



Annual Report 2018

20TH
ANNIVERSARY



Marie Keating
FOUNDATION



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Chairman's Report 2018

It is a great honour to present the Marie Keating Foundation's Annual Report and Financial Statements for the year ended 31st December 2018.

2018 marked a very important milestone for the Marie Keating Foundation. The Foundation was set up in 1998, following the untimely death of Marie Keating from breast cancer. From the Keating family's desire to help other families impacted by cancer, the Foundation has grown over the past 20 years to become one of the leading cancer charities in Ireland.

Cancer affects every aspect of a person's life and this is reflected in the Foundation's aim to be there for everyone affected by cancer, at every step of their journey.

Throughout 2018, our Community Information Service, continued to expand its reach and impact offering awareness and education programmes throughout Ireland. Our cancer awareness message was enforced by a series of award-winning campaigns covering the most common cancers affecting people in Ireland, including bowel, breast, lung, prostate and skin cancer.

Through its Comfort Fund, the Marie Keating Foundation continued to provide financial assistance to people who are receiving treatment for any kind of cancer and who find themselves in financial difficulty as a result.

The Foundation supported cancer survivors through its Survive & Thrive and Positive Living Programmes. These programmes, which are run nationwide and free of charge, continue to help support men and women who have finished treatment, or are living with advanced cancer.

I am delighted to report that our total income for 2018 amounted to €1,544,621 an increase of 7% over the prior year. Project and programme cost of charitable activities increased to €1,199,724 or 78% of total income. Overheads continued to be well managed at €129,609 or 8% of total income. Overall the Foundation recorded a deficit of €4,235 compared with a surplus of €5,162 in the prior year.

We remain committed to the highest governance standards, to managing our work responsibly and spending the money that our supporters donate wisely. Our Board and Management continue to operate to the highest standards of transparency and accountability.

I would like to personally thank our retiring directors; Gary Keating, Edel Creely and Therese Rochford. Therese was Chairperson for three years and served on the Board for seven years. I know you will join me in extending our special appreciation to Therese, Gary and Edel for their tireless commitment and for everything they have done. I would like to welcome some new faces to the Board, namely, Laura Larkin, Marie Claire Scullion and Marie McGinley. They bring a wealth of experience between them and I am very grateful to them for giving their valuable time to the Foundation.

Thank you also to the Keating Family for their heartfelt commitment; to all the staff who work so hard to achieve our mission every day; 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. Without you we could not continue to be there for so many people affected by cancer when they need our support.

A handwritten signature in black ink, appearing to read 'Michael O'Reilly', with a long horizontal stroke underneath.

Michael O' Reilly
Chairman

A letter from our patron, Ronan Keating

Welcome to the 2018 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.





As we reach the 20th Anniversary of Mam's passing, my family and I often talk about how she would still be here today if she'd only gone to the doctor earlier. The form of breast cancer that took Mam's life was very curable. She was only 51. She has missed out on so many birthdays, weddings, family dinners and simply watching her family grow, just because she wasn't aware of the signs and symptoms of her cancer.

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 help 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.

In 2018, our nurses spoke to 29,039 people about cancer prevention and the importance of early detection. Our nursing teams raised awareness to people in schools, colleges, offices, places of work and shopping centres about how they can reduce their risk of cancer. Things like making simple lifestyles changes, being vigilant about changes in their body and going to their GP promptly if they have any worries about their health were the main focus. The numbers of those affected by cancer each year are set to rise, and by 2040, these rates are expected to double. This means that the work that our nurses do is more essential than ever.

At the Foundation, we want to make cancer less frightening by enlightening, and the best way to do this is by talking about it. Throughout 2018, the Foundation has had a clear understanding of this message through campaigns like our award winning Bowel Campaign "I Gave A Sh*t And It Saved My Life" in March, our skin cancer campaign Skin C(h)ancer during the summer, our breast cancer campaign #TakeNotice in October and our second annual lung campaign in November, 'I Am Lung Cancer'.

None of the Marie Keating Foundation's work would have been possible without the support of so many people, communities, companies and organisations. 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 I'd like to say a big thank you to the hardworking team at the Foundation who all go the extra mile in striving to achieve our vision of 'a world free from the fear of cancer'.

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 as it is here to support you if you need it.

Yours sincerely,

Ronan Keating



A Letter from our Chief Executive Officer

It is a privilege, once again, to present the Marie Keating Foundation's Annual Report for 2018. Looking back on all that we have achieved throughout the past year, but also on all that the Foundation has achieved in the 20 years since Marie Keating so sadly lost her life to breast cancer in 1998, makes me immensely proud.

In 2018 new NCRI figures were published highlighting that now more than 40,000 people are diagnosed with cancer each year in Ireland which is almost a doubling of case numbers in the 20 year period. Due in large part to population growth as well as aging of our population, the numbers of cancers in Ireland are projected to increase by 110% in men and by 85% in women. Cancer has now also surpassed heart disease as the leading cause of death in Ireland.

These statistics highlight the need for the Marie Keating Foundation's cancer awareness and support services now more than ever. The Marie Keating Foundation is doing everything it can to educate people about spotting cancer early, to provide important support services to those who are affected by cancer directly and indirectly and to assist cancer survivors as they make the transition back to life after cancer.

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.

Looking back over the past 12 months, there are many ways we have raised awareness about different types of cancer throughout a busy calendar year. Some highlights include a SunSmart garden at Bloom which, allied with our Skin C(h)ancer campaign, raised awareness about the importance of being safe in the sun – particularly for outdoor workers or sports people who are playing or watching sports outdoors. We ran a number of excellent public awareness campaigns on Bowel Cancer, Breast Cancer, Cervical Cancer and Prostate Cancer. A second lung cancer campaign called 'I Am Lung Cancer' highlighted the message about symptoms of lung cancer and the stigma associated with this disease. Following the CervicalCheck controversy that arose in April 2018, the Marie Keating Foundation was privileged to be one of the co-founders of the 221+ group which is now providing essential support services to those women and families affected by the debacle.

For those cancer patients who found themselves in financial difficulty as a result of cancer, we were able to award 564 Comfort Fund grants to help these families at a very challenging time. Our Survive & Thrive and Positive Living Programmes also supported patients to live 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 5% in 2018. Whilst managing our fundraising expenditure and overheads as tightly as possible, I'm really pleased that we were also able to increase the amount spent on charitable services further to €1,199,724, the highest amount ever spent on cancer awareness services since the Foundation was established.

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, and 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 pay tribute to our Chairperson Michael O'Reilly and 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 our staff have shown, yet again, throughout a very busy year. I am immensely proud to work with such a tremendously passionate, committed and dedicated team.



Liz Yeates
Chief Executive Officer

Marie Keating's Story

Marie Keating was diagnosed with breast cancer on Wednesday, 25th September 1996. Her world, and her family's world, fell apart that day.



“Cancer” had always been that word you don't mention. It was referred to as the “Big C” and you always thought, “This is it, I am going to die.”

Marie Keating



Marie Keating was diagnosed with breast cancer on Wednesday, 25th September 1996. Her world, and her family's world, fell apart that day.

Two years previously, Marie had been diagnosed with what her doctor had called mastitis, a condition that causes inflammation and pain in the breast tissue. She had been told to take antibiotics and, if the symptoms did not go away, to come back. But Marie was Marie and had such a fear of hospitals and doctors that she had given birth to four of her five children at home. Her symptoms did not go away but she did not go back to the doctor until it was too late. By then she had a very large lump on her breast and her doctor immediately sent her to Beaumont Hospital for a biopsy. Because her case had become so advanced, the doctor there told her, 'Marie, I don't even have to do a biopsy to know that this is cancer, but we will'.

Marie was indeed diagnosed with breast cancer, and on October 1st 1996, underwent a full mastectomy. She started chemotherapy a few weeks later. Marie was very positive as were all her family, even though she was quite sick from the side effects of her treatment. She lost her hair but, having been a hairdresser, she had great fun cutting and styling wigs, even dying them (although you're not supposed to).

In September 1997, Marie was given the 'all clear'. It was an amazing day for her and her family. She went straight to the nurses on the day ward where she had spent so many months to give them the great news and thank them for all their support and love through her treatment. Unfortunately, Marie rarely did her physio exercises following her treatment and so developed lymphoedema, an abnormal build-up of fluid that causes swelling in the limbs. She walked the floors at night with the pain, trying not to wake any of her family, just suffering in silence.

By October 1997, Marie started to have back pain and she returned to the hospital once more. Her doctor did an MRI and the results showed that she had three spots of cancer on her spine. Despite this awful news, she tried to stay positive, even throughout further radiotherapy treatment. Marie finished her radiotherapy in January 1998. However, unfortunately the treatment was not successful, and Marie lost her very brave battle to breast cancer on 2nd February 1998, aged just 51.

The type of breast cancer that Marie died from is called Paget's Disease, which is a decaying nipple that can be followed by a malignant tumour, causing breast cancer. The saddest thing for her family to accept was that this is the most curable form of the disease. Her five children and husband were absolutely devastated, but they were determined to do something to prevent other families going through what they had gone through. This is why the Marie Keating Foundation was founded.

Marie Keating died because she did not know enough about cancer and the importance of early detection. If Marie had understood her symptoms and if she had been treated earlier, she would probably be alive today.

Her family thought about what they could do to prevent this happening to other families, and so they decided to put mobile units on the road with registered nurses, to travel to all towns, cities, schools, shopping centres and places of work to inform people of the importance of early detection and how it really can save your life.

This is where the Marie Keating Cancer Awareness Fund (as it was called then) started.

The Marie Keating Foundation: Our Values and Vision



Who We Are

The Marie Keating Foundation is a not for profit registered charity 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 support to cancer survivors and families at every step of a cancer journey.



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 Company Limited by Guarantee (CRO Number 342695). We are a registered charity, listed on the Charities Regulatory Authority Register. Charity numbers: CHY 12916 and RCN 20038953.



NATIONAL CANCER STRATEGY

2017 - 2026

Update on National Cancer Strategy 2017-2026

Currently, 173,000+ people are living with and beyond cancer in Ireland, over 40,000 cases of cancer or related tumours are diagnosed each year, and cancer is now the leading cause of death in the country. Ireland's growing and ageing population, combined with inactive and unhealthy lifestyle habits, is leaving more people at risk of cancer. Cancer rates continue to rise annually, and there is a predicted doubling in the incidences of cancer in Ireland by 2045.

To address the growing concern of cancer in Ireland, the Department of Health launched the National Cancer Strategy, A Strategy for Cancer Control in Ireland programme in 2006. At the conclusion of the second National Cancer Strategy in 2016, a third programme was launched for the 2017 to 2026 period, focusing on many key areas such as cancer prevention and survivorship, outreach to disadvantaged populations, and promoting healthy lifestyle. In 2018, a number of steps have been taken to initiate the recommendations of the National Cancer Strategy and the Marie Keating Foundation is proud to be playing its role in advancing this progress.

National Cancer Strategy Implementation Report 2018 (Selected Recommendations) and MKF Participation

NCS Recommendation No.	NCS Recommendation	Progress to end of 2018	MKF Involvement
1.	The Department of Health will ensure that policies under the Healthy Ireland framework are implemented in full and that opportunities to address cancer prevention measures under those policies are maximised. In particular, measures aimed at further reducing smoking levels will be pursued.	Cancer issues have been well integrated into Healthy Ireland prevention messages, for example, in the areas of tobacco and alcohol consumption. All tobacco products manufactured for sale in Ireland must be in standardised retail packaging from 30th September 2018.	Our work helps the NCS aim at further reducing smoking levels through our mobile outreach service and nursing team who speak to over 25,000 members of the public annually on cancer prevention, including the Quit Smoking message.
2.	The National Cancer Control Programme (NCCP) will develop a cancer prevention function, working in conjunction with the broader Healthy Ireland initiative, and will lead in relation to the development and implementation of policies and programmes focused on cancer prevention.	An additional Specialist in Public Health Medicine has been appointed to the NCCP to support the cancer prevention function. An Irish Cancer Prevention Network is being established. A Memorandum of Understanding has been signed by the NCCP, Irish Cancer Society, Breakthrough Cancer Research and Marie Keating Foundation. The network will focus on organisations working in cancer prevention, bringing them together to collaborate on cancer prevention initiatives, agree consistent evidence based cancer prevention public awareness messages and support national programmes with a unified voice.	The Marie Keating Foundation has signed A Memorandum of Understanding and will collaborate with co-signees on cancer prevention initiatives in Ireland which primarily focus on promotion and education about healthy lifestyle factors and cancer risk reduction strategies.
3.	The Department of Health will develop a national skin cancer prevention plan and oversee its implementation as a priority. It will prioritise children, outdoor workers, sunbed users and those who pursue outdoor leisure activities.	The Department of Health and the NCCP established a Working Group in April 2018, including representatives of voluntary organisations including the Mairie Keating Foundaiton, to progress the development of a skin cancer prevention plan. The Skin Cancer Action Plan was formally launched by the Minster of Health in Q2 2019.	We have been working with the NCCP and other stakeholders to establish a skin cancer prevention plan. in the meantime we continue to run our annual skin cancer awareness campaigns each summer and in 2018 campaigned at Bloom specially on the SunSmart message.

NCS Recommendation No.	NCS Recommendation	Progress to end of 2018	MKF Involvement
5.	The HSE will ensure that the appropriate endoscopy capacity is provided in hospitals to allow for the expansion of BowelScreen to all aged 55-74 by end-2021.	The HSE Endoscopy Working Group has established capacity requirements for additional services for endoscopy. The Strategy Recommendation is reflected in the HSE's 2019 National Service Plan which commits to developing a capacity plan that meets the current endoscopy demand for the screening population, as well as developing a plan, in collaboration with the Department, to ensure the roll-out of sufficient capacity to support the extension of the BowelScreen programme.	MKF plays a key role in promoting Ireland's screening services, generally. In 2018 we worked with BowelScreen on a pilot campaign to increase BowelScreen take-up in Galway and Blanchardstown, Dublin. After a successful pilot test which saw an increase of 7.3% in those areas, a nationwide rollout is planned for 2019. MKF is fully supportive of the NCS's hope to expand BowelScreen ages to include 55-74 year olds.
6. 19	The NCCP will draw up a plan by 2017 end for the development of an integrated cancer control and surveillance service for defined population subgroups with an inherited familial predisposition to cancer (e.g. breast, ovarian and colorectal). The NCCP will further develop the Programme for Hereditary Cancers to ensure that evaluation, counselling, testing and risk reduction interventions are available as appropriate, and that services are available to patients on the basis of need.	Work is underway on the development of a Hereditary Cancer Model of Care. This will cover the identification and appropriate assessment of those with possible hereditary cancer risk, referral for counselling and testing when indicated, and coordinated surveillance when required. The NCCP, in assessing the current level of genetic testing infrastructure, has designed a stakeholder survey which has issued to each of the cancer centres. In 2018, the NCCP recruited a consultant, two counsellors and clerical staff to support the Hereditary Cancers programme in St. James's Hospital. A further consultant post was approved for the programme in December 2018.	MKF continues its work to help support men and women affected by the BRCA 1 and 2 gene. In 2018 MKF held the first BRCA seminar which gave information and advice to over 1300 attendees on issues relating to hereditary cancer. The Foundation also designated a section on its website to provide information about the BRCA genes and about hereditary cancers.
7.	The NCCP and the HSE Health & Wellbeing Directorate, in partnership with the voluntary sector, will develop a rolling programme of targeted multi-media based public awareness and education campaigns, aimed at the early detection of specific cancers, with particular focus on at-risk populations.	An interdisciplinary Steering Group was established in December 2018 to address Public Awareness for Early Detection of Cancer. An analysis had been carried out by the National Cancer Registry to inform the prioritisation of cancers for an early detection campaign. The Steering Group concluded that lung cancer would be the initial priority.	MKF continues to run a number of public awareness and education campaigns on a variety of cancers throughout the year. A principal message of these campaigns focuses on early detection and increasing awareness of early signs and symptoms. Our most recent campaign was held in November 2018 on lung cancer, which signposted the disease's early symptoms, encouraging the public to get checked if they had any concerns.
43.	Designated cancer centres working with the NCCP, the ICGP, primary care services, patients and voluntary organisations will develop and implement survivorship programmes. These programmes will emphasise physical, psychological and social factors that affect health and wellbeing, while being adaptable to patients with specific survivorship needs following their treatment.	The Survivorship Working Group is leading on this recommendation. Cancer 'Thriving & Surviving' programmes have been undertaken in a number of locations nationwide with over 200 participants in 2018. Further master training sessions have been held to facilitate the expansion of the programme.	MKF nurses have been trained in the Stanford Model of delivering Thrive and Survive programmes. Our nurses delivered 3# Survive & Thrive programmes to 45# cancer survivors in Dublin, Clare and Wexford in 2018.

Cancer: Key Facts and Figures

Cancer Incidence



Ireland has the third highest cancer rates in the world



1 person diagnosed with cancer every 3 minutes



By 2020, 1 in 2 people in Ireland will develop cancer during their lifetime.



Predicted doubling in the incidence of cancer in Ireland by 2045 (111% increase men, 84% increase women)

Cancer Death



CANCER IS NOW
the leading cause of death in Ireland

Cancer Survivorship

More than 173,000 invasive cancer survivors in Ireland at the end of 2016

23%

breast cancer

20%

prostate cancer

12%

bowel cancer

7%

skin melanoma

For all invasive cancers combined, 2010-2014,

62% M
60% F

cancer patients survived cancer



after diagnosis

Cancer Prevention

4/10 out of cancers can be prevented

Impact Report

2018 Objectives and Achievements

Community Information and Health Promotion Services

Our community nurses engaged with



29,039
people this past year.



440 locations were visited by MKF nurses in 2018 for health promotion and education

- Nurses visited marginalised groups at 23 venues as part of our outreach initiatives
- MFK nurses made visits to 72 schools and colleges in 2018 to give presentations to over 3,548 students on various cancer related topics
- 4,865 employees at 240 workplaces received cancer awareness workshops from MKF nurses. Our new Corporate Wellness programme was launched in 2018 offering a suite of cancer awareness and wellness workshops in a workplace setting.

Public Awareness

8 awareness campaigns

covering the main types of cancer including bowel, breast, lung, prostate, cervical and skin cancers, and a healthy lifestyle campaign were run during 2018.



A total of

119,445

people visited the MKF website in 2018, with the highest amount in October with 19,756 visitors.

- Social media following increased in 2018 to over 30,016 Facebook fans, 8,018 Twitter followers, and 3,493 Instagram followers.
- Campaigns were run across a variety of platforms, including social media campaigns, radio, press, outdoor advertising as well as the Marie Keating Foundation website www.mariekeating.ie
- Eight out of ten people in Ireland now recognise the Marie Keating Foundation as a cancer awareness organisation.

Comfort Fund



A total of
564

grants were awarded by the MKF Comfort Fund in 2018

- A total of €143,546 was paid out by the Comfort fund; the average grant was €254.
- Comfort Fund grants were distributed in 25 counties, with the most being in Dublin

Survive and Thrive, Positive Living

6 survivor programmes

and seminars were held in 2018

- New booklets created in 2018 included Coping with Advanced Breast Cancer and Coping with Advanced Melanoma.
- Positive Living support groups held monthly for those living with advanced breast cancer.
- 3 Survive & Thrive six-week programmes and 3 day seminars were held during the year throughout the country.

Fundraising



Total income grew by **7%** in 2018.

- Fundraising expenditure was managed tightly and did not exceed 14% of total income.
- MKF worked closely with over 35 partners in coordinating fundraising events and raising funds on behalf of the Foundation in 2018



Looking back over the 20 years since Marie Keating so sadly lost her battle to breast cancer, we look at some of the highlights and the influence the Marie Keating Foundation has brought to bear in that period.



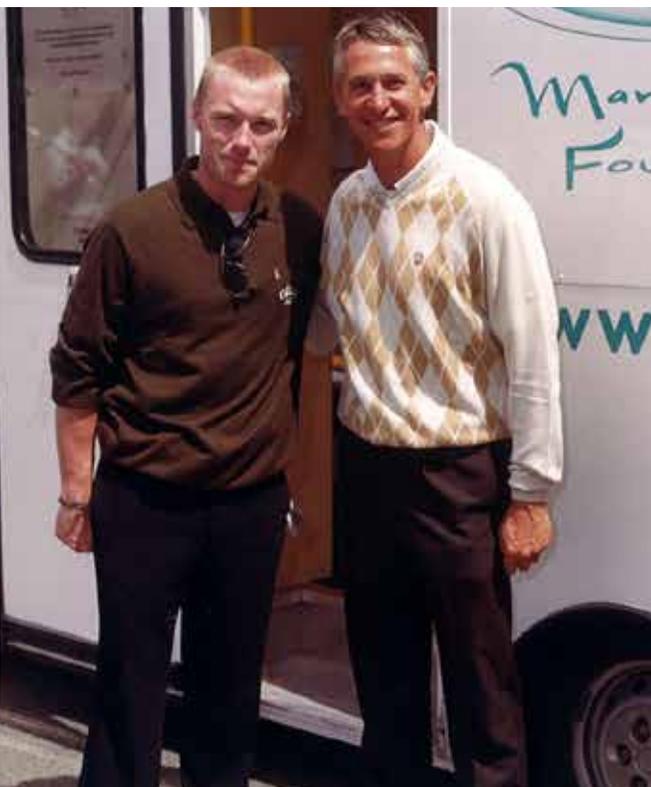
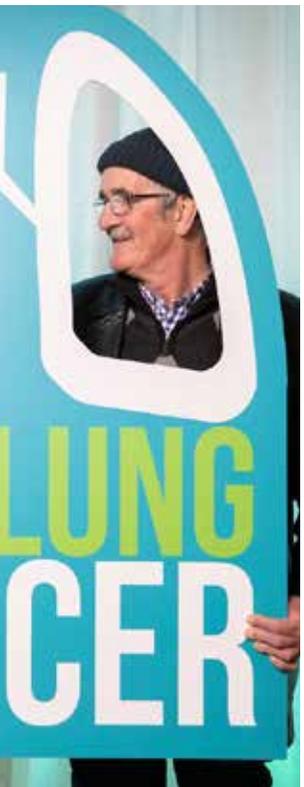


The importance of spotting cancer early

Sadly, if Marie Keating had put her own health first and gone to the doctor as soon as she discovered her lump she may still be alive today. From the beginning, the Foundation that bears her name has been highlighting the early detection message and has really put the importance of early diagnosis on the map. Back in 1998, almost no-one was talking about it. Now it's right at the top of the agenda and is a key priority of the National Cancer Strategy – and that's something the Foundation can be very proud of.

Action against tobacco

Making smoking less attractive to adults and children has to be one of the biggest gifts we can give the next generation. Over the last two decades through our community outreach work and through our partnerships with the Department of Health, the HSE and Healthy Ireland we have seen big changes in public attitudes: it's now far less socially acceptable, and we hope this means fewer young people will fall into such a potentially lethal addiction. But the job is far from done – we still have more than 864,000 smokers in Ireland, and tens of thousands of children taking up the deadly addiction every year. As a member of the new Irish Cancer Prevention Network, we will continue our work in highlighting the risks associated with smoking.



The way people talk about cancer

The mission of the Marie Keating Foundation is to 'make cancer less frightening by enlightening' and we are so pleased that the language around cancer has completely changed. Back in 1998, the word 'Cancer' or the 'Big C' signified a death sentence or it was something people could barely talk about. But now we discuss it much more openly. We celebrate people surviving it. We are continually struck by the positivity of cancer survivors who have come out the other side who are so willing to pass on that hope to others newly diagnosed.

Improving Ireland's cancer services

The Marie Keating Foundation has pushed hard to make sure that the Department of Health and other stakeholders deliver on the recommendations of the National Cancer Strategy to improve cancer services throughout the country. We have played an important part advocating on behalf of patients with a view to transforming people's experiences of cancer care, as well as their chances of beating the disease. We also have provided a range of support services helping cancer patients throughout their journey.

Far improved patient outcomes

It's hard to think of a single scientific advance over the past 20 years that stands out, simply because there have been so many. What we know about cancer has advanced almost beyond recognition. Cancer survivorship rates in Ireland have increased dramatically in the past 20 years. In 1998 when Marie Keating passed away only 72% of breast cancer patients survived beyond 5 years. Today the survivorship rate is 83%. In view of the growing population of cancer survivors, the Foundation now runs a range of survivorship services including an effective Survive & Thrive Programme, a Positive Living patient support group as well as a new survivorship microsite www.surviveandthrive.ie containing resources and information for cancer patients and survivors.

Immunotherapies & Personalised Medicines

The arrival in the early 2010s of a new generation of drugs that target a person's immune system rather than their cancer is one of the most important developments in the past number of years. The Marie Keating Foundation is playing its part in advocating for these new drugs that work for more people, with even fewer side effects to ensure that they are made available to more Irish patients.

Our focus on underprivileged communities

In view of the fact that cancer is more common amongst underprivileged and underserved communities in terms of incidence and also mortality, the Marie Keating Foundation has had a special focus on supporting these groups. Our nursing team and mobile information units visit the remotest and hard to reach areas of the country educating these communities about early detection, healthy lifestyle choices and how to spot cancer early.

Fantastic MKF team

We have been so fortunate since the beginning of the Foundation to have had wonderful nurses and staff working for MKF. Many of our current team have been working for the Foundation for a number of years and without exception, our staff is hard working, professional, committed and above all passionate about making cancer less frightening by enlightening.

I am immensely proud to be leading this team that has such a strong impact and makes a difference every day. We are a small but mighty team and ensure that we punch above our weight.

Looking to the future

Bearing in mind the importance of early detection and how Marie Keating's story has been enshrined in every one of us at the Foundation, it is quite likely that the future breakthrough will include something in the area of early detection. Scientists are referencing a breakthrough that'll allow us to detect cancers at an early stage – including some of the most aggressive, dangerous ones – and that's going to have a huge impact on survival.

Liz Yeates
Chief Executive Officer



Community Information and Health Promotion Services

Key Facts and Figures

Nursing Statistics

People Reached



Total number of men:
11,204



Total number of women:
17,835

Total
29,039

Type of Venue



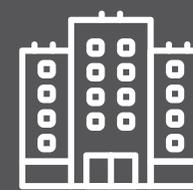
School
72

17%



Community
176

40%



Corporate
139

32%



Health Event
13

3%



Deprived
23

5%



Hospital
13

3%

Total
436



West

- Clare 11
- Donegal 2
- Galway 44
- Leitrim 7
- Longford 4
- Mayo 17
- Roscommon 4
- Sligo 13
- Westmeath 6
-

Total 108

South

- Cork 83
- Kerry 14
- Limerick 19
- Tipperary 14
- Waterford 10
-

Total 140

East

- Carlow 3
- Cavan 9
- Dublin 118
- Kildare 7
- Kilkenny 6
- Laois 4
- Louth 8
- Meath 5
- Monaghan 2
- Offaly 5
- Wexford 6
- Wicklow 6

Total 179

Total 427

From the Frontline:

Letter from Marie Keating
Foundation Nurse,
Bernadette Carter

A day in the life of the Marie Keating Foundation Senior Oncology Nurse and working in the nursing outreach programme





There is never a dull day working for the Marie Keating Foundation, basically no two days are the same. I joined the Marie Keating Foundation team initially as a Community Information Nurse in 2017 and since January of this year I am employed as a senior oncology nurse on a near full-time basis.”

My work is split between office and field-based duties. My office work may include working on updating or creating presentations, assisting our Director of Nursing in creating new booklets or pamphlets, assisting with the preparation for one of our many cancer awareness campaigns, attending meetings at the NCCP, answering queries to our ‘Ask the Nurse’ service, reviewing Comfort Fund applications or lending a hand where ever help is required, while on another day I could be out in the community working on our nursing outreach programme. I love this contrast as I feel I am making full use of all my oncology education and training while also getting to meet and to provide cancer awareness information to lots of wonderful people in the community.

At the Marie Keating Foundation we strive to make cancer ‘less frightening by enlightening’. We achieve this through many of the services we have to offer including our nursing outreach programme.

Our nursing outreach programme is provided by 8 nurses, including myself, who provide education and awareness on the most common cancers in Ireland i.e. bowel, breast, cervical, lung, ovarian, prostate, skin and testicular cancer, head and neck, etc, as well as education on what we can do to help decrease our risk of getting some of the most common cancers in the first place. There’s lots of research to show that 4 in 10 cancers could be prevented if we make simple changes to our lifestyle. We visit school, community groups, public areas, corporate organisations, workplace environments etc.

Wherever our services are requested our Service Co-ordinator does her utmost to provide this service. We pay particular attention to providing our services in marginalised and lower socio-economic groups as many studies have shown that the incidence of certain cancers are higher in more deprived populations.

We have 3 purpose-built mobile information units which travel around the country which help us bring cancer information to every corner of Ireland. This service is free of charge to community groups, schools and colleges. Each mobile unit is stocked with up-to-date take home information on all the common cancers or somebody may just want to come in and have a private conversation with the nurse present.

We get some wonderful feedback from the people we meet. What we all want as nurses working with the Marie Keating Foundation is to know that we are helping to decrease the rates of cancer in Ireland by educating the community on cancer prevention and importance of detecting cancer early so as to improve outcomes.

I am only here a very short time and yet I already feel like part of the family. I always thought the Marie Keating Foundation was a huge organisation and have come to realise that it is a very small number of people doing an awful lot of very valuable and impactful work, basically punching way above its weight.

Community Information Services

The Marie Keating Foundation's work focuses on raising awareness of all of the common cancers affecting men and women in Ireland and the healthy lifestyle choices that reduce the risk of cancer. The nurses that facilitate our community information services bring our life-saving messages of cancer prevention and early detection all over the country. The Foundation has three purpose-built mobile information units, each accompanied by a Registered Nurse, which visit schools, workplaces, community events, marginalised areas, and more. Our services help people to make informed choices in relation to their health that can lower their cancer risk, while increasing awareness of cancer symptoms and screening programmes.

Mobile Information Units

Staffed by an experienced community or oncology Nurse, the mobile information units visit workplaces and community settings such as libraries and pharmacies to bring cancer information directly to people in an engaging and nonintimidating way. The mobile information units are stocked with take-home information leaflets and packs on various types of cancers, as well as practical health education tools. The Marie Keating Foundation nurses can talk one-to-one to people in a private area on board the unit about any concerns or questions that they may have about cancer, either for themselves or for someone else such as a family member or friend.

Our nurses can carry out health checks on board the unit for people in their workplace, such as measuring body fat composition and carbon monoxide testing. Each mobile information unit has interactive aids such as the Smokerlyzer® test to measure the carbon monoxide levels in your lungs (for smokers), fizz to fat which shows how sugary beverages can turn into body fat; fat chunk models which realistically represent the look and feel of fat inside the body; and drink measures to show the recommended number of standard drinks for men and for women.

Our nurses give visitors of the unit:

- Healthy Lifestyle advice
- Information and registration details on national screening programmes (BreastCheck; CervicalCheck or BowelScreen)
- Brochures about the signs and symptoms of various cancers
- Smoking cessation advice

In many cases, our nurses are also invited to give talks, presentations and workshops in community settings to groups around the country.

“ Those who attended the event... were delighted with your stand and information, as well as the fantastic interaction and engagement you had with the children and adults who attended. It was felt that attendees got great information from you, that they really enjoyed the visuals you had and overall were delighted that you were there and at your levels of engagement with all who attended. Thank you so much for your attendance and fantastic input and you really helped to make the event a success.”

Orla McCaffrey, – Colmanstown SC Healthy Breakfast Event 25/5/2018

Corporate Wellness Workshops

The Marie Keating Foundation nurses also visit corporate workplaces to give workshops and presentations about cancer. In 2018, MKF nurses visited 240 workplaces and spoke to 4,865 employees. We offer workshops on a range of topics, including workshops specific to each of the most common cancers, as well as Your Health Your Choice workshops focused on healthy lifestyle choices to reduce cancer risk, and Men's/Women's health workshops. Each presentation provides an overview on the facts, risk factors and reduction, symptoms, treatments available, and screening information.

These workshops have been developed under the guidance of the Marie Keating Foundation's nursing team and the aim is to:

- Help employees understand the importance and value of making the right lifestyle choices to reduce their risk of cancer
- Educate employees on the main risk factors and signs and symptoms of the common cancers
- Give employees an awareness of how to check themselves and what to look for in order to spot cancer early
- Support employers' ability to protect their workers' health in the workplace, ensuring healthier employees, a more engaged workforce, and decreased absenteeism



Very valuable information passed on to employees on site, especially targeting those who smoke. The props used were very effective in communicating the messages"

Valerie Anglim, Bausch and Lomb

Schools' Cancer Awareness Programme

The Marie Keating Schools' Cancer Awareness Programme (CAP) aims to promote awareness among students at post-primary level about various forms of cancer, and is designed to equip students with all the information they need to understand cancer and the importance of making good lifestyle choices. This understanding will should give them a good awareness of the benefits of reducing their risk of cancer, while achieving a better quality of life both short and long-term. The programme stresses the importance of early detection as well as understanding how cancer is best treated with all modern medical treatments and procedures available today.

The programme also provides students with a better insight into what is going on in the minds and bodies of people who have developed cancer, helping students to feel more comfortable and knowledgeable in situations involving cancer, enabling them to help and support others more effectively. Students are provided with a safe environment to openly discuss their questions and concerns regarding this disease.

By making cancer 'less frightening by enlightening', the programme endeavours to engage students with age-appropriate, interactive and informative material. Students are introduced to the facts about cancer through a variety of lessons in each of the units. Complementary resources are also provided that integrate information and communications technology (ICT) as CAP recognises the important role e-learning plays in the lives of our students today. The nine-module programme may be used as a part of the Social, Personal and Health Education curriculum and is available to all secondary schools or youth group settings free of charge. In 2018, our nurses delivered presentations at 72 schools and colleges across Ireland.



More than 80 students attended the information sessions, expertly delivered and well received. Lots of time allowed for questions and answers by the Nurse"

Abbey CBS, Tipperary – 25/4/2018



Excellent service provided in a manner that students could relate to. Nurse on site was very approachable to students & very knowledgeable. Delivery of information (talks, props and leaflets) was of huge benefit"

Limerick College of Further Education – 20/9/2018

Cancer Awareness Campaigns

Your Health, Your Choice

In addition to raising awareness about the signs and symptoms of all types of cancer and about the importance of early detection, the Marie Keating Foundation is strategically focused on cancer prevention. A key focus of our nursing outreach service is educating the public about how to reduce their risk of cancer.

Launched in 2016, Your Health: Your Choice is the Marie Keating Foundation's main cancer prevention campaign. This campaign highlights the links between healthy lifestyle choices and cancer risk reduction. In 2018, the Your Health: Your Choice campaign was promoted by our nurses throughout the month of January, with a social media campaign rolled out to increase awareness with a particular focus in the first quarter of the year.

In March of 2018, the Foundation partnered with Irish Pride Bakeries to launch 'Hi-Fibre Plus,' a delicious white and wholemeal bread in aid of the Foundation. Irish Pride's ethos is to promote healthy eating and a healthy lifestyle, so the partnership tied in perfectly with the Your Health: Your Choice campaign. The 'Hi Fibre Plus' loaf gave shoppers an even healthier option in the bread aisle, and Irish Pride made a donation to the Marie Keating Foundation for every 'Hi-Fibre Plus' loaf sold.

While over 40,000 people in Ireland are diagnosed with cancer each year, the campaign focuses on five key lifestyle choices, which can reduce the risk of cancer. The Your Health: Your Choice campaign highlights the message that 4 out of 10 cancers can be prevented through:

- 1. Diet & Nutrition:** Maintaining a healthy diet is an important step to helping you manage your weight and reducing the risk of cancer. Two of the most common cancers, breast and bowel cancer, are linked to obesity. Choosing a smaller serving size, limiting salt and red meat intake, and drinking more water are good ways to manage your diet.
- 2. Exercise and Physical Activity:** Being physically active will reduce the risk of getting many types of cancer including bowel, breast and womb cancer, as well as kidney, pancreatic, prostate and lung cancer. Activity doesn't just mean sport and exercise. Anything that makes you a bit warmer and slightly out of breath counts as moderate activity, including brisk walking, everyday tasks like hoovering, DIY projects or kicking a ball in the park.
- 3. Quit Smoking:** Smoking is the single biggest cause of cancer, yet it is also the most preventable and is 100% avoidable. The more cigarettes you smoke a day, the higher your risk of cancer, so reducing the number of cigarettes you smoke a day can be a good first step. If you are a smoker, speak to your doctor or pharmacist today for advice on how to quit. You can also call the National Smoker's Quitline for free on 1800 201 203, Freetext QUIT to 50100 or visit www.quit.ie.
- 4. Being SunSmart:** Skin cancer is the most common cancer in Ireland, and 95% of cases are caused by UV radiation given off by the sun or sunbeds. This means that skin cancer and melanoma is largely preventable. Reduce your risk of skin cancer by adhering to sun protection measures such as wearing sun cream, covering up, avoiding sun-beds and seeking shade when the sun is highest. Check your skin regularly for changes or unusual spots.
- 5. Alcohol moderation:** There is no 'safe' threshold of alcohol consumption, and the risk of cancer increases steadily with greater volumes of alcohol consumption. Alcohol consumption can cause cancer of the mouth, pharynx, larynx, oesophagus, liver, bowel and breast. Additionally, the risk of cancer from alcohol consumption in combination with smoking tobacco is multiplicative (rather than additive) and far greater than either drinking alcohol or smoking alone.



Smoking

- Smoking causes one third of all cancers
- 9 out of 10 lung cancers are caused by smoking



Alcohol Consumption

- 7 types of cancer are known to be linked to alcohol consumption



Physical Activity

- 2.5 hours of moderate activity a week is suggested for adults to maintain health, at least 30 minutes of exercise a day
- Only 32% of Irish adults report being highly active



Diet and Weight

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



Sun Exposure

- Using a sunbed just once increases your risk of skin cancer by as much as 20%



Cervical Cancer

Don't Fear the Smear Cervical cancer is the eighth most common cancer in Ireland, excluding non-melanoma skin cancer, and approximately 300 women are diagnosed with this cancer every year.

Luckily, it is a detectable and preventable form of cancer thanks to the smear test, which is the primary method of catching the development of cervical cancer. Samples of cervical cells are taken from the patient and screened for the presence of abnormalities.

The national CervicalCheck screening programme is a free, quick, and easy test available to all women in Ireland. However, it is estimated that almost 1 in 4 women in Ireland have never had a smear test. The Marie Keating Foundation is determined to overcome the obstacles of stigma and fear surrounding cervical smears, in order to increase awareness and early detection of this cancer.

From January 22nd – 28th 2018, the Foundation ran a national 'Don't Fear the Smear' awareness campaign to remind women aged 25 to 60 to avail of free, regular smear tests through CervicalCheck. The campaign was promoted on the Foundation's website and social media platforms, as well as through the nursing outreach program.

HPV Awareness

In addition to promoting regular smear tests, the Foundation also encourages the prevention of cervical cancer with the HPV vaccine. Human Papilloma Virus (HPV) represents a family of very common and highly contagious viruses that are passed on during sex. In most cases, HPV goes away on its own and does not cause any health problems, but when it does not, it can be responsible for a number of cancers in both men and women. As part of our membership of the HPV Alliance, the Foundation promoted the HPV vaccine for girls in schools and advocated for the introduction of the vaccine for boys. We developed a #HPVAware infographic for the first annual International HPV Awareness Day on March 4th, 2018.

HPV Facts



There is no treatment for HPV infection.

HPV is transmitted through any kind of sexual contact. Condoms lower risk of infection but do not cover all areas that HPV can infect.

Almost all sexually active men and women will contract HPV at some point in their lives.

HPV causes nearly 99% of cases of cervical cancer.

Up to 130 people die in Ireland each year from HPV-related cancers.

Ireland has one of the highest rates of cervical cancer in Western Europe.

Smoking increases your risk of getting an HPV infection.



221+ Group

Following Vicky Phelan's court case in April 2018 and the significant revelations related to the CervicalCheck screening programme and subsequent ongoing official enquiries and investigations, Stephan Teap and Vicky Phelan, representing a group of the women affected by the controversy, approached the Marie Keating Foundation to establish a structured patient group to support these women and their families.

In September 2018, the Marie Keating Foundation helped to establish the 221+ Cervical Patient Support Group in conjunction with patient advocates Vicky Phelan, Stephen Teap and Lorraine Walsh, the Irish Cancer Society and Irish Patients Association. Its main objective is to meet the needs of the women and families directly affected by the CervicalCheck controversy and their next of kin by providing information, advice and support in a structured and confidential manner and by representing them in discussions with the HSE and Department of Health.

The 221+PSG acts as an inclusive voice for all affected by the current crisis but also aims to give voice to other women diagnosed with cervical cancer in the future as well as to those previously diagnosed but not directly affected by screening issues.

The 221+ CervicalCheck Patient Support Group provides expertise and advice to the 221+ members in relation to a range of relevant topics including lymphoedema, bereavement and grief, psychological wellbeing, information on clinical trials, new and emerging treatment options, etc. It acts as an inclusive voice for all affected by the crisis, but also aims to give voice to other women diagnosed with cervical cancer in the future as a result of the screening issues. MKF's CEO continues to represent the Foundation on the 221+ Steering Committee.



Bowel Cancer

Bowel Cancer is the second most common cancer in Ireland and accounts for over 11% of all cancer deaths each year. However, it is widely accepted by the experts to be a very treatable disease, if detected early. If bowel cancer is detected at Stage 1 of the disease, there is evidence that there is about a 90% chance of living more than five years following diagnosis.

Whilst there are 2,500 cases of bowel cancer diagnosed in Ireland each year, currently only 40.2% of the eligible people (60 to 69 year olds) take part in the national Bowel Screening programme. Given the low uptake of BowelScreen, the Marie Keating Foundation aimed to remove the fear of the test. In conjunction with the National Screening Service, the Marie Keating Foundation promoted the BowelScreen campaign to raise awareness about bowel cancer and the importance of early detection. The core campaign tagline was 'I gave a S**T... and it saved my life'.

The campaign ran in March and May, as well as during Bowel Cancer Awareness Month in April. Bowel cancer awareness and testing was promoted through nursing outreach, social media, and radio and outdoor advertising on Dublin Bus buses. Targeting specific areas of Dublin and Galway, the Foundation's mobile unit and nurses were on site at the Blanchardstown Shopping Centre, Dublin every Friday in March and at the Headford Shopping Centre, Galway in May.

The direct impact of the campaign was a 7.3% increase in the uptake rate of BowelScreen in the two target areas. This campaign won the Irish Health Care Award in the Best Patient Education category in October 2018.

Paddy O’Leary Patient Story

Patient ambassador Paddy O’Leary from Palmerstown, Dublin was diagnosed with Bowel Cancer in 2015 and is living proof that early detection is key to increasing your chances of survival:

Paddy recalls receiving the BowelScreen letter one morning when he was eating a leisurely breakfast at the kitchen table. As he had more time to read it in his retirement, and as he had lost an older sister to cancer, he decided to do the test. After taking the test, Paddy received a phone call within a week inviting him for a colonoscopy at St. James Hospital. As the colonoscopy results were abnormal, Paddy then had to go for a range of scans and tests. When Dr Mc Cormack told him that he had 34 polyps on his colon and that one was cancerous, he couldn’t believe it, as he had no symptoms and felt well.

Within a few weeks Paddy was admitted to St James for his surgery. He was ‘scared shitless’ (he said laughing ironically) the night before, and needed lots of sedation to calm him down. The surgical team removed two thirds of Paddy’s colon leaving him with just 30cm. On waking up after the surgery, Paddy was so thankful that this was enough to ‘function properly down there’. Luckily, Paddy’s bowel cancer was caught early enough, thanks to BowelScreen, that he did not need any further treatment such as chemo or radiation therapy.

His message to anyone else is to “Really and truly, forget the abhorrence of thinking about poo and just do the test. It’s simple and takes just a few minutes and you do it in your own bathroom - no one needs to know’. He now lives his life with a new perspective knowing he was one of the lucky ones and he has urged all his family and friends to get checked.



“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.”



Skin Cancer

Rates of skin cancer are rising faster than any other type of cancer. Non-melanoma skin cancer is the most common cancer in Ireland with almost 11,000 cases diagnosed every year. Melanoma, the deadliest form of skin cancer, is the fourth most common cancer in both females and males. Over 1,000 melanoma cancers are diagnosed every year. Sun exposure is well documented as the primary risk factor for all skin cancers, meaning that staying safe in the sun can greatly reduce the risk of the disease. Dedicated to educating the public about the signs, symptoms, and risk factors of skin cancer, the Foundation's Skin Cancer Awareness campaign is a key focus each summer.

Campaign launch at Bloom

From May 31st to June 4th, a show garden at Bord Bia's 'Bloom' garden festival in Phoenix Park provided the perfect platform for the launch of the campaign. The 'SunSmart' themed garden highlighted the importance of being safe in the sun and a variety of strategies to protect the skin.

Designed by The Hairy Gardeners and sponsored by MSD, the yellow garden helped to raise awareness of the fact that skin cancer is very preventable. Using trees and canopies for shade as well as umbrellas, hats and sunscreen, visitors were encouraged to protect themselves in the sun. A big feature of the garden was a Pom Pom oak tree offering shade from the sun which was represented by a two-meter inflatable that could be seen far and wide. The public was invited to 'tie a yellow ribbon around the old oak tree' or to buy a hat and to wear sunscreen. The uphill pathway in the garden represented the twists and turns of the cancer journey.

The mobile information unit, staffed with nurses on board, was located at the main entrance of Bloom each day. The Foundation's nurses and volunteers spoke to men, women and children about ways to reduce their risk of skin cancer and how to check their skin. They gave out information and free samples of sunscreen provided courtesy of La Roche Posay. A number of melanoma patients, as well as Consultant Dermatologist Dr Patrick Ormond, attended the garden.

Skin C(h)ancer Awareness campaign June-August

The Marie Keating Foundation, with the help of Novartis, launched a targeted campaign at Irish men urging them not to be a 'Skin C(h)ancer'. Research reveals that Irish men have the highest mortality rate from melanoma skin cancer in Europe. 530 cases of melanoma are diagnosed in Irish men each year, resulting in 88 deaths annually. A fifth (20%) of Irish men are not aware of the visible signs of skin cancer, evidence suggests. The Skin C(h)ancer campaign was aimed specifically at Irish men who work or spend a lot of time outdoors, particularly sportsmen, farmers and gardeners. The campaign was particularly appropriate for the 2018 summer, which is believed to have been the longest heatwave since 1976. A major highlight of the campaign was the UV sensitive mural on the Grand Canal in Dublin, the first of its kind in Ireland. The campaign was also promoted on the radio, in digital pods in shopping centres, on social media, and in the press.

Throughout the Skin Cancer Awareness campaign, which ran from June to the end of August, the Foundation's nurses distributed skin cancer leaflets, infographics, and samples of factor 50 sunscreen.



Former Kilkenny hurler and Marie Keating Foundation ambassador, Eddie Brennan

“ Having grown up on the family farm and working as a Garda since 1998, I would have spent so much time outside and I would never really have been aware of the dangers or thought much about the harm I was doing to my skin. This campaign has made me think back and realise that for years I was out in the sun whether it was farming, on the mountain bike, on the beat or even on the hurling pitch, completely exposed. This campaign is spot on in terms of speaking to men - it's just about education and making sure we are aware of the risks so we can properly protect our skin. Often, men can be the worst at doing this. Small changes like wearing sunscreen, a hat and staying in the shade where possible, will make a big difference and hopefully this campaign will get through with its message. ”



SunSmart Code:

- **Wear sunscreen-** with a high factor SPF (30+) and good UVA and UVB protection and apply generously and regularly, ideally every two hours
- **Seek shade-** especially from 11am to 3pm when UV rays are strongest
- **Cover up-** with long sleeved clothing and a hat
- **Wear sunglasses-** with lenses that have UV protection
- **Never ever use sunbeds –** even just once, as they cause lasting damage
- **Check your skin-** look for changes in moles and freckles

Men's Health

1 in 3 men in Ireland will be diagnosed with cancer at some point in their lives, even though many cancers can be prevented, and most treated successfully if caught early. The cancers that most often affect men in Ireland are prostate, bowel, lung, and skin cancers. Testicular cancer is the most common cancer in men aged 15-34.

Men's Health Week

From June 11th to 17th, the Marie Keating Foundation participated in Men's Health Week and promoted the 'Get Men Talking' campaign. The theme of the week was "One small step for man, one giant step for men's health." Men were asked to consider "What's your small step going to be?", and encouraged to take their first small steps towards improving their health. On social media, the Foundation raised awareness about the common cancers affecting men. Events targeted towards men were held during the week as well, including a health seminar and Survive & Thrive programme. Each day of the week featured a different subject around men's health, and the topic on Wednesday June 13th was Men and Cancer. Other days of the week focused on topics including nutrition, smoking, alcohol, and exercise, all of which tied in well with the Foundation's promotion of healthy lifestyle choices to reduce the risk of cancer.

Prostate Cancer

The Get Men Talking campaign sponsored by Astellas was also promoted throughout the month of November and highlighted prostate cancer awareness. Prostate cancer is the most common cancer in Ireland and is by far the most common cancer among men. It makes up almost one third (29.4%) of all invasive cancer cases in men and 3,474 men are diagnosed with prostate cancer annually. It's also responsible for over 11% of cancer deaths in Irish men.

Despite the prevalence of this cancer, almost eight in 10 men have never spoken to their father about their prostate health. These conversations are vitally important, as one in eight men will get prostate cancer in their lifetime, but that risk goes up by 2.5 times if a close male family relative has had it. During November 2018, the Marie Keating Foundation urged men to take time with their fathers, sons, uncles, and grandfathers to discuss their prostate health.

Men were also encouraged to talk to their GP about having the PSA blood test to screen for prostate cancer. A fun and interactive online quiz was available on the Marie Keating Foundation website to give men more information on their risk of prostate cancer, as just 16% of people say they feel well informed about the early signs and symptoms of prostate cancer.

The Foundation also launched a new booklet 'Prostate Cancer – From Diagnosis to Recovery', kindly supported by Astellas, which is an invaluable resource for anyone on a prostate cancer journey or recovering. The booklet includes information about the function of the prostate gland, causes and symptoms of prostate cancer, tests and treatments for it, tips for coping and recovery, survivor stories, and more.

Top 4 most common cancers in men
2016-2018:



29.4%

Prostate
(almost 1/3 of all invasive
cancers in men)

13.5%

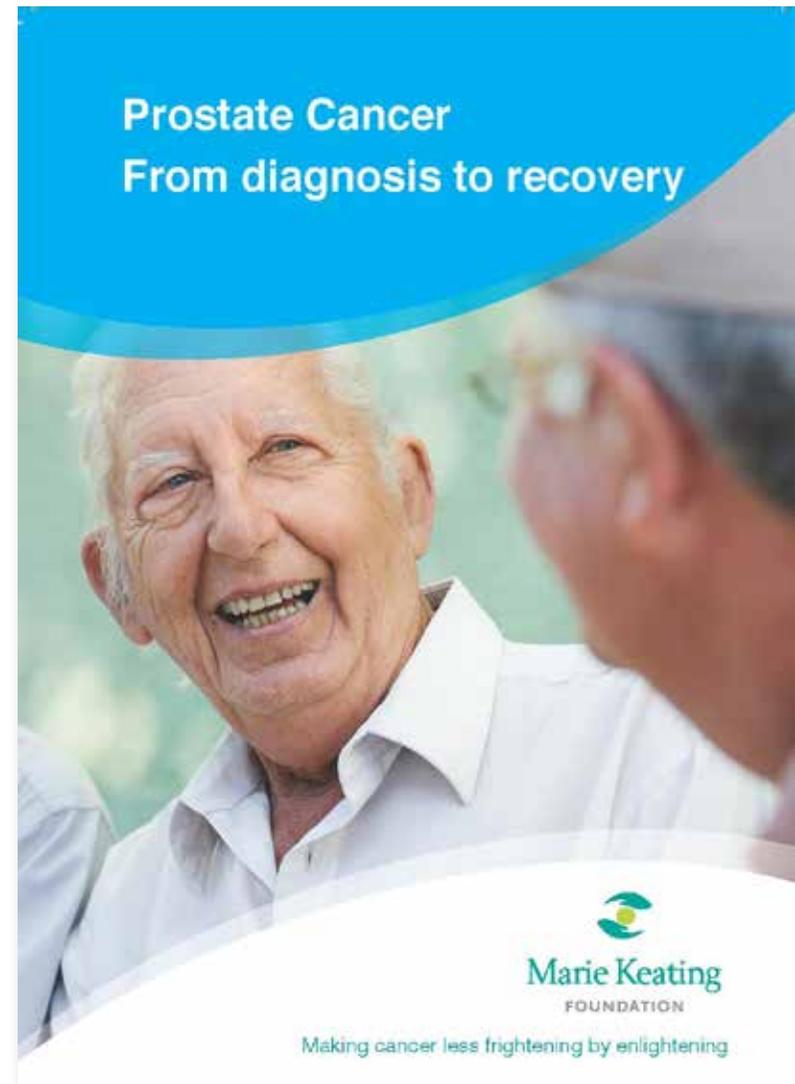
Bowel

11.5%

Lung

4.4%

Melanoma





Breast Cancer

2018 marked a very important milestone for the Marie Keating Foundation. It's 20 years since the Foundation was established, following the death of Marie Keating from breast cancer in 1998.

In the past 20 years, the prognosis for breast cancer caught early has improved, with five-year survival rates now at 83%. Treatment options for those women diagnosed with metastatic or advanced breast cancer have also improved and more women are living successfully with the disease than ever before. It's estimated that approximately 37,000 women in Ireland are currently living with the disease.

In contrast, more women than ever are being diagnosed annually. According to the National Cancer Registry Ireland, 3,516 cases of breast cancer are diagnosed each year, which has risen steadily since 1998. Breast cancer is the most common cancer among women in Ireland, causing 30.4% of all invasive cancers in Irish women. Each year, the Foundation is especially committed to raising awareness about the signs and symptoms of breast cancer and the importance of early detection.

Breast Cancer Awareness Month

In October, the Marie Keating Foundation kicked off Breast Cancer Awareness Month with the launch of a new patient support booklet about 'Coping with Advanced Breast Cancer', supported by Novartis. The new resource offers women living with metastatic breast cancer all the information, resources and advice they need in one portable, easy to understand booklet. The booklet was launched at a breakfast event held at the Marks & Spencer Café, Grafton Street, which was hosted by Foundation ambassador and breast cancer survivor Norah Casey. The event was attended by women who have come out the other side of their breast cancer journey, including Evelyn O'Rourke, as well as those living with advanced breast cancer, in the spirit of bringing together both breast cancer communities.

Throughout the month, the nursing team visited schools, workplaces, community groups and shopping centres all around Ireland and distributed breast cancer information on risk factors, symptom awareness, advice and exercises following surgery. Women were encouraged to be Breast Aware by checking their breasts for lumps. A short video was available on the Foundation's website to teach women how to check their breasts.

#TakeNotice Campaign

The Foundation also ran the #TakeNotice campaign, which centred on the famous statue of Molly Malone, the enigmatic heroine of the well-known song of the same name. Her buxom statue in Dublin has become one of Ireland's most recognisable monuments, attracting hordes of tourists daily. The campaign tested whether anyone would notice if one of the most touched and photographed breasts in the world suddenly developed a lump.

A small lump was placed on one of Molly's breasts, which went totally unnoticed by the general public, who continued to take pictures with Molly and touch her bosom. The campaign film, featuring a special rendition of Molly's song by singer Imelda May, highlighted to the public that if a lump on the most famous and watched pair of breasts in Ireland can go without detection, women have to be extra vigilant and thorough with their breast examinations.

How to be Breast Aware

- **Check monthly** You should check your breasts regularly, ideally every month. One week after the end of your period is the best time. If you have reached the menopause, check on the same day every month.
- **Look for Changes** Stand in front of a mirror with your hands in the air. Look for changes in size or shape, puckering, dimpling or redness of the skin.
- **Feel for Changes** Using your fingers, check for any lumps, thickening or bumps.
- **Areas not to Forget** Gently squeeze the nipple to check for discharge. Check your armpit as breast tissue also extends here.

The Marie Keating Foundation hosted a range of activities and events throughout Breast Cancer Awareness Month. On September 30th, Pigsback held their annual 5k/10k Run in aid of the Foundation's breast cancer services. The annual Survive & Thrive Fashion Show celebrated breast cancer survivors on October 8th at the Ballsbridge Hotel in Dublin. Sponsored by Pfizer, two free seminars were held for Metastatic Breast Cancer patients and their loved ones in Dublin and in Cork during October. The theme was 'Metastatic Breast Cancer - Coping physically and psychologically' and explored coping strategies in the management of symptoms such as chronic fatigue, and the importance and benefits of exercise.

For Breast Reconstruction Awareness Day (BRA Day) on October 17th, a free information evening for women awaiting breast reconstruction was held in conjunction with the Department of Plastic Surgery, Mater Misericordiae University Hospital. The event detailed breast and nipple reconstruction options and provided information for families and partners of women considering breast reconstruction. Women who had come out the other side of their breast reconstruction surgery were present, and allowed women considering reconstruction to meet with them and discuss their surgeries in a private 'show and tell'. Plastic surgeons including Mr Richard P Hanson FRCSI, Mr Robert H Caulfield FRCSI, and Ms Shirley Potter, FRCSI, presented at the event.

A number of brands became Pink Patrons and donated proceeds from special breast cancer-themed products, helping to raise much needed funds for the Foundation. These included Marks and Spencer's post-surgery bras, Skechers pink ribbon shoes at Shaws Department Stores, Stella and Dot's Tribute bracelet, Harvey Norman's pink 'Marie' mattress, Campus Oil and Rain cosmetics.

Lung Cancer

Lung cancer is the leading cause of cancer death in Ireland, accounting for 19% of cancer deaths in women and 23% in men. More than 2,500 cases of lung cancer are diagnosed annually in Ireland and the five-year survival rate is just 18%. Although more than 8 out of 10 lung cancer cases are due to smoking, about 1 in 10 people who get lung cancer have never smoked.

Research conducted by the Marie Keating Foundation in 2018 revealed that over a quarter (27%) of the Irish public believe that non-smokers who get lung cancer should have their treatment prioritised over those who smoke. Almost a fifth (17%) believe that health insurers shouldn't cover lung cancer treatment for patients who smoke. Just over a third (34%) of adults agree that lung cancer patients face stigma from the public that other cancer patients don't face and one in 10 believe this is acceptable.

For Lung Cancer Awareness Month in November, the Marie Keating Foundation launched the 'I Am Lung Cancer' campaign, to challenge these negative perceptions around the disease and to humanise the disease by showcasing the range of people it affects. The campaign strived to change the conversation and tone around lung cancer from one of judgement to one of empathy and support.

Three ambassadors who have been affected by lung cancer fronted the campaign, including broadcaster Venetia Quick, who lost her husband to lung cancer in 2018. A radio advertisement, video, updated website content and social media campaign promoted the key messages of the campaign.

On November 28th, a breakfast briefing event about 'Living with Lung Cancer in Ireland' was held at the Royal Hibernian Academy. A panel of healthcare experts and patient representatives presented the results of research on the stigma, misconceptions and general lack of awareness about this condition.

This was followed with a discussion on how to address inequalities in lung cancer treatment and care. Speakers included broadcaster Venetia Quick, Dr Anne-Marie Baird of Lung Cancer Europe, Oncologist Professor Ray Mc Dermoot, Ger Brennan of MSD Ireland, and Liz Yeates, CEO of the Marie Keating Foundation.

Following previous years, the campaign continued to spread awareness about the signs and symptoms of lung cancer. The Foundation's research revealed a worrying lack of awareness surrounding lung cancer. Less than one in five (16%) adults claim to be well informed when it comes to the signs and symptoms of lung cancer. This lack of symptom awareness means patients are often presenting late, not giving themselves the best chance of a good outcome. A perception that blame and judgement exists for those diagnosed can also make people reluctant to seek help. The 'I Am Lung' Cancer campaign and research was kindly supported by MSD and Roche Products (Ireland) Limited.

Lung cancer symptoms include:

- A persistent cough
- Shortness of breath
- Weight loss: rapid and unexplained
- Fatigue
- Coughing up blood



“When you’re diagnosed with lung cancer, there’s always one person who’ll make ‘the face’ and make reference to ‘those bloody cigarettes’. When somebody is diagnosed with cancer, it’s a tragedy. No matter what cancer... We need to be less judgemental when somebody gets lung cancer. Nobody chooses to get cancer, and anybody can get it.”

Venetia Quick



Cancer Support Services

Comfort Fund

What is the Comfort Fund?

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

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

Many people can find themselves overwhelmed by these costs and this adds to the stress associated with their cancer diagnosis. The Marie Keating Foundation hopes to lessen that burden.

Each year, the Marie Keating Foundation allocates a specific budget for people who are undergoing treatment for cancer but who are financially struggling. The fund accepts applications on behalf of men, women and children. This fund has been operating successfully since 2004. In 2018, the Marie Keating Foundation's Comfort Fund awarded 564 grants, totalling €143,546, to help families through their cancer journey.

Examples of what Comfort Fund grants can assist with

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

Comford Fund Thank You Notes

“Thank you so much, this will help towards my rent this month”

“...This gesture from yourselves at this time was so welcoming as to show me I was not alone. From no where and lost this life's gift as I see it was to ensure a change of mindset. I wish to thank you not only for the short term cash flow but the emotional help at this time... Please pass on my deepest thanks at one of my most darkest times of my life...”

“I am so very grateful for your grant which will go towards travel expenses for my treatment. Thank you from the bottom of my heart as I have had to cancel some appointments as I simply couldn't afford another taxi. I live alone and have no one to call on for lifts etc”

“Thank you so much for your kind donation. To say I was happy when I received the money was an understatement. I really did not think I would get it. The money will go a long way in helping me recover, and get through my chemo with an easier mind. I will use this money to cover child minding costs for after school while I'm unable to collect them due to being sick... This will ease my mind and give them help with homework and fun play...”

“To all you wonderful people I thank you from the bottom of my heart for your financial support”

Cancer Support Services

BRCA Seminar

On 21st April 2018, the Marie Keating Foundation hosted a unique event for carriers of hereditary cancers and family & friends of women at high risk of breast and ovarian cancer. Hosted at the Clayton Hotel Leopardstown, the event saw over 130 in attendance.

Hereditary cancer syndromes are genetic disorders which are transmissible from parents to their children. Carriers of the known inherited susceptibility genes, BRCA 1 and BRCA 2, have a significantly higher risk of developing several types of cancer, some of them listed in the top five of the most common and/or most deadly cancers including breast, ovarian, prostate, colorectal, uterus, stomach, melanoma, pancreatic cancer, etc.

Experts in genetic medicine, gynaecology, plastic surgery and psychology came together to discuss and lend their practical insights to increase the understanding of the issue in Ireland, and to help attendees learn about new developments in BRCA1 & BRCA 2 research and clinical care options.

At the seminar which included a number of expert speakers, the group heard about risk assessment tools, risk-modifying lifestyle changes and the option for risk reducing surgeries and the impact of these interventions on the long term survival of the BRCA community.

The Marie Keating Foundation is keen to shine a special spotlight on hereditary cancers and specifically to develop a support programme for carriers of the BRCA 1 and BRCA 2 genes. This seminar was the first of its kind in Ireland, and is an important first step in bringing together the carriers, patients and experts, and support organisations with a view to developing a specific roadmap for this important patient group.



It was a super day and very informative. I believe that as someone who has had all the surgery and taken preventative measures the whole process for me was scary and lonely and while I knew I was not alone I just wanted to chat and ask questions to women who had been through it. The Marie Keating Foundation has now opened out this platform to BRCA carriers and their families”

Anne Kane, seminar attendee.



9.30-10.00	Registration & Tea/Coffee
10.00-10.20	Introduction to the Marie Keating Foundation & Meet Liz Yates, CEO Marie Keating Foundation
10.20-10.30	Review of BCCA in Ireland Michael Ferris, Genetic Counsellor
10.30 - 11.00	Understanding your Risk & What Factors are Covered Dr Sarah McGuire, Senior Research Fellow
11.00 - 11.30	Risk Reducing Options - Breast & Ovarian cancer Dr Liz Connolly, Consultant Breast Surgeon
11.30 - 11.45	Tea & Coffee Break, Bookings
11.45 - 12.00	Personal Story - Ailing Hammond
12.00 - 12.30	Breast Amputation Options Dr Sarah, Marie Keating Plastic Surgeon

Cancer Survivorship

Survive & Thrive Programme

There are now more than 173,000 people in Ireland who have survived cancer, which gives great hope to anyone going through cancer treatment at the moment. However, surviving cancer comes with its own unique challenges. Survivors can struggle with learning to cope with the 'new normal.' Everyone has a unique experience and response, but by coming together and receiving expert advice, this adjustment can be made a lot easier. A main goal of the Foundation is to help people who have been through cancer treatment, not only to survive but also to thrive.

For the third year in a row, the Foundation ran a number of free Survive & Thrive 6-week programmes for cancer survivors. The Survive & Thrive workshops and seminars aim to help men and women who have completed their cancer treatment to adapt to the 'new normal'.





Both the workshop programmes and 1-day seminars include advice from experts on issues that cancer survivors often face including:

- Coping with feelings and change after cancer
- Managing side effects after treatment
- Nutrition for survivors
- Physical activity and exercise
- Stress management
- Mindfulness and emotional wellbeing

“ I found the Survive and Thrive workshop to be hugely helpful. It was great to know that I wasn't alone through meeting other survivors and hear that they were going through similar experiences. The expert advice was something that is badly needed and, in my opinion, a really necessary part of the healing process. It's important to not only survive, but thrive after cancer, but we need to help and support each other through this...”

Roisin, Survive & Thrive attendee

Survive & Thrive Fashion Show

On October 8th at the Ballsbridge Hotel in Dublin, the Marie Keating Foundation hosted its annual Survive & Thrive fashion show, celebrating cancer survivorship. This year, 14 super models who are breast cancer survivors and 10 up and coming professional models from Assets Modelling Agency strutted their stuff on the Survive & Thrive runway, wearing clothes from Dorothy Perkins and Wallis. The audience included 250 friends and family members of cancer survivors, which made this a very special celebration of cancer survivorship during breast cancer awareness month. The Fashion Show is always a highlight in the Foundation's calendar and it was a pleasure to host the event for yet another year.

“ I just wanted to say thanks again for inviting me to be part of the fashion show, I really enjoyed everything about last night - being brave and just going for it. The best part of the evening was, actually, as I was leaving and going through the lobby where the party was on, so many people came up to me with “well done, you are great, you looked fab.” I did feel like a star – thank you for helping me experience that feeling”

Dagmar Haken

“ Thank you so much for a great night at the fashion show it was wonderful to see everyone in such high spirits. It's an emotional night for all us survivors and great that I could share the night with my young daughter. It shows her all the positivity around the dreaded 'C' word, woman can and do survive now and are stronger for it”

Suzanne Paisley



Cancer Survivorship

Positive Living

Being diagnosed with advanced cancer can be a very difficult, confusing and emotional time, often creating more questions than answers. At a time when you need the most support, some people with advanced cancer can find it extremely difficult to accept the news that their cancer has spread.

In order to support people living with advanced cancer who have their own specific set of emotional, physical, and practical needs, the Marie Keating Foundation set up a Positive Living programme in 2016.

This free programme includes monthly workshops that are facilitated by MKF's Director of Nursing and led by local experts that provide resources and support to help people with advanced cancer to navigate through their specific needs. Common themes explored in the programme include:

- Working with your medical team and managing side effects;
- Coping with the emotional impact of advanced cancer;
- Sexuality and relationships;
- Altered body image, positive appearance and well-being;
- Using mindfulness to cope;
- Physical activity and stress management;
- Talking to loved ones about your diagnosis.

The aim of the programme is to help people who have advanced cancer to improve their quality of life. We provide specialised supports and connect people with cancer to experts in their local community. We also connect them with other people affected by similar circumstances who they may be able to relate to on a peer-to-peer level. It is hoped that through the course, those with cancer will be able to look ahead and plan for the future.

The Foundation held monthly meetings throughout the year, on themes including 'cultivating happiness', 'coping mechanisms', 'Look good; Feel good', and more.

Tips for Coping:

- Get the facts about your cancer
- Communicate – with loved ones and your health care providers
- Anticipate possible physical changes
- Accept help when you need it
- Maintain a healthy lifestyle
- Take time for reflection
- Make space for the things that you enjoy doing
- Try to maintain your normal life style where possible
- Talk to other people with cancer, join a support group
- Seek out individual counselling if required

A Mindful Walk of the Camino

For a week in September, the Marie Keating Foundation took a group of 16 cancer survivors and supporters on the journey of a lifetime on a walk of the Camino de Santiago in Northern Spain. In addition, the trip featured sessions of mindfulness where survivors learned to pay attention to every moment, intently, with curiosity and compassion. The group, accompanied by MKF team Linda Keating, Helen Forristal and Liz Yeates, and an English-speaking expert guide, walked the Portuguese way to the tomb of St. James in Santiago de Compostela. Participants were able to take each day at their own pace and walk either alone or with a group, allowing time for both self-reflection and peer-to-peer support.

2018 marked the Foundation's 4th year walking the Camino. This year the walk started in the border town of Tui, separated from Portugal only by the River Minho and the International Bridge, and covered 110km of the Camino Portuguese Way finishing at Santiago de Compostela. With the help of the Foundation, members on the trip were asked to fundraise to cover the cost of the trip, which included flights, transfers, accommodation, nightly dinners, and mindfulness sessions. Their fundraising also greatly benefitted the Foundation, with €32,745 raised from the trip going to our Comfort Fund, so that the Foundation can continue to give grants to people experiencing financial difficulty as a result of their cancer diagnosis.



Fundraising Initiatives

A Letter from Linda Keating, Director of Fundraising

Well that was certainly a year to remember marking the 20th anniversary of the Marie Keating Foundation and what we have achieved in 20 years. Losing our mother to breast cancer was just so devastating that we made a commitment to try and bring an end to this terrible disease.





The money that has been raised over the years by all of our fantastic supporters is just phenomenal, the events we have organised and the wonderful people that we have met is overwhelming and heart-warming at the same time. Having the opportunity to speak to so many people and hearing their stories of why they wanted to fundraise for the Marie Keating Foundation is incredible, emotional and humbling.

To everyone from those who donated money into one of our coin boxes, to the companies who have sponsored our events and projects, thank you.

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. It is hard to imagine how much the Foundation has grown and evolved in those 20 years, and all because of the support from all of you.

I have always said that the Foundation would not be where it is today without the support we have received from Marks & Spencer over the years. This partnership has raised over €2 million for our fight against cancer. I cannot express enough the depth of our gratitude to the M&S staff and customers for their unfailing dedication to us.

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 €4 text donation you make helps make a real difference as this is what funds our cancer awareness and support services. I hope you can see from this annual report the impact that you are having.

Below you will see many photos of fundraising events from the year and I have to say every one of them was so much fun and helped us to raise the incredible amount that we did.

Here's looking at another wonderful 20 years meeting friends, old and new and continuing our mission of "Making Cancer Less Frightening By Enlightening" .

God bless,

Linda Keating

Fundraising Events and Campaigns

As a non-government organisation, the Marie Keating Foundation relies hugely 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 work with and be supported by so many companies and organisations in 2018, including Marks & Spencer, Pigsback, Harvey Norman, and Virgin Media's Ireland AM. We are also very grateful to all those groups who organised their own fundraising events on behalf of MKF. Together, these companies raised an astounding total of €399,642 for the Marie Keating Foundation in 2018.



Rotary Club Valentine Ball

The Marie Keating Foundation was delighted to yet again partner with the Rotary Club Dublin Central, and be the chosen charity for their annual Rotary Club Ball. The President's Valentine Ball took place on February 17th, at the Ballsbridge Hotel, Dublin. The event featured an auction and raffle, chocolates and roses, four-course meal, and entertainment from Taylors Irish Dancers. €25,600 was raised at the event in support of the Foundation.

Celebrities from the world of fashion, fitness, television, radio and sport came together for the Valentine Ball, supporting the Marie Keating Foundation. Lorraine Keane, Paul & Siobhan Byrne, Shay Byrne, Norah Casey, Frances Fitzgerald MEP and Shane Byrne were all in attendance.



Think Pink/Do Blue

During the month of February and beyond, the Marie Keating Foundation encouraged companies, schools and organisations to raise funds in support of the fight against cancer by going pink or blue for a day. 14 workplaces and schools participated in the Think Pink campaign, raising over €6,500 in support of the Foundation by hosting a variety of pink-themed events, such as bake sales and wearing pink clothes for a day. For the second year, the ladies at The Hub Cycling Group generously organized the Think Pink Cycle, yet another fundraising initiative supporting our breast cancer awareness campaign. The event took place on September 23rd at Castleconnell in Co. Limerick, with all proceeds from event registrations totalling €3,150 donated to the Foundation.



Women's Mini Marathon

Team Marie Keating ran in aid of the fight against cancer in the VHI Women's Mini Marathon on June 3rd, 2018. Our team of 68 participants walked and jogged their way to the finish line to raise €4,027 for the Foundation's free services and in support of those affected by cancer. The Foundation was generously sponsored by House Dublin on Lower Leeson Street for the pre- and post-reception on the day.



Leman Croke to Croagh Cycle

On Saturday 8 September 2018, two teams from Leman Solicitors raced their way from Croke Park Stadium, Dublin to the bottom of Croagh Patrick, Mayo and climbed the 764M mountain in wind and rain to raise money for the Marie Keating Foundation. With lots of the Leman team getting involved, along the route the two teams completed various challenges in each of the 7 counties they went through. In doing so, they raised an amazing €21,603 for the Foundation.



Celebrity Golf Classic

The Marie Keating Foundation held the 20th anniversary of its annual Celebrity Golf Classic supported by Marks & Spencer on Friday, July 20th at Ireland's renowned golf club, the K Club, Straffan, Co Kildare. More than €147,889 was raised at the event, with the proceeds from the raffle and auction on the night going directly towards support services provided by the Foundation including mobile information units, comfort fund and patient support services.

Hosted by Ronan and Storm Keating, more than 38 teams participated in the shotgun format golf tournament and early evening festivities in support of the Foundation. Following the day out on the course, the evening portion of the event featured dinner, speeches, a live auction and raffle followed by light entertainment and music.



Pigsback 5k/10k

The annual Pigsback 5k and 10k in aid of the Marie Keating Foundation took place at the Phoenix Park on Sunday, 30th of September 2018. The event welcomed 303 participants, from seasoned athletes to those just looking to enjoy a nice day out for a great cause. The family-friendly event also offered entertainment, goodie bags and lots of prizes. All proceeds, totalling €15,295, went towards funding the charity's life-saving work in breast cancer awareness and services ahead of Breast Cancer Awareness Month.



Kildare Cycle Tour

The 17th Annual Martin Earley Tour of Kildare took place on Sunday, August 12th. Despite the damp weather and an oil spill on part of the route, the event was labelled a massive success as cyclists took to the roads all in aid of the Marie Keating Foundation. The event had tours of 110k, 65k and a family tour, as well as a BBQ at the finish line to congratulate all who took part.

The Tour of Kildare raised €11,630, supporting the Foundation's work in Kildare and surrounding areas with our nursing outreach and support services. This event simply could not happen each year without the Naas Cycling Club, who so generously donate their time and expertise to manage the event with Cycling Ireland, now in its 17th year.



Pink Patron

For Breast Cancer Awareness month in October, several generous companies became "Pink Patrons" and helped raise funds for the Marie Keating Foundation. Marks & Spencer donated 10% of all sales of their post-surgery bras to the Foundation, year round; Stella & Dot donated 20% of the sales of their bestselling breast cancer Tribute Bracelet; Harvey Norman donated €100 for every "Marie" Mattress sold throughout September and October. Pigsback donated the proceeds from their annual 5k and 10k walk/run. In addition, Skechers at Shaws Department Stores donated €5 for every pair of pink ribbon shoes sold. Campus Oil donated €7,789.12 from the sale of their home heating Oil during the month of October. Rain Skincare donated 50c from every sale of its products in its Savannah range throughout October. Funds raised by the Pink Patrons help the Foundation continue spreading awareness about how women can reduce their risk of breast cancer.



Christmas Lunch

On December 6th, over 320 guests kicked off the Christmas season at the Newstalk Christmas Lunch in aid of the Marie Keating Foundation. Hosted at the Shelbourne Hotel, Dublin, the lunch raised over €30,000 with all proceeds going to the Marie Keating Foundation's Survive & Thrive programme, supporting cancer survivors as they complete their cancer treatment and adjust to the "new normal".

Newstalk Breakfast presenter, Shane Coleman was MC for the event, which was also attended by Frances Fitzgerald TD, writer and broadcaster Maia Dunphy, former X-Factor finalist and TV presenter, Mary Byrne and broadcaster Anna Daly. Guests enjoyed a champagne reception followed by a delicious Christmas themed three-course lunch accompanied by wine, kindly sponsored by Marks & Spencer Ireland.

Entertainment for the afternoon was provided by Ronan Keating's nephew, Josh Keating. Harvey Norman and Jo Harper Jewellery kindly provided items for the raffles and every guest received a goodie bag with gifts generously sponsored by Ballygowen, M&S, Catwalk HQ tan and Gill & Macmillan.



TV3 Ireland AM Appeal

TV3's, now Virgin Media's, flagship programme, Ireland AM, showed its support for the Marie Keating Foundation by holding a week long 'fundraising' appeal in July. 'AM Fights Cancer' launched on Monday 23rd July and aimed to raise €20,000 to help the Foundation's Comfort Fund service. Audiences were continuously encouraged to send a text to donate throughout the week, and the fundraiser almost doubled its target and raised a staggering €39,379. This special fundraising appeal, which coincided with the Foundation's 20th anniversary, saw many friends and ambassadors of the Foundation take to the couch on Ireland AM to speak about the work of the Foundation and the impact that work has on people's lives. All the team at Marie Keating Foundation would like to say a huge thank you to everyone for donating, and to Ireland AM and all who supported this special fundraising appeal.

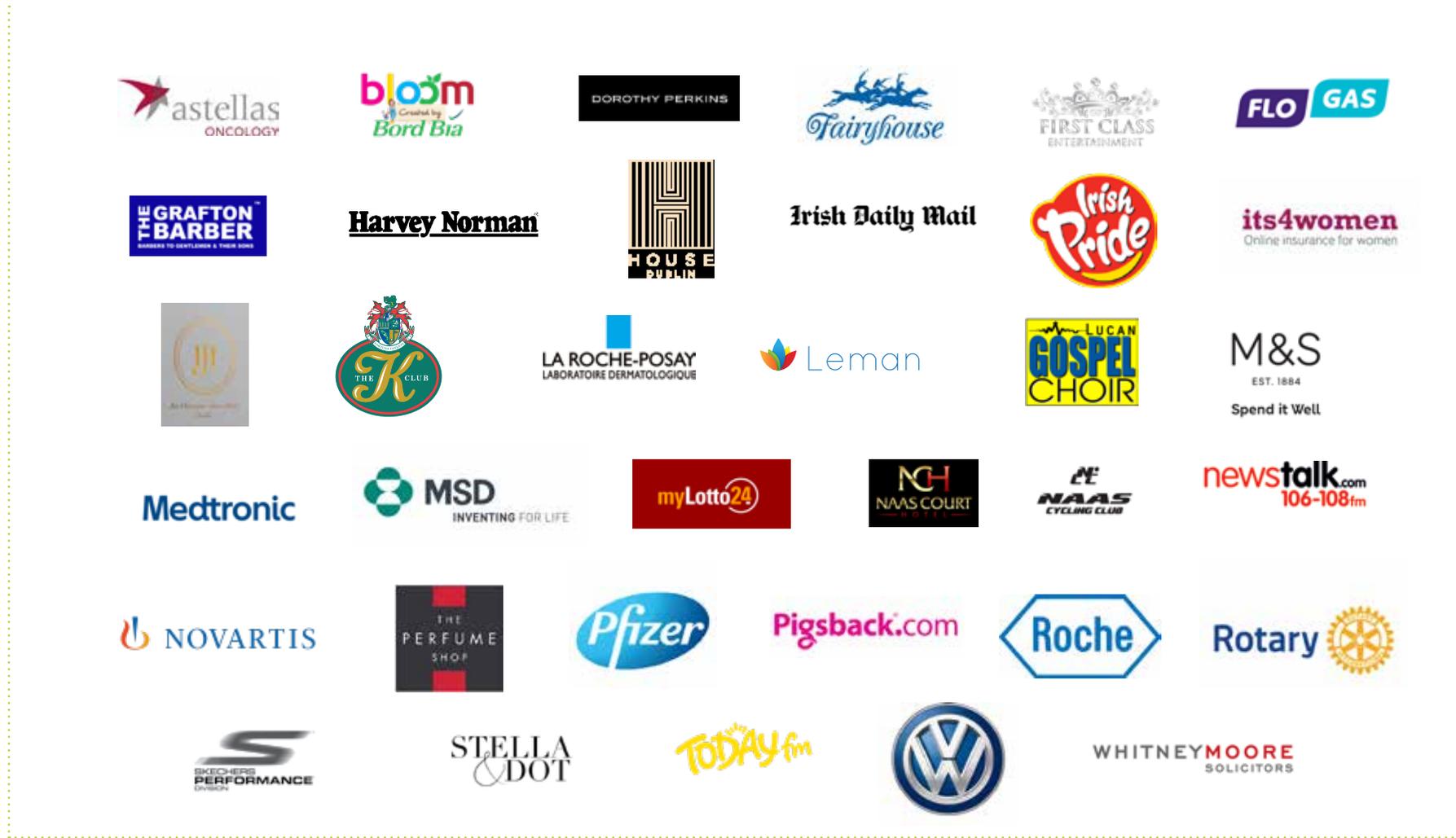
Corporate Partners

The Marie Keating Foundation would not be what it is today without the generous support and tireless efforts of our many corporate partners. Through cause marketing, campaign and event sponsorship, monetary donations and in kind donations, community and employee engagement, as well as the power of volunteerism, these organisations help the Foundation's efforts to save lives each year.

Our corporate sponsors make it possible for the Foundation to provide vital information and support services to the people of Ireland. Thanks to their support, our nurses are able to share life-saving cancer prevention and early detection messages with thousands of people each year; our Comfort Fund can provide cancer patients and their families with financial relief during a difficult time; our Positive Living and Survive & Thrive programmes can offer support to people living with and beyond cancer. Furthermore, our cancer awareness campaigns are able to reach hundreds of thousands of people in Ireland and beyond.



We are extremely grateful to these organisations, who made it possible for the Foundation to continue the fight against cancer in 2018:



Patrons and Ambassadors

The Marie Keating Foundation is fortunate to have many wonderful patrons and ambassadors who graciously offer their time and energy in aid of our cancer awareness and support services. We are proud to work with people from the world of entertainment, sport, TV, stage, politics and beyond, who have lent their enthusiasm, passion and voice to help raise awareness and funding for the Foundation. We cannot thank them enough for their support.

Here are just some of the amazing people who have helped us in 2018:



Volunteers

As a charitable organisation, the Foundation greatly depends on the generosity and selflessness of the many volunteers who come out to support our efforts in the battle against cancer. Without them, it would not be possible to put on the vital fundraising and awareness events that support our free community services and spread the lifesaving message of the Foundation. A special thanks goes out to our volunteers for the time and energy they put into furthering our cause; it means the world to us.



Governance

At the Marie Keating Foundation, we are dedicated to upholding our operations to the highest standards of governance.

Our most valuable resource is the trust of our supporters, therefore we believe it is essential to ensure this trust is so well deserved. We understand the importance of every donation and the impact it can have in our fight against cancer. Ensuring that each donation we receive is used to its maximum effect 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). For the third year, the Foundation is proud to have achieved the Triple Lock Standard of best in class governance. This means that our accounts are in full compliance with the Governance Code of the Voluntary and Charity Sector, the Fundraising Guiding Principles, and with the Statement of Recommended Practice (SORP). In 2018 a significant amount was invested in ensuring the new GDPR legislation was complied with, MKF staff were fully trained and new procedures were put in place.

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



Best Practice in Transparency and Accountability

Board of Directors

The Foundation is privileged to have a dedicated Board of Directors, who each volunteer their expertise to bring unique ideas, knowledge and skills to support the Foundation's fight against cancer. The Board is made up of members who have experience in a variety of fields, which may include nursing, legal affairs, medicine, or finance for example. The Board of Directors meets on a bimonthly basis to review the Foundation's finances and strategic plan, placing governance as a key priority, and to receive an update on the performance of ongoing programmes and services. The Board is also responsible for appointing the Chief Executive Officer and setting pay rates for the CEO and senior staff.

In accordance with their volunteer status, none of our Board members receive expenses for the time, energy and expertise that they offer in aid of the Marie Keating Foundation. Members of the Board may serve a maximum of two, three-year terms. This turnover ensures that new members may be introduced to provide fresh perspectives and skills to the Board. The biographies of all Board members are available on the Marie Keating Foundation website. Michael O'Reilly remained Chairperson of the Board in 2018 after being appointed in December 2017, having previously served as Finance Director and member of the Board since 2014. Patricia Lawler was appointed Secretary in December 2017.

How Funds are Spent

In 2018, a total of €1,199,724 or 78% of total income was spent on the Foundation's cancer awareness and support services – the most that has been spent in any year of the Foundation's existence.

The expenditure on charitable services was designated as follows:

Public cancer awareness campaigns	158,905
Community mobile outreach services	379,900
Cancer information, awareness & advocacy	323,563
School's Cancer Awareness Programme	116,712
Comfort Fund	143,547
Survivorship and Wellness	77,097

Moving Forward: Our Goals for the Future

In view of the fact that this year marked the 20th anniversary of Marie Keating's death, it was fitting that we looked back over the 20 years to review what the Foundation has achieved in this timeframe and what impact it has had as an organisation. It was very heartening to hear from key stakeholders such as cancer patients, volunteers, Board Members, staff members, corporate partners, peer organisations, etc. what a wonderful difference MKF has made and how we have supported so many in this timeframe. At MKF we understand that cancer can affect every aspect of a person's life, so much more than their health, and we believe that cancer patients should have all the supports that they need every step of the way.

In view of the statistics that are published every year, and despite the enormous advances that have been made with cancer treatments, unfortunately cancer as a disease is not going away. In fact more than 33,000 people are now diagnosed each year in Ireland. This number is projected to increase by 110% in men and by 85% in women by 2040 and cancer is now the leading cause of death in Ireland. So the demand for our services is greater than ever.

Equally, whilst looking back at what MKF has achieved in 20 years, it is just as important to evaluate the Foundation as it is today and to assess how it is contributing to health and society in Ireland. It's also imperative to look ahead to set out the pathway for the Foundation into the future.

Is MKF achieving its mission of 'making cancer less frightening by enlightening'? Are we closer to our vision of a 'World free from the fear of cancer'? Are our cancer awareness and support services aligned with the National Cancer Strategy? What new services do we need to provide? Most importantly, are we putting cancer patients and their families at the heart of everything we do? How can we continue to provide the rights services to meet this demand? How can we continue to grow our fundraising base in a sustainable manner? How can we ensure the proper governance structures are in place and that we attract the best people to the MKF team and Board?

These are some of the questions which our Board are currently reviewing as we set out the new strategic direction for the future of the Foundation. We want to ensure that we are there to help people with the physical, financial and emotional impact of cancer on their lives. In looking forward we will review what we need to continue and what we need to change to ensure we will be right there with people, every step of the way, whatever cancer throws their way.

With a new Strategic Review taking place in the course of 2019, the future strategic direction of the Foundation for the next three years will be set out clearly. In our Strategy 2019 to 2023, we will focus on the key strategic objectives to ensure that MKF is resourced and ready to be there for anyone affected by cancer in Ireland, every step of the way.



Report and Financial Statements

for the year ended
31 December 2018



REPORT AND FINANCIAL STATEMENTS 2018

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DIRECTORS AND OTHER INFORMATION

BOARD OF DIRECTORS

Michael O'Reilly (Chairperson)
Patricia Lawler (Secretary)
Dr. Ronald Grainger
Mark Grehan
Susan Rowan
Laura Larkin
Marie Claire Scullion
Marie Mc Ginley

SECRETARY AND REGISTERED OFFICE

Patricia Lawler
Unit 9
Millbank Business Park
Lower Road
Lucan
Co. Dublin

CHARITY NUMBERS

CHY 12916 / CRA 20038953

COMPANY NUMBER

342695

AUDITORS

Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

BANKERS

AIB Bank
22/26 Main Street
Swords
Co. Dublin

SOLICITORS

Whitney Moore
Wilton Park House
Wilton Place
Dublin 2

DIRECTORS' REPORT

The directors present their report together with the audited financial statements for the year ended 31 December 2018.

1. OBJECTIVES AND ACTIVITIES

The mission of the Marie Keating 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 and the importance of healthy lifestyle.

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 and Positive Living 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. These programmes support cancer patients and survivors to make the transition to a new 'normal' during or following cancer treatment.

The main areas of attention in the coming year will be the further development of the company's existing cancer awareness and support services, 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 further development of 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.

DIRECTORS' REPORT

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

In 2018, 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, skin and lung cancer as well as men's health in particular.

With regard to fundraising events, income showed an increase of 5% compared with 2017 which was a great achievement in the challenge of a difficult economic environment for the charity sector. Fundraising costs were also managed tightly. 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 and patient advocacy and support.

Total income for the year amounted to €1,544,621, representing an increase of 7% over the prior year. 2018 saw the Foundation being awarded some funding from the National Screening Services in relation to a specific campaign promoting BowelScreen in disadvantaged communities. This campaign also won the Irish Health Care Award in October 2019 in the 'Best Education Category'.

As regards the core mission of the Foundation, "to make cancer less frightening by enlightening", 2018 was another energetic year in pursuit of this goal. During the year, the Foundation's nursing team completed 4,400 community and workplace visits, reaching a total of 29,039 people around the country. 400 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 more common cancers. Full blown campaigns were conducted on Cervical Cancer – Don't Fear the Smear; Breast Cancer; Skin Cancer – Skin C(h)ancer; 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 second ever lung cancer campaign 'I Am Lung Cancer' which aimed to tackle the stigma associated with lung cancer and highlighted the key symptoms as well as a video and seminar.

2018 also saw the Foundation supporting specific cancer patient groups. This included the BRCA community for whom MKF organised an annual conference in April 2018 and dedicated a section on the MKF website. MKF also was a co-founding member of the 221+ Cervical Cancer Patient Support Group and continues to support the women and families affected by this ongoing debate.

This year, the Foundation was successful in developing sponsorship partnerships for all of these campaigns Novartis for Skin C(h)ancer Awareness & Breast Cancer; Roche Products (Ireland) Limited for Lung Cancer; Pfizer for Breast Cancer Awareness; MSD for Lung Cancer as well as our SunSmart garden at Bloom; Astellas for Men's Health/Prostate Cancer and Medtronic for our Your

DIRECTORS' REPORT

2. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE (*continued*)

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 donate to the TV3 TodayAm Appeal or to buy an Irish Pride pink bread loaf or a Pink Patron product during October. For the third year, the Marie Keating Foundation had a yellow SunSmart garden at Bloom in June 2018 which received a lot of public attention raising awareness about being safe in the sun to avoid skin cancer and melanoma.

In 2018, the 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 Tallaght, Dublin and a number of seminars were held in Cork and Dublin as part of the skin cancer, lung cancer and breast cancer campaigns. A Positive Living group which supports metastatic breast cancer patients with their specific health needs met on 10 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 €1,199,724 or 78% of total income. Overheads were well managed at €129,609 or 8% of total income. Overall, the Foundation recorded a net income before depreciation and amortisation of €32,903. After charging depreciation and amortisation of €28,668, the net expenditure was €4,235.

Through our Comfort Fund, we increased the number of grants being issued to needy families. A total of €143,564 was distributed to 564 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, 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, AstraZeneca, Medtronic, MSD, Novartis, Pfizer and Roche in support of their cancer awareness campaigns and programmes.

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.

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.

In common with many charities, the organisation must maintain and develop its income sources to ensure the continuation of its work. In order to mitigate this risk, the directors review the sources of income on an on-going basis. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments.

The board has implemented a reserves policy, recognising the seasonality of the Foundation's income and the need to maintain adequate cash balances to guarantee continuity of services. Approximately 70% of the Foundation's income occurs in the second half of the year, resulting in reserves reaching their low point at mid-year. The reserves policy adopted focuses on net liquid assets. It requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of three 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.

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 AND SECRETARY

The names of the individuals who were directors at any time during the year ended 31 December 2018 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.

Directors:

Michael O'Reilly
Patricia Lawler
Dr. Ronald Grainger
Susan Rowan (appointed 10 April 2018)
Edel Creely (resigned 10 April 2018)
Gary Keating (resigned 10 April 2018)
Mark Grehan (appointed 9 May 2018)
Therese Rochford (resigned 12 February 2019)
Laura Larkin (appointed 12 February 2019)
Marie Claire Scullion (appointed 12 February 2019)
Marie Mc Ginley (appointed 12 February 2019)

Secretary:

Michael O' Reilly (resigned 10 April 2018)
Patricia Lawler (appointed 10 April 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.

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

Patricia Lawler
Director

25 July 2019

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 Charity 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

Patricia Lawler
Director

25 July 2019

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 2018 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 2018 and of its net expenditure 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 the 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 out 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.

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

25 July 2019

MARIE KEATING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2018 €	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2017 €
Income							
Charitable activities							
Grants	5	58,000	60,944	118,944	14,994	33,120	48,114
Donations and legacies							
Donations and gifts		548,871	305,956	854,827	489,443	323,814	813,257
Donations in kind		144,557	17,789	162,346	186,000	-	186,000
Other trading activities							
Fundraising events		399,642	-	399,642	380,952	-	380,952
Merchandise		8,862	-	8,862	14,720	-	14,720
Total income	5	1,159,932	384,689	1,544,621	1,086,109	356,934	1,443,043
Expenditure							
On charitable activities							
Project and programme costs	6	832,824	366,900	1,199,724	787,651	356,934	1,144,585
Project overheads	6	129,609	-	129,609	66,695	-	66,695
		962,433	366,900	1,329,333	854,346	356,934	1,211,280
On raising funds							
Expenditure on raising funds	7	219,523	-	219,523	226,601	-	226,601
Total expenditure		1,181,956	366,900	1,548,856	1,080,947	356,934	1,437,881
Net (expenditure)/ income	8	(22,024)	17,789	(4,235)	5,162	-	5,162
Funds brought forward	18, 19	327,432	-	327,432	322,270	-	322,270
Funds carried forward	18, 19	305,408	17,789	323,197	327,432	-	327,432

The notes on pages 16 to 28 form part of these financial statements.

All activity presented is in respect of continuing operations.

MARIE KEATING FOUNDATION

STATEMENT OF FINANCIAL POSITION

	Notes	31 December 2018 €	31 December 2017 €
FIXED ASSETS			
Tangible assets	12	13,973	19,253
Intangible assets	13	<u>36,942</u>	<u>48,957</u>
		<u>50,915</u>	<u>68,210</u>
CURRENT ASSETS			
Debtors	14	250,917	282,660
Stock	15	21,077	23,557
Cash and cash equivalents	16	<u>140,479</u>	<u>172,997</u>
		412,473	479,214
CREDITORS			
Amounts falling due within one year	17	<u>(140,191)</u>	<u>(219,992)</u>
NET CURRENT ASSETS		<u>272,282</u>	<u>259,222</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>323,197</u>	<u>327,432</u>
FUNDS OF THE CHARITY			
Unrestricted funds	18, 19	305,408	327,432
Restricted funds	18, 19	<u>17,789</u>	-
TOTAL CHARITY FUNDS		<u>323,197</u>	<u>327,432</u>

The notes on page 16 to 28 form part of these financial statements.

On behalf of the Board

Michael O'Reilly
Director

Patricia Lawler
Director

25 July 2019

MARIE KEATING FOUNDATION

STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2018 €	Year ended 31 December 2017 €
Cash flow from operating activities:			
Net (expenditure)/ income for the year		(4,235)	5,162
<i>Adjusted for:</i>			
Depreciation		10,689	9,833
Amortisation		17,979	16,148
Movement in stock		2,480	2,825
Movement in debtors		31,743	(107,527)
Movement in creditors		<u>(79,801)</u>	<u>115,792</u>
Net cash (used in)/generated from operating activities		<u>(21,145)</u>	<u>42,233</u>
Cash flow from investing activities:			
Purchase of tangible fixed assets		(5,409)	(1,703)
Purchase of intangible fixed assets		<u>(5,964)</u>	<u>(3,691)</u>
Net cash used in investing activities		<u>(11,373)</u>	<u>(5,394)</u>
Movement in cash in the year			
		(32,518)	38,839
Cash and cash equivalents at beginning of year	16	<u>172,997</u>	<u>136,158</u>
Cash and cash equivalents at end of year	16	<u>140,479</u>	<u>172,997</u>

The notes on page 16 to 28 form part of these financial statements.

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 2018.

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. The company is a public benefit entity as defined by the Financial Reporting Council.

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 on a going concern basis under the historical cost convention, modified to include certain items at fair value. 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 and the Office of the Scottish Charity Regulator, who are recognised by the UK Financial Reporting Council (FRC) as the appropriate body to issue SORPs for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. 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.

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.

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.

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.

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

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.

There is a government-introduced VAT Compensation Scheme for Charities, applicable to VAT paid on or after 1 January 2018. No VAT asset is recognised until receipt is probable and the amount can be quantified with reasonable accuracy. Due to the uncertainty of the timing and quantum of receipt, VAT continues to be 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:

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

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

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.

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.

NOTES TO THE FINANCIAL STATEMENTS

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

l) Financial instruments (continued)

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 directors 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.

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.

NOTES TO THE FINANCIAL STATEMENTS

4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS (continued)

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. Charities SORP requires 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 €150,000 (2017: €186,000).

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 12 for the carrying amount of tangible fixed assets.

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 13 for the carrying amount of intangible fixed assets.

5. INCOME

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

	2018	2017
	€	€
Republic of Ireland	1,486,621	1,421,787
United Kingdom	<u>58,000</u>	<u>21,256</u>
	<u>1,544,621</u>	<u>1,443,043</u>

NOTES TO THE FINANCIAL STATEMENTS

6.	EXPENDITURE ON CHARITABLE ACTIVITIES	2018	2017
		€	€
	<i>Restricted:</i>		
	Cancer and health awareness	251,373	271,311
	Cancer screening	32,083	50,623
	Survivorship and research	60,944	-
	Comfort fund	<u>22,500</u>	<u>35,000</u>
		<u>366,900</u>	<u>356,934</u>
	<i>Unrestricted:</i>		
	All other services and charitable activities	832,824	787,651
	Overheads	<u>129,609</u>	<u>66,695</u>
		<u>962,433</u>	<u>854,346</u>
		<u><u>1,329,333</u></u>	<u><u>1,211,280</u></u>
7.	EXPENDITURE ON RAISING FUNDS	2018	2017
		€	€
	Fundraising events	76,108	53,280
	Third party events	91,912	99,464
	Coin boxes	35,886	50,364
	Merchandise	<u>15,617</u>	<u>23,493</u>
		<u>219,523</u>	<u>226,601</u>
8.	NET (EXPENDITURE)/INCOME	2018	2017
		€	€
	Net (expenditure)/income is stated after charging:		
	Directors' remuneration	-	-
	Depreciation	10,689	9,833
	Amortisation	17,979	16,148
	Auditor's remuneration – for external audit services	5,535	5,535
	Auditor's remuneration – other non-audit services	-	-
	Operating lease expense	<u>29,207</u>	<u>29,207</u>

NOTES TO THE FINANCIAL STATEMENTS

9.	STAFF COSTS	2018	2017
		€	€
	Wages and salaries	532,545	512,482
	Social welfare costs	50,509	47,265
	Other retirement benefit costs	<u>7,267</u>	<u>6,236</u>
		<u>590,321</u>	<u>565,983</u>

The average monthly number of persons employed by the company during the year was 17 (2017: 16) analysed as follows:

	2018	2017
	No.	No.
Administration	6	6
Services	<u>11</u>	<u>10</u>
	<u>17</u>	<u>16</u>

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

Salary range	2018	2017
€50,000 - €60,000	-	-
€60,000 - €70,000	1	1
€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. The salary paid to the CEO amounts to €77k (2017: €75k).

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.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

10. 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.

11. 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 9 for the year represents contributions payable to the fund.

12. TANGIBLE ASSETS

	Leasehold Buildings €	Fixtures & fittings €	Mobile units €	Computer equipment €	Coin boxes €	Total €
Cost						
At 31 December 2017	81,878	8,917	433,184	74,642	17,939	616,560
Additions	-	2,935	1,690	784	-	5,409
At 31 December 2018	81,878	11,852	434,874	75,426	17,939	621,969
Accumulated Depreciation						
At 31 December 2017	81,878	7,854	427,834	72,234	7,507	597,307
Charge for year	-	1,078	4,672	1,351	3,588	10,689
At 31 December 2018	81,878	8,932	432,506	73,585	11,095	607,996
Net Book Value						
At 31 December 2017	-	1,063	5,350	2,408	10,432	19,253
At 31 December 2018	-	2,920	2,368	1,841	6,844	13,973

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

13. INTANGIBLE ASSETS

	Website €	CRM System €	Total €
Cost			
At 31 December 2017	56,987	24,215	81,202
Additions	-	5,964	5,964
At 31 December 2018	56,987	30,179	87,166
Accumulated Amortisation			
At 31 December 2017	23,432	8,813	32,245
Charge for year	12,258	5,721	17,979
At 31 December 2018	35,690	14,534	50,244
Net Book Value			
At 31 December 2017	33,555	15,402	48,957
At 31 December 2018	21,297	15,645	36,942

14. DEBTORS

	2018 €	2017 €
Trade debtors	25,065	25,013
Accrued income	217,822	240,271
Prepayments	8,030	17,376
	250,917	282,660

Trade debtors

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

15. STOCK

	2018 €	2017 €
Promotional stock	21,077	23,557

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

16. CASH AND CASH EQUIVALENTS

	2018 €	2017 €
Cash at bank and in hand	140,479	172,997

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

17. CREDITORS		2018	2017
Amounts falling due within one year		€	€
Trade creditors		37,494	39,479
Accruals		18,345	25,562
Deferred income		67,830	140,027
Paye/prsi		15,920	14,322
Pension		<u>602</u>	<u>602</u>
		<u>140,191</u>	<u>219,992</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.

18. MOVEMENT OF FUNDS

	Unrestricted funds €	Restricted funds €	Total 2018 €	Unrestricted funds €	Restricted funds €	Total 2017 €
Opening balance	327,432	-	327,432	322,270	-	322,270
Net movement	<u>(22,024)</u>	<u>17,789</u>	<u>(4,235)</u>	<u>5,162</u>	<u>-</u>	<u>5,162</u>
Closing balance	<u>305,408</u>	<u>17,789</u>	<u>323,197</u>	<u>327,432</u>	<u>-</u>	<u>327,432</u>
Represented by:						
Fixed assets	50,915	-	50,915	68,210	-	68,210
Current assets	326,854	85,619	412,473	339,187	140,027	479,214
Current liabilities	<u>(72,361)</u>	<u>(67,830)</u>	<u>(140,191)</u>	<u>(79,965)</u>	<u>(140,027)</u>	<u>(219,992)</u>
Net assets	<u>305,408</u>	<u>17,789</u>	<u>323,197</u>	<u>327,432</u>	<u>-</u>	<u>327,432</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

19. STATEMENT OF FUNDS

	31 December			31 December	
	2017	Income		Expenditure	2018
Restricted funds	€	€	€	€	
Men's Health Awareness	-	40,000	(30,000)	10,000	
Skin Cancer Awareness	-	73,373	(73,373)	-	
Breast Cancer Awareness	-	81,944	(81,944)	-	
Bowel Cancer Awareness	-	49,083	(49,083)	-	
Lung Cancer Awareness	-	98,000	(98,000)	-	
Comfort Fund	-	22,500	(22,500)	-	
Hospital Refurbishment	-	7,789	-	7,789	
Cancer/Health Awareness	<u>-</u>	<u>12,000</u>	<u>(12,000)</u>	<u>-</u>	
	-	384,689	(366,900)	17,789	
Unrestricted funds	<u>327,432</u>	<u>1,159,932</u>	<u>(1,181,956)</u>	<u>305,408</u>	
Total funds	<u>327,432</u>	<u>1,544,621</u>	<u>(1,548,856)</u>	<u>323,197</u>	

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

20. 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:

	2018 €	2017 €
Financial assets at amortised cost		
Trade debtors	25,065	25,013
Cash at bank	<u>140,479</u>	<u>172,997</u>
Financial liabilities at amortised cost		
Trade creditors	<u>37,494</u>	<u>39,479</u>

NOTES TO THE FINANCIAL STATEMENTS

21. FINANCIAL COMMITMENTS

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

	2018 €	2017 €
Within one year	-	-
Between two and five years	—	—
	<u>—</u>	<u>—</u>

The lease of the rented premises is currently under negotiation. The annual rent per the current operating lease in place is €28,782.

22. EVENTS SUBSEQUENT TO THE YEAR END

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

23. RELATED PARTY TRANSACTIONS

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 €235,604 (2017: €275,351), 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.

24. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the directors on 25 July 2019.



20TH



Marie Keating
FOUNDATION

ANNIVERSARY



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