



Marie Keating  
FOUNDATION

# Annual Report 2019





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# Contents

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<b>Chairman's Report 2019</b>	<b>4</b>
<b>A letter from our patron, Ronan Keating</b>	<b>6</b>
<b>A Letter from our Chief Executive Officer</b>	<b>8</b>
<b>Marie Keating's Story</b>	<b>10</b>
<b>About the Marie Keating Foundation</b>	<b>12</b>
<b>Our Mission and Vision</b>	<b>14</b>
<b>Our Values</b>	<b>15</b>
<b>Cancer: Key Facts and Figures</b>	<b>17</b>
<b>Impact Report</b>	<b>19</b>
<b>From the Frontline</b>	<b>23</b>
<b>2019 Campaigns</b>	<b>29</b>
<b>Cancer Support Services</b>	<b>45</b>
<b>Fundraising Initiatives</b>	<b>55</b>
<b>Corporate Partners</b>	<b>61</b>
<b>Report and Financial Statements</b>	<b>73</b>



# Chairman's Report 2019

It is a great honour to present the Marie Keating Foundation's Annual Report and Financial Statements for the year ended 31st December 2019.

Unfortunately, cancer is now Ireland's biggest killer, with one in two people impacted. But the positive news is that with better awareness, early diagnosis and treatment options, more and more people are coming out the other side or are living longer with cancer. The demand for the Foundation's services is increasing and 2019 proved that, with its nurses supporting more people than ever.

This year we launched the three-year strategic plan for the Foundation which defines our goals and objectives until 2023 and lays a clear pathway of how we can achieve them. A core pillar of this plan is the development of new sustainable methods of fundraising. A reduced reliance on events as a source of funding has proven to be a sound strategic move, given the negative impact that COVID-19 has had on our events.

Throughout 2019, our services expanded their reach and impact; membership of the Positive Living group, which supports women with metastatic breast cancer, grew by 10% and our nurses gave free lifesaving information and advice in communities across Ireland to almost 27,000 people.

New partnerships were formed, awards won, and creative campaigns were rolled out, increasing awareness of all of the common cancers affecting men and women. This, and more, occurred while the dedicated team at the Foundation remained the same size and our income grew. I take my hat off to them for all their efforts in supporting men and women with cancer at every step of their journey.

I am delighted to report that our total income for 2019 amounted to €1,522,778 a slight increase over the prior year. Total expenditure on charitable activities increased to €1,345,289 or 88.34% of total income. Overheads continued to be well managed at €62,588 or 4% of total income.

The Foundation achieved the gold standard for charity governance - the Triple Lock - for a 4th successive 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 Board of Directors for their continued commitment to the work of the Foundation and for giving so generously of their time and expertise.

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 who's 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.



**Michael O' Reilly**  
Chairman

# A letter from our patron, Ronan Keating

Welcome to the 2019 Annual Report for the Marie Keating Foundation. As a Patron of the Foundation and one of Marie's five children, I am extremely proud to present this report to you. You will see that the Foundation's small but mighty team has yet again accomplished a tremendous amount over the year.



In the blink of an eye, 22 years have gone by since my Mam's passing. Today, my family and I still 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.

The Foundation has gone to great lengths 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 could not have achieved this without the generosity of the public, the support of our corporate partners and the dedication of our fantastic volunteers.

In 2019, our nurses spoke to nearly 27,000 people about cancer prevention and the importance of early detection. Our nursing team reached out to people in schools, colleges, offices, places of work and shopping centres about how they can reduce their risk of cancer. Subjects 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 is rising, and by 2040, these rates are expected to double. This means that the work that our nurses do is more essential than ever.

The Foundation's mission is to make cancer less frightening by enlightening, and the best way to do this is by talking about it.

Throughout 2019, the Foundation has helped promote its mission and messaging 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 "Stand Up for your Prostate" cancer campaign during Blue September, breast cancer campaign "Glam Up Your Bra" in October and we launched our third lung cancer awareness campaign in November, "Making Moments Matter."

I would also like to extend my gratitude to the hardworking team at the Foundation who have devoted themselves to ensuring that our vision of working towards 'a world free from the fear of cancer' remains front and centre in all the work they do.

If you have not had a chance to engage with the Marie Keating Foundation yet and need support, 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 I am so proud of and when I look at how far we have come over the last 22 years, I am filled with hope for what the future will hold for the Marie Keating Foundation and the thousands of people it supports each year.

Yours sincerely,



Ronan Keating



# A Letter from our Chief Executive Officer

Once again, I am delighted to present the Marie Keating Foundation's Annual Report for 2019. Looking back on all that our team has achieved throughout the past year, I am extremely proud to be working alongside such a hardworking and committed team focussed on ensuring that the Foundation has as strong an impact as possible for those affected by cancer throughout Ireland.

Cancer continues to present us with an extreme challenge. In 2019 new NCRI figures were published highlighting that more than 43,000 people are diagnosed with cancer each year in Ireland. Due in large part to population growth as well as aging of our population, the numbers of cancers in Ireland are projected to increase substantially over the coming decades and are expected to double by 2045. Cancer has now also surpassed heart disease as the leading cause of death in Ireland.

These stark 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.

Cancer prevention, 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 this 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 new Corporate Wellness programme.

In addition to this education work carried out by our specialist nurses in communities the length and breadth of Ireland, we also conducted a range of multi-faceted national cancer awareness campaigns on the most common cancers. Some highlights include our award winning 'I gave a S\*\*t and it saved my life' Bowel Cancer campaign which increased the uptake rate of bowel screening in two targeted areas. The Marie Keating Foundation was awarded the inaugural Best Impact award at the Charities Excellence Awards in October 2019 for this innovative campaign. Our 'Breath of Life' garden at Bloom which allied with our Lung Cancer Awareness campaign raising awareness about the importance of knowing the signs and symptoms of lung cancer. We also ran integrated public awareness campaigns on Skin Cancer, Breast Cancer, and Prostate Cancer.

As more people are surviving cancer the Marie Keating Foundation recognises the key role it plays in ensuring that those living with and beyond cancer have access to vital support services at every step of the cancer journey.

For those cancer patients who found themselves in financial difficulty as a result of cancer, we were able to award over 600 Comfort Fund grants to help these families at a very challenging time. Our Survive & Thrive and Positive Living Programmes also supported hundreds of cancer patients and survivors 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 marginally in 2019. 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 which represented 87% of total income.

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.

2019 was the year in which we initiated our strategic planning process for the next three years under the leadership of our Board of Directors. 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.

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



**Liz Yeates**  
Chief Executive Officer

# 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.”

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 how the Marie Keating Cancer Awareness Fund (as it was called then) started.



# About the Marie Keating Foundation

After losing their mother to breast cancer, the Keating Family promised that they would do all they could to ensure men and women in every community in Ireland had access to the necessary information to prevent cancer or detect it at its earliest stages.

Since it was formally established in 2001 as a registered charity, the Foundation has expanded its key cancer prevention role to include information and awareness services for both men and women across all the common cancers including: bowel, breast, cervical, lung, prostate, skin and testicular cancers.

As more and more people come through cancer and are living with advanced cancer, the Marie Keating Foundation has put more of a focus on providing vital support and survivorship services for these groups.

With a team of just 17, including 8 nurses located across the country, the Marie Keating Foundation is a family which pledges to be there for anyone experiencing cancer at every step of their journey.



# The Marie Keating Foundation: Our Mission and Vision



“ Our Vision:

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A world free  
from the fear of  
cancer



“ Our Mission:

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To make cancer  
less frightening  
by enlightening

# Our Values



## Family

### Empathy

We care deeply about people who are experiencing cancer. Compassion and empathy are at the core of our services. Upholding the dignity of whoever we help matters the most.

### Support

Everyone who accesses our services is unique. Personal support ensures everyone is cared for fully and respectfully.

### Kindness

Positivity, hope, love



## Inclusivity

### Patient Voice

Ensuring the patient voice is central to everything we do, we will always listen, try to understand and do all we can to represent your views and respond to your needs.

### Collaboration

Partnership, sharing and teamwork are at the heart of MKF to improve our services and outcomes for patients, survivors & families.

### Open

Our services are accessible to everyone and our footprint covers 26 counties. Ensuring we are there for all, even the most remote and underserved communities is a priority for us.



## Excellence

### Trust

We hold the trust of our donors, supporters and ambassadors dear. Our work is underpinned by integrity, honesty and transparency.

### Accountability

We continue to hold the highest standards in charity governance. We take the responsibility given to us by our supporters seriously and ensure we are as efficient, while still being effective, as possible.

### Professionalism

All our work is underpinned by evidence meaning the public can trust our information and advice.



## MKF Team

Liz Yeates, Chief Executive Officer

Linda Keating, Director of Fundraising

Jennifer Cimerman, Senior Communications Manager

Deirdre McDonnell, MAAT, CPA, Administration Officer

Angela Egan, Community Information Service Co-ordinator

Fiona Sullivan, Fundraising Executive

Ava Hollingsworth, Communications Executive



## Nursing Team

Helen Forristal, Director of Nursing Services

Bernie Carter, Senior Oncology Nurse

Maeve Fitzgerald, Community Information Nurse

Phil Keating, Community Information Nurse

Ursula Clancy, Community Information Nurse

Marie Dempsey, Community Information Nurse

Eileen O' Riordan, Community Information Nurse

Liz Mc Evoy, Community Information Nurse

# Cancer: Key Facts and Figures

## Cancer in Ireland:



**43,361**

This year in Ireland an estimated 43,361 people will be diagnosed with cancer



**3 MINS**

One person is diagnosed with cancer every 3 minutes in Ireland



**9,000**

Over 9,000 deaths every year are from cancer



**2020**

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

## Cancer Survivorship:



Incidence of cancer in Ireland is growing, but more people are surviving cancer than ever before



**200,000**

There are estimated to be over 200,000 people living with or beyond a diagnosis of cancer in Ireland in 2019



**5 YEAR**

Breast cancer five-year survival is now 85% and survival for other cancers, such as prostate and testicular, is over 90%.

**4 / 10**

Four in ten cancers can be prevented by changes to lifestyle



# Impact Report

## 2019 Objectives and Achievements



### Community Information and Health Promotion Services

- MKF nurses visited 457 venues in 2019 and spoke to a total of 26,864 people about their health and cancer prevention.
- The Foundation's nursing team made visits to 102 schools and colleges around Ireland in 2019 sharing with over 7,684 students the importance of cancer awareness and prevention.
- The Foundation's Corporate Wellness Workshop programme established in 2018 continued to grow in 2019 with over 155 companies and 5,351+ employees learning about the importance of early detection, in a workplace setting.



### Public Awareness

- Throughout 2019, the Foundation carried out seven multi-dimensional awareness campaigns that offered information on the main types of cancer including bowel, breast, cervical, lung, prostate, skin cancer and healthy living.
- These integrated campaigns ran across various social media channels, MKF's website, [www.mariekeating.ie](http://www.mariekeating.ie), radio advertising, video, press and PR activity, sports gatherings as well as many event launches.
- Our social media presence grew in 2019 to include 30,328 Facebook fans, 8,314 Twitter Followers and 4,053 on Instagram.
- [www.mariekeating.ie](http://www.mariekeating.ie) received a total of 374,241 visits to the website in 2019, with the month of October resulting in the highest number of visitor with 39,903 visits that month alone.



## Comfort Fund

- The Foundation was able to give 660 Comfort Fund grants to families all around the country who were struggling financially due to a cancer diagnosis and needed support in 2019.
- A total of €148,225 was awarded to grant recipients in 2019, the amount of each grant averaged at €225 per application.
- Comfort fund grants were paid to recipients all over Ireland, with Co Dublin being the most popular.



## Survivorship programmes

- In 2019, the Foundation were able to host four six week Survive and Thrive programmes with dozens of participants around Ireland
- Surviveandthrive.ie website was established to provide new resources and information to support those who have come out the other side of cancer.
- The Back to Work After Cancer booklet and microsite was created to help provide advice and information to both employers and employees facing re-entry into the work force, following a cancer journey
- Our Positive Living support group for people living with advanced cancer grew by 10% in 2019 as we added many new valued members to our monthly support group meetings.



## Fundraising

- The Foundation was able to work with 36 corporate partners in 2019 to help grow our income and share our cancer prevention and awareness messaging with an even larger audience.
- Fundraising expenditure was managed scrupulously and did not exceed 16% of the Foundation's total income.

# Key Facts and Figures

## Community Nursing Outreach

### People Reached



Total number of men:  
12,656



Total number of women:  
14,208

Total  
26,864

### Type of Venue



School  
102



Community  
110



Corporate  
155



Health Event  
32



Deprived  
46



Hospital  
12

Total  
457



## West

- Clare: 11
- Donegal: 10
- Galway: 52
- Leitrim: 8
- Longford: 7
- Mayo: 8
- Roscommon: 7
- Sligo: 9
- Westmeath: 9

**Total 121**

## South

- Cork: 83
- Kerry: 9
- Limerick: 20
- Tipperary: 14
- Waterford: 19

**Total: 145**

## East

- Carlow: 3
- Cavan: 6
- Dublin : 124
- Kildare : 7
- Kilkenny: 3
- Laois: 5
- Louth: 12
- Meath: 7
- Monaghan: 5
- Offaly: 3
- Wexford: 8
- Wicklow: 8

**Total 191**



# From the Frontline:

Letter from the Front Line –  
Marie Dempsey,  
Community Information  
Nurse, Marie Keating  
Foundation





I commenced working with the Marie Keating Foundations in 2016 and am based in the West of Ireland. I am part of the mobile community outreach service which is an information service delivered by our flexible nursing team, this service offers cancer information and support to those who require it, this is very much in line with the Marie Keating Foundations philosophy of ‘making cancer less frightening by enlightening’ .”

My job is very varied and flexible and involves visiting communities, areas of disadvantage, rural regions and marginalised groups in addition to secondary schools, third level colleges and businesses, so there is a wide reach for our services.

The information requirements in each of these areas also varies so we cater to all requirements, the School Cancer Awareness programme (teal) is a very important and popular service, it involves education to secondary school groups as part of the SPHE curriculum, we advise on the risks involved in our life style choices which includes smoking, alcohol, diet, lack of exercise and the importance of skin protection from harmful UV rays and use of sunbeds. We also raise awareness about the HPV virus and the importance of the HPV vaccination programme where we highlight the benefits of this very important vaccine for future health and cancer prevention. Information is relayed through use of easy to understand slide presentation, visual aids and interactive sessions.

At community level I am involved in visiting communities and groups with a key focus on cancer prevention & early detection, this may involve setting up an information stand at an indoor/ outdoor event or use of the mobile unit, this provides an opportunity for people to speak in confidence about issues they may have concerns about.

We have information available on all of the most common cancers including key risk factors, signs & symptoms and options for treatment, this approach also presents an opportunity to remind people about the national screening programmes available and how to access them.

The Foundation runs annual Cancer Awareness Campaigns on the most common cancers affecting men & women urging people to seek help if they have any health concerns, nursing staff are key to promoting these campaigns in the community. The Foundation also offers an on line Ask the Nurse service, this is a telephone support service where we address queries and concerns via telephone or email.

Survive & Thrive programme is a 6-week support programme for interested participants dealing with life after a cancer diagnosis and treatment. I am a trained leader with this programme, the Stanford University model is used and is a structured approach to self-management, this is a very popular with participants who get great comfort and support from the programme leads and fellow participants and also gain very important practical skills to deal with issues they face on a day to day basis.

I enjoy the variety that this job offers, it is a hugely important service for reaching out to vulnerable groups and the population in general, it is a very busy service with very committed team of staff who always give 100% to make this service the success that it is.

# Community Information Service

The Marie Keating Foundation's Community Information Service raises awareness of all the common cancers affecting men and women in Ireland and promotes the healthy lifestyle choices that reduce the risk of cancer. Our nursing team facilitates these community services and shares the Foundation's life-saving messages of cancer prevention and early detection all over the country. Today, the Foundation has three purpose-built Mobile Information Units, each accompanied by a Registered Nurse, to visit schools, workplaces, community events, marginalised areas, and more. In 2019, the Marie Keating Foundation made a total of 457 visits to provide community information services throughout Ireland. The ultimate goal of these information services is to educate people on how to make informed lifestyle and health choices that can lower their cancer risk, while increasing awareness of cancer symptoms and screening programmes.

## Mobile Information Units

The Marie Keating Foundation extends its cancer awareness programmes by conducting direct and informative mobile unit site visits to workplaces and community settings, including libraries and pharmacies. In 2019, the Foundation visited over 265 workplaces and community establishments to conduct these programmes for over 9,539 individuals.

Our experienced community and oncology Nurses provide general health advice and information about all the common cancers in an engaging and non-intimidating manner. The Mobile Information Units contain information leaflets and packs on various types of cancers, as well as useful health education tools.

Through our mobile unit visits, the Marie Keating Foundation strives to provide a safe and comfortable space for people to voice their concerns about cancer to experts and in a private area on board for one-on-one conversations. They can raise any concerns or questions that they may have regarding cancer with our nurses, either for themselves or for a family member or friend.

Our nurses also conduct health checks on board the unit for people in their workplace. These checks include measuring body fat composition and carbon monoxide testing. Moreover, each Mobile Information Unit has interactive aids such as the Smokerlyzer® test to measure the carbon monoxide levels in 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 as well as drink measures to demonstrate the recommended number of standard drinks for men and for women.

### The Mobile Unit Visits provide:

- 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.
- Health Education aids

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

## Corporate Wellness Workshops

As part of its Corporate Wellness Programme, the Marie Keating Foundation nurses regularly conduct workshops and presentations about cancer at corporate workplaces. In 2019, MKF nurses visited 155 workplaces and spoke to 5,351 employees about the importance of cancer awareness and early detection. Our team hosted workshops on a variety of topics, including a many workshops specific to each of the most common cancers (skin, breast, prostate, cervical and mouth, head and neck cancer) as well as Your Health Your Choice workshops focused on healthy lifestyle choices to reduce cancer risk, and Men's/Women's health workshops.

Every presentation demonstrates the facts, risk factors, symptoms, treatments available, and screening information. These workshops have been devised under the guidance of the Marie Keating Foundation's nursing team with the following aims:

- 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.



**“I wanted to thank you for the information you gave in your previous sessions. In February I found a lump in my Breast. I was terrified. But I kept your words with me throughout, breast cancer is not a death sentence anymore. This really helped me. I am lucky that it was nothing more than a fiber-something, and nothing to worry about. Your sessions really helped me stay positive. You also encouraged me to get my moles checked and that too has had a positive outcome. It was removed before it might turn into something sinister. So thank you!”**

**Siofra**

## Reaching Marginalised Communities

Unfortunately, some people are more prone to developing cancer than others. Notable factors, such as your ancestry, employment history, how much you earn and gender all affect your cancer risk. According to recent data from the National Cancer Registry, people from the most disadvantaged communities in Ireland have a higher chance of getting cancer and a significantly lower chance of surviving cancer after five years.

People living in the most deprived communities are twice as likely to be diagnosed and die from cancer as those who are least deprived. Lung, stomach, mouth, head and neck and cervical cancers are all more prevalent in areas which experience higher unemployment and lower levels of education. These statistics have led the Marie Keating Foundation to ensure that a key focus of its nursing resources targets disadvantaged communities providing needed information and support

In 2019, the Foundation's nursing team visited 46 such areas around Ireland, giving presentations on how to maintain general health and reduce the risk of cancer to 1,178 participants. Locations included Dochas, Mountjoy prison, The Solas Project, Pavee Point and many others. The Foundation has worked with Social Inclusion Ireland to produce specially translated versions of breast cancer and cervical cancer awareness leaflets into Arabic. These specialised resources help non English speaking members of these communities to be aware of cancer signs and symptoms and to promote the early detection of breast and cervical cancer also as a part of their social inclusion initiative.



## Schools' Cancer Awareness Programme

The Marie Keating Foundation's Schools' Cancer Awareness Programme (CAP) aims to provide students with the information and tools they need to live a healthy lifestyle to help reduce their risk of cancer, as well as cancer awareness allowing them to spot symptoms of the disease in its earliest stages.

The CAP 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.



**They have provided awareness to our students on all aspects of cancer prevention & early detection in particular to those of concern to young women including breast, cervical & skin cancer & the associated dangers. They have also discussed the importance of a healthy lifestyle including the impact of smoking, alcohol & drug abuse & their effects on the body. The easy, relaxed & age appropriate manner in which the information has been delivered to the students had been extremely well received & this education is undoubtedly one of the most valuable they will receive during their life in secondary school.”**

**Mary McQuirk**

Students are provided with a safe environment to openly discuss their questions and concerns regarding this disease with our specialised nursing team. By making cancer 'less frightening by enlightening', the programme hopes to engage students with age-appropriate, interactive and informative material. 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 2019, our nurses delivered CAP presentations at 102 schools and colleges across Ireland, sharing its life-saving message with over 7,704 students.



A photograph on the left side of the page shows two women embracing. The woman on the right is smiling widely, showing her teeth, and looking upwards. She has long, wavy brown hair. The woman on the left has curly brown hair and is wearing a black and white patterned top. The background is a blurred indoor setting with a circular light fixture.

# 2019 Campaigns

## How we connect with our community:

Due to the nature of the services provided by the Marie Keating Foundation, communication is at the centre of everything we do. Keeping in contact with those who can benefit from our services and those who support the Foundation is essential. This is done in a number of ways.

## Social Media:

Each day, the Marie Keating Foundation works to share their life-saving message of cancer prevention and awareness with our +42,000 followers on social media. By connecting with people, both touched by cancer and not, through Facebook, Twitter, Instagram and LinkedIn, the Foundation helps to provide daily reminders of how important it is to look after your health, and be aware of what is normal for your body, so you can seek advice from your GP if you need it.

## Monthly Newsletter:

Each month, supporters of the Marie Keating Foundation receive reminders to look after their health and reduce their risk of cancer through the Foundation's newsletters. This free service focuses on a new type of cancer each month, aligning with all of the major cancer awareness milestones each year.

These newsletters help to highlight the signs and symptoms of Ireland's most common cancers, as well as shed light on how people can reduce their risk of cancer through simple lifestyle adjustments. Important awareness days, events and support programmes are also highlighted in each month's newsletter, giving people the opportunity to avail of a wide variety of resources to help themselves or those they love at every step of their cancer journey.

## Awareness Campaigns:

Through the course of the year, the Marie Keating Foundation with the support of important partners work to create impactful and thought-provoking cancer awareness and prevention campaigns reaching audiences throughout the country. Covering some of Ireland's most common cancers such as breast, skin and prostate cancer, these awareness campaigns hope to speak to people across the country and encourage them to take control of their health, and get to know the symptoms of cancer so they can seek advice early.

**Some examples of the campaigns run by the Foundation in 2019 were:**

# Your Health, Your Choice

Over 43,000 people are diagnosed with cancer each year in Ireland. The Your Health Your Choice campaign has been the principal cancer prevention campaign of the Marie Keating Foundation since 2016. This initiative works to spread the cancer prevention message by focusing on five key lifestyle choices, which can help reduce the risk of cancer. This campaign highlights the fact that four out of ten cancers can be prevented through:

## Diet and Nutrition:

**Quick Fact: Most people know being overweight is linked to a string of different health conditions, but did you know it was also the cause of up to 40% of cancers?**

Maintaining a healthy diet and being aware of what you eat is an important first step towards having a healthy body and reducing your risk of getting cancer. Additionally, breast and bowel cancer are connected to obesity and hence it is imperative to eat regular, nutritious meals to keep your body going. By minimising your daily fat, salt and sugar intake, as well as making sure to have up to seven servings of fruit and vegetables daily, you can keep your body healthy all while reducing your risk of weight related cancers.

## Exercise and Physical Activity:

**Quick Fact: Being active aids in healthy digestion which reduces the amount of time any harmful chemicals in food waste are in contact with our bowel, helping to prevent cancer.**

Consistent exercise is crucial in maintaining a healthy body as well as to help prevent cancer. According to experts, 30 minutes of physical activity a day can reduce inflammation, keep weight under control, and boost the immune system.

What's more, physical activity doesn't just include sport and exercise- anything that raises your bodily temperature and makes you slightly out of breath counts as moderate activity, including cycling or brisk walking and even household tasks such as gardening or vacuuming.

As a member of the new Irish Cancer Prevention Network, the Foundation encouraged people to partake in their local ParkRun in February 2019 for World Cancer Day. The campaign aimed to share the message that physical activity can reduce the risk of cancer and improve the quality of life for people living with and beyond the illness – can be cut for space..

## Quit Smoking:

**Quick Fact: The number of smokers in Ireland has decreased by an estimated 80,000 people over the past three years. However, according to Healthy Ireland 17 % of people still smoke.**

Smoking remains the number one cause of cancer worldwide. If you are a smoker, reducing the number of cigarettes you smoke a day can lower your risk of cancer as well as other health threats associated with frequent smoking. If you're struggling to quit, speak to a doctor or pharmacist today for help. You can also contact the National Smoker's Quitline for free at 1800 201 203, Freetext QUIT to 50100 or visit [www.quit.ie](http://www.quit.ie).

## Alcohol Moderation

**Quick fact: The percentage of alcohol related deaths from cancer in Ireland is higher than the European average, at 20.7% for men (versus 17%) and 38.8% for women (versus 31%).**

Alcohol consumption has been associated with causing several types of cancers including those of the liver, bowel and breast. Regardless of the type of alcohol consumed, (e.g. wine, beer or spirits) a person's risk of cancer increases steadily the more alcohol they consume. While there are no safe alcoholic options, if you want to reduce your chances of developing cancer, reduce your alcohol consumption levels and remember to not exceed the recommended number of alcohol units per week.

## Being SunSmart

**Quick Fact: Skin cancer is the most common type of cancer in Ireland, with over 12,794 diagnosed with the disease each year.**

In most cases, daily sun exposure is unavoidable, but by following the SunSmart code, you can reduce your risk of skin cancer. By practising SunSmart steps such as wearing sunscreen with a factor 30+ and a good UV rating, covering up when outdoors, avoiding sun-beds and seeking shade when the sun is at its strongest, you are greatly reducing your risk of developing skin cancer. Additionally, checking your skin regularly for changes or unusual spots is a vital step in early detection and could save your life.



## Diet and Weight

- Enjoying a wide variety of foods from the five food groups on the food pyramid can help to give your body the nutrients it needs while helping to prevent your risk of cancer.



## Smoking

- Smoking contributes to the majority of lung cancer diagnoses, however, smoking has also been shown to cause 30% of all cancers worldwide.



## Alcohol Consumption

- 900 people are diagnosed with an alcohol related cancer each year in Ireland.



## Physical Activity

- 30 minutes of moderate exercise each day can help reduce your risk of developing four in ten cancers, including breast, bowel and prostate.



## Sun Exposure

- Following the SunSmart code by using factor 30+ sunscreen, avoiding sunbeds and covering up when in the sun can drastically reduce your risk of skin cancer.



# Cervical Cancer Awareness

Cervical cancer is the ninth most common cancer in women and each year, 284 women in Ireland are diagnosed with the disease. When detected early, cervical cancer's survival rates are very good but early detection is essential.

Smear tests are the primary test used to detect abnormalities in the cervix, and women between the ages of 25 – 69 can avail of free smear tests through the National Screening service's CervicalCheck

Smear tests are carried out by taking a small sample of cervical cells from the neck of the womb and these cells are screened for the presence of irregularities. However, it is estimated that almost 1 in 4 women in Ireland have never had a smear test. The Marie Keating Foundation aims to overcome the obstacles and stigma that come with cervical smears through raising awareness of cervical cancer and promoting early detection.

From the 21st-27th of January 2019, the Marie Keating Foundation built on their cervical cancer awareness campaign, Don't Fear the Smear to remind women of the importance of going for their regular smear tests. This campaign was rolled out across all of the Foundation's social media platforms, on mariekeating.ie as well as through our nursing outreach programmes.

## HPV Awareness

In addition to promoting regular smear tests, the Foundation also encourages the prevention of cervical cancer through the HPV vaccination programme and through education on the dangers of HPV.

The HPV vaccine works to protect your body against 90% of high risk, cancer causing HPV strains. It is also designed to protect against genital warts, which are caused by low-risk strains of HPV. Over 100 million people have been fully vaccinated against HPV worldwide and during 2019, the Foundation advocated for the uptake of this vaccine through their social media channels messaging, information on their website as well as through their school talks with students.

## National Immunisation Advisory Committee

As a member of the HPV Alliance, the Marie Keating Foundation supported the introduction of the HPV vaccine for girls in schools and advocated for the introduction of the vaccine for boys in 2019. Following a recommendation from the National Immunisation Advisory Committee (NIAC), the Minister for Health and Children announced that the HPV vaccine would be introduced into the national immunisation programme in Ireland from September 2019. This meant that all first-year secondary students in Ireland will have access to the vaccine as a part of the national strategy to prevent cancers linked to HPV.

## HPV Quick Facts:



**The HPV virus is very common; around eight out of ten people (80%) will be infected with the virus at some point in their lives**

**Many cases of HPV will go away on their own, but if it doesn't this is when problems can arise.**

**HPV is spread by close 'skin to skin' contact during any kind of sexual activity.**

**From September 2019, boys as well as girls will be offered the HPV vaccine as part of the national immunisation programme.**



## 221+ Group

The 221+ Patient Support Group, of which the Marie Keating Foundation was a founding member, was established in July 2018 to provide information, advice, and support to the women and families directly affected by failures in the CervicalCheck Screening Programme.

The 221+ CervicalCheck Patient Support Group provides expertise and advice to its 221+ members in relation to a range of relevant topics including lymphoedema, bereavement, grief, psychological wellbeing, information on clinical trials, new and emerging treatment options. In 2019, the group advocated for the implementation of the recommendations of Dr Gabriel Scally's report, for a non adversarial legal process and for other support packages for the families directly impacted.

The Foundation continues to work with patients advocates like Vicky Phelan, Stephen Teap, Lorraine Walsh and Rosie Condra, as well as the Irish Cancer Society and the Irish Patient's Association to be an inclusive voice for those women affected, and their families. MKF's CEO Liz Yeates continues to represent the Foundation as a member on the 221+'s Steering Committee as well as being a continued presence at the monthly 221+ meetings.



## Bowel Cancer Awareness

Bowel cancer is the third most common cancer in Ireland affecting around 2,935 people each year. Bowel cancer affects both men and women, but can often be asymptomatic, meaning those affected may not notice any signs or symptoms. That is why regular screenings, like BowelScreen are such an essential step in the early detection of bowel cancer.

### What is a bowel screening?

In 2019, The Marie Keating Foundation continued its relationship with The National Screening Service, BowelScreen to encourage members of the qualifying age group (60-69 year olds) to take up BowelScreen's free at-home test kit and test their stool for the early signs of bowel cancer. In addition to the supplementary letter issued to the members of BowelScreen, the Foundation's bowel cancer awareness campaign ran on social media throughout the month of April, encouraging people to make sure they were registered for BowelScreen if they qualified, and to take the test when they received their free kit.

### Big Impact Award

In June 2019, the Marie Keating Foundation's "I Gave a Sh\*t" bowel cancer campaign was chosen as the Big Impact Winner for 2019 at the Charities Institute Ireland's Charity Excellence Awards. The Foundation won this inaugural award based on an engaging and impactful campaign but also in view of the final results showing overall growth of 7.6% in the uptake rate of BowelScreen in two disadvantaged areas (Blanchardstown in Dublin and Galway). Bowel cancer accounts for 11% of all cancer deaths in Ireland and is particularly prevalent in disadvantaged communities, so with this campaign the Marie Keating Foundation made a point to reach out to these communities and encourage them to reduce their risk.

## 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.”**



Marie Keating  
FOUNDATION

Free,  
confidential  
information

Our friendly nurse is here to help

Talk to us

Free  
cancer  
information

Talk,  
don't wait!

Free,  
confidential  
cancer  
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@mariekeating  
mariekeating.ie

Tel: 01 628 3726

**The National Bowel Screening Programme**

The new and better option is  
the Home Screening Programme  
What is a Home Test Kit? A Home Test Kit is a small  
box that contains a stool sample container and a card  
that you use to collect your stool sample. You can use  
the Home Test Kit at home.

The Home Test Kit is a simple and easy way to  
take the important step of screening for colorectal cancer.

**The BowelScreen Home Test Kit**  
It's free, quick and easy to use.

**Home Test Kit**



# Skin Cancer Awareness

Skin cancer is the most common cancer in Ireland with over 12,794 new cases diagnosed every year. The National Cancer Registry of Ireland (NCRI) expects this number to double by 2040. Melanoma, the deadliest form of skin cancer is the fifth most common cancer in Ireland, with over 1,194 men and women diagnosed with condition each year. The most important step in the prevention of skin cancer is to be SunSmart when outdoors.

A priority of the Foundation is to educate the public about the signs, symptoms, and risk factors of skin cancer. Their Skin Cancer Awareness campaign is a key focus each summer and promotes the SunSmart code all year round.

## Partnership with GAA

In April, The Marie Keating Foundation was delighted to be named as one of the GAA's charity partners for 2019. This partnership worked to promote cancer awareness and prevention through the Foundation's nursing teams and mobile units to all members of the GAA and their wider supporter community. The GAA's donation of €20,000 was used in part to promote and run the Skin C(h)ancer awareness campaign in the summer of 2019, urging the GAA community at all levels, both players and spectators, to take the necessary steps to reduce their risk and be SunSmart.

In July, the Marie Keating Foundation's mobile unit was in attendance at the 2019 All Ireland Football Quarter Final, giving out free sunscreen samples to all match goers with thanks to La Roche Posay. CEO of the Marie Keating Foundation, Liz Yeates, spoke pitch side together with GAA legend Sean Boylan about the importance of cancer prevention during half time and for the first time ever, the UV index of the day was broadcast on the big screens throughout Croke Park. This index served to educate patrons about strength of the UV rays, the damaging effect they can have and how important it was to protect their skin, even on cloudy days.

## Skin C(h)ancer Awareness Campaign

Building on the success of 2018's campaign, for Summer 2019, the Marie Keating Foundation once again rolled out a targeted campaign to specifically get men engaged with the idea of being SunSmart when outdoors.

The Skin C(h)ancer campaign, supported by Novartis targeted men who spend extended periods of time outdoors, either for work or pleasure, and encouraged them to take more care of their skin and help reduce their risk of skin cancer. In 2019, over 7,200 men were diagnosed with skin cancer, and so highlighting the steps that could be taken to help reduce the risk of skin cancer amongst men could not be more timely.

Awareness and prevention were the cornerstone of this year's campaign. Digital assets were amended to fit the requirements of the new year and were used to make men more aware of the signs and symptoms, as well as the risk factors associated with skin cancer.



**SKIN  
CANCER**

Don't take the chance. Protect your skin.

 Marie Keating  
FOUNDATION  

**SKIN  
CANCER**

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 Marie Keating  
FOUNDATION  

# Prostate Cancer Awareness

Prostate cancer is the most common cancer amongst men in Ireland excluding non-melanoma skin cancer. One in eight men will be diagnosed with prostate cancer at some point in their lives and about 3,665 men in Ireland are diagnosed with the disease every year. Luckily, if treated early, prostate cancer can often be overcome, with a survival rate of 93%.

## Men's Health Week

From the 7th to the 14th June, The Marie Keating Foundation focused on the importance of Men's Health and promoted the "Your Health Your Choice" message as well as stories from past prostate cancer survivors for International Men's Health Week. During this week, the Foundation's social media posts encouraged men to "Make the time and Take the time" to do something practical to improve their own health and the health of the men and boys in their lives.

Across their social media channels, The Foundation encouraged men to take steps to improve their health and reduce their risk by making changes to their daily routine, and helping to combat some of the cancer that are most common in men such as bowel, skin and prostate. They did this by encouraging men to reduce their alcohol intake, get active and protect their skin from the harmful effects of the sun while outdoors.

## Stand Up for Your Prostate Campaign

For Blue September 2019, The Marie Keating Foundation launched the 'Stand Up for Your Prostate' campaign urging Irish men to be more open and comfortable with discussing their health. The integrated campaign aimed to increase awareness of what prostate cancer is and raise vital funds to support the 3,665 men diagnosed with the disease every year.

Six men, including broadcasters Tony O'Donoghue and Matt Cooper, politician Senator Neale Richmond and rugby legend and journalist Tony Ward, who have all been affected by cancer in some way, were the faces of the campaign, encouraging men not to put their health on the long finger and shared their personal experiences with the disease.

The aim of this campaign, supported by Astellas, was to open up a dialogue amongst men, as almost eight in ten men have never spoken to their father about their prostate health. Our ambassadors spoke of their experience with the disease in personal videos shared online and on their social media channels. These videos served to help remove the stigma from the topic of prostate cancer and show the real life effects a prostate cancer diagnosis can have not just on those diagnosed, but on the ones they love and in some cases, the ones they leave behind.

These conversations are vitally important, as the risk of prostate cancer goes up by 2.5 times if a close male family member has had it.

As part of the campaign, the Foundation also designed and produced the Stand Up For Your Prostate pin, an outward symbol of inward support for those going through a prostate cancer diagnosis. The Blue Man pin was embraced by a number of celebrity supporters such as Ireland football coach Mick McCarthy, radio presenters Ian Dempsey and Ray D'Arcy as well as many more. The pin worked to promote the Stand Up For Your Prostate message while also helping to raise funds to support those men and their families coping with a prostate cancer diagnosis.

**Watch** for any signs or symptoms which could be related to your prostate health  
**Talk** to family and friends  
**Act** by visiting your GP if you have concerns

Prostate cancer caught early is very curable

Marie Keating FOUNDATION

“Prostate cancer took my dad away. But it doesn’t have to take people away. It’s so curable.”

Tony O’Donoghue  
RTE Soccer Commentator

**STAND UP FOR YOUR PROSTATE**

Watch for any signs or symptoms which could be related to your prostate health  
**Talk** to family and friends  
**Act** by visiting your GP if you have concerns

Prostate cancer caught early is very curable

Find out more at [mariekeating.ie](http://mariekeating.ie) tel: 01 628 3726

Marie Keating FOUNDATION

“We’re standing up to prostate cancer and are asking the men of Ireland to do the same.”

Senator Noble Richmond  
 Tony O’Donoghue  
 Matt Cooper  
 Tony Ward

**STAND UP FOR YOUR PROSTATE**

Prostate cancer caught early is very curable

Watch for any signs or symptoms which could be related to your prostate health  
**Talk** to family and friends  
**Act** by visiting your GP if you have concerns

Find out more at [mariekeating.ie](http://mariekeating.ie) tel: 01 628 3726

Marie Keating FOUNDATION

“You’re more at risk of prostate cancer if your Dad, Uncle or Brother has had it. So get to know your family history.”

Heale Richmond  
Senator, Seánad Éireann

**STAND UP FOR YOUR PROSTATE**

Watch for any signs or symptoms which could be related to your prostate health  
**Talk** to family and friends  
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Prostate cancer caught early is very curable

# Breast Cancer Awareness

A cause close to the heart of the Marie Keating Foundation, October 2019 focused on the importance of doing monthly breast self-checks while promoting early detection and increasing awareness for the signs and symptoms of breast cancer.

Breast cancer is the most common cancer amongst women, with 3,351 women diagnosed every year in Ireland. 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

Since Marie Keating lost her life to breast cancer in 1998, the prognosis for breast cancer caught early has improved, and survival rates are continually increasing. Treatment options for women diagnosed with metastatic or advanced breast cancer have also improved and more women are living successfully with the diagnosis than ever before.

For the month of October, the Foundation puts a special emphasis on the importance of being breast-aware while also helping to raise funds to provide support and information to women at every step of their breast cancer journey.

## Glam Up Your Bra – Support Your Girls Campaign

In October 2019, the Marie Keating Foundation launched the Glam Up Your Bra – Support Your Girls Campaign to mark Breast Cancer Awareness Month. A group of Irish personalities, creatives and breast cancer survivors came together to help the Foundation in spreading the message of early detection and being breast-aware.

Well-known personalities who glammed up a bra for the campaign, each with their own unique motivations, included social media influencers James Patrice and Holly Carpenter, media stars Evelyn O'Rourke and Lorraine Keane, advocate Norah Casey and many others including a number of breast cancer patients as well.

All the bra creations were put on display in the window of Marks & Spencer, Grafton Street to highlight how bras are used for support and are unique to each person, with different styles, shapes and sizes just as everyone's breast cancer journey is personal to them. The Glam Up Your Bra campaign was proudly supported by Roche.



## BCAM Events

The annual [Survive and Thrive fashion show](#), celebrating women living with a metastatic breast cancer diagnosis as well as women who have come out the other side of treatment, was held in the Ballsbridge Hotel and as always received a great reception.

In association with Europa Donna Ireland and with thanks to Pfizer on 13th October, to mark [Metastatic Breast Cancer Awareness Day](#), the Foundation were able to host the third annual seminar for women living with a metastatic breast cancer diagnosis, in House, Leeson Street. The theme of the seminar was “How you can get to know your cancer” and consisted of presentation by experts in the field of metastatic cancer, as well as afternoon tea for all in attendance.

On the 16th of October, a [Breast Reconstruction Awareness Day](#) information evening was hosted by the Mater Hospital in conjunction with the Marie Keating Foundation to give support to women and their families considering breast reconstruction after breast cancer treatment. Women who attended the event heard testimonials by a panel of experts and were invited to a “show and tell” portion of the evening, where women who had already undergone breast reconstruction recounted their experience and shared the results of their surgery.

### How you can reduce your chances of breast cancer:

1. Maintaining a healthy weight by combining a balanced, low fat diet with regular physical activity. Being overweight as a result of the menopause can also increase a woman's risk of breast cancer.
2. The more you cut down on alcohol, the more you can reduce the risk of breast cancer and many other cancers.
3. If you smoke – stop; if you don't – don't start. Some research suggests that smoking increases the risk of breast cancer.
4. Doing regular exercise – women who are physically active are less likely to develop breast cancer than less active women. Try to do at least 30 minutes of moderate physical activity five times or more a week. The more active you are, the more you can reduce the risk.
5. Getting to know your breasts. If you notice a change, see your GP as soon as possible. Nine out of ten breast changes are not due to cancer but it is very important to make sure.



# Lung Cancer Awareness

Lung cancer is currently the biggest cancer killer in Ireland, with rates of lung cancer set to more than double in the next 20 years. In 2019, 2,749 men and women in Ireland were diagnosed with the disease. Due to the nature of the symptoms of lung cancer, early detection of the disease is very poor, meaning the survival rate of lung cancer is just 20%. The Marie Keating Foundation aimed to combat the stigma attached to lung cancer and make people more aware of the signs and symptoms so they could seek advice early and help improve patient prognoses.

## **Making Moments Matter Campaign**

The Marie Keating Foundation's Making Moments Matter campaign was launched on the 14th of November in Dublin to coincide with Lung Cancer Awareness Month 2019.

The Making Moments Matter campaign supported by MSD and Bristol, Meyer Squibb showed just how significant 'extra time' is in the lives of patients and survivors of lung cancer when combating the odds and the poor survival rates associated with this disease.

Through the campaign, the Foundation commemorated the lives of seven Irish lung cancer patients and families who have lost a loved one to the disease with 'memento jars' at the Temple Bar Gallery in Dublin. The memento jars illustrated significant moments in their lives that they were able to enjoy since their lung cancer diagnosis and as a result of early intervention and treatment. Some of these stories from family give insight into a time or moment they have missed since losing a loved one.

By sharing memories of loved ones lost to lung cancer, awareness of the impact lung cancer can have when caught at late stage is raised, allowing people to realise the importance of early detection and increasing symptom awareness.

Making Moments Matter was promoted on all of the Foundation's social channels and a landing page for the campaign was created on mariekeating.ie. Throughout the month of November, lung cancer awareness radio ads were broadcast across the country, as well as targeted ads in Donegal and Limerick where lung cancer is most prevalent. A campaign video and lung cancer infographic were also created to share personal stories as well as the main signs and symptoms of lung cancer.

## **'Breath of Life' Garden**

On May 30th, 2019, The Marie Keating Foundation unveiled their fourth garden at Bord Bia's Bloom called the 'Breath of Life' garden. Designed by award-winning designer Tünde Perry, the garden had cast a spotlight on Ireland's biggest cancer killer, lung cancer. The multi-coloured garden showcased the stark reality facing more than 2,700 men and women diagnosed with lung cancer each year, as well as the hope that exists with the developments of new treatment options and greater awareness of its early signs and symptoms.

The show-garden also promoted the important role that healthy eating, exercise and quitting smoking can play in reducing a person's risk of, not just lung cancer but, all cancers.

### **Quick facts about lung cancer:**

- You do not need to be a smoker to be diagnosed with lung cancer
- Lung cancer is the fourth most common cancer in Ireland after prostate, breast and colorectal (excluding non-melanoma skin cancer)
- Smoking avoidance/cessation is the most important preventative strategy as over 90% of lung cancer can be attributed to cigarette smoke. However, lung cancer can occur in patients without any of the listed risk factors.
- More people die in Ireland from Lung Cancer than any other type of cancer





# Cancer Support Services

## Comfort Fund

**The Marie Keating Foundation's Comfort Fund is designed to provide assistance to those on a cancer journey and their families who find themselves in financial difficulty due to a cancer diagnosis.**

Being diagnosed with cancer can be a stressful time filled with uncertainty and emotional distress, so the Foundation's Comfort Fund aims to help ease the burden of cancer related expenses in any way it can. Expenses such as increased medical costs like consultant fees and medications, additional expenses from hospital travel, and extended leave from work can all mount up, and leave many families anxious during an already worrying period. Many people find themselves overwhelmed by these costs and this adds to the stress of their cancer diagnosis. The Marie Keating Foundation hopes to lessen that burden.

This fund has been operating successfully since 2014 but in recent years, the demand for assistance and number of applications received by the Foundation has increased rapidly.

Each year, the Marie Keating Foundation allocates a specific budget to help provide those undergoing cancer treatments with a one-off payment to help ease their financial struggles. The Fund accepts applications through medical social workers on behalf of men, women and children, but as this budget is extremely limited, applications are processed to ensure that Comfort Fund grants are given out to those patients who are most in need.

In 2019, the number of applicants for the Comfort Fund grant was the highest on record. However, even with a limited budget and increased demand, the Marie Keating Foundation were able to approve more applications than ever before, offering assistance to over 660 families. Unfortunately due to budget limitations, the average grant amount reduced to €225 per applicant.

The largest group of applications received was for patients undergoing breast cancer treatment, followed closely by those on treatment for lung cancer.

# Comfort Fund Thank You Note

“I would just like to say a very big thank you for your generosity to us with your donation of €300. It has been of great help to us, especially at this time of year with our 4 children and us both unable to work full time while we are fighting the cancer. We promise that when we both return to work we will give the donation back so your foundation can continue to help families in need fighting cancer.

It’s a fabulous foundation and has made such a difference to me and my family and I pledge to always donate to it as will the rest of my family”

**Linda & Michael**

# Cancer Support Services

## BRCA Seminar

**On the 5th April 2019, the Marie Keating Foundation hosted their second annual BRCA Seminar, aiming to give information and support to the 69 attendees and their families that tested positive for the BRCA gene mutation.**

When someone tests positive for a BRCA 1 and BRCA 2 gene mutation, their life changes forever. This genetic condition passed down from parent to child affects how the body suppresses tumours and so leaves the BRCA positive person at an increased risk of developing cancer in their lifetime. Cancers that can most likely be developed by BRCA positive people include some of the top five 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 gathered at the Clayton Hotel, Leopardstown to discuss and lend their practical insights to increase the understanding of BRCA gene mutations in Ireland, and to help attendees learn about new developments in research and clinical care options.

The seminar, supported by Astra Zeneca and MSD included a number of expert speakers, speaking to topics that directly impact the lives of someone living with a positive BRCA mutation. Issues like patient journeys from screening to surgery, gynae surgery options for risk prevention, strengthening self-care and resilience as well as a panel Q&A were all featured throughout the day.

This seminar built on the success of the 2018 BRCA conference, the first of its kind in Ireland, and once again served as an important resource to bring together carriers, patients and experts, and support organisations with a view to developing a specific roadmap for this important patient group.



**Living with the knowledge that you have a genetic fault that places you at increased risk of certain cancers can be a frightening and lonely place. Too often, people are left to make decisions about risk reduction on their own. This can have a profound effect on their lives. The MKF BRCA seminar was such an important event for the BRCA community. I was privileged, together with my sister, to speak about how BRCA1 affected us and our family. By speaking openly and honestly about my experiences, I hope others find the courage they need to protect their health and reach out for help and support they need and deserve.”**

**Abi Jackson, BRCA peer to peer supporter**

### BRCA Peer to Peer service

On the same day as the BRCA seminar, the Marie Keating Foundation launched their online BRCA peer to peer service, providing peer lead information and advice to people all across Ireland who are carriers of the BRCA gene mutation. The Foundation's peer to peer service is made up of BRCA positive volunteers who have learned to navigate their diagnosis and want to help others on the road to understanding and coping with their condition.

In 2019, the BRCA support service gave support and information to 18 BRCA positive men and women, and our volunteers continue to receive queries every day.

The Peer to Peer Service is easily accessible and available on [mariekeating.ie](http://mariekeating.ie).



# Back To Work After Cancer

Due to better awareness of the importance of early detection and the better treatments available to cancer patients, more people are surviving cancer and the survivorship population of Ireland is growing rapidly. In February 2019, the Marie Keating Foundation answered the call for more support for those survivors who had come through treatment and were contemplating going back to work by publishing their **Back to Work After Cancer** booklet and microsite.

According to the latest NCRI figures, 1 in 2 people will be diagnosed with cancer at some stage in their lives. However, today there are more than 200,000 people in Ireland living with and beyond cancer as survival rates improve. As a result, supports for this survivorship population in Ireland are needed now more than ever.

One of the areas that can cause the greatest anxiety for many survivors, is the transition back to work and the ability to adapt to what has become their new normal. To provide support and advice and to make this transition less daunting, on the 27th of February 2019, the Marie Keating Foundation launched a 'Back to Work After Cancer' booklet and training seminar to answer what is described as 'an unmet need' for both employers and survivors.

The Back To Work booklet, sponsored by Novartis, details advice and tips for survivors on how to plan their return to work and how to speak to their employer about the kind of supports they may need during this time. It also provides information for employers on what to consider and how best to support an employee retuning to the workforce after or during a cancer journey.



On behalf of Chambers Ireland, I am very proud to be able to support the launch of the 'Back to Work After Cancer' Booklet. This resource is the first of its kind that provides guidance to employers in supporting staff who have been impacted by cancer."

**Siobhan Kinsella, President of Chambers Ireland**



Well done! I believe that this is so necessary. It encourages people to get back into the work place and creates a really positive environment for them to do it."

**Sharon, cancer survivor**

# BACK TO WORK AFTER CANCER



## A Guide for Employees and Employers



[Learn More](#)

### An Employee's Guide to Returning to Work after Cancer

Returning to work after cancer, or while still undergoing treatment, can be a daunting prospect. By planning a phased return and knowing what to expect, the transition will be easier.

#### Make a Return to Work Plan

- ➔ Talk openly with your employer about your concerns 
- ➔ Consider your duties/responsibilities and ask for changes in the workplace that need to be made. Talk to your employer about reducing stressful parts of the role such as deadlines or achieving targets 
- ➔ Agree a phased return-to-work such as working shorter/alternate days and building up your working hours 
- ➔ Talk to your GP or healthcare professional about a graduated return to work and how to manage this 
- ➔ Consider changing job or taking on a temporary role if you're initially unable to carry out your usual job 
- ➔ Consider asking for refresher training to increase your confidence and to keep up to-date with changes 

Any return to work will need to meet the needs of both the employee and the employer. Open communication between both parties should make the process as easy as possible.

#### Once You've Returned to Work

- ➔ Agree with your employer what you want your work team and colleagues to be told about your cancer journey 
- ➔ Schedule regular meetings with your employer for feedback on your work and to discuss any challenges 
- ➔ Consider working with a 'buddy' for additional support 
- ➔ Give yourself regular breaks. You will most likely feel tired at first but remember that your energy will increase over time 
- ➔ Be patient with yourself. It may be some time before you can work full hours and meet the demands of the role 
- ➔ Returning to work after cancer, or while still undergoing treatment, is an achievement in itself. Don't expect too much too soon 

# Survive and Thrive Programme

**As the survivorship population in Ireland grows, more and more people are coming to the realisation that a cancer journey does not end when treatment does. The Marie Keating Foundation's Survive and Thrive programme was designed to assist cancer survivors adapt to their "new normal" once they had completed treatment.**

Created in 2014, The Marie Keating Foundation's Survive and Thrive workshops and seminars continue to help men and women who have come out the other side of cancer to adapt to life after cancer treatment. These six week workshop programmes are run across Ireland, free of charge and provide attendees with advice from experts on issues that cancer survivors often face including:

- coping with emotions
- fatigue and other symptoms
- changing nutritional needs
- coping with feelings and change
- managing stress and physical activity.

Every survivor's cancer journey is unique, and everyone responds differently to the completion of treatment, however, a common denominator is the fact that for many, the completion of hospital based treatment means the loss of a medical "safety net". Research done by the Royal College of Surgeons Ireland shows that breast cancer survivors that have reduced social interaction and support after completing treatment are more susceptible to developing depression and anxiety.

To combat this sense of isolation and anxiety, the Foundation's Survive and Thrive programme creates a space for cancer survivors to work through their emotions, and tackle some of the challenges they encounter amongst peers, all while receiving expert advice from a medical professional and a survivor who has learned to navigate their own path to recovery.

The Foundation also facilitates the promotion of other Thrive and Survive meetings being held at other cancer support centres nationwide by regularly posting and updating their interactive map on [surviveandthrive.ie](http://surviveandthrive.ie). This map promotes seminar series taking place all across Ireland and is designed to signpost survivors to workshops taking place in their locality.



I found it very beneficial to meet up with other people who are in the same position that I am, who have gone through cancer and survived to come out the other end. We shared our stories of our illness and our treatments and we learned from each other's experiences and actions. We have developed into a very positive "friendship group" that will hopefully continue to meet, share and help each other into the future"

**Mary, Cancer Survivor**

### **Surviveandthrive.ie**

Though the number of people in Ireland surviving a cancer diagnosis is rising every year, the resources available to guide survivors through their transition are extremely limited. And so to help bridge this gap, the Marie Keating Foundation launched their survivorship website, surviveandthrive.ie on the 5th August 2019.

The micro-site is designed to give support, information and advice to the + 200,000 cancer survivors and their families in Ireland today. Information such as how to cope with the side effects many experience while going through or after treatment; details of resources and support centres available around the country which survivors can avail of as well as patient and survivors stories are all housed at surviveandthrive.ie.

### **Survive and Thrive Fashion Show**

The Marie Keating Foundation kicked off their 16th Survive and Thrive Fashion Show, celebrating breast cancer survivorship in all its forms at the Ballsbridge Hotel on the 7th October 2019. This annual event celebrates those on a cancer journey as well as those who have completed their treatment and is always a really special and uplifting event.

14 breast cancer survivor supermodels took to the catwalk alongside nine professional models from Assets Modelling Agency wearing clothes kindly supplied by Dorothy Perkins and Miss Selfridge.

Over 250 friends and family members made up the cheering crowd, making an already fantastic night that bit more special. The Survive and Thrive Fashion show is one of the most joyful events on the Foundation's calendar and an evening that is incredibly anticipated each year.



**Out of all the events and fundraisers we run throughout the year at the Marie Keating Foundation, the Survive and Thrive Fashion Show is by far my favourite. To see these women strut down that catwalk and celebrate with their peers is amazing and is a true representation of how community and friendship can support you through even the toughest of times."**

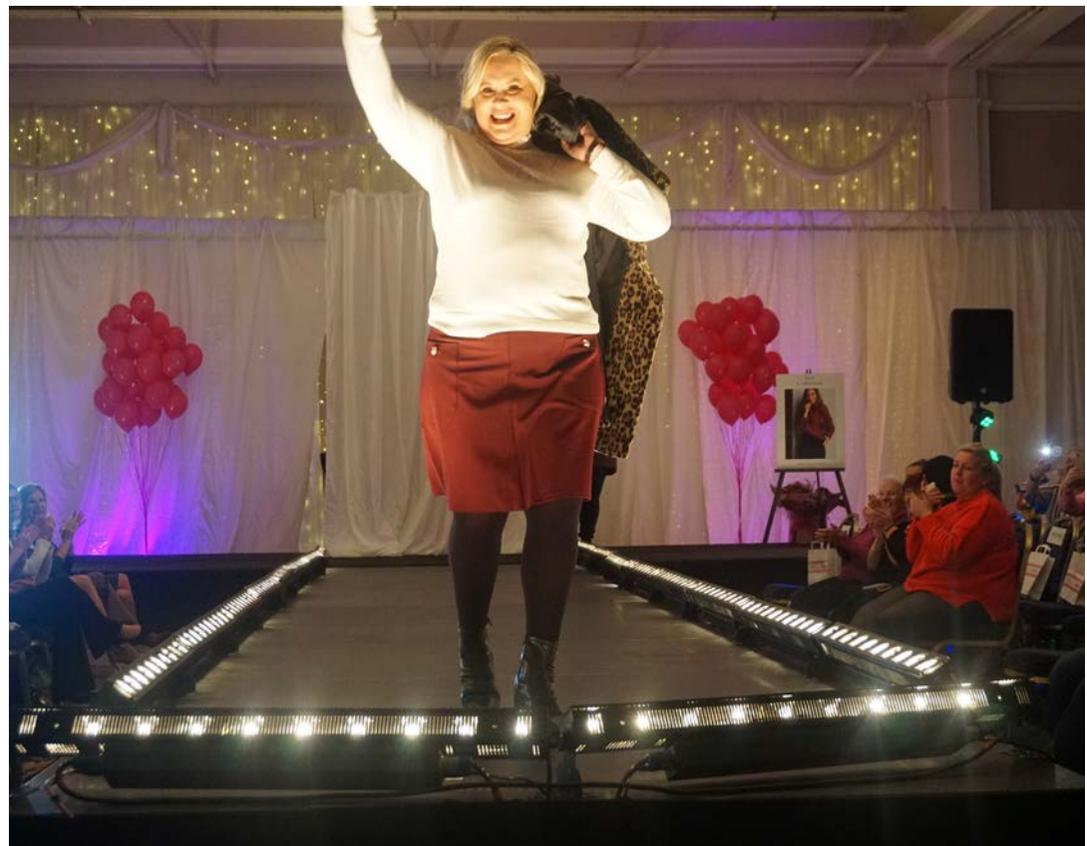
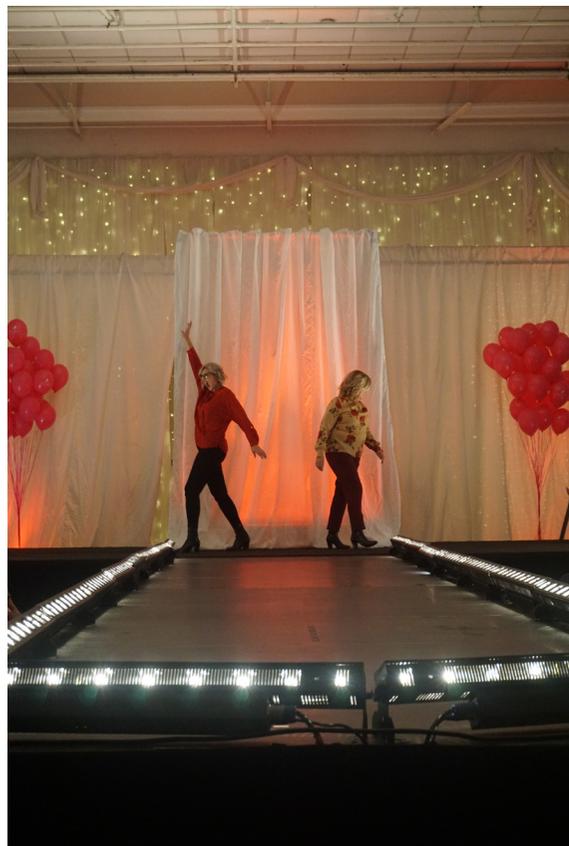
**Fiona, Fundraising Executive.**



**"Taking part in the Survive and Thrive fashion show gave my family and friends an opportunity to show their support towards me in a fun way while I got to wiggle and jiggle and feel happy ."**

**Aine Murphy, Positive Living Group Member and Survive and Thrive Supermodel.**





# Positive Living Meetings

**An advanced or metastatic cancer diagnosis can be a difficult time for those diagnosed, as well as family and friends. This type of diagnosis, which indicates that the cancer has spread can be extremely isolating and often times creates more questions than answers. Since 2016, the Marie Keating Foundation has facilitated monthly Positive Living support group meetings to give women living with metastatic breast cancer the space they need to process their diagnosis.**

A metastatic cancer diagnosis, also known as stage four or secondary cancer diagnosis, is a condition in which someone's cancer has spread from its primary location to other tissues in the body. Many can find the idea of this difficult to cope with, and so the Foundation's Positive Living group was formed to cater to this group's unique set of emotional and physical needs.

Positive Living is a free programme, including monthly workshops facilitated by MKF's Director of Nursing and led by local experts who provide resources and support to help people with advanced cancer to navigate through their specific needs.

Common topics discussed through meetings 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 wellbeing;
- 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 and live well with a metastatic cancer diagnosis. These meetings serve as a touchstone for women going through a unique cancer journey to form connections with cancer experts in their local community, as well as women on a similar journey.

It is hoped that through the support group meetings, those with cancer will be able to look ahead and plan for the future. In 2019 the Foundation held 10 monthly meetings throughout the year, on themes including 'cultivating happiness', 'coping mechanisms', 'Look good; Feel good', and more.



I attend the Positive Living group hosted by MKF, I'm delighted and lucky to be part of this group who comprises of the most amazing , brave and understanding ladies. I would be lost without them , they are my crutch."

**Bernie Walsh, Positive Living Group Member**



# Fundraising Initiatives

## A Letter from Linda Keating, Director of Fundraising

Heading into 2019 after an amazing 2018 and our 20th Anniversary, I was not really sure how it would go and I have to say it was so uplifting and I felt so proud of the team at the Marie Keating Foundation.



During the year I was blessed to meet many people who told me about their own or a loved one's journey with cancer. Many said after they had seen our 20 year anniversary video, it helped them to talk about their experience.

It feels like Ireland is getting back on its feet again and I would just like to thank everybody so much for your generous support of the Foundation again in 2019, while it is tough in fundraising it is also wonderful meeting such inspiring people.

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 so wonderful to see how much the Foundation has grown and evolved over the years. The Foundation supports people and their families at all stages of their cancer journey, but yet it feels like we are only tipping the top of the iceberg.

Many people think that we are a very large charity with a huge fundraising team. In fact, the Foundation's fundraising team comprises of just two people. That is just another reason why every bake sale, every 5k charity run, every pink ribbon you buy and every €4 text donation you make helps make a real difference. 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 everyone of them was so much fun and helped us to raise the incredible amount that we did.

Thank you all so much for your amazing support again in 2019 we are so encouraged by all of you for helping us to continue our mission of "Making Cancer Less Frightening By Enlightening" and hopefully in our lifetime we will bring an end to cancer.

God bless,



**Linda Keating**

# Fundraising 2019

As a non-government funded organisation, the Marie Keating Foundation relies largely on the generosity of the public and our corporate partners in order to raise funding to provide our free information and support services. It was our privilege to work with and be supported by so many companies and organisations in 2019, including Coca Cola, Marks & Spencer, Pigsback, Harvey Norman and Skechers. We are also very grateful to all those groups who organised their own fundraising events on behalf of MKF. Together, we raised an astounding total of €1,555,905.50 for the Marie Keating Foundation in 2019.



## Valentine Rotary Ball

Over 400 people from the world of business, politics and sports came together in February for the Rotary Club's Central Valentine's Ball at the Ballsbridge Hotel. The Marie Keating Foundation was delighted to partner with the Rotary Club for the third year, and be the chosen charity for their annual Rotary Club Ball. Overall the ball raised a staggering €23,636 for The Marie Keating Foundation and Rotary Charities.

RTÉ presenter Shay Byrne, Norah Casey, TD Frances Fitzgerald and Irish rugby legend Shane Byrne were among the famous faces who stepped out to support The Marie Keating Foundation during the ball.



## Think Pink/Do Blue

Every February, the Marie Keating Foundation encourages companies, schools and organisations to raise funds in support of the fight against cancer by going pink or blue for a day. Participants were encouraged to host a bake sale, charity runs as well as a host of other fundraising initiatives to help spread awareness for the early detection and prevention of cancer while raising funds to help the Foundation's free cancer services.



### Women's Mini Marathon

The VHI Women's Mini Marathon was the largest all female event of its kind in the world and the largest one-day charity event in Ireland. It took place in Dublin on Bank Holiday Sunday, 2nd June 2019. 34 determined participants ran as part of Team Marie Keating and have helped to raise a whopping €10,063.41. Welcomed at a pre and post reception at House Lower Leeson Street all members of team MKF had a great day out and help to support our vital cancer services.



### Celebrity Golf Classic

The 2019 was the twenty first anniversary of the Marie Keating Foundation Celebrity Golf Classic.

Held in August, the highly anticipated flagship event has become recognised as one of the most prestigious charity golf tournaments across Ireland. A host of celebrities from the world of sports and entertainment descended on the beautiful surrounds of the K Club to enjoy a day of golf followed by a gala dinner, prize giving ceremony and entertainment.

This esteemed annual event, supported by Skechers, Its4women, Marks & Spencer and Devine's World Chauffeur Services, raised an excess of €78,000 for the Foundation's cancer awareness programmes and support services for men and women.



### Martin Earley Tour of Kildare

The 18th annual Martin Earley Tour of Kildare took place on Sunday, 11 August 2019, and was a huge success. The event has become the highlight of the Leinster cycling calendar and always sees a fantastic turnout, raising much-needed funds for the Marie Keating Foundation in the process. This year, the Naas Cycling Club kindly donated all proceeds of €8,982 from this event to help support the Foundation's cancer services, primarily our nursing outreach and support services.

The event had a turnout of 304 participants who enjoyed the tours of 110k, 65k and a 20km family tour, as well as a BBQ at the finish line to congratulate all who took part in the day's festivities.



## Pigsback Run

The Pigsback 5k/10k Run 2019 event took place in the Phoenix Park on Sunday, 13th October 2019 and attracted 450 participants running in support of the Marie Keating Foundation's breast cancer awareness and support services. Everyone from experienced runners, walkers, joggers and families turned out on the day and laced-up to join the fight against cancer. All proceeds, totalling €16,824, went towards funding the charity's life-saving work in breast cancer awareness and services ahead of Breast Cancer Awareness Month.



## Pink Patrons

A very special month for the Foundation, during the month of October, the Marie Keating Foundation celebrated Breast Cancer Awareness Month. Several generous companies took part in the campaign by going pink with a purpose and became "Pink Patrons" for the Marie Keating Foundation. Marks & Spencer, Jo Harpur Jewellery, Skechers Shoes, Shaw's Department Stores, The Grafton Barber, Catwalk HQ Tans, MAD flowers, THEYA Healthcare, Harvey Norman and Pigsback.com played pivotal roles in helping to raise funds for the Marie Keating Foundation's fight against breast cancer.

The Marie Keating Foundation's "Pink Patrons" also helped to spread awareness about how women can help to reduce their risk of breast cancer and be more breast aware, as each year over 3,351 women in Ireland are diagnosed with this disease.

Funds raised from the Pink Patron campaign went towards aiding the Foundation in continuing their vital cancer awareness, prevention and support services.



## Mindful Walking tour of the Waterford Camino

To help promote exercise, mindfulness and to raise funds to support survivorship services, in September 2019, the Marie Keating Foundation undertook a four day walking tour of the Waterford Camino. A group of 12 people, guided by Elaine and Phil Brennan met in Dungarvan, Co. Waterford followed three beautiful walking trails along the coast of Waterford taking in the stunning scenery while bring led in mindfulness practices by Karen Gaynor, Mindful Phycologist.

With over 40km covered in the four days, participants were encouraged to relax and take in their surroundings while getting the exercise and activity needed to help stay healthy and reduce their risk of cancer. This fabulous trip, while enjoyed by everybody who attended raised much needed funds for the Marie Keating Foundation's work in helping people at every stage of their cancer journey.



### Newstalk Christmas Lunch

The Marie Keating Foundation's 8th annual Newstalk Christmas Lunch took place on the 5th of December 2019. 240 guests were in attendance at the annual Christmas Lunch, hosted at the Shelbourne Hotel in Dublin. The event was kicked off with a champagne reception followed by a four course, Christmas themed lunch with wine from Marks and Spencer. The event was generously sponsored by media partner, Newstalk, with support by the Irish Daily Mail. Just like previous years, Harvey Norman kindly provided items for a raffle during the lunch. The lunch raised over €61,195 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".

An amazing show of support by celebrities in attendance included media personalities Maia Dunphy, Anna Daly, Tony O'Donoghue, and Norah Casey.



### Christmas Cancer Appeal

In December 2019, the Foundation launched its first ever digital and postal fundraising appeal, encouraging people to donate whatever they could this Christmas and help to support those on a cancer journey through our Comfort Fund grant. Funds raised from this appeal went towards helping the Foundation meet the increased demand of the Comfort Fund and provide families in need with grants to cover things like home heating costs, Christmas presents for children, and household bills.

# Corporate Partners

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

Our 37 corporate sponsors for 2019 made it possible for the Foundation to provide vital information, awareness and support services to people all across 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 multi-dimensional national cancer awareness campaigns on all the key common cancers are able to reach 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 2019:



# Patrons and Ambassadors

We have the immense good fortune to have a community of 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 each year 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 2019:



# Volunteers

As a charitable organisation, the Foundation greatly depends on the generosity and selflessness of the many volunteers who come out to each event and support our efforts in the battle against cancer. Without their hard work and commitment, it would not be possible to carry out our vital fundraising and awareness events that support our free community services and spread the lifesaving message of the Foundation. We would like to say a special thanks to our volunteers for the time and energy they put into furthering our cause; it means the world to us and to the people we are able to help due to their hard work.





## Some of Our Achievements

### GAA charity partner

In 2019, the Marie Keating Foundation was thrilled to be named one of GAA's charity partners. The Foundation received a donation of €20,000 which was used to promote and host a skin cancer awareness campaign Skin C(h)ancer, in summer 2019, urging all members of the GAA community to take the necessary steps to reduce their risk and be SunSmart.

### Good Governance award shortlist

In 2015, the Foundation achieved a Triple Lock of Good Governance for the Charity Sector, which means that it proved to be in full compliance with the

- 1) Governance Code for the Voluntary and Charity Sector
- 2) The Fundraising Guiding Principles
- 3) Statement of Recommended Practice (SORP) for its annual accounts

The Triple Lock Standard is the gold standard of the Charity sector and the Foundation has held it every year since. The Foundation was delighted to be shortlisted in the 2019 Good Governance Awards for its strong governance focus and annual report. This is the first year the Foundation entered the awards and to be shortlisted in the annual report category amongst some very esteemed peers was a great achievement.



### Winner at CII Charities Excellence Awards

The Marie Keating Foundation's "I Gave a Sh\*t and it Saved My Life" bowel cancer campaign won the Charity Institute Ireland's Big Impact Award at their inaugural Charities Excellence Awards in 2019, following on from its win at the Irish Health Care awards. The multi-dimensional public awareness campaign was launched to promote bowel cancer screening in two disadvantaged communities in Ireland: Blanchardstown and Galway. Bowel cancer accounts for 11% of all cancer deaths in Ireland and is particularly prevalent amongst those living in disadvantaged communities. The national screening service for 60-69 year olds, BowelScreen, still has a low uptake of 40.2% and figures are worse in disadvantaged communities. As a result of the MKF campaign and interventions during March and May, respectively, the impact, verified by the National Screening Services, was a 7.6% increase in the uptake of BowelScreen in both Blanchardstown and Galway.



## Strategic Plan (2020 – 2023)

Every year, over 43,000 people are diagnosed with cancer in Ireland. At the Marie Keating Foundation, we realise that cancer is almost always life-changing and can affect every aspect of a person's life – not just their physical health. We strive to achieve our vision of 'A World free from the Fear of Cancer' by meeting the aims of our strategic plan and improving our services over the next three years. In our new Strategic Plan 2020 -2023, we set out how the Marie Keating Foundation strives to make a positive impact for as many people affected by cancer in Ireland as possible.



Consolidate our strong role in cancer **awareness, education and prevention.**

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Enhance our **support services** to ensure we make a meaningful difference to those on a cancer journey.

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Develop our **survivorship services** for people living with or beyond cancer.

# What we hope to achieve:

We have identified six strategic goals that provide a clear path for the Marie Keating Foundation to achieve our mission and realise our vision.

## **1. Strengthen our impact in communities, schools & workplaces focusing on reduced cancer risk & early detection:**

The primary steps to strengthening our impact will include enhancing our cancer awareness, prevention and education services including the Community Mobile Outreach Service, School's Cancer Awareness Programme, Cancer Awareness Campaigns, and our Corporate Wellness Programme. The objective of this step is for the Marie Keating Foundation to implement the National Cancer Strategy in wider communities and lower the number of people diagnosed with cancer, while ensuring that those who are diagnosed will receive the best possible outcomes through early detection and meaningful support.

## **2. Develop our cancer support & survivorship services to make a meaningful difference for those living with or beyond cancer:**

Every year, more and more people in Ireland are diagnosed with and survive cancer. The Marie Keating Foundation understands that it plays a pivotal role in ensuring those living with and beyond cancer all have access to vital support services at every step of their cancer journey and we are committed to building on and improving these services. We aim to develop the support and community service we provide through our Survive and Thrive and Positive Living programme. We will also hope to increase the level of support we provide to those diagnosed with hereditary cancer by improving our BRCA peer to peer support service. Over the next three years, we also hope to ensure that our Comfort Fund assistance is directed more towards those that are in dire need to make the grants assistance more impactful.

## **3. Develop a new funding model to ensure sustainability & to support our future growth:**

As a small organisation that receives very little government funding, raising funds to support our vital cancer awareness, prevention and support services is a constant challenge. We have been fortunate to build a loyal community that consistently enables us to continue our work through support of our fundraising events, corporate sponsorships and online initiatives, but one of our aims is to diversify channels in which we receive funding to provide the Marie Keating Foundation with a more sustainable funding model. In December 2019, the Foundation launched our first individual giving strategy encouraging people to give what they could to help support our Comfort Fund Service.

Over the next three years, we aim to develop a more sustainable funding model for the Foundation, and as the majority of income we receive is through fundraising, this will have a big impact on the number of supports we are able to provide moving forward. We aim to continue to grow existing stream of revenue while also cultivating new pathways such as individual giving. Most importantly, this development will greatly reduce our reliance on single sources of funding streams and provide stronger sustainability for planned delivery of services.

4.

#### **4. Build our brand profile & reputation as a leading voice in cancer awareness & support:**

At the Marie Keating Foundation, we recognise that it is vital for our key stakeholders including the public, patients, healthcare professionals, donors, peer organisations and supporters to trust and respect the integrity of our work. Part of our three year strategic plan is to establish a strong and visible external profile which demonstrates the accessibility and depth of our service. To do this, we aim to devise a communications strategy which will provide a consistent and direct messaging on all the Marie Keating Foundation media channels to increase awareness, engagement and support. We also understand the importance of building our external profile through evidence-based content and campaigns as well as the collaboration with peer organisations and other stakeholders to highlight issues affecting cancer patients. Additionally, a strong brand presence and profile will potentially lead to improved engagement levels with our services, campaigns and our cause. By creating a space for our voice in the media, we can influence positive change when needed, speak on behalf of the patient to key decisions and policy makers and advocate for better funding and resources for cancer patients and their families in the future.

#### **5. Ensure we maintain best in class governance standards:**

It is crucial that the Marie Keating Foundation holds and respects the trust of its supporters, the public and key stakeholders. In order to attain this reputation, the Foundation relies on strong governance, transparency, and full compliance with the Charities Regulatory Standards. Our three year strategic plan includes carrying out ongoing reviews such as the Charities Governance Code & other Regulatory Codes along with independent audit & financial reviews annually. Lastly, the Foundation is working towards conducting ongoing Board reviews of governance and finance. Ultimately, by ensuring the highest governance standards, the public, donors, supporters and key stakeholders will have utmost trust in the Marie Keating Foundation and its team. This safeguards and promotes the values and principles that the Foundation upholds as well as its public reputation.

#### **6. Build the human, systems & organisational resources necessary to continue our growth path:**

Marie Keating Foundation aims to maximise its growth rates and to expand its cancer support reach within the next three years. It is essential that the Foundation acquires the adequate resources and personnel to bring us closer to achieving our mission as well as to ensure that our work reflects high standards and respectable quality. It's also important for us to continue to comply with legal and statutory requirements. To facilitate this, the Foundation will perform consistent reviews and gap analyses to identify the necessary key human, ICT and miscellaneous resources for all future recruitments and implementations. Additionally, through developing a comprehensive HR plan, the Foundation aims to attract and retain highly qualified staff. This three year strategic plan ensures that we provide a happy and positive working environment for the Foundation's dedicated staff to allow the Marie Keating Foundation to continue to operate at the highest level of accountability and standards. Most importantly, it means that our services are delivered by professional staff, ensuring a quality service for all who engage with the Foundation.

**You can view a full summary of our aims and what we hope to achieve over the next three years in our full Three Year Strategic Plan at [www.mariekeating.ie](http://www.mariekeating.ie)**

# Governance

At the Marie Keating Foundation, we are dedicated to upholding our operations to the highest standards of governance and as a result, we have been awarded with the Triple Lock Standard of excellence for the fourth year in a row. 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).

One of the resources we value above all else is the trust of our supporters, therefore we believe it is essential to ensure this trust is preserved and maintained through transparency. We understand the importance of every donation and the impact it can have on our support and information services. 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).

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 in this report and on our website.

# How Funds are spent:

In 2019, a total of €1,345,288 or 87% 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:

- **18% spent on Public cancer awareness campaigns**
- **26% spent on Community mobile outreach services**
- **Further 28% spent on Cancer information, awareness & advocacy**
- **5% spent on School's Cancer Awareness Programme**
- **10% spent on Comfort Fund**
- **2% spent on Survivorship and Wellness**

# Board of Directors

**The Foundation is fortunate to work with a dedicated Board of Directors, who each volunteer their expertise and time to bring unique ideas, knowledge and skills to support the Foundation's aim to achieve our mission of 'making cancer less frightening by enlightening'.**

The Board is made up of experienced members in a variety of fields, include nursing, legal affairs, health, medicine, banking and finance whose skills and knowledge help the Foundation to maximise its potential and help as many people on a cancer journey as possible. 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.

Seven board meetings were held in 2019, bringing together the Marie Keating Foundation senior staff members as well as the Foundation's appointed board members to discuss issues and developments pertaining to the Foundation.

Over the course of these seven meetings, the board's topics of discussion include a detailed review of the Foundation's finances and budgets, review of Comfort Fund spending and recipients, development and execution of our "Every Step" campaign and Three Year Strategic Plan as well as the development and outcome of the Foundation's new Individual Giving campaigns and much more. Each month saw full attendance by board and MKF team members with one or two exceptions each month due to scheduling conflicts.

Michael O'Reilly remained Chairperson of the Board in 2019 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.

The biographies of all Board members are available on the Marie Keating Foundation website.

<b>Date:</b>	<b>Topic of discussion:</b>
<b>12th February 2019</b>	Welcoming of two new board members and review of board report
<b>2nd April 2019</b>	Full Strategic Review with the MKF team and Board led by facilitator Clare Duignan to kick off our strategic planning process which ultimately led to the 2020 – 2023 Strategic Plan
<b>7th May 2019</b>	Review of Comfort Fund, Three Year Strategy and review of report on Ask the Nurse service and Mobile Unit Service
<b>24th June 2019</b>	Review of “Every Step” campaign, staff training and Comfort Fund review
<b>25th July 2019</b>	Annual report review, Good Governance Awards and “Every Step” campaign
<b>10th September 2019</b>	Formulation of Three Year Strategic plan, possibility of Board training and discussion of upcoming MKF events
<b>8th October 2019</b>	Corporate Wellness programme, Review of nursing services and planned cancer awareness campaigns; Review of Risk Register
<b>10th December 2019</b>	Strategy review from 2020, Review of voluntary governance code and circulation of board feedback on annual report



A photograph of two women embracing warmly. The woman on the right is smiling broadly, showing her teeth. She has dark hair and is wearing glasses on top of her head. The woman on the left has long dark hair and is wearing a striped shirt. The entire image is overlaid with a semi-transparent teal color. The text is positioned on the right side of the image.

# Report and Financial Statements

for the year ended  
31 December 2019

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**MARIE KEATING FOUNDATION**

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**REPORT AND FINANCIAL STATEMENTS 2019**

<b>CONTENTS</b>	<b>Page</b>
DIRECTORS AND OTHER INFORMATION	2
DIRECTORS' REPORT	3 - 11
DIRECTORS' RESPONSIBILITIES STATEMENT	12
INDEPENDENT AUDITOR'S REPORT	13 - 15
STATEMENT OF FINANCIAL ACTIVITIES	16 - 17
BALANCE SHEET	18
STATEMENT OF CASH FLOWS	19
NOTES TO THE FINANCIAL STATEMENTS	20 - 35

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**MARIE KEATING FOUNDATION**

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**DIRECTORS AND OTHER INFORMATION**

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**BOARD OF DIRECTORS**

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

**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

**AUDITOR**

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  
2 Shelbourne Buildings, Crampton Avenue  
Shelbourne Road, Ballsbridge  
Dublin 4

**DIRECTORS' REPORT**

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The directors present their report together with the audited financial statements for the year ended 31 December 2019.

**1. OBJECTIVES AND ACTIVITIES**

The mission of the Marie Keating Foundation (the "Foundation") is "to make cancer less frightening by enlightening".

The principal activities of the organisation consist of the following:

*Cancer information and services*

The Foundation provides a range of cancer prevention, support and survivorship services. The 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.

A strategic review was completed in 2019 by the board and management which 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. These new strategic objectives are set out clearly in the Foundation's Strategic Plan 2020 – 2023.

The key strategic objectives agreed by the Board are:

- to assure further development of the core cancer awareness, support and survivorship services provided throughout Ireland by the Foundation;
- to continue a strong focus on corporate governance and maintenance of the Triple Lock;
- to develop a new sustainable funding model to support future growth.

**DIRECTORS' REPORT**

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**2. 2019 OVERVIEW OF ACTIVITIES**

In 2019, the Marie Keating Foundation continued to expand its reach and impact throughout communities in Ireland, consolidating its strong role in cancer awareness, education and prevention; providing vital support services to those affected by cancer and further developing its range of survivorship services for people living with or beyond cancer.

*Cancer information and services*

As regards the core mission of the Foundation, "to make cancer less frightening by enlightening", 2019 was another energetic year in pursuit of this goal. During the year, the Foundation's nursing team completed 452 community and workplace visits, reaching a total of 26,864 people around the country. 95 people were referred to their GPs as a result of these visits.

The Foundation's Schools' Cancer Awareness Programme was delivered to 69 secondary school students educating them about cancer signs, symptoms and risk factors and the importance of healthy lifestyle. We updated the content of the School's programme with a new section on HPV and on Your Health Your Choice.

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. Multidimensional, integrated campaigns were conducted on Breast Cancer, Bowel Cancer, Skin Cancer, Your Health Your Choice (general cancer prevention and health promotion,) as well as Prostate and Lung cancer campaigns.

2019 saw the Foundation continuing the partnership with the National Screening Services in relation to a specific campaign promoting BowelScreen in disadvantaged communities. This campaign also won the Big Impact award at the inaugural Charities Institute Ireland Charities Excellence Awards in October 2019.

*Comfort Fund*

Marie Keating Foundation's Comfort Fund provides financial assistance to people who are currently receiving treatment for any kind of cancer and who, as a result, are in financial difficulty.

Through our Comfort Fund in 2019, we increased the number of grants being issued to needy families. A total of €148,225 was distributed to 681 families in need of financial support as they went through their cancer treatment.

2019 also saw the Foundation continuing to provide support to specific cancer patient groups. This included the BRCA community for whom the Foundation organised an annual conference in April 2019 and dedicated a section on the Foundation's website. The Foundation also launched a BRCA Peer to Peer support service for anyone in Ireland affected by the BRCA gene.

As a co-founding member of the 221+ Cervical Cancer Patient Support Group, the Foundation is a member of the 221+ Steering Group and continues to provide direction and support to the women and families affected by this ongoing debacle.

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## MARIE KEATING FOUNDATION

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### DIRECTORS' REPORT

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#### 2. 2019 OVERVIEW OF ACTIVITIES *(continued)*

##### *Survive & Thrive Survivorship Programme*

In 2019, the Marie Keating Foundation increased its focus on Cancer Survivorship in recognition of the estimated 200,000 people who have come through cancer treatment. 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. A Back to Work after cancer campaign was also organised and a new booklet was developed as part of this campaign.

#### 3. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE

Total income for the year amounted to €1,552,778, representing a slight increase over the prior year. At the 31 December 2019, the Foundation had total reserves of €208,623 and net current assets of €173,040. Excluding stock, net current assets amounted to €155,791. The Foundation's policy is to keep this value at three times average monthly expenditure amounting to €416,838.

The shortfall of €114,574 was created due to the fact that pledged donations from two retail partners were substantially lower than expected and compared with previous years. This had not been alerted to the Foundation in time to adjust planned and committed expenditure.

With regard to fundraising, income showed a decrease of 8% compared with 2018 reflecting the challenge of a difficult economic environment for the charity sector and some of our key corporate partners particularly those in the retail sector.

The Foundation worked hard to continue to run exciting events such as our annual Tour of Kildare cycle, Celebrity Golf Classic, Pigsback Run but in some cases the number of participants at these events was less than previous years resulting in lower income from fundraising events. We continued to seek out corporate partners for our new Corporate Wellness Programme and which we plan to grow further in 2020.

A reliance on fundraising events as a significant source of funds is unpredictable and subject to events outside the Foundation's control, as recently demonstrated by COVID - 19 . Recognising that this affects the ability of the Foundation to achieve its long term objectives, the board undertook a strategic review which identified the need for a more sustainable model.

In an effort to further diversify its fundraising mix, the Foundation embarked on an Individual Giving strategy with a view to developing a new and more sustainable income stream. The Foundation invested in a new CRM system and staff training to enable this type of fundraising which will become a more important pillar of our Fundraising strategy over the next 3 years.

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## MARIE KEATING FOUNDATION

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### DIRECTORS' REPORT

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#### 3. FINANCIAL REVIEW, ACHIEVEMENTS AND PERFORMANCE *(continued)*

At €259,475, fundraising costs were also managed tightly and a stronger focus was put on return on investment and fundraising targets for each campaign and event.

In addition to fundraising events and campaigns and Individual Giving appeals, the Foundation further consolidated its relationship with and increased income from a number of key corporate partners, particularly in the health and pharmaceutical sectors reflecting the close alignment of key strategic objectives in the area of health promotion, patient advocacy and support. Total income raised from corporate partnerships amounted to €756,372.

Unrestricted income in 2019 raised from the Foundation's fundraising events, campaigns, private donations, third-party events and other trading activities was €1,145,772. Restricted income in 2019 from corporate partnerships and sponsors of cancer awareness campaigns and programmes amounted to €407,006.

The total expenditure on charitable activities excluding overheads increased to €1,345,289 or 87% of total income. Overheads were well managed at €62,588 or 4% of total income. Overall, the Foundation recorded a net expenditure, before depreciation and amortisation, of €84,757. After charging depreciation and amortisation of €29,817, the net expenditure was €114,574.

Unrestricted reserves held at the end of the year amounted to €208,623. Section 4 below provides further commentary on the level of reserves.

##### *Strategic Review*

The Board of the Foundation undertook a review of the strategic direction of the Foundation in the course of 2019 to set out a clear roadmap of the key objectives to be achieved from 2020 to 2023.

In striving to achieve its mission of 'Making Cancer less frightening by enlightening' and its vision of 'A World free from the Fear of Cancer' the Strategic Plan sets out how over the next three years the Foundation will enhance its services so that MKF can make a difference for as many people affected by cancer in Ireland as possible.

As part of the development of this plan, a Strategic Review and SWOT analysis was conducted by the Board and Executive Team to build the strategy content and to take into account the evolving requirements of those affected by cancer. Extensive stakeholder consultation was conducted with patients, service users, staff and trustees, donors, volunteers and peer organisations in order to assess current and future needs.

The Mission, Vision, Values and Strategic Objectives of the Foundation were reviewed and the core focus and priorities were agreed by the Executive and approved by the Board of Directors.

**DIRECTORS' REPORT**

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

Six strategic goals were outlined in the MKF Strategic Plan 2020 – 2023 namely:

1. Strengthen our impact in communities, schools & workplaces across Ireland focusing on reduced cancer risk and early detection.
2. Develop our cancer support & survivorship services to make a more meaningful difference for those living with or beyond cancer.
3. Develop a new sustainable funding model to support our future direction.
4. Build our profile & reputation as a leading voice in cancer awareness & support.
5. Maintain best in class governance standards.
6. Build our human, organisational & systems resources to achieve our growth objectives.

The plan was formally launched in Q4 of 2019 and shared with key partners and stakeholders.

Having achieved the Triple Lock of Good Governance for the Charity Sector in 2014, the Foundation continues to place governance as a key strategic priority for the board. The Foundation adheres to the CRA Guidelines for Fundraising from the Public and with the Statement of Recommended Practice (SORP) for its financial statements. In September 2020 the Foundation will formally declare its compliance with the CRA Governance Code, replacing its compliance with the Governance Code for the Voluntary and Charity Sector. The Foundation is also listed on the Register of the Charities Regulatory Authority.

**4. STRUCTURE, GOVERNANCE AND MANAGEMENT**

The company is governed by a 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.

Led by CEO Liz Yeates, the staffing complements for the Foundation consists of non-clinical management and professional staff working alongside a team of registered nurses who are based regionally. Our nursing team reports to Helen Forristal, Director of Nursing Services and delivers our community outreach work, corporate wellness and school's cancer awareness programmes, as well as our programmes for cancer survivors.

The Board has entrusted day to day decision making to the CEO and Senior Management Team and the Board is responsible for appraising and monitoring the work of the CEO. The CEO is answerable to the Board and does not undertake activities or make decisions outside of the parameters established by the Board. At each Board Meeting, the CEO report gives an overview of finances, operations, HR and staffing, fundraising, services and strategy implementation.

Decisions regarding the pay and remuneration of key management personnel, the senior management team are made by the Board. The Board gives priority to achieving the highest standards of corporate governance, including strategic planning, financial management and fundraising. Decisions regarding investments in excess of €25,000 are brought to the board for approval.

**DIRECTORS' REPORT**

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**4. STRUCTURE, GOVERNANCE AND MANAGEMENT (Continued)**

The Board met seven times during the year on the following dates: 12 February, 7 May, 24 June, 26 July, 8 October, 10 September and 10 December 2019.

One new Board Member, Mark Culleton was recruited to the Board on 8 October 2019. Mr Culleton was nominated by Linda Keating as the Keating family representative on the Board. New members are recruited to the Board through Boardmatch and other charity networks and based on an assessment of skill set and area of competence.

All new Board Members receive an induction pack and an introduction to the Foundation, its staff and services at the Foundations office in Lucan and other community locations.

In 2019 a review of the Board Members was conducted and shared with the Board. Whilst a Finance Sub-committee was established to review the Foundation's budgets, forecasts, monthly accounts and audits, and a Governance Sub-committee was established specifically to maintain the Foundation's high standards in corporate governance, all other matters are reviewed by the Board in its entirety. It was not deemed necessary to establish a separate audit committee. An audit committee provides a link between the company's external auditors and its board, as a counterbalance to, and separate from, the relationship between the company's auditors and its executive management. The Board of the Foundation is entirely comprised of independent non-executive directors who can address concerns that may arise with the accounting rules and procedures that are being applied by the executive management.

In common with many charities, it is important that the Foundation maintains and develops its income sources to ensure the continuation of its work. In order to mitigate this risk, the directors review the sources of income on an ongoing basis. In addition, reserves level is monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments.

The Foundation's reserves policy is reviewed regularly, recognising the seasonality of the Foundation's income and the need to maintain adequate cash balances to guarantee continuity of services. The reserves policy adopted focuses on net liquid assets and requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of three months' average expenditure amounting to €416,838. Excluding stock, net current assets as at year end amounted to €155,791. At the year-end, pledged donations from two partners were substantially lower than expected and consequently the Foundation was unable to meet its adopted reserves policy. The Board's new strategic development plan is focused on building a more sustainable funding model which will bring the Foundations reserves back in line with its policy. The Board are committed to achieving this by July 2020.

**DIRECTORS' REPORT**

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**5. 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. A key risk that our fundraising mix is not sufficiently diverse nor sustainable to support future growth was recognised. To mitigate this risk, a decision was taken to invest in a CRM system which would enable us to develop a new fundraising stream and in 2019 the implementation was completed, staff trained and an external agency appointed to initiate Individual Giving and digital fundraising as a new source of more sustainable income. Furthermore, a new Corporate Wellness Programme was developed as a new income source.

Internal risks are minimised by the implementation of procedures and policies for authorisation of all transactions and projects and by timely reporting to the Board. All procedures are periodically reviewed and updated to ensure that they are relevant to the Foundation's needs and in line with external guidance.

COVID-19 presented as a high-level risk to the Foundation as a number of key fundraising events had to be cancelled, impacting the Foundation's income projections for 2020. Furthermore, a number of the Foundation's services had to be stood down as a result of government guidance on physical distancing and group gatherings. The Foundation responded to these risks by immediately establishing a COVID risk register; identifying the risks to income, to staff, to services, to our reputation. The register also mapped out the mitigation steps and actions required, the time frames and impact on income, etc. These were reviewed at a number of meetings with our Board that were held specifically to address COVID-19 matters. The Board also put particular focus on monitoring the Foundation's cashflow forecasts and finances on a monthly basis.

**6. FUTURE DEVELOPMENTS**

Due to the ongoing impact of COVID-19, the Foundation will continue to deliver a number of its key cancer awareness and support services on-line through webinars, digital and social media. From September 2020, we will reinstate our regional nursing service with a view to supporting community outreach work within government guidelines. Cancer awareness campaigns on skin cancer, bowel cancer, prostate, breast and lung cancer are planned for July, August, September, October and November 2020, respectively.

From a fundraising perspective, the Foundation will focus on online and digital campaigns and further develop its individual giving stream of funding. A new fundraising initiative will be launched at the end of August 2020 which we hope to develop further in subsequent years.

The Foundation will implement (where possible with COVID restrictions) the 6 key objectives of its new Strategic Plan 2020 – 2023 and report progress to the Board at Board Meetings using KPI metrics.

**DIRECTORS' REPORT**

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**7. EVENTS SUBSEQUENT TO THE YEAR END**

The COVID-19 pandemic has had a significant impact on the company in 2020. Fundraising income is expected to reduce by 25% while the Foundation has put five staff members on voluntary temporary leave and is availing of the State Subsidy Scheme for a number of other staff members. Our community nursing service had to be stood down due to physical distancing requirements and our Comfort Fund had to be suspended due to reduced income. Delivery of a number of other services has now adapted to on-line and the Board of Directors continues to review the situation closely. The Finance Sub-committee is putting particular focus on monitoring the Foundation's cashflow forecasts on a monthly basis. In addition, any discretionary expenditure planned in 2020 will be deferred. Current income projections are based on the assumption that no fundraising events will take place to year end due to guidance relating to physical distancing and group gatherings.

As the Foundation's funding strategy was to further diversify its fundraising mix and develop new sustainable methods of fundraising, the Foundation has now embarked on an Individual Giving strategy which aims to grow income using database and digital marketing to attract new donors and donations to the Foundation. Using this approach and new on-line events as an alternative to fundraising and community events, the Foundation hopes to mitigate the potential losses from the events originally planned for 2020.

Based on their ongoing monitoring and review of cash flow forecasts and year-end financial position, the Board of Directors believes that the Company has adequate resources to continue in operational existence until year end 2020 and into 2021. In view of the more sustainable nature of the new fundraising methods now being adopted by the Foundation, and with a view to further growth of these and other sources of funds (e.g. corporate partnerships, on-line campaigns) the Board continues to adopt the 'going concern' basis in preparing the financial statements.

**8. DIRECTORS AND SECRETARY**

The names of the individuals who were directors at any time during the year ended 31 December 2019 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  
Therese Rochford (resigned 12 February 2019)  
Susan Rowan (resigned 14 January 2020)  
Mark Grehan  
Laura Larkin (appointed 12 February 2019)  
Marie Claire Scullion (appointed 12 February 2019)  
Marie Mc Ginley (appointed 12 February 2019)  
Mark Culleton (appointed 8 October 2019)

**Secretary:**

Patricia Lawler

DIRECTORS' REPORT

9. 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.

10. 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.

11. 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



31<sup>st</sup> Aug 2020

Date: 28<sup>th</sup> August 2020

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 Commission for England and Wales, the Charity Commission of Northern Ireland 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

  
31<sup>st</sup> Aug 2020

Date: 28<sup>th</sup> August 2020

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 2019 which comprise the Statement of Financial Activities, the Balance Sheet, 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 2019 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 auditors' 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.

**Emphasis of matter – Impact of COVID-19**

In forming our opinion on the company's financial statements, which is not modified, we draw your attention to the directors' view on the impact of COVID-19 as disclosed on page 10 in the directors' report, on page 25 in the disclosures around judgements and key sources of estimation uncertainty and on page 35 in the subsequent events note.

**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 auditors' 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 12, 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.



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

2 September 2020

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**MARIE KEATING FOUNDATION**

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**STATEMENT OF FINANCIAL ACTIVITIES**

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2019 €	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2018 €
<b>Income</b>							
<b>Charitable activities</b>							
Grants	6	<u>54,872</u>	<u>-</u>	<u>54,872</u>	<u>58,000</u>	<u>60,944</u>	<u>118,944</u>
<b>Donations and legacies</b>							
Donations and gifts	7	457,024	407,006	864,030	462,344	323,745	786,089
Donations in kind		<u>168,584</u>	<u>-</u>	<u>168,584</u>	<u>144,557</u>	<u>-</u>	<u>144,557</u>
		<u>625,608</u>	<u>407,006</u>	<u>1,032,614</u>	<u>606,901</u>	<u>323,745</u>	<u>930,646</u>
<b>Other trading activities</b>							
Fundraising events	8	448,562	-	448,562	486,169	-	486,169
Merchandise		<u>16,730</u>	<u>-</u>	<u>16,730</u>	<u>8,862</u>	<u>-</u>	<u>8,862</u>
		<u>465,292</u>	<u>-</u>	<u>465,292</u>	<u>495,031</u>	<u>-</u>	<u>495,031</u>
<b>Total income</b>		<u>1,145,772</u>	<u>407,006</u>	<u>1,552,778</u>	<u>1,159,932</u>	<u>384,689</u>	<u>1,544,621</u>
<b>Expenditure</b>							
<b>On charitable activities</b>							
Project and programme costs	9	920,494	424,795	1,345,289	832,824	366,900	1,199,724
Project overheads		<u>62,588</u>	<u>-</u>	<u>62,588</u>	<u>129,609</u>	<u>-</u>	<u>129,609</u>
		<u>983,082</u>	<u>424,795</u>	<u>1,407,877</u>	<u>962,433</u>	<u>366,900</u>	<u>1,329,333</u>

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2019 €	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2018 €
(Continued)							
<b>On raising funds</b>	<b>10</b>						
Expenditure on raising funds		<u>259,475</u>	<u>-</u>	<u>259,475</u>	<u>219,523</u>	<u>-</u>	<u>219,523</u>
<b>Total expenditure</b>		<u>1,242,557</u>	<u>424,795</u>	<u>1,667,352</u>	<u>1,181,956</u>	<u>366,900</u>	<u>1,548,856</u>
<b>Net (expenditure)/ income</b>	<b>11</b>	<u>(96,785)</u>	<u>(17,789)</u>	<u>(114,574)</u>	<u>(22,024)</u>	<u>17,789</u>	<u>(4,235)</u>
<b>Funds brought forward</b>	<b>22, 23</b>	<u>305,408</u>	<u>17,789</u>	<u>323,197</u>	<u>327,432</u>	<u>-</u>	<u>327,432</u>
<b>Funds carried forward</b>	<b>22, 23</b>	<u>208,623</u>	<u>-</u>	<u>208,623</u>	<u>305,408</u>	<u>17,789</u>	<u>323,197</u>

The notes on pages 20 to 35 form part of these financial statements.  
All activity presented is in respect of continuing operations.

MARIE KEATING FOUNDATION

BALANCE SHEET

	Notes	31 December 2019 €	31 December 2018 €
<b>FIXED ASSETS</b>			
Tangible assets	15	6,549	13,973
Intangible assets	16	<u>29,034</u>	<u>36,942</u>
		<u>35,583</u>	<u>50,915</u>
<b>CURRENT ASSETS</b>			
Debtors	17	220,145	250,917
Stock	18	17,249	21,077
Cash and cash equivalents	19	<u>68,031</u>	<u>140,479</u>
		305,425	412,473
<b>CREDITORS</b>			
Amounts falling due within one year	20	<u>(132,385)</u>	<u>(140,191)</u>
<b>NET CURRENT ASSETS</b>		<u>173,040</u>	<u>272,282</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>208,623</u>	<u>323,197</u>
<b>FUNDS OF THE CHARITY</b>			
Unrestricted funds	22, 23	208,623	305,408
Restricted funds	22, 23	-	<u>17,789</u>
<b>TOTAL CHARITY FUNDS</b>		<u>208,623</u>	<u>323,197</u>

The notes on pages 20 to 35 form part of these financial statements.

On behalf of the Board

  
Michael O'Reilly  
Director

Patricia Lawler  
Director



Date  28/09/2020

MARIE KEATING FOUNDATION

STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2019 €	Year ended 31 December 2018 €
<b>Cash flow from operating activities:</b>			
Net expenditure for the year		(114,574)	(4,235)
<i>Adjusted for:</i>			
Depreciation	15	9,920	10,689
Amortisation	16	19,897	17,979
Movement in stock		3,828	2,480
Movement in debtors		30,772	31,743
Movement in creditors		<u>(7,806)</u>	<u>(79,801)</u>
<b>Net cash used in operating activities</b>		<u>(57,963)</u>	<u>(21,145)</u>
<b>Cash flow from investing activities:</b>			
Purchase of tangible fixed assets	15	(2,496)	(5,409)
Purchase of intangible fixed assets	16	<u>(11,989)</u>	<u>(5,964)</u>
<b>Net cash used in investing activities</b>		<u>(14,485)</u>	<u>(11,373)</u>
<b>Movement in cash in the year</b>		<u>(72,448)</u>	<u>(32,518)</u>
<b>Cash and cash equivalents at beginning of year</b>	19	<u>140,479</u>	<u>172,997</u>
<b>Cash and cash equivalents at end of year</b>	19	<u>68,031</u>	<u>140,479</u>

The notes on pages 20 to 35 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

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1. GENERAL INFORMATION

These financial statements comprising the Statement of Financial Activities (“SOFA”), the Balance Sheet, 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 2019.

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”).

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 the going concern basis and in accordance with the historical cost convention modified to include certain items at fair value. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland, and the Statement of Recommended Practice (Charities SORP (FRS102)) as published by the Charity Commission for England and Wales, the Charity Commission of Northern Ireland and the Office of the Scottish Charity Regulator which is recognised by the UK Financial Reporting Council (FRC) as the appropriate body to issue SORPs for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. As noted above, the directors consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation.

The financial statements have been presented in Euro (€) which is also the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest €.

NOTES TO THE FINANCIAL STATEMENTS

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

*b) Income*

All income is recognised in the 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 SOFA 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 SOFA in the year to which they relate. Grants received towards capital expenditure are credited to the SOFA 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. Expenditure includes any Value Added Tax (VAT) which cannot be fully recovered and is reported as part of the expenditure to which it relates.

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MARIE KEATING FOUNDATION

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NOTES TO THE FINANCIAL STATEMENTS

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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 PRSA scheme are charged to the SOFA as incurred.

*e) Operating leases*

Operating lease payments are charged to the SOFA in the period to which they relate.

*f) 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 SOFA, or capitalised as part of the cost of the related asset, as appropriate.

VAT recovered under the VAT Compensation Scheme is recognised as income in the SOFA upon receipt.

*g) Tangible fixed assets*

Tangible fixed assets are stated at cost less accumulated depreciation.

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

Leasehold improvements	10 years
Fixtures & fittings	5 years
Mobile units / motor vehicles	4 years
Computer equipment	5 years

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MARIE KEATING FOUNDATION

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NOTES TO THE FINANCIAL STATEMENTS

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

*h) Intangible assets*

Intangible assets acquired separately are capitalised at cost.

Intangible assets are recognised in the Balance Sheet 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

*i) 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.

*j) 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.

*k) Financial instruments*

*Financial assets*

Basic financial assets, including trade debtors, accrued income 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. Any impairment loss is recognised in the SOFA.

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

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

*k) Financial instruments (continued)*

*Financial liabilities*

Basic financial liabilities, including trade creditors and accruals 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 creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Financial liabilities 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.

*l) 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.

NOTES TO THE FINANCIAL STATEMENTS

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4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS *(continued)*

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

*Going concern*

The COVID-19 pandemic has had a significant impact on the company in 2020. Fundraising income is expected to reduce by 25% while the Foundation has put five staff members on voluntary temporary leave and is availing of the State Subsidy Scheme for a number of other staff members. Our community nursing service had to be stood down due to physical distancing requirements and our Comfort Fund had to be suspended due to reduced income. Delivery of a number of other services has now adapted to on-line and the Board of Directors continues to review the situation closely. The Finance Sub-committee is putting particular focus on monitoring the Foundation's cashflow forecasts on a monthly basis. In addition, any discretionary expenditure planned in 2020 will be deferred. Current income projections are based on the assumption that no fundraising events will take place to year end due to guidance relating to physical distancing and group gatherings.

As the Foundation's funding strategy was to further diversify its fundraising mix and develop new sustainable methods of fundraising, the Foundation has now embarked on an Individual Giving strategy which aims to grow income using database and digital marketing to attract new donors and donations to the Foundation. Using this approach and new on-line events as an alternative to fundraising and community events, the Foundation hopes to mitigate the potential losses from the events originally planned for 2020.

The Foundation has prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. Based on their ongoing monitoring and review of cash flow forecasts and year-end financial position, the Board of Directors believes that the Company has adequate resources to continue in operational existence until year end 2020 and into 2021 or for at least 12 months post approval of the 2019 financial statements. In view of the more sustainable nature of the new fundraising methods now being adopted by the Foundation, and with a view to further growth of these and other sources of funds (e.g. corporate partnerships, on-line campaigns) the Board continues to adopt the 'going concern' basis in preparing the financial statements. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

*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 (FRS 102) requires that donated services should be recognised at fair value as income and as expenditure in the SOFA,. Management has estimated the fair value of donated services to be €168,584 (2018: €144,557).

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS (continued)

b) Key sources of estimation uncertainty (continued)

*Expected useful lives of tangible fixed assets*

Tangible fixed assets comprise leasehold improvements, fixtures & fittings, mobile units / motor vehicles and computer equipment. The annual depreciation charge depends primarily on the expected useful life of each type of asset. The directors regularly review these expected useful lives and change them if necessary to reflect current conditions.

In determining these expected useful lives management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the expected useful lives can have a significant impact on the depreciation charge for the financial year. See Note 15 for the carrying amount of tangible fixed assets.

*Expected useful lives of intangible fixed assets*

The company amortises the intangible assets over their expected useful lives. The expected 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 16 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.

	2019	2018
	€	€
Republic of Ireland	1,497,906	1,486,621
United Kingdom	<u>54,872</u>	<u>58,000</u>
	<u>1,552,778</u>	<u>1,544,621</u>

6. CHARITABLE ACTIVITIES

Current year

	Unrestricted	Restricted	Total
	Funds	Funds	Funds
	2019	2019	2019
	€	€	€
Grantor			
Cancer Research UK	<u>54,872</u>	<u>-</u>	<u>54,872</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

6. CHARITABLE ACTIVITIES (continued)

Prior year

	Unrestricted	Restricted	Total
	Funds	Funds	Funds
	2018	2018	2018
	€	€	€
Grantor			
Cancer Research UK	58,000	-	58,000
Pink Ribbon Foundation	<u>-</u>	<u>60,944</u>	<u>60,944</u>
	<u>58,000</u>	<u>60,944</u>	<u>118,944</u>

7. DONATIONS AND LEGACIES

	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	2019	2019	2019	2018	2018	2018
	€	€	€	€	€	€
Donations and gifts	457,024	407,006	864,030	462,344	323,745	786,089
Donations in kind	<u>168,584</u>	<u>-</u>	<u>168,584</u>	<u>144,557</u>	<u>-</u>	<u>162,346</u>
	<u>625,608</u>	<u>407,006</u>	<u>1,032,614</u>	<u>606,901</u>	<u>323,745</u>	<u>930,646</u>

8. OTHER TRADING ACTIVITIES

	2019	2018
	€	€
Fundraising events	448,562	486,169
Merchandise	<u>16,730</u>	<u>8,862</u>
	<u>465,292</u>	<u>495,031</u>

All income from other trading activities is classified as unrestricted funds.

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

<b>9. EXPENDITURE ON CHARITABLE ACTIVITIES</b>	<b>2019</b>	<b>2018</b>
	€	€
<i>Restricted:</i>		
Cancer and health awareness	313,176	251,373
Survivorship and research	88,830	60,944
Comfort fund	15,000	22,500
Hospital refurbishment	7,789	-
Cancer screening	-	32,083
	<u>424,795</u>	<u>366,900</u>
<i>Unrestricted:</i>		
All other services and charitable activities	920,494	832,824
Overheads	62,588	129,609
	<u>983,082</u>	<u>962,433</u>
	<u>1,407,877</u>	<u>1,329,333</u>
<b>10. EXPENDITURE ON RAISING FUNDS</b>	<b>2019</b>	<b>2018</b>
	€	€
Fundraising events	80,316	76,108
Third party events	131,155	91,912
Coin boxes	39,174	35,886
Merchandise	8,830	15,617
	<u>259,475</u>	<u>219,523</u>

28

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

<b>11. NET (EXPENDITURE) / INCOME</b>	<b>2019</b>	<b>2018</b>
	€	€
Net (expenditure)/income is stated after charging:		
Directors' remuneration	-	-
Depreciation (Note 15)	9,920	10,689
Amortisation (Note 16)	19,897	17,979
Auditors' remuneration – for external audit services	5,535	5,535
Operating lease expense	<u>31,056</u>	<u>29,207</u>
<b>12. STAFF COSTS</b>	<b>2019</b>	<b>2018</b>
	€	€
Wages and salaries	606,506	532,545
Social welfare costs	57,514	50,509
Retirement benefit costs	<u>13,430</u>	<u>7,267</u>
	<u>677,450</u>	<u>590,321</u>

The average monthly number of persons employed by the company during the year was 17 (2018: 17) analysed as follows:

	<b>2019</b>	<b>2018</b>
	No.	No.
Administration	6	6
Services	<u>11</u>	<u>11</u>
	<u>17</u>	<u>17</u>

The number of higher paid employees was:

<b>Salary range</b>	<b>2019</b>	<b>2018</b>
€60,000 - €70,000	1	1
€70,000 - €80,000	1	1
€80,000 - €90,000	<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 €84k (2018: €77k).

**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.

29

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

13. 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.

14. PENSION

The charity facilitates a PRSA scheme for its employees, the contributions to which are paid to an independently administered fund. The retirement benefit costs included at Note 12 for the year represent contributions payable to the fund.

15. TANGIBLE ASSETS

	Leasehold improvements	Fixtures & fittings	Mobile units	Computer equipment	Coin boxes	Total
	€	€	€	€	€	€
<b>Cost</b>						
At 31 December 2018	81,878	11,852	434,874	75,426	17,939	621,969
Additions	—	1,911	585	—	—	2,496
At 31 December 2019	<u>81,878</u>	<u>13,763</u>	<u>435,459</u>	<u>75,426</u>	<u>17,939</u>	<u>624,465</u>
<b>Accumulated Depreciation</b>						
At 31 December 2018	81,878	8,932	432,506	73,585	11,095	607,996
Charge for year	—	1,651	2,953	1,728	3,588	9,920
At 31 December 2019	<u>81,878</u>	<u>10,583</u>	<u>435,459</u>	<u>75,313</u>	<u>14,683</u>	<u>617,916</u>
<b>Net Book Value</b>						
At 31 December 2018	—	2,920	2,368	1,841	6,844	13,973
At 31 December 2019	—	<u>3,180</u>	—	113	3,256	6,549

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

16. INTANGIBLE ASSETS

	Website	CRM System	Total
	€	€	€
<b>Cost</b>			
At 31 December 2018	56,987	30,179	87,166
Additions	<u>5,529</u>	<u>6,460</u>	<u>11,989</u>
At 31 December 2019	<u>62,516</u>	<u>36,639</u>	<u>99,155</u>
<b>Accumulated Amortisation</b>			
At 31 December 2018	35,690	14,534	50,224
Charge for year	<u>13,430</u>	<u>6,467</u>	<u>19,897</u>
At 31 December 2019	<u>49,120</u>	<u>21,001</u>	<u>70,121</u>
<b>Net Book Value</b>			
At 31 December 2018	<u>21,297</u>	<u>15,645</u>	<u>36,942</u>
At 31 December 2019	<u>13,396</u>	<u>15,638</u>	<u>29,034</u>

17. DEBTORS

	2019	2018
	€	€
Trade debtors	46,662	25,065
Accrued income	152,825	217,822
Prepayments	<u>20,658</u>	<u>8,030</u>
	<u>220,145</u>	<u>250,917</u>

*Trade debtors*

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

*Accrued income*

Accrued income is recognised when it has been committed to prior to year-end but not yet received.

18. STOCK

	2019	2018
	€	€
Promotional stock	<u>17,249</u>	<u>21,077</u>

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

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

19. CASH AND CASH EQUIVALENTS	2019	2018
	€	€
Cash at bank and in hand	<u>68,031</u>	<u>140,479</u>
20. CREDITORS	2019	2018
Amounts falling due within one year	€	€
Trade creditors	82,677	37,494
Accruals	23,222	18,345
Deferred income (Note 21)	9,700	67,830
Taxes and social security costs	16,295	15,920
Pension	491	602
	<u>132,385</u>	<u>140,191</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.

21. DEFERRED INCOME	2019	2018
	€	€
At beginning of year	67,830	140,027
Received during the year	9,700	67,830
Income earned during the year	<u>(67,830)</u>	<u>(140,027)</u>
At end of year	<u>9,700</u>	<u>67,830</u>

MARIE KEATING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

22. MOVEMENT IN FUNDS						
	Unrestricted funds	Restricted funds	Total 2019	Unrestricted funds	Restricted funds	Total 2018
	€	€	€	€	€	€
Opening balance	305,408	17,789	323,197	327,432	-	327,432
Net movement	<u>(96,785)</u>	<u>(17,789)</u>	<u>(114,574)</u>	<u>(22,024)</u>	<u>17,789</u>	<u>(4,235)</u>
Closing balance	<u>208,623</u>	<u>---</u>	<u>208,623</u>	<u>305,408</u>	<u>17,789</u>	<u>323,197</u>
Represented by:						
Fixed assets	35,583	-	35,583	50,915	-	50,915
Current assets	296,025	9,400	305,425	326,854	85,619	412,473
Current liabilities	<u>(122,985)</u>	<u>(9,400)</u>	<u>(132,385)</u>	<u>(72,361)</u>	<u>(67,830)</u>	<u>(140,191)</u>
Net assets	<u>208,623</u>	<u>---</u>	<u>208,623</u>	<u>305,408</u>	<u>17,789</u>	<u>323,197</u>
23. STATEMENT OF FUNDS						
Restricted funds	31 December 2018	Income	Expenditure	31 December 2019		
	€	€	€	€		
Men's Health Awareness	10,000	40,000	(50,000)	-		
Skin Cancer Awareness	-	7,500	(7,500)	-		
Survivorship	-	88,830	(88,830)	-		
Bowel Cancer Awareness	-	50,000	(50,000)	-		
Lung Cancer Awareness	-	169,676	(169,676)	-		
Comfort Fund	-	15,000	(15,000)	-		
Hospital Refurbishment	7,789	-	(7,789)	-		
Cancer/Health Awareness	-	40,000	(40,000)	-		
	17,789	411,006	(428,795)	-		
Unrestricted funds	305,408	1,141,772	(1,238,557)	208,623		
Total funds	<u>323,197</u>	<u>1,552,778</u>	<u>(1,667,352)</u>	<u>208,623</u>		

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MARIE KEATING FOUNDATION

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NOTES TO THE FINANCIAL STATEMENTS

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24. 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:

	2019 €	2018 €
<b>Financial assets at amortised cost</b>		
Trade debtors	46,662	25,065
Accrued income	152,825	217,822
Cash at bank	<u>68,031</u>	<u>140,479</u>
<b>Financial liabilities at amortised cost</b>		
Trade creditors	82,677	37,494
Accruals	<u>23,222</u>	<u>18,345</u>

25. FINANCIAL COMMITMENTS

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

	2019 €	2018 €
Within one year	1,793	-
Within two and five years	<u>2,690</u>	<u>-</u>
	<u>4,483</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.

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MARIE KEATING FOUNDATION

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NOTES TO THE FINANCIAL STATEMENTS

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26. 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 €313,941 (2018: €235,604), 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.

27. EVENTS SUBSEQUENT TO THE YEAR END

The COVID-19 pandemic continues to have a significant impact on the company in 2020. Fundraising income is expected to reduce by 25% while the Foundation has put five staff members on voluntary temporary leave and is availing of the State Subsidy Scheme for a number of other staff members. Our community nursing service had to be stood down due to physical distancing requirements and our Comfort Fund had to be suspended due to reduced income. Delivery of a number of other services has now adapted to on-line and the Board of Directors continues to review the situation closely. The Finance Sub-committee is putting particular focus on monitoring the Foundation's cashflow forecasts on a monthly basis. In addition, any discretionary expenditure planned in 2020 will be deferred. Current income projections are based on no fundraising events taking place to year end due to guidance relating to physical distancing and group gatherings.

As the Foundation's funding strategy was to further diversify its fundraising mix and develop new sustainable methods of fundraising, the Foundation has now embarked on an Individual Giving strategy which aims to grow income using database and digital marketing to attract new donors and donations to the Foundation. Using this approach and new on-line events as an alternative to fundraising and community events, the Foundation hopes to mitigate the potential losses from the events originally planned for 2020.

Based on their ongoing monitoring and review of cash flow forecasts and year-end financial position, the Board of Directors believes that the Company has adequate resources to continue in operational existence until year end 2020 and into 2021. In view of the more sustainable nature of the new fundraising methods now being adopted by the Foundation, and with a view to further growth of these and other sources of funds (e.g. corporate partnerships, on-line campaigns) the Board continues to adopt the 'going concern' basis in preparing the financial statements.

28. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the directors on 28 August 2020.



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FOUNDATION

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