Throughout the campaign, women aged 25 to 60 were urged to have regular cervical smear tests done by any one of CervicalCheck's 45,000 practicing healthcare workers in Ireland, free of charge.

In association with other sponsors, the Marie Keating Foundation was honoured to support a documentary film night screening of Someone You Love: The HPV Epidemic directed by Frederic Lumiere. This film highlighted the impact of the HPV virus on women who developed cervical cancer as a result of infection.

This event was covered by a variety of media outlets, including the Irish Examiner, The Journal, and the Evening Echo to name a few. Following the film, a panel discussion with experts and cervical cancer survivors was held.

Following with the Foundation's objective to bring awareness and prevention methods to the public, especially early in life, the Schools Cancer Awareness Programme was updated to include information about HPV. This new programme feature gave information about cervical cancer and stressed the importance of vaccination and CervicalCheck free smear tests in reducing the prevalence of this disease in Ireland.

The Marie Keating Foundation was proud to support the Pearls of Wisdom campaign put on by CervicalCheck, Ireland's National Cervical Screening Programme, in partner with the IFPA from January 22nd to 28th. Throughout this campaign the importance of participating in regular smear tests was stressed through advertising, social media messaging and events featuring expert medical speakers and stories from those affected personally by cervical cancer. As stated by the IFPA, in 2017 nearly 22,000 Pearls of Wisdom pins were distributed in support of this cause.

Don't Fear the Smear

Lauren's Story

My name is Lauren Burns. In December 2015, I was a regular 25 year old and was getting ready for Christmas with my two little girls. In the middle of it all, I received another letter from CervicalCheck, reminding me to make an appointment for a free smear test with a GP. I read it, and knew this time I should do something about it as I had been putting it off for a year, every time I received a reminder letter.

Early last year, I went to a local GP for a smear test. It was my first one and I remember thinking that it was over within five minutes, didn't hurt and wasn't really that bad.

I was sitting at home about two weeks later when I got a phone call from the GP to come in and talk about my results. When I went in, she told me that I had abnormal cell changes in my cervix and that I would need to go to a hospital to have a colposcopy and a procedure called a Lletz procedure. She explained what was entailed which made it easier, but it was still hard to stay calm.

When I went to the hospital a few weeks later, the staff and nurses were great and made me feel really at ease. The whole procedure did not take long and wasn't painful- just uncomfortable.

A few weeks later, I got a phone call from one of the nurses. She was really lovely and asked if I could go in to talk about my results. The appointment had already been provisionally booked for me, it was just a matter of confirming it with me. I didn't hesitate with the dates and times because I just wanted to meet with them to hear what they had to say. When the phone call ended, I knew this wasn't going to be good news because the results weren't sent out to me in a letter. I was getting the call to go up for my results!

So the day arrived and it was time for my results. When I got the hospital, a lovely doctor called me through to a room that was very official. There were two nurses in there and I knew deep down that they were there to comfort me and give me support. Together, they broke the dreaded news that I had early stage cervical cancer. I knew I wasn't going to get good news but I was still shocked. They reassured me that on the bright side, they had caught it early because I had gone for a smear test. They said if I had left it any later to go for a smear test, it could be a completely different story. I was so relieved I had made that appointment!

The next step was to have a cone biopsy which meant that the doctors removed a cone shape piece from my cervix to make sure that all the abnormal cells, that cancer was gone and that the cancer had not spread to any other parts of my body.

By the beginning of May, I was cancer free.

My main message to other women is that smear tests are so important and should become part of your regular health routine. CervicalCheck is free if you are aged 25 to 60. It's quick and painless and it could save your life. We are all great at making time for other things in life and other people in our lives, whether it's our job or our families and friends or the other million things we have to do each day but a smear test is something that you can do to protect your life and to look after yourself and you shouldn't put it off. As soon as you get your letter, make the appointment.



Cancer Awareness Campaigns

Bowel Cancer

As the second most common form of cancer in Ireland, bowel cancer is responsible for 11% of cancer deaths nationally each year. Over 2,500 people are diagnosed with this form of cancer each year, but if caught early enough, the five year survival rate for bowel cancer is approximately 95%.

The Foundation launched its campaign pertaining to bowel cancer awareness in March of 2017 with the support of Roche. Also called rectal, colon, and colorectal cancer, the early detection of this disease is critical for maximizing positive patient outcomes. With this in mind, the main campaign focus was to bring awareness to bowel screening, which aims to detect the early signs of bowel cancer in stool to determine whether or not more tests are required for an accurate diagnosis.

In addition to our general Bowel Cancer: What you should know pamphlet, the Foundation has also created two in depth booklets on Bowel Cancer. Our Bowel Cancer: From diagnosis to recovery booklet covers a wide variety of topics concerning this type of cancer, while our Coping with Advanced Bowel Cancer resource focuses primarily on topics and issues those affected by advanced or metastatic bowel cancer may face. The creation of both of these valuable cancer information resources was generously supported by Roche.

BowelScreen is the national bowel screening programme in Ireland and was promoted throughout this campaign. This programme offers free bowel screening for those between the ages of 60 to 69, the most at risk age group for developing this type of cancer. Through the collection and analysis of stool samples, BowelScreen is able to determine who should seek further medical testing.

It is common that people in the early stages of developing this type of cancer show no obvious symptoms, making screening vitally important for early detection and maximizing positive treatment outcomes. Currently, of those who are contacted for free BowelScreen testing, just 40% choose to participate. The Marie Keating Foundation continues to promote BowelScreen in the hope of achieving the goal outlined by the National Cancer Strategy to have 60% participation in this programme by 2020.

Paddy O’Leary, a bowel cancer survivor, spoke about the importance of early detection of bowel cancer:

“I am one of the lucky ones, I was absolutely blessed... If I had not done the BowelScreen test, I may not be here to tell my story today.” – Paddy O’Leary

An informational video highlighting the importance of BowelScreen participation was created in order to further public awareness. Totalling over 62,000 views, this video, along with other ads on various media platforms, were exceptionally effective in getting the campaign message across to new audiences. In reaching. The Marie Keating Foundation website was also updated to include a bowel cancer information microsite. Up-to-date, reliable information on the symptoms, screening procedures, treatments for bowel cancer and much more can be found here at www.mariekeating.ie. A new, comprehensive leaflet on bowel cancer was also created by the Foundation to be handed out through our mobile information nursing service



Cancer Awareness Campaigns

Bladder Cancer Awareness

DON'T IGNORE THE RED

Ranking as the thirteenth most common cancer in Ireland, bladder cancer is not as well-known as many other common cancers. Approximately 471 people are diagnosed with bladder cancer in Ireland every year; it being more common in men than women, and the majority of diagnoses occurring in people who are over the age of sixty-five.

Although the exact cause of bladder cancer is unknown, smoking and exposure to various aromatic and halide compounds in the workplace or environment are associated with increased rates of this disease. In a national study performed by National Cancer Registry Ireland, men living between Louth and Wexford, in Donegal and areas in Kerry and Cork are most at risk of developing this form of cancer.

The Don't Ignore the Red campaign ran in May of 2017 supported by the Foundation in association with Roche. The key message of this campaign focused around symptom awareness; the slogan highlighting the significance of finding blood in your urine and how this may indicate bladder cancer. A new section of the Marie Keating Foundation website was created to display relevant information about bladder cancer including common symptoms and outlining risk decreasing behaviours.

Anyone who is concerned they may be showing these warning signs is urged to contact their GP for examination.

Regional and national radio, news and online media coverage also played an important role in presenting this lifesaving message to the public. Viewers were exposed to the message of this campaign 18,912,374 times through media coverage alone.

Irish goalkeeper Packie Bonner teamed up with the campaign, speaking out about the importance of noticing symptoms and contacting your physician with concerns.

"I am really honoured to be involved in this very important campaign. Bladder cancer was not something I knew much about before, so to see the high rates of bladder cancer in my own county of Donegal was a big shock for me. I want to stress how important symptom awareness is, and how it could save so many lives by simply being vigilant about our own health. The message is simple – Don't ignore the red; I got a red card once on the pitch and I couldn't ignore it whether it was deserved or not. If you see blood in your urine, don't ignore it, get yourself to your doctor." – Packie Bonner



Cancer Awareness Campaigns Men's Health

It is estimated that in Ireland 1 in 3 men will be diagnosed with cancer in their lifetime, but yet 75% of men have never discussed cancer with their GP. The Get Men Talking campaign supported by Astellas Oncology creates open discussion about cancer in men, how to reduce their risk and how to spot the warning signs early.



Get Men Talking, ran for a week in June and throughout November of 2017. An animated video ad was incorporated as part of this campaign. Men were encouraged to speak openly to their doctors about cancer screening tests and risks associated with age and lifestyle. Understanding your family history of cancer is also an important factor to consider when it comes to developing certain types of cancer. Creating open, productive conversation about cancer among men is a key step in moving towards a future free from the fear of cancer.

A seminar held on June 14th in support of International Men's Health week also discussed topics regarding cancer in men and allowed for a productive conversation on men's health. Mr. John Lonergan was first to the podium, speaking to attendees about the challenges facing men's physical and mental health in today's world. He stressed the importance of accepting emotional vulnerability and being willing to discuss health matters with others. Next up was Professor Niall Moyna, DCU, who discussed the importance of healthy diet and weight in reducing the risk of developing cancer. He coined exercise as one of the most valuable, life enhancing behaviours that exists. Engaging in even a small to moderate amount of exercise every day can greatly reduce cancer risk and prolong life. The topic of Mindfulness was also brought into the spotlight by Dr. Paul D'Alton, St. Vincent's Hospital and UCD. He determined that the best way to relieve the stress created by being in a constant state of alertness is to be both fully aware of what you are experiencing and willing to practice self-compassion.

Following the speakers was a panel discussion moderated by the Foundation's own Director of Nursing Services, Dr. Carla O'Neill. One of the Foundation's Heroes of Hope, prostate cancer survivor and former Meath GAA Senior Football team manager, Seán Boylan also spoke about his cancer journey.



Cancer Awareness Campaigns Bloom and Men's Health

For the second year in a row the Foundation participated at Bloom, this year organising a blue Get Men Talking garden in support of men's health. This display was inspired by our Heroes of Hope prostate cancer survivorship exhibition and was designed by Paul Dunne

The garden featured blue flowers of every shade, transitioning from dark to light, representing the many emotions experienced along a cancer journey. Due to modern advances in treatment and early detection, the survival rate of men's cancers has been steadily increasing, with approximately 90% of those diagnosed with prostate cancer surviving. To reflect this theme of survivorship, a waterfall feature was incorporated into the design, signifying the re-emergence of health and the continuation of life after cancer.

A crossword display of key words focused on by the men's health efforts of the Foundation was incorporated amongst the flowers, showcasing messages of hope associated with the cancer journey. The Heroes of Hope wall of blue ribbon created by attendees in tribute to those affected by cancer was also a standout feature of the garden. This wall and blue bench highlighted our encouragement to all men to talk to each other about their health. Each ribbon was sold for €2, these funds went towards covering the cost of our participation in this event.

"The focus and challenge is always to get men talking and my hope alongside that of the Marie Keating Foundation is that our "Heroes of Hope" garden will help kick start that conversation." – Paul Dunne

In the Foundation's continuous efforts to engage and educate the public on matters of cancer and health awareness, a Marie Keating Foundation nurse and mobile information unit were also present at the entrance to Bloom throughout the event to distribute information resources and talk with attendees. The Heroes of Hope exhibition was also on display along the main avenue of Bloom and a number of our Heroes attended Bloom to tell their stories to the public in person.



Cancer Awareness Campaigns

Skin Cancer Awareness

The two major forms of skin cancer are melanoma and non-melanoma skin cancers, diagnoses of which exceed 1,092 and 10,304 respectively each year in Ireland. More men are diagnosed with non-melanoma skin cancer and more women with melanoma according to most recent data.

However, the vast majority of skin cancer cases can be prevented by following the SunSmart code.

From June to September of 2017, the Foundation supported by Novartis Oncology ran its Skintervention campaign, urging people to be SunSmart and reduce their risk of developing skin cancer. The vast majority of skin cancers are preventable, making public awareness and refraining from risk increasing behaviours critical in the prevention of this disease.

An important part of this Skintervention campaign was our first ever TV ad which aired on a range of national and international TV channels in July, reaching more than 1.7 million people. This ad, backed up by a social media campaign, enabled the Foundation to bring its messages to a much wider public.

La Roche Posay graciously donated SPF 50 sunscreen to be handed out throughout the summer by Marie Keating Foundation nurses along with our free skin cancer information resources.

Information on how to Spot the Difference was also promoted as a part of this initiative to inform the public on how to track skin abnormalities and identify possible areas of skin cancer. Noticing asymmetrical, large and evolving skin spots early can greatly increase the success of treatment in the event that they are cancerous.

Once again, for anyone concerned about a skin abnormality, the Foundation urges you to speak to your GP.

On May 27 2017, with the support of Novartis Oncology, the Foundation held a free Advanced Melanoma and You seminar in support of those living with metastatic melanoma. Speakers included assistant professor Giuseppe Gullo who discussed new melanoma treatment options and Dr Joanna Lysaght who discussed the important facts to know regarding immunotherapy. The physical and mental well-being of people living with this disease was addressed by a panel of medical experts and melanoma patients. The Foundation also developed a new Coping with Advanced Melanoma resource.

A Asymmetry
If you draw a line through a melanoma, the two sides will not match.

B Border
The border of an early melanoma tends to be uneven. The edge may be scalloped or notched.

C Colour
A mole with a number of different shades of brown, black or tan is a warning sign.

D Diameter
Melanomas are usually larger in size than the rubber at the top of a pencil (¼ inch or 6mm).

E Evolving
Any change in shape, colour, size, elevation or any other trait like bleeding, itching or crusting is a warning sign.

- Lots of moles
- Getting sunburnt
- Overexposure to UV light
- Family history of skin cancer
- Using sunbeds
- Sun exposure now and then
- Rare birthmarks
- Where you were born

The SunSmart message was central to the Skintervention campaign, highlighting the key ways in which people can reduce their risk of developing both melanoma and non-melanoma skin cancers. These suggestions included:

- **Wear sunscreen**
- **Seek shade**
- **Cover up**
- **Wear sunglasses**
- **Never use sunbeds**
- **Check your skin**

A TV ad campaign was also central to this 2017 skin cancer awareness campaign. Its main goal was to draw awareness to the serious nature of melanoma skin cancer. This message was brought to life throughout the advertisement by those affected by skin cancer and Consultant Dermatologist, Dr. Patrick Ormond. This advertisement was largely effective in spreading the Foundation’s lifesaving message, reaching just under two million viewers with the average viewer being exposed to the ad approximately three and a half times.

“I feel really lucky that my brother saw the mole on my ear as I would not have been able to see it myself in the mirror. He made me aware of it and said it looked funny and that I should have it looked at by the GP. I went straight away and the GP agreed that the mole did not look right and so I had the mole removed. Even while having the mole removed, I did not realise how serious things were. It was not until the mole was tested in the lab and the doctor told me that I had melanoma that I began to realise that my health was going to be seriously affected by this.” – John Kelly, Malignant Melanoma Survivor



In Ireland, rates of skin cancer are increasing faster than any other type of cancer

MELANOMA IS THE MOST SERIOUS FORM OF SKIN CANCER

Sunbathing and sun burning are two of the biggest causes of melanoma

Just one bad sun burn before you're 18 could increase your risk of skin cancer by 50%

USING A SUNBED EVEN JUST ONCE INCREASES YOUR RISK OF MELANOMA BY AS MUCH AS 20%

Get to know your skin and examine it head-to-toe once a month

Look for changes in the size, colour and shape of moles

If you do notice something changing, see your GP

Cancer Awareness Campaigns

Breast Cancer Awareness



In 1996, Marie Keating was diagnosed with breast cancer. Although her form of cancer should have been easily curable, it was diagnosed too late at an advanced stage and had spread to other parts of her body.

Two years later in 1998, Marie would unfortunately lose her brave, and hard fought battle against breast cancer. The Marie Keating Foundation was established to raise awareness of breast and other cancers, and to help ensure that others do not suffer unnecessarily due to this often preventable disease. The Foundation works tirelessly in pursuit of this goal, informing the public about the signs and symptoms of many common cancers and urging them to contact their GP with any concerns.

Breast cancer is currently the most common cancer among women in Ireland, excluding non-melanoma skin cancer, and incidence continues to rise. More than 3,100 cases of breast cancer are diagnosed annually resulting in 709 deaths every year on average. Despite these statistics, the rate of breast cancer survival is also increasing, due in part to advances in treatment and increased awareness. It is the objective of the Marie Keating Foundation to continue providing the public with reliable information on how to reduce their risk of breast cancer and to make cancer less frightening by enlightening. The Foundation runs an annual breast cancer awareness campaign throughout the month of October, and 2017 was no exception. On Friday, October 13th 2017 the Foundation was also proud to host a seminar for those affected by metastatic breast cancer, in association with Europa Donna Ireland, for Metastatic Breast Cancer Awareness Day. This event was held at Chester Beatty Library in Dublin Castle and was focussed on addressing the problems with communications that may arise while living with metastatic cancer.

Speaking at the event were Dr Susan O'Flanagan and Mary Moriarty of St Vincent's Hospital Department of Psycho-Oncology who introduced attendees to new techniques for overcoming complex communications issues.

Metastatic breast cancer patient advocates also presented at this free seminar, detailing their own stories.

A breast cancer awareness seminar was held by the Foundation on October 24th to address the impact of breast cancer on those diagnosed and discuss strategies on how to Survive & Thrive during and after treatment. Many expert speakers presented on a variety of topics; Marie Murphy spoke on the importance of physical activity, Eleanor Sutton on diet and nutrition, Elizabeth O'Brien on mindfulness and Carol Spillane on breast care. Cancer survivor Marie Molloy also spoke out about her breast cancer journey at the event.

“

1 in 10 women will be diagnosed with breast cancer in their lifetime.”

Cancer Awareness Campaigns

Lung Cancer Awareness

**I HAD A CHESTY COUGH
THAT WOULDN'T GO AWAY.
I GOT CHECKED AFTER THREE WEEKS.**

A PERSISTENT COUGH COULD BE HIDING LUNG CANCER.



LISTEN TO YOUR LUNGS.

In Ireland, approximately 2,300 people are diagnosed with lung cancer every year making it the fourth most common type of cancer in Ireland and responsible for the highest number of cancer related deaths in both men and women.

The vast majority of lung cancers are caused by smoking or exposure to second hand smoke. Therefore, preventing smoking and encouraging people to stop early can greatly reduce their risk of developing lung cancer later in life. In November of 2017, with the support of MSD and Roche Products (Ireland) Limited, the Marie Keating Foundation launched its Listen to your Lungs Campaign, which focused primarily on bringing awareness of the primary signs of lung cancer and encouraging those who may be showing these symptoms to seek the care of their GP.

A keystone feature of this campaign was the creation of a 'coughing' bill-board, which acted to truly drive home the intended message of the campaign. Pedestrians, motorists and cyclists alike became aware of the significance of a stubborn cough while hearing a wheezing, cough generated by the billboard. This ad was showcased on Macken Street, Dublin, and successfully generated a significant amount of social media attention for the Foundation. A variety of media resources were used to deliver this campaign message to the public, including updated website information, radio advertisements, and an awareness video, featuring lung cancer survivor Tony Walsh, totalling more than 150,000 views.

"I am one of the lucky ones, I have come out the other side. I've had intensive treatment and my right lung was removed. It has been a long road to recovery and it could have been a very different story. I know how scary it is going to Doctor with these concerns, especially if you are a smoker. You never want to hear those words. But early detection is crucial and it could save your life. My lung cancer was caught early because I listened to my lungs." – Tony Walsh.

The Lung Cancer: Awareness, Stigma and Inequality seminar held by MSD Ireland in association with the Foundation, also highlighted new research and talking points surrounding lung cancer. A total of sixty people were in attendance at this event, which inspired academic conversation about how to increase public awareness of lung cancer and how to minimise the stigma surrounding its relation to smoking in order to create better support networks for those diagnosed and open discussion about the disease. Expert panellists speaking at the event included Professor John Crown, Dr Nina Byrnes, Dr Anne Marie Baird, Dr Ross Morgan as well as the Foundation's own CEO, Liz Yeates

Although prevention efforts have greatly reduced the number of people smoking and engaging in other behaviours, which may increase their risk of lung cancer, rates continue to rise. It is suspected that this is a result of previous smoking habits of many people. Therefore, a focus on recognising symptoms and encouraging people to seek the care of a doctor is essential to minimising the negative impact of this disease moving forward.



Cancer Support Services Comfort Fund



It is estimated that on average, cancer patients experience an increase in the cost of living around €28 a day, €862 a month, €10,344 a year

In many cases, cancer and cancer treatments put significant strain on a person's physical and mental health. But these are not the only problems faced by cancer patients and their families. Increased cost of living expenses due to cancer treatment, coupled with loss of earnings caused by the inability to work, can create serious financial stress.

The cost of medical services, even for those with insurance, and other expenses can often become an obstacle for those undergoing treatment and recovery. It is estimated that the average cancer patient's monthly income decreases by €1,400 a month adding up to €16,800 a year in lost wages. The primary focus of a patient and their family following a cancer diagnosis should not have to be figuring out how to finance day-to-day life but on restoring physical and mental health. Research conducted by Millward Brown and the Irish Cancer Society in 2015 sheds light on this issue. It was estimated that 25% of families cut costs for much needed services such as childcare, groceries and home maintenance following a cancer diagnosis because they can no longer afford them. The hidden costs of cancer also begins to add up; 62% of patients reported having to personally cover the costs of dealing with the side effects of their treatment and an average of €69 a month was said to be spent on psychological needs each month. The Marie Keating Foundation acts to reduce the pressure created by this financial burden by providing cancer patients with a one-time grant through our Comfort Fund.

Some examples of what this money may be used for include:

- Travel Costs
- Utilities
- Childcare Costs
- Medical Expenses

As a non-governmental, charitable organisation, the Marie Keating Foundation relies solely on generous donations from our supporters in the community and from money raised through our various fundraising initiatives each year, to run our community services and continue giving out grants through our Comfort Fund. In 2017, one time payments were given out to 540 families. Since the start of the fund in 2007, the Foundation has supplied direct financial aid to 2,750 cancer patients and their families. With the discontinuation of other similar funds, the demand on the Marie Keating Foundation Comfort Fund has never been higher.

Comfort Fund

Thank you quotes:

“I would like to thank you most sincerely for your donation of comfort fund. Both myself and my husband are unable to work... I thank you most sincerely as you are the first to show us any empathy”

“A sincere thank you to all at the Marie Keating Foundation. I received a much needed and much appreciated cheque from you in June 2017. Kind regards & keep up the great work.”

“Just to say a huge thanks from us all here for all the help & in particular for the donations & support to our patients during the year. Your input has made really difficult journeys a little easier for a lot of people.”

“I received a cheque this morning. Thank you so much, I’m completely overwhelmed and so incredibly grateful.”

“Many thanks again and I hope your foundation continues its good work. It’s absolutely brilliant and should be greatly appreciated.”

Cancer Support Services Cancer Survivorship

survive & thrive

It is easy to become overwhelmed with the staggering statistics about cancer prevalence and increasing rates, but amidst these facts are also a great many stories of survivors, who are living proof to all of us that there is a life after cancer.

There are now more than 150,000 cancer survivors living in Ireland today and cancer survival rates continue to rise. According to the National Cancer Registry of Ireland, the five year survival rates for breast cancer in women has increased from 73% in 1994-1998 to 86% in 2010-2014. Likewise, five year survival rate for prostate cancer rose by nearly 30% between 1994-1998 and 2010-2014.

Support programmes on adjusting to the 'new normal' after recovery from cancer are more important than ever. At the Marie Keating Foundation we understand that every survivor's cancer journey is unique and comes with its own set of challenges. Our Survive and Thrive programme aims to provide reliable advice on the challenges that cancer patients and survivors may face to make the adjustment back to everyday life as seamless as possible. Expert speakers present on topics including:

- Coping with emotions, fatigue and other side effects of treatment
- Nutritional needs & dietary advice
- How to deal with feelings and emotions
- Stress and anxiety management
- Physical activity & exercise
- Financial advice and planning

The Survive and Thrive programme is open to all men and women who have survived cancer, as well as a close friend or family member who may attend for support. These programmes take place over a single evening or as a six-week course. The Survive and Thrive programme was attended by 240 survivors in 2017 culminating in over 840 attendees in just two years.

This programme's focus on survivorship is furthered by the Foundation's own Heroes of Hope awareness campaign. This tells the stories of fifteen Irish men who were diagnosed with prostate cancer and are now living cancer free.

The Foundation hosted its annual Survive & Thrive fashion show on October 2nd, where breast cancer survivors were invited to be supermodels for the day in support of cancer survivorship. This fashion show is truly one of the most rewarding events in the Foundation's calendar and it was our genuine pleasure to host once again in 2017.

Breast cancer survivors took centre stage as they strutted their stuff on the Survive and Thrive Fashion Show runway. 18 survivor supermodels and 10 Assets' models took to the catwalk for an amazing night in celebration of survivorship survivorship. Watched by family and friends in the audience, this is an extremely uplifting event for each of the ladies who have 'come out the other side'.

“

Each Survive & Thrive course has been attended by people who have survived many different types of cancers at various stages.”



Cancer Support Services Heroes of Hope - Prostate Survivorship Exhibition



Approximately 3,400 men in Ireland every year will be diagnosed with prostate cancer. Thanks to advances in detection and treatment in recent years, cancer survival rates have nearly doubled in the last four decades.

The five year survival rate for prostate cancer in Ireland now hovers around 94% and there are currently more than 26,000 prostate cancer survivors living in Ireland. Through this exhibition, the Foundation aimed to celebrate the strength of men throughout Ireland who are coming out the other side and either surviving cancer or living long, fulfilled lives with the disease.

The Foundation's fifteen Heroes of Hope exhibition, developed with the support of Astellas Oncology, is a keystone feature of our survivorship initiatives. This traveling exhibition launched in 2016 and continued well into 2017. Displays included the stories of diagnosis, treatment and recovery of fifteen Irish men from all walks of life who survived their battles with prostate cancer. This exhibition travelled throughout the country visiting a variety of locations including St. Stephen's Green, Cork University Hospital, Bloom and Connolly Station and the stories could also be accessed from our website. Photography for this campaign was shot

by acclaimed photographer Gerry Andrews. This campaign brought awareness of prostate cancer, a disease which affects 3,400 men in Ireland each year and reflected the perspective that, although changed, there is life after prostate cancer. Less than a year after its launch in November 2016, Heroes of Hope has become a tremendous success, airing on RTE's the Late Late Show and reaching over 2.6 million people.

Heroes of Hope also played a role in our Get Men Talking campaign, which encouraged men all over Ireland to sit down and discuss their health with their GP, family and friends. These Heroes act as exemplary role models to men everywhere, demonstrating the importance of openly discussing health concerns and giving hope to those who are currently living with cancer. The Foundation's annual garden at Bloom in 2017 was inspired by these fifteen Heroes of Hope and also helped raise awareness for our Get Men Talking campaign.





“This isn’t because I am a sportsman, but I suppose we all feel we are invincible. Men don’t talk the talk and they certainly don’t walk the walk when it comes to anything health related. We are all very quick to put our car in for a service but we are very slow at doing the same for our bodies.”

**Tony Ward,
Marie Keating Foundation Hero of Hope**



“When the result came in, I attended for my appointment expecting to hear, “Sorry for putting you through all that but it was best to be sure! “ Instead, he confirmed that I had cancer. Once he mentioned the word ‘cancer,’ I completely zoned out and couldn’t take anything in. It’s not a nice word but I realised I was extremely lucky as it was caught so early.”

**Gerry Bruen,
Marie Keating Foundation Hero of Hope**



“Two major side effects of cancer treatment that people don’t discuss, however, are the financial impact, and depression, which I had a dreadful time with. I have started talking openly about it, and more people are opening up to say they had the same problems. What I have found from attending the support group is that men will open up about it if they are in the right forum. I would be quite shy and I can’t believe that I am now able to talk about the kind of things I talk about.”

**Michael Daly,
Marie Keating Foundation Hero of Hope**

Cancer Support Services A Mindful Walk of the Camino de Santiago



As part of its Cancer Survivorship programme and for the third year in a row, in September 2017 the Foundation was delighted to take a group of cancer survivors and friends on a mindful walk of the Camino de Santiago - the French Way in Northern Spain.

For the third year in a row, in September 2017 the Foundation was pleased to offer an amazing opportunity to participate in a week's walk of the Camino de Santiago – The French Way, in Northern Spain. This year's nine participants, which included 5 cancer survivors, began their journey in Sarria and ended their week-long trip in Santiago de Compostela at the tomb of St. James to cover a total distance of 109 kilometres. Optional mindfulness sessions delivered by psychologist Dr Sinead Lynch were also provided throughout the walk for all those who were interested. Mindfulness can be described as having a non-judgemental, complete awareness of the here-and-now. This mind-set was one of the focal points throughout this life-changing journey, where participants were encouraged to have a conscious and compassionate awareness of every moment. In the spirit of survivorship, this unique mindfulness addition to the beautiful but sometimes challenging walk aimed to help those present who were affected by cancer either directly or indirectly to cope emotionally with the effects of this disease. Participants were also welcome to walk as a group or on their own as they saw fit. While the trip turned out to be an unforgettable experience for all the participants, it was also successful in raising €15,796 for the Foundation's Comfort Fund.

“

It was a privilege to walk the Camino with the most amazing group of people I've ever met. We sang, we laughed, we talked about anything and everything. It was a wonderful experience.”
Jackie Kiely



Cancer Support Services

Cancer Survivorship

positive living

Receiving a diagnosis of advanced or metastatic cancer can often lead patients to have many worries and questions about their treatment options and future.

At a time when many people affected by advanced cancer need support the most, or meeting others who may be living with a similar diagnosis, some may have difficulty in accessing support services. As treatment options for metastatic cancer patients continue to improve, people are able to live much longer after diagnosis. In the last two decades alone, the five year survival rate for cancer in general has risen from 45% to 61%.

The goal of the Marie Keating Foundation's Positive Living programme is to provide those diagnosed with metastatic cancer with knowledge and support to navigate their specific needs and improve their quality of life. These programmes bring people together in a way that allows them to engage with those going through similar situations, and who they may be able to relate to on a peer-to-peer level. It is the goal of the programme to give patients the tools they require to look ahead and plan for the future. These free monthly workshops facilitated by the Foundation's Director of Nursing, include sessions:

- Emotionally coping with metastatic cancer
- Sexuality and relationships
- Physical activity and stress management
- Talking to family and friends about advanced cancer
- Dealing with health care professionals

Since its launch in 2016, in excess of 80 patients with metastatic cancer have participated in our Positive Living programme.

In addition to the Positive Living Programme and the Coping with advanced cancer resources, the Foundation also helped to coordinate a number of seminars for patients with advanced breast cancer in 2017.

We have also developed three new resource booklets that provide information for those affected by advanced melanoma, breast and bowel cancer. A variety of topics are covered within these resources including general information about the specific types of metastatic cancer, how to cope with emotions in a healthy way and strategies for planning for the future. These free information resources are available on the Marie Keating Foundation website and at any of our mobile information units. Evelyn Wakefield, Dr Miriam O'Connor, Tara Byrne, Dr Sinead Lynch, Dr Aisling O'Gorman and Vicki McCullagh were all valued contributors to the development of our newest advanced breast cancer resource.





Increasingly, it is recognised that cancer is not just a disease of the body but it also has an enormous impact on a person's emotions”

Fundraising Initiatives

A letter from Linda Keating, Director of Fundraising

Hi there and thank you so much for taking the time to read our Annual Report. As the Marie Keating Foundation embarks upon our 20 year Anniversary we are looking back on some amazing years with fantastic support from so many wonderfully generous people

To everyone, from those who donated money to one of our coin boxes, to the companies who have sponsored our large-scale events and projects; to the people who have given their time and skills and everyone in between; thank you for joining us on this amazing journey and hopefully we can look forward to many, many more wonderful years together.

When my family and I started the Foundation, we initially envisaged that it would comprise of three mobile units and a nursing team that would travel nationwide providing cancer awareness and information to the people of Ireland free of charge. That was almost 20 years ago now. It is hard to imagine how much the Foundation has grown and evolved since then, and all because of the support of all of you.

Everyone who knows the Marie Keating Foundation knows that we are blessed to have an enduring friendship with Marks & Spencer. Now in its 18th year, this partnership has raised over €2 million for our fight against cancer. I cannot express the depth of our gratitude to the M&S staff and customers for their unfailing dedication to us, even when times have been tough. The funds you have raised have helped to keep our mobile units on the road, helped us reach secondary school students nationwide with our schools programme, helped us to support cancer patients in their darkest hour through our Comfort Fund and supported our Survive & Thrive programme which helps men and women all over Ireland adjust to life after cancer.

Many people think that we are a very large charity with a huge fundraising team. In fact, the Foundation's fundraising team comprises just two people. That is just another reason why every bake sale, every 5k charity runner, every pink ribbon you buy and every text donation you send helps make a real difference. I hope you can see from this Annual Report the impact that you are having.

Thank you for helping us make a difference.

God bless,



Linda Keating



Our special relationship with Marks & Spencer

M&S

EST. 1884

Spend it Well

The Marie Keating Foundation is truly grateful for the ongoing generosity of Marks & Spencer, a long-time charity partner of the Foundation.

2017 marked the 16th year of our enduring partnership with M&S, and the Foundation is thankful for their continued contributions to the fight against cancer. During this time over €2 million has been raised in support of the Foundation by all 17 M&S Ireland locations, hundreds of M&S staff and many of their customers, including €175,342 donated in 2017 alone. This funding plays a vital role in the Foundation's ability to provide our free community services. This includes our three mobile information units staffed by expert nurses, which have direct conversations with over 23,000 people each year about cancer awareness and prevention. M&S is also a major contributor to our Comfort Fund, which provided 540 grants to cancer patients and their families in 2017, as well as our Survive and Thrive programmes.

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

- Marie Keating Foundation coin collection boxes and merchandise at the register in every location
- Proceeds from post-surgery bras for those affected by breast cancer and specially marked packages of berries sold throughout the summer months are donated to the Foundation
- In-store events including quiz nights, coffee mornings and bake sales
- Holding bag packs in stores throughout the country

M&S has stood by the Foundation throughout its growth into one of the leading voices in cancer awareness in Ireland regardless of the national economic climate. Their unwavering support of the Foundation and our fight against cancer is a true testament to how much M&S values their staff, customers and community. The Marie Keating Foundation is especially honoured to not only call Marks & Spencer Ireland a partner, but a friend. We very much look forward to working with them again in 2018 and beyond.



Fundraising Events & Campaigns:

As a non-government organisation, the Marie Keating Foundation relies solely on the generosity of others in order to raise funding to provide a variety of free information and support services to the public. It was our privilege to be chosen as their charity of the year in 2017 by the following companies: Marks & Spencer, Its4Women, Volkswagen, and Pigsback.com.

Think Pink:

Throughout the month of February the Marie Keating Foundation encouraged companies and schools to go pink for a day and raise funds in support of the fight against breast cancer. 25 workplaces and schools participated in the Think Pink campaign, raising €3,741 in support of the foundation by hosting a variety of pink themed events, such as bake sales and wearing pink clothes for a day. Running later on in September, the Think Pink Cycle, generously organized by ladies at The Hub Cycling Group was yet another fundraising initiative supporting our breast cancer awareness campaign, with all proceeds from event registrations being donated to the Foundation.



Pink Patrons: Going Pink with a Purpose

During Breast Cancer Awareness Month, the Marie Keating Foundation invited companies to become a 'Pink Patron', creating a unique partnership for the month of October. Companies would display the pink patron logo on their products and on their websites and donate a percentage or value of the sales of a specific product or service, sold during the month to the Foundation. Brands that got involved include; Stella & Dot, Marks & Spencer, BB's Bakers and Baristas, Belamianta Tan, Pigsback.com, The Works and Skechers to mention but a few. The awareness and money raised from this campaign went to support the Marie Keating Foundation's breast cancer awareness and support services.



Amount raised from the Pigsback Run 2017 Gross €9,319 and Net €6,815

Rotary Club Ball:

The Foundation is proud to have been a charity partner of the Rotary Club Dublin Central and to have taken part in their annual Rotary Club Ball. This event including a silent auction and raffle, and entertainment from various performers including the Singing Waiters and the Black Velvets, helped raise funding and support for the Foundation. Marks & Spencer, Edina and The Daily Mail all proudly sponsored this event.



Fundraising Events & Campaigns:

Today FM Ladies Steeplechase:

The third annual Today FM Ladies Handicap Chase in aid of the Marie Keating Foundation, supported by Marks & Spencer, Today FM and Fairyhouse, took place on April 18th at the Fairyhouse Racecourse. This event featured such leading Irish jockeys as Katie Walsh and Rachael Blackmore, and it would be Aine O'Connor riding Coldstonesober who went on to win the event. A Best Dressed Ladies competition was run at this event and was proudly sponsored by Aideen Bodkin and Marian of Spain Shoes.



Muck Off Cancer Mud Run:

The Marie Keating Foundation joined forces with cancer survivor Lauren Burns to tell cancer to 'muck off' at the Muck Off Cancer mud run in aid of the Foundation in Offaly on April 30th. Free ice-cream, music and a BBQ were enjoyed by participants and prizes were granted to the first team across the finish line. Many local businesses lent their support to this event, including Aspire Advanced Sports Performance Ireland at Clara House Offaly and Baggot's Pub.



BBQ to Beat Cancer:

Supported by Flogas, the Foundation in association with Ballymaloe Foods reached out to inspire people and businesses to hold fundraising barbeques to turn up the heat on cancer. Participants all over Ireland became BBQ heroes to continue the fight against cancer and raise awareness of the Foundation by simply registering for the event and hosting a fun-filled barbeque with friends, family and co-workers. Funds raised went to support the education efforts of the Foundation, our comfort fund and Survive & Thrive programmes.



Women's Mini Marathon:

Team Marie Keating ran in aid of the fight against cancer in the VHI Women's Mini Marathon on June 5th, 2017. Our team of 37 entrants walked and jogged their way to the finish line to raise much needed funds for the Foundation's free services and in support of those affected by cancer.



Fundraising Events & Campaigns:

Celebrity Golf Classic:

In its 19th year in 2017, this keystone event for the Marie Keating Foundation proudly supported by Marks & Spencer took place against the backdrop of the prestigious K-club. 28 teams took part in this event in July of 2017, among them were celebrities such as Ronan Keating, Shane O'Donoghue, Ronnie Whelan, and Denise Van Outen to name a few. Car sponsor Volvo provided stylish, comfortable transportation and Tee Sponsor its4women.ie along with our other sponsors ensured this event would be one to remember. With the help of our generous sponsors celebrities and guests, over €105,561 was raised in support of the Foundations cancer services at this event, the flagship event in our fundraising calendar.



Pfizer Powering Pink Duck Race:

On October 29th, 2017 the River Liffey ran pink in support of breast cancer awareness. Thousands of pink rubber ducks raced to the finish line in the annual Powering Pink Duck Race in aid of the Marie Keating Foundation. 3,000 ducks competed this year, with duck number 2,818 belonging to Katherine Tarrant crossing the line at Talbot Memorial Bridge first to take home the win. Pfizer generously donated €1 for every duck entered. All in all, over €5,005 was raised by this event in support of the Marie Keating Foundation's breast cancer awareness campaign and Positive Living programme.



Ronnie Whelan Golf Classic:

Hosted at St. Anne's Golf Club, the Ronnie Whelan Golf Classic in support of Fighting Blindness Ireland and the Marie Keating Foundation was a fantastic opportunity to enjoy a round of golf, raffles, buffet and entertainment all for a great cause. Individuals and businesses were invited to register their team or sponsor a shirt for the event.

Fundraising Events & Campaigns:

Pigsback Run:

On October 15th, 2017, over 600 participants laced up for the 3rd annual Pigsback 5k/10k run in support of the Marie Keating Foundation. This event was welcome to all runners and walkers, from seasoned athletes to those just looking to enjoy a nice day out for a great cause. With the combined efforts of our supporters and sponsors, this event raised an excess of €2,503 for the Foundation's charitable services.



Tour of Kildare Cycle:

On August 13th, 2017 the Martin Early Tour of Kildare Cycle took place to raise funds and awareness for the Foundation; the event was hosted in conjunction with the Nass Cycling club. This year marked the event's 16th anniversary and included over 450 cyclists, raising more than €9,000. We are grateful for the support of Naas Court Hotel, Eurocycles, Avonmore Protein Milk, Brodericks and Fyffe's; without your support events such as these would not be possible. Thank you once again to Martin Early, a true sportsman, for once again coming out in support of this event in 2017.

Newstalk Christmas Lunch:

An amazing show of support for the Foundation on December 7th, 2017 raised more than €30,000. 300 guests were in attendance at the annual Christmas Lunch, hosted at The Shelbourne Hotel in Dublin. A three course, Christmas themed lunch and reception for guests to enjoy was sponsored by Newstalk with support from Marks & Spencer and accompanied by entertainment from Scott Newman & DJ Gary from First Class Entertainment. Jo Harpur Jewellery and Harvey Norman kindly provided items for the raffles and all guests received Newstalk swag bags with items from Sleek, Gill, Grafton Barber, M&S and Ballygowan.



Fundraising Events & Campaigns:

Without the generous support of our many corporate sponsors, the Foundation would not be what it is today. Through cause marketing, campaign and event sponsorship, community and employee engagement, monetary donations and in kind donations and the power of volunteerism, these organisations have helped us continue our fight against cancer.

Without the support of these corporate partners, our Comfort Fund would not provide cancer patients with much needed monetary support, our nursing team would not share our life- saving information with over 23,000 people every year and our Survive & Thrive programmes would not continue to help cancer survivors reclaim their normal lives. Their generosity and tireless efforts allow us to continue to strive to save lives and for this we are extremely grateful.

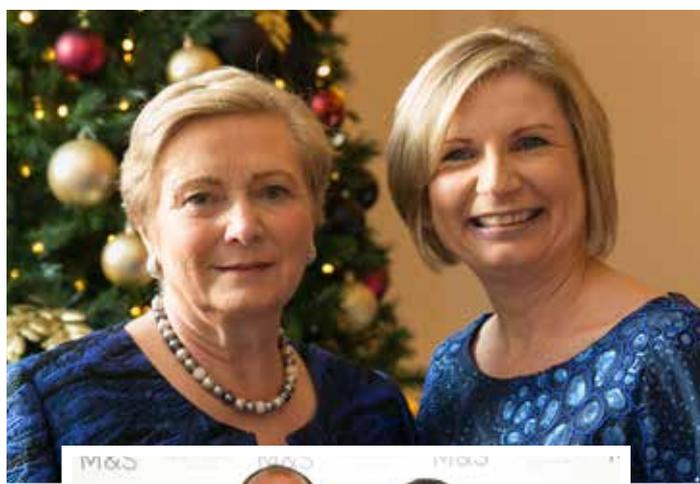


Patrons and Ambassadors

We are fortunate to work with many wonderful patrons and ambassadors who graciously give up their time and energy to help raise awareness and funding for the Foundation. Our sincere thanks goes out to those from the world of sports, entertainment, TV, and politics who lent their time and energy to cancer awareness and support services. Here are just some of the amazing people who have helped us in 2017:

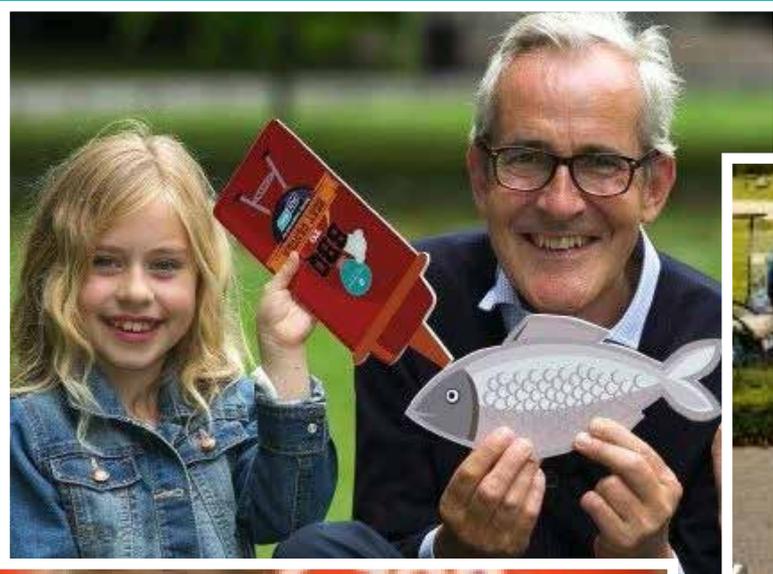


From the top:
Denise Van Outen, Brian Ormond & Pippa O'Connor
Dougray Scott and Claire Forlani, Glenda Gilson & Rob McNaughton



From the top:
Martin Earley, Rosanna Davison
Frances Fitzgerald TD ,
Norah Casey & Sonya Lennon ,
Mike Tindall and Jimmy Nesbitt,
Naas Cycling Club

Patrons and Ambassadors



From the top:
Rory O'Connell, Laurence Kinlan
Paul Williams, Shane Colman

Thank You All

Volunteers

As a charitable organisation, the Foundation relies heavily upon the generosity of the many volunteers who come out and support our efforts in the fight against cancer. Putting on awareness and fundraising events that are vital to spreading the lifesaving message of the Foundation and raising funds to support our free community services, would not be possible without their selfless generosity. We truly cannot thank our volunteers enough for the time and energy they put in to furthering our cause; it means the world to us.



Governance

Here at the Marie Keating Foundation, we are dedicated to uphold our operations to the highest level of governance.

The trust of our supporters is our most valuable resource; we deem it imperative to remain accountable for all donations received to ensure this trust is well deserved. Every donation we receive is designated to be used to its maximum effect in the fight against cancer and this is a responsibility we take incredibly seriously.

The Marie Keating Foundation is listed on the Charities Regulatory Authority's Register of Charities in the Republic of Ireland (Charity Reg. No. 20038953). We are also proud to have achieved the Triple Lock of good governance for the charity sector meaning the Foundation is in full compliance with the Governance Code for the Voluntary and Charity Sector, the Fundraising Guiding Principles and with the Statement of Recommended Practice (SORP) for its accounts.

All of the Foundation's annual finances, including detailed accounts and external, independent audit by Mazars, a breakdown of how donated funds were spent and salary information are available within this report. Financial information and Annual Reports from previous years may also be viewed on our website.

Board of Directors

The Foundation is privileged to have a volunteer board of directors, each with their own unique areas of expertise who bring new ideas, knowledge and skills to support the Foundation's fight against cancer. Board members may have experience in many areas, some of which include finance, fundraising or medicine to name a few. In accordance with their volunteer status, none of our board members receive expenses for time, energy or expertise used in aid of the Foundation. Board members may serve a maximum of six years (two three year terms). This turnover ensures fresh perspectives and skills are constantly being introduced. The biographies of our board members are available for viewing on the Marie Keating Foundation website. In December 2017, Michael O'Reilly, Finance Director and member of the Board since 2014, took over as the new Chairperson of the Board. We are very pleased to have Former Chairperson Thérèse Rochford remain on the Board as a Director.



Best Practice in Transparency and Accountability

The board meets bimonthly to review the Foundation's strategic plan and ongoing performance outcomes. The Board also welcomed qualified nurse and company owner Patricia Lawler in 2017, acting as a Director and Secretary of the Board, Patricia adds fresh new perspective and expertise to the Foundation.

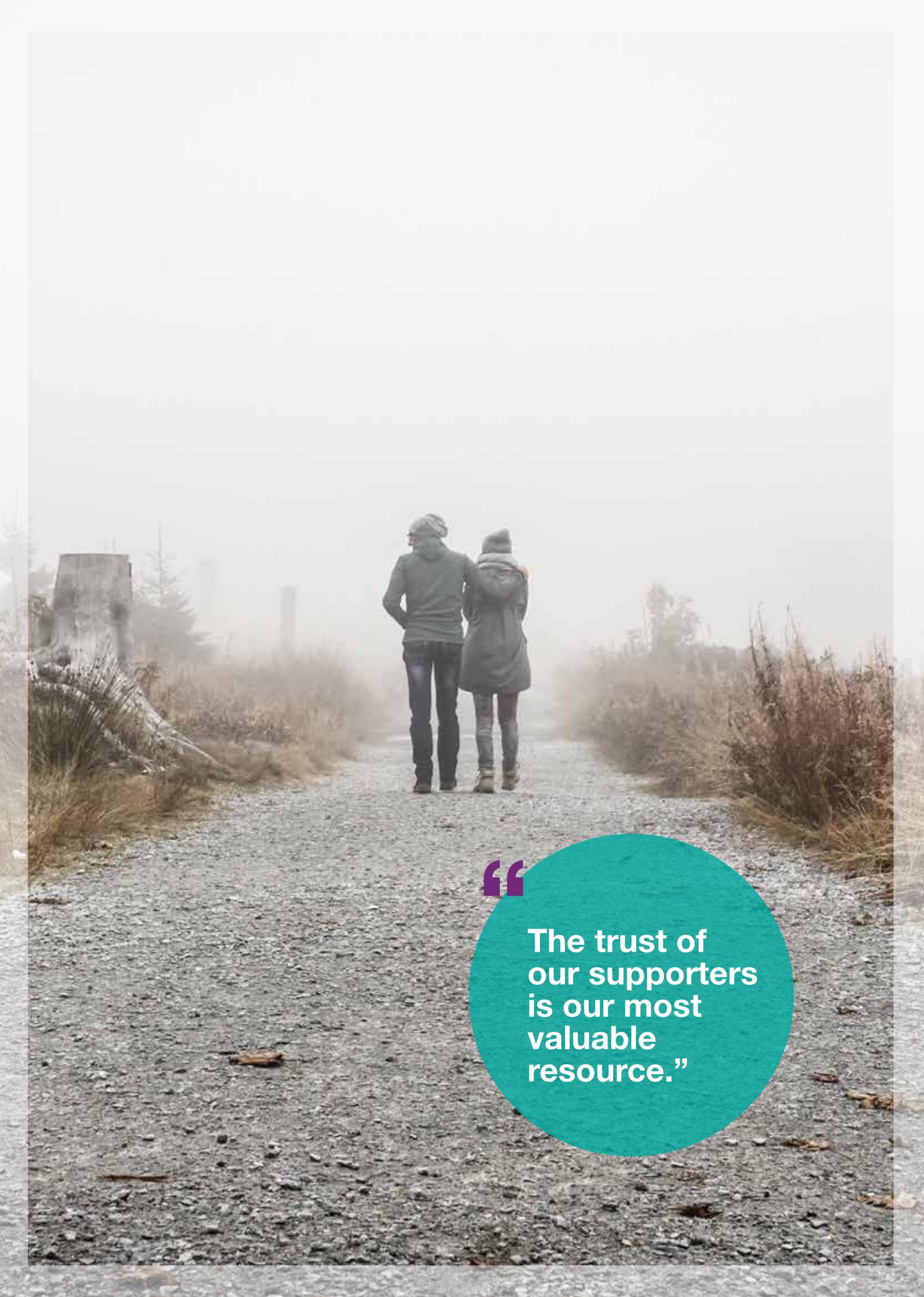
How Funds are Spent

In 2017, the Foundation raised an impressive €1,443,043, 79% of which was spent on charitable services in the forms of:

- Mobile Outreach Services
- Cancer Awareness and Information Events
- Schools Cancer Awareness Programming
- Comfort Fund
- Survivorship Programmes

The remaining funds were used by the Foundation on fundraising (~16%) and on governance and overhead costs (~4.6%). The Marie Keating Foundation does not pay 'top ups' or bonuses to any staff, patrons or board members. €226,601 was spent by the Foundation to fundraise in 2017 covering a wide range of events and campaigns, always ensuring that our return on investment is optimised. As a charitable organisation, fundraising initiatives are imperative to the continued growth of the Foundation. They allow us the opportunity to recruit new donors and sponsors and aid us in spreading our message to the public.

The total operational costs, covering governance and overhead in 2017 were €66,695. The Foundation continues to run in the most efficient and effective way possible to ensure that all funds are spent wisely. Our financial statements are prepared according to the Recommended Practice of Charities statement of Recommended Practice for Charities (SORP), which is recommended best practice by the Accounting Standards Board (ASB). Our independently audited accounts are available at the back of this report.



“

The trust of
our supporters
is our most
valuable
resource.”

Moving Forward Our Goals for the Future



Looking back on the achievements of the Marie Keating Foundation, not only in 2017 but even further to its founding in 2001, sheds light on just how far the Foundation has come towards reaching its vision. In the Foundation's 19 years of operation we have fundraised more than €20 million in support of the fight against cancer.

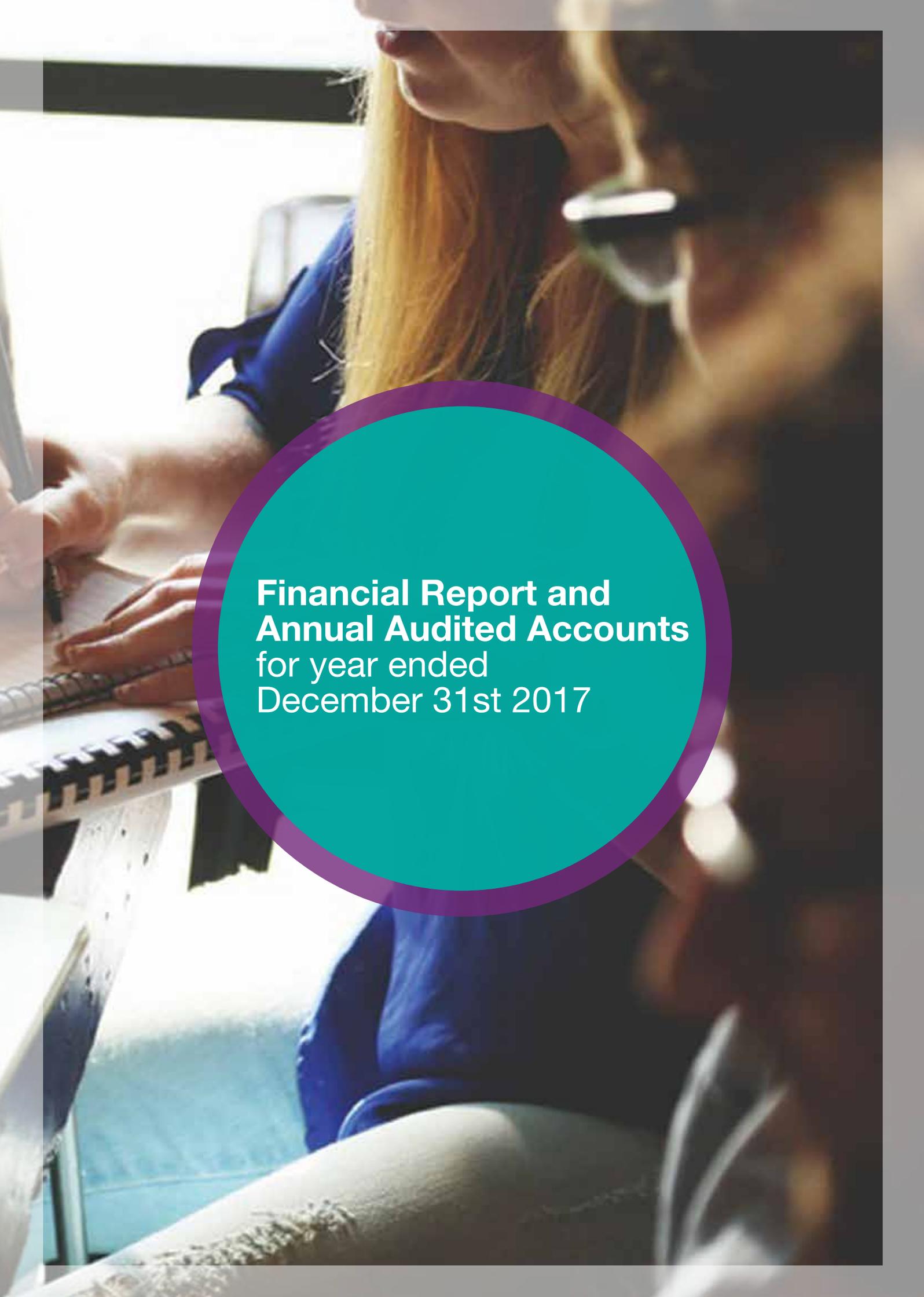
None of this would have been possible without the dedicated work of the Marie Keating Foundation staff and the generosity of our supporters and volunteers. In 2018, we look forward to continuing these traditions of excellent governance and providing trustworthy, free community services to the public. In 2018, we plan to continue educating the public and increasing awareness of cancer in a variety of ways, some similar and some different to those of previous years.

Just some of the goals we wish to achieve in 2018 includes:

- Redevelop and re-launch the Survive & Thrive programme featuring new and updated material. Appoint internal and external facilitators and experts to deliver the programme.
- To increase the number of families assisted by the Comfort Fund in order to meet the rising demand of this service.

- Broaden outreach through the use of online and social media resources. Explore possibility for app development to assist with communications and fundraising.
- Look into university partnerships for potential to offer nursing hours to students as a part of a nursing degree or bursary scheme.
- Update the Foundation website to include on-line subscription and registration for campaigns and events.

Here at the Marie Keating Foundation we pride ourselves in always striving toward our goal of making cancer less frightening by enlightening. With the help of our many sponsors and supporters, we look forward to continuing our fight against cancer and supporting those affected by this disease to the best of our ability.



**Financial Report and
Annual Audited Accounts**
for year ended
December 31st 2017

MARIE KEATING FOUNDATION

REPORT AND FINANCIAL STATEMENTS 2017

CONTENTS

Page

DIRECTORS AND OTHER INFORMATION	61
DIRECTORS' REPORT	62
DIRECTORS' RESPONSIBILITIES STATEMENT	68
INDEPENDENT AUDITOR'S REPORT	69
STATEMENT OF FINANCIAL ACTIVITIES	72
STATEMENT OF FINANCIAL POSITION	73
STATEMENT OF CASH FLOWS	74
NOTES TO THE FINANCIAL STATEMENTS	75

MARIE KEATING FOUNDATION

DIRECTORS AND OTHER INFORMATION

BOARD OF DIRECTORS

Michael O'Reilly (Chairperson)
Patricia Lawler (Secretary)
Professor Ronald Grainger
Mark Grehan
Therese Rochford
Susan Rowan

SECRETARY AND REGISTERED OFFICE

Patricia Lawler
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

MARIE KEATING FOUNDATION

DIRECTORS' REPORT

The directors present their report together with the audited financial statements for the year ended 31 December 2017.

1. 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

Marie Keating Foundation has three mobile information units and a nursing team who travel around Ireland to spread the message about cancer prevention and early detection.

The Foundation’s Schools Cancer Awareness Programme is delivered to secondary school students educating them about cancer signs, symptoms and risk factors.

Throughout the year the Foundation runs a series of cancer awareness and health promotion campaigns educating people about different types of cancer and risk reduction.

Comfort Fund

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.

Survive & Thrive Survivorship Programme

Through the Survive & Thrive workshop programmes and seminars, the Foundation supports cancer patients and survivors giving expert advice on subjects such as nutrition, physical exercise, emotional well-being etc.

The main areas of attention in the coming year 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 assure focus on the core cancer awareness and support services provided throughout Ireland by the Foundation.
- to continue a strong focus on corporate governance and maintenance of the Triple Lock.
- to sustain fundraising growth.

MARIE KEATING FOUNDATION

DIRECTORS' REPORT

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

In 2017, Marie Keating Foundation continued to expand its reach and impact throughout communities in Ireland. In addition to our core nursing activity in communities, schools and workplaces throughout the country, the Foundation's key cancer awareness message was enforced through a series of multidimensional campaigns on bowel cancer, bladder cancer, breast cancer, cervical cancer, and lung cancer as well as men's health in particular.

With regard to fundraising events, income showed an increase of 32% compared with 2016 which was a great achievement in the challenge of a difficult economic environment for the charity sector. Despite this, and by focusing on its strong governance legacy, the Foundation worked hard to continue to run exciting new events and to seek out new partners whilst at the same time further developing existing partnerships.

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 retail and pharmaceutical sectors reflecting the close alignment of key strategic objectives in the area of health promotion.

Total income for the year amounted to €1,443,043, representing an increase of 14% over the prior year. 2017 saw the Foundation being awarded some funding for National Screening Services in relation to a specific campaign promoting BowelScreen in disadvantaged communities.

As regards the core mission of the Foundation, "to make cancer less frightening by enlightening", 2017 was another energetic year in pursuit of this goal. During the year, the Foundation's nursing team completed 370 community and workplace visits, reaching a total of 23,694 people around the country. 382 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 Bladder Cancer – Don't Ignore the Red; Cervical Cancer – Don't Fear the Smear; Breast Cancer; Skin Cancer – Skintervention; Your Health Your Choice general cancer prevention and health promotion, as well as a Get Men Talking men's health campaign. November marked the launch of the Foundation's first ever lung cancer campaign 'Listen to Your Lungs' which featured a coughing billboard as well as a video and seminar.

This year, the Foundation was successful in developing sponsorship partnerships for five of these campaigns (Novartis for Skintervention Skin Cancer Awareness & Breast Cancer; Roche Products (Ireland) Limited for Bowel, Cervical and Lung Cancer; Pfizer for Breast Cancer Awareness; MSD for Lung Cancer; Astellas for Men's Health/Prostate Cancer and Medtronic for our Your Health Your Choice Campaign) 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 sponsor a duck for our Powering Pink Campaign which involved a rubber duck race along the Liffey). Our 'Heroes of Hope' Prostate Cancer Survivorship Exhibition was roadshowed through a series of different venues around the country. For the second year, the Marie Keating Foundation had a blue Get Men Talking garden at Bloom in June 2017 which received a lot of public attention raising awareness about men's health.

MARIE KEATING FOUNDATION

DIRECTORS' REPORT

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE (continued)

In 2017, Marie Keating Foundation continued to run a series of Survive & Thrive workshops and seminars providing support to cancer survivors following their treatment. The six-week programmes were held in Gorey, Co. Wexford and Ennis, Co. Clare and a number of seminars were held in Cork and Dublin as part of the skin cancer, men's health and breast cancer campaigns. A Positive Living group which supports metastatic breast cancer patients with their specific health needs met on 8 occasions during the year featuring different specialists at each event.

We continued the roll out of the Schools Cancer Awareness Programme in secondary schools around the country and updated the content of the programme with a new section on HPV and on Your Health Your Choice.

The total expenditure on charitable activities excluding overheads increased to €1,144,585 or 79% of total income. Overheads were well managed at €66,695 or 4.6% of total income. Overall, the Foundation recorded a net income before depreciation and amortisation of €31,143. After charging depreciation and amortisation of €25,981, the net income was €5,162.

Through our Comfort Fund, we increased the number of grants being issued to needy families. A total of €140,362 was distributed to 540 families in need of financial support as they went through their cancer treatment.

The Foundation is very fortunate to have several key corporate partnerships most notably with Marks and Spencer, which continues its longstanding support and fundraising activities for the Foundation. Other partnerships such as Flogas, Its4women, MyLotto24, the Irish Daily Mail Group, Communicorp, Harvey Norman, continue to play an important role. In 2017, the Foundation continued to develop key health promotion partnerships with the pharmaceutical sector including Astellas, Ipsen, Medtronic, MSD, Novartis and Pfizer and Roche in support of their cancer awareness campaigns and programmes. The Foundation also received funding from the Pink Ribbon Foundation which supported a breast cancer research study being conducted by Clinical Trials Ireland.

The strategic review completed in June 2017 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 has achieved the so-called Triple Lock of Good Governance for the Charity Sector and continues to place governance as a key strategic priority for the board. This means that it is in full compliance with the Governance Code for the Voluntary and Charity Sector; the Fundraising Guiding Principles and with the Statement of Recommended Practice (SORP) for its financial statements. The Foundation is also listed on the Register of the Charities Regulatory Authority.

MARIE KEATING FOUNDATION

DIRECTORS' REPORT

3. STRUCTURE, GOVERNANCE AND MANAGEMENT

The company is governed by a Constitution in accordance with the Companies Act 2014. 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. The Foundation is in compliance with the Governance Code for the Charity Sector. The Foundation is also listed on the 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 ongoing 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. It requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of four months' average expenditure. The company was compliant with this policy at the year end.

4. PRINCIPAL RISKS AND UNCERTAINTIES

The Foundation actively manages its principal risks. A Risk Register is maintained which identifies key risks and the controls that have been put in place to mitigate and manage these risks. All financial, reputational, operational and other risks are monitored on an ongoing basis and reported at Board Meetings and a detailed risk review is conducted twice yearly.

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.

MARIE KEATING FOUNDATION

DIRECTORS' REPORT

5. FUTURE DEVELOPMENTS

The company will continue to operate its activities on a similar basis for the foreseeable future.

6. EVENTS SUBSEQUENT TO THE YEAR END

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

7. DIRECTORS

The names of the individuals who were directors at any time during the year ended 31 December 2017 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 O'Reilly
Patricia Lawler (appointed 04 July 2017)
Professor Ronald Grainger
Mark Grehan (appointed 9 May 2018)
Therese Rochford
Susan Rowan (appointed 10 April 2018)
Edel Creely (resigned 10 April 2018)
Gary Keating (resigned 9 May 2018)

8. STATEMENT ON RELEVANT AUDIT INFORMATION

In the case of each of the persons who are directors at the time this report is approved in accordance with Section 332 of the Companies Act 2014:

- a) so far as each director is aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- b) each director has taken all of the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

MARIE KEATING FOUNDATION

DIRECTORS' REPORT

9. 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.

10. AUDITORS

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

On behalf of the Board

Michael O'Reilly
Director

Therese Rochford
Director

19 June 2018

MARIE KEATING FOUNDATION

DIRECTORS' RESPONSIBILITIES STATEMENT

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 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, and Statement of Recommended Practice (Charities SORP (FRS 102)), issued by the Charity Commissioners for England and Wales and the Office of the Scottish Charities Regulator.

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 net income or expenditure of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors 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 net income or expenditure 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.

On behalf of the Board

Michael O'Reilly
Director

Therese Rochford
Director

19 June 2018

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
MARIE KEATING FOUNDATION

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Marie Keating Foundation for the year ended 31 December 2017 which comprise the Statement of Financial Activities, the Statement of Financial Position, the Statement of Cash Flows and the related notes, including the summary of significant accounting policies set out in note 3. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland.

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 2017 and of its net income for the year then ended;
- have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
MARIE KEATING FOUNDATION**

Other information

The directors are responsible for the other information. The other information comprises the information included in the directors' report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the directors' report is consistent with the financial statements; and
- in our opinion, the directors' report has been prepared in accordance with 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 and financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made.

We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
MARIE KEATING FOUNDATION

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement set on page 9, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: [http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description of auditors' responsibilities for audit.pdf](http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors'_responsibilities_for_audit.pdf). This description forms part of our auditor's report.

The purpose of our audit work and to whom we owe our responsibilities

Our 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.

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

19 June 2018

MARIE KEATING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2017 €	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2016 €
Income							
Charitable activities							
Grants	5	14,994	33,120	48,114	-	54,000	54,000
Donations and legacies							
Donations and gifts		489,443	323,814	813,257	460,202	296,775	756,977
Donations in kind		186,000	-	186,000	158,864	-	158,864
Other trading activities							
Fundraising events		380,952	-	380,952	288,372	-	288,372
Merchandise		14,720	-	14,720	9,249	-	9,249
Total income	5	1,086,109	356,934	1,443,043	916,687	350,775	1,267,462
Expenditure							
On charitable activities							
Project and programme costs		787,651	356,934	1,144,585	693,516	368,211	1,061,727
Project overheads		66,695	-	66,695	65,019	-	65,019
		854,346	356,934	1,211,280	758,535	368,211	1,126,746
On raising funds							
Expenditure on raising funds		226,601	-	226,601	235,130	-	235,130
Total expenditure		1,080,947	356,934	1,437,881	993,665	368,211	1,361,876
Net income/(expenditure)	6	5,162	-	5,162	(76,978)	(17,436)	(94,414)
Funds brought forward	17	322,270	-	322,270	399,248	17,436	416,684
Funds carried forward	17	327,432	-	327,432	322,270	-	322,270

MARIE KEATING FOUNDATION

STATEMENT OF FINANCIAL POSITION

		31 December	31 December
	Notes	2017 €	2016 €
FIXED ASSETS			
Tangible assets	10	19,253	27,383
Intangible assets	11	<u>48,957</u>	<u>61,414</u>
		68,210	<u>88,797</u>
CURRENT ASSETS			
Debtors	12	282,660	175,133
Stock	13	23,557	26,382
Cash and cash equivalents	14	<u>172,997</u>	<u>136,158</u>
		479,214	337,673
CREDITORS			
Amounts falling due within one year	15	<u>(219,992)</u>	<u>(104,200)</u>
NET CURRENT ASSETS		<u>259,222</u>	<u>233,473</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>327,432</u>	<u>322,270</u>
FUNDS OF THE CHARITY			
Restricted funds	17	-	-
Unrestricted funds	17	<u>327,432</u>	<u>322,270</u>
TOTAL CHARITY FUNDS		<u>327,432</u>	<u>322,270</u>

On behalf of the Board

Michael O'Reilly
Director

Therese Rochford
Director

19 June 2018

MARIE KEATING FOUNDATION

STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2017 €	Year ended 31 December 2016 €
Cash flow from operating activities:			
Net income/(expenditure) for the year		5,162	(94,414)
Adjusted for:			
Depreciation		9,833	15,577
Amortisation		16,148	13,900
Movement in stock		2,825	(7,526)
Movement in debtors		(107,527)	151,067
Movement in creditors		<u>115,792</u>	<u>(5,367)</u>
Net cash generated from operating activities		<u>42,233</u>	<u>73,237</u>
Cash flow from investing activities:			
Purchase of tangible fixed assets		(1,703)	(10,197)
Purchase of intangible fixed assets		<u>(3,691)</u>	<u>(48,914)</u>
Net cash used in investing activities		<u>(5,394)</u>	<u>(59,111)</u>
Increase in cash in the year		36,839	14,126
Cash and cash equivalents at beginning of year	14	<u>136,158</u>	<u>122,032</u>
Cash and cash equivalents at end of year	14	<u>172,997</u>	<u>136,158</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

1. GENERAL INFORMATION

These financial statements comprising the Statement of Financial Activities, the Statement of Financial Position, the Statement of Cash Flows and the related notes constitute the individual financial statements of Marie Keating Foundation for the financial year ended 31 December 2017.

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 ("CLG") and is a registered charity.

The financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard Applicable in the UK and Republic of Ireland" ("FRS 102") and the Companies Act 2014. The financial statements have also been prepared in accordance with Statement of Recommended Practice (SORP) (Revised 2015) "Accounting and Reporting by Charities".

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 Financial Reporting Standard 102 "The Financial Reporting Standard Applicable in the UK and Republic of Ireland" ("FRS 102") and the Companies Act 2014. The financial statements have also been prepared in accordance with 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 SORP's for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. 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. The financial statements have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

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.

Where services are provided to the charity as a donation that would normally be purchased from our suppliers, this contribution is included in the financial statements at an estimate based on the value of the contribution to the charity, and recognised as a donated service or facility.

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.

Fundraising income is credited to the Statement of Financial Activities in the year in which it is receivable by the company.

Voluntary income including donations and gifts are recognised where there is entitlement, receipt is probable and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies that the grant or donation must only be used in future accounting periods or the donors have imposed conditions which must be met before the charity has unconditional entitlement.

Grants from public authorities and other agencies in Ireland are credited to the Statement of Financial Activities in the year to which they relate. Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable whichever is earlier. Grants are recognised when there is evidence of entitlement and their receipt is probable. Grant income is deferred where the charity is restricted by specific performance related conditions that are evident in the grant agreement, where there is a specification of a time period that limits the charity's ability to spend the grant until it has performed that activity related to the specified time period and when there are specific terms or conditions within the agreement that have not been met and are not within the control of 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.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

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) Taxation

The entity is a registered charity. All of its activities are exempt from direct taxation.

Any irrecoverable VAT is charged to the statement of financial activities, or capitalised as part of the cost of the related asset, as appropriate.

h) 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:

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

h) Tangible fixed assets (continued)

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

i) Intangible assets

Intangible assets acquired separately are capitalised at cost.

Intangible assets are recognised in the statement of financial position only if they are identifiable, controllable, there is an expectation that they will produce future economic benefits and their cost can be measured reliably. Intangible assets with a finite useful life are valued at their acquisition or production cost or at their appraised value, net of accumulated amortisation and impairment losses. Amortisation is calculated to write off the cost of the intangible asset over the shorter of the period expected to directly or indirectly generate economic benefits in the form of cash flows and a period covered by legal rights. Useful lives are reviewed annually and the impact of any changes is reflected prospectively.

The company uses the following amortisation rates:

Website	5 years
CRM System	5 years

j)! 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.

k)! Cash and cash equivalents

Cash consists of cash on hand and on-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.

l)! Financial instruments

Financial assets

Basic financial assets, including trade debtors and cash and cash equivalents 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.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

l) Financial instruments (continued)

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 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.

m) Funds

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the company's work or for specific projects being undertaken by the company.

n) Provisions and contingencies

Provisions

Provisions are recognised when the company has a present legal or constructive obligation as a result of past events; it is probable that an outflow of resources will be required to settle the obligation; and the amount of the obligation can be estimated reliably.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

n) Provisions and contingencies (continued)

Contingencies

Contingent liabilities, arising as a result of past events, are recognised when it is probable that there will be an outflow of resources and the amount can be reliably measured at the reporting date. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

Contingent assets are not recognised. Contingent assets are disclosed in the financial statements when an inflow of economic benefits is probable.

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:

Donated services

The charity received donated services during the year such as advertising. Accounting standards require that donated services should be recognised as income and as expenditure in the statement of financial activities, at fair value. Management has estimated the fair value of donated services to be €186,000 (2016: €158,864).

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. See note 10 for the carrying amount of tangible fixed assets.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS (continued)

Useful economic lives of intangible fixed assets

The company amortises the intangible assets over their estimated useful lives. The estimated useful life reflects management's estimate of the period that the company intends to derive future economic benefits from the use of the company's intangible assets. Impairment reviews are carried out whenever a triggering event has occurred to determine if the carrying amount exceeds the recoverable amount. See note 11 for the carrying amount of intangible fixed assets.

5. INCOME

Income derives from activities in the Republic of Ireland. Income comprises grants, donations, corporate sponsorship, donations in kind, fundraising income and merchandise income.

	2017 €	2016 €
Republic of Ireland	1,421,787	1,264,675
United Kingdom	<u>21,256</u>	<u>2,787</u>
	<u>1,443,043</u>	<u>1,267,462</u>

Restricted grant income	Funding	2017 €	2016 €
American Ireland Fund	Schools Cancer Awareness	4,000	4,000
Pink Ribbon Foundation	Survivorship/Research	26,120	-
National Lottery	Cancer/Health Awareness	<u>3,000</u>	<u>50,000</u>
		<u>33,120</u>	<u>54,000</u>

There have been no unfulfilled conditions or contingencies attached to grants recognised as income in 2017.

6. NET INCOME/(EXPENDITURE)	2017 €	2016 €
Net income/(expenditure) is stated after charging:		
Directors' remuneration	-	-
Depreciation	9,833	15,577
Amortisation	16,148	13,900
Auditor's remuneration (excluding value added tax)	4,500	4,000
Operating lease expense	<u>29,207</u>	<u>29,612</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

7.	STAFF COSTS	2017 €	2016 €
	Wages and salaries	512,482	498,059
	Social welfare costs	47,265	48,186
	Other retirement benefit costs	<u>6,236</u>	<u>6,936</u>
		<u>565,983</u>	<u>553,181</u>

The average monthly number of persons employed by the company during the year was 16 (2016: 15) analysed as follows:

	2017 No.	2016 No.
Administration	6	6
Services	<u>10</u>	<u>9</u>
	<u>16</u>	<u>15</u>

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

Salary range	2017	2016
€50,000 - €60,000	-	1
€60,000 - €70,000	1	2
€70,000 - €80,000	<u>1</u>	<u>1</u>

Emoluments include salaries and taxable benefits in kind but exclude employer pension costs. No benefits in kind are payable by the company.

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.

8. 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, deposit interest retention tax and capital gains tax.

9. 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 included at note 7 for the year represents contributions payable to the fund.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

10.	TANGIBLE ASSETS						
		Leasehold Buildings €	Fixtures & fittings €	Mobile units €	Computer equipment €	Coin boxes €	Total €
	Cost						
	At 31 December 2016	81,878	8,917	431,481	74,642	17,939	614,857
	Additions	—	—	1,703	—	—	1,703
	At 31 December 2017	<u>81,878</u>	<u>8,917</u>	<u>433,184</u>	<u>74,642</u>	<u>17,939</u>	<u>616,560</u>
	Accumulated Depreciation						
	At 31 December 2016	80,505	7,150	424,931	70,969	3,919	587,474
	Charge for year	1,373	704	2,903	1,265	3,588	9,833
	At 31 December 2017	<u>81,878</u>	<u>7,854</u>	<u>427,834</u>	<u>72,234</u>	<u>7,507</u>	<u>597,307</u>
	Net Book Value						
	At 31 December 2016	<u>1,373</u>	<u>1,767</u>	<u>6,550</u>	<u>3,673</u>	<u>14,020</u>	<u>27,383</u>
	At 31 December 2017	<u>—</u>	<u>1,063</u>	<u>5,350</u>	<u>2,408</u>	<u>10,432</u>	<u>19,253</u>
11.	INTANGIBLE ASSETS			Website €	CRM System €		Total €
	Cost						
	At 31 December 2016			53,296	24,215		77,511
	Additions			3,691	—		3,691
	At 31 December 2017			<u>56,987</u>	<u>24,215</u>		<u>81,202</u>
	Accumulated Amortisation						
	At 31 December 2016			12,127	3,970		16,097
	Charge for year			11,305	4,843		16,148
	At 31 December 2017			<u>23,432</u>	<u>8,813</u>		<u>32,245</u>
	Net Book Value						
	At 31 December 2016			<u>41,169</u>	<u>20,245</u>		<u>61,414</u>
	At 31 December 2017			<u>33,555</u>	<u>15,402</u>		<u>48,957</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

12.	DEBTORS	2017	2016
		€	€
	Trade debtors	25,013	40,837
	Accrued income	240,271	124,660
	Prepayments	<u>17,376</u>	<u>9,636</u>
		<u>282,660</u>	<u>175,133</u>

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

13.	STOCK	2017	2016
		€	€
	Promotional stock	<u>23,557</u>	<u>26,382</u>

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

14.	CASH AND CASH EQUIVALENTS	2017	2016
		€	€
	Cash at bank	<u>172,997</u>	<u>136,158</u>

15.	CREDITORS	2017	2016
	Amounts falling due within one year	€	€
	Trade creditors	39,479	45,538
	Accruals	25,562	16,572
	Deferred income (Note 16)	140,027	27,474
	Paye/prsi	14,322	14,014
	Pension	<u>602</u>	<u>602</u>
		<u>219,992</u>	<u>104,200</u>

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

Accruals
The terms of accruals are based on the underlying contracts.

Taxes and social security costs
Taxes and social security costs are subject to the terms of the relevant legislation. Interest accrues on late payment. No interest was due at the financial year end date.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

16.! DEFERRED INCOME

	Balance 31 December 2016 €	Amounts received during the year €	Amounts release during the year €	Balance 31 December 2017 €
Donations and grants	<u>27,474</u>	<u>140,027</u>	<u>(27,474)</u>	<u>140,027</u>

17.! MOVEMENT OF FUNDS

	Unrestricted funds €	Restricted funds €	Total 2017 €	Unrestricted funds €	Restricted funds €	Total 2016 €
Opening balance	322,270	-	322,270	399,248	17,436	416,684
Net movement	<u>5,162</u>	<u>-</u>	<u>5,162</u>	<u>(76,978)</u>	<u>(17,436)</u>	<u>(94,414)</u>
Closing balance	<u>327,432</u>	<u>-</u>	<u>327,432</u>	<u>322,270</u>	<u>-</u>	<u>322,270</u>
Represented by:						
Fixed assets	68,210	-	68,210	88,797	-	88,797
Current assets	339,187	140,027	479,214	337,673	-	337,673
Current liabilities	<u>(79,965)</u>	<u>(140,027)</u>	<u>(219,992)</u>	<u>(104,200)</u>	<u>-</u>	<u>(104,200)</u>
Net assets	<u>327,432</u>	<u>-</u>	<u>327,432</u>	<u>322,270</u>	<u>-</u>	<u>322,270</u>

18. STATEMENT OF FUNDS

Restricted funds	31 December 2016 €	Income €	Expenditure €	31 December 2017 €
Mens' Health Awareness	-	36,914	(36,914)	-
Skin Cancer Awareness	-	5,000	(5,000)	-
Breast Cancer Awareness	-	68,873	(68,873)	-
Schools Cancer Awareness	-	4,000	(4,000)	-
Survivorship and Wellness	-	26,120	(26,120)	-
Comfort Fund	-	35,000	(35,000)	-
Health Promotion of Cancer Screening	-	47,707	(47,707)	-
Cancer/Health Awareness	<u>-</u>	<u>133,320</u>	<u>(133,320)</u>	<u>-</u>
	-	356,934	(356,934)	-
Unrestricted funds	<u>322,270</u>	<u>1,086,109</u>	<u>(1,080,947)</u>	<u>327,432</u>
Total funds	<u>322,270</u>	<u>1,443,043</u>	<u>(1,437,881)</u>	<u>327,432</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

18. STATEMENT OF FUNDS (continued)

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. The company was compliant with this policy at the year end.

19. 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:

	2017 €	2016 €
Financial assets at amortised cost		
Trade debtors	25,013	40,837
Cash at bank	<u>172,997</u>	<u>136,158</u>
Financial liabilities at amortised cost		
Trade creditors	<u>39,479</u>	<u>45,538</u>

20. FINANCIAL COMMITMENTS

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

	2017 €	2016 €
Within one year	-	5,203
Within two and five years	-	-
	<u>-</u>	<u>5,203</u>

21. EVENTS SUBSEQUENT TO THE YEAR END

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

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

22. RELATED PARTY TRANSACTIONS

During 2017, Marie Keating Foundation engaged the marketing services of DDFH&B Limited and media buying services of Mindshare Media Ireland Limited in its Skintervention (skin cancer) and Listen to Your Lung (lung cancer) awareness campaigns. Michael O'Reilly is a director and employee of DDFH&B and a Director of Mindshare. The Skintervention TV ad campaign was carried out on a pro bono basis by DDFH&B and in respect of the Listen to your Lungs campaign, a small, highly discounted fee was paid to DDFH&B. Media for both campaigns was bought by Mindshare at discounted rates. The Board is satisfied that the costs of any other advertising or media buying company for these services would have been far in excess of the costs charged to the Foundation and that all work was undertaken in the best interest of the Foundation.

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 €275,351 (2016: €284,017), 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.

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.

23. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the directors on 19 June 2018.



Marie Keating
FOUNDATION

**Unit 9 Millbank Business Park,
Lucan, Co. Dublin**

(01) 628 3726

**info@mariekeating.ie
www.mariekeating.ie**