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# 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 1st October 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. Having been a hairdresser, she was devastated to lose her hair but rather than feeling sorry for herself 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 with 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 a very 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's 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 provide free information to people on cancer prevention and the importance of early detection and how it really can save your life. 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.

This is where the Marie Keating Cancer Awareness Fund, now the Marie Keating Foundation started.



## Who We are

Every year there are 44,753 people diagnosed with cancer in Ireland and on the basis of current projections, another 500,000 Irish people will be diagnosed with cancer over the next ten years.

At the Marie Keating Foundation, we recognise that while cancer is not always life threatening, it is almost always life changing. We understand how cancer can affect every aspect of a person's life – not just their physical health - and how support at Every Step of the cancer journey can really make a huge difference.

Through our cancer prevention, awareness and support work, we work to achieve our mission to 'Make Cancer Less Frightening by Enlightening' and someday, fulfil our vision of 'A World free from the Fear of Cancer'.





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

Our work will be underpinned by our values of:



## 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.

# Our Strategic Goals





We are with you.

Every step.



# Meet the Team

The Marie Keating Foundation is a community of people who care. At the heart of that is our team of 17 nurses and office staff who work diligently all year round to provide the public with life-saving information, awareness campaigns, and support and survivorship services.

Our aim is to educate people about how to reduce their risk of cancer and spot cancer early and to support anyone along the cancer journey from those newly diagnosed, to anyone living with cancer or adjusting to life after treatment. The Marie Keating Foundation and our team are here for you and anyone affected by cancer at Every Step.

**Here is the Marie Keating Foundation Team**







## **Message from the Chair, Michael O'Reilly**

In the midst of a very challenging year, I am extremely proud to present the Marie Keating Foundation's 2020 Annual Report on behalf of our Board of Directors.



This summary showcases the resilience, and immense dedication of the team and Board of the Marie Keating Foundation. Throughout the last months, the team have worked tirelessly to ensure people across Ireland receive the information they need about the warning signs and prevention of cancer, while also providing support and community to those at every step of a cancer journey.

Cancer remains one of Ireland's biggest killers, with one in two people impacted. Unfortunately, this has not changed.

The positive news is that with better awareness, early diagnosis and treatment options more and more people are either coming out the other side or they are living longer with cancer.. The demand for the Foundation's services increased in 2020. During this unprecedented time of isolation and anxiety the need for support services, provided by the Foundation's nursing team, was more in demand than ever before.

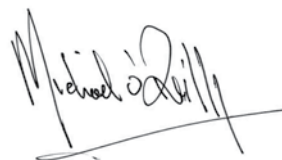
Throughout 2020, the Foundation's services expanded their reach and impact; membership of the Positive Living group, which supports women with metastatic breast cancer, grew by 68% and their nurses reached more people online than ever before through social media livestreams, virtual support meetings and vital online webinar presentations.

New partnerships were formed, awards won, and creative campaigns were rolled out, increasing awareness of all the common cancers affecting men and women. The Foundation also worked hard to advocate for cancer patients to ensure that cancer did not become the forgotten C, in a landscape saturated with COVID-19 information. This, and more occurred while the tight-knit workforce at the Foundation adapted and learned to function as a remote team.

I am delighted to report that despite the global pandemic, our total income for 2020 amounted to €1.9 million, an increase which we never could have foreseen in March 2020. Growing our income, embracing change while sustaining the core mission and vision of the Marie Keating Foundation was evident in the new Strategic Plan 2020 – 2023 which we launched early in the year and which helped enormously in guiding the organisation through the pandemic and beyond. During 2020 the Foundation once again achieved the gold standard for charity governance - the Triple Lock - for a 5th successive year. We remain committed to the highest governance standards, to managing our work responsibly and transparently and spending the money that our supporters donate wisely. Our Board and Management continue to operate to the highest standards of integrity and accountability.

In this year of adversity and challenge, I would like to personally thank our Board of Directors for their continued commitment to the work of the Marie Keating Foundation and for giving so generously of their time and expertise. They were called upon more than ever as the Foundation tried to find its feet in the midst of a global pandemic so I would like to acknowledge their commitment and dedication here.

Thank you also to the Keating family for their heartfelt commitment; to all the staff who work so incredibly hard to achieve our mission every day; to our partners and sponsors without whom we could not continue; to our loyal and dedicated volunteers whose time, support and talents are vital to keeping the Foundation going. Without you we could not continue to be there for so many people affected by cancer when they need our support.

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

**Michael O' Reilly**  
Chairman



## **Message from the Chief Executive Officer, Liz Yeates**

2020: A year that challenged, changed and inspired the Marie Keating Foundation and those we support

What a year 2020 was – definitely one that few of us will ever forget. When returning to the office in January 2020, none of us in our wildest dreams could have envisaged what lay ahead, how we would be challenged to the core, but how we would come out the other side stronger and more united than ever.

Foremost in our thoughts when the first COVID-19 restrictions were announced in mid-March was the cancer community who we serve as well as the staff of the Foundation. How could we continue our cancer awareness and support services when our nurses could not meet people face to face? How could we upskill our staff to continue their work remotely? What services would we be able to deliver on-line? How could we manage financially with all fundraising events cancelled and so much uncertainty into the future?

Recognising how cancer patients were categorised as high risk and often having to cocoon and self-isolate from home, we quickly transitioned our support group meetings and seminars to online webinars via Zoom and answered patient queries and concerns by phone. We developed a new COVID-19 and cancer webinar series, as well as one for carers on a range of topics affecting people during the pandemic. We learned quickly how cancer patients living with advanced cancer really wanted to maintain that all-important contact with the Marie Keating Foundation nurses and wanted to connect more regularly and in bigger numbers. The number of participants at our Positive Living meetings continued to grow and we also moved our Survive and Thrive groups on-line so that people from all around Ireland were now able to join in and avail of our nursing support.

Engaging regularly with our Board, we quickly identified any potential risks and specific issues faced by the Foundation and of immediate concern was the ability to pay our staff whilst continuing to provide our critical services given the enforced cancellation of our fundraising events. Our income forecasts were predicting a drop in income of as much as 35-40% so we quickly had to innovate and devise new on-line appeals and campaigns to raise much needed funds to support our services. A real highlight of our fundraising calendar was the Concert4Cancer, a unique televised concert which was broadcast on Virgin Media One in late August and featured a range of famous artists and musicians as well as a fabulous duet between Ronan Keating and the Mount Sion Choir. The Irish public responded so generously to our Concert4Cancer appeal that we were able to fill the income gap that COVID-19 had created.

We also engaged closely with our corporate partners who all came up trumps in their ongoing support and endorsement of the Foundation's work – crucially enabling us to continue our important cancer awareness campaigns and programmes throughout the year. We ran full-blown skin cancer, prostate, breast and lung cancer campaigns with engagement levels on all channels reaching new records. We won the Irish HealthCare Award on December 3rd for best public health initiative for our Breast Cancer Campaign and in the same week won best Communications Campaign for our Lung Cancer Campaign at the Irish Pharma Awards. All this in the face of COVID-19 adversity made the recognition of our work all the more satisfying.

As a small, tight-knit team with just 14 members of staff we were extremely concerned at our ability to retain our core office and nursing teams in view of COVID-19 restrictions. A number of our nurses chose to take unpaid voluntary leave and remaining staff were put on the State Subsidy Scheme. Words cannot describe how proud I am of each and every one of the MKF team who worked so hard – many of whom went through enormous personal sadness during the pandemic- to ensure that we came through this crisis with our heads held high and actually in a much stronger financial position than was predicted when COVID-19 first hit.

Our Board and management team had signed off our new Strategic Plan for 2020 – 2023 earlier in the year, setting out a clear roadmap with key priorities over the next three years. That served us well during the ongoing pandemic giving us a key longer-term focus throughout the year and beyond despite all the other daily and tactical challenges.

Whilst we were all so glad to see 2020 come to an end, this did not mean an end for COVID-19. We are continuing to work from home and providing most of our services online in 2021 and recognise how we have been able to extend the reach of our services to the cancer community in new and transformative ways. We are now cautiously optimistic that this new year will bring more new possibilities for the Marie Keating Foundation.



**Liz Yeates**  
Chief Executive Officer



# Message from our Patron, Ronan Keating

Welcome to the 2020 Annual Report for the Marie Keating Foundation.

There is no doubt that this has been a year like no other, extraordinarily challenging for so many and it is in these circumstances as Patron and one of Marie's five children, that I am so proud to present this report to you, showing how much the Foundation's team has accomplished in such trying times.



In the blink of an eye, 23 years have gone by since my Mam's death to a very curable form of breast cancer, simply because she didn't know enough about its early signs and sought help too late. Today, my family and I still reminisce about how she would be here today if she had only gone to the doctor earlier. She has missed out on so many birthdays, weddings, family dinners and simply watching her family grow. The Foundation was set up in her name, as we the Keating Family wanted to try to make sure that no other family would go through what we were and still are going through.

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 a year when our ability to deliver our services and our ability to fundraise was challenged, I am proud to say the team worked hard, innovated and did everything they could to ensure that we remained there for those we support, at Every Step. In 2020, our nurses spoke to nearly 13,500 people about cancer prevention and the importance of early detection. Our nursing team reached out to people in schools, colleges, community settings and places of work about how they can reduce their risk of cancer. Many more contacts were done virtually, and the whole team made a huge effort to upskill and ensure that these virtual contacts were as meaningful and professionally delivered as our face-to-face services. Important messages 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. Our other services such as our patient support groups also transitioned online, and our nurses support more people than ever before who are learning to adjust to life after treatment or who are living with cancer.

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 2020, the Foundation has helped promote its mission and messaging through campaigns like our bowel cancer awareness campaign in April, our "Don't Cook Yourself" skin cancer campaign in August, the second iteration of our "Stand Up for your Prostate" cancer campaign during Blue September, our breast cancer campaign "Breast Cancer Isn't Just Pink" in October and we launched our fourth lung cancer awareness campaign in November, "The Big Check Up".

An event that I could not fail to mention was the spectacular Concert4Cancer which aired on Virgin Media One in August. Thanks to the generosity of our sponsor, the Permanent TSB Community Fund, and the Irish public, the concert helped raise more than €500,000 for the Foundation and amongst other things allowed us to resume the Comfort Fund service which we had suspended earlier in the year due to the negative impact of COVID-19 on our finances. We are so grateful to all the artists and musicians who performed, especially the Mount Sion Choir who really are a special group of young people, to Virgin Media for believing in the concept and giving us their support, to our sponsor, the PTSB Community Fund, for their support and belief and to all of you who donated so generously – we were so overwhelmed and grateful to say the least.

I would once again like to extend my gratitude to the hardworking team at the Foundation lead so competently by our CEO Liz Yeates, who have devoted themselves to ensuring that our vision of working towards 'a world free from the fear of cancer'. I would also like to pay tribute to our Board who give so generously of their time and expertise to the Foundation and help keep us operating to the highest standards in charity governance.

If you have not had a chance to engage with the Marie Keating Foundation yet and are in need of support, I hope you will do so this year. Visit our website, step on board one of our mobile information units or register to 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 23 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

# Key Facts and Figures:

## Cancer in Ireland:



This year in Ireland an estimated 44,753 people were diagnosed with invasive cancer.



1 in 2 people will be affected by cancer at some point in their lives.



Cancer is the most common cause of death in Ireland, accounting for almost 31% of deaths in 2017.

## Cancer Survivorship:



**SURVIVING**

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



**200,000**

More people are coming out the other side of cancer with more than 200,000 cancer survivors in Ireland alone.



**5 YEAR**

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



# How we have helped over the last five years:

Charity Income	Expenditure on project and programme costs
2019- €1,522,778	€1,345,288 or 87%
2018- €1,544,621	€1,199,724 or 78%
2017- €1,443,043	€1,144,585 or 79%
2016- €1,267,462	€1,061,727 or 84%
2015- €1,327,782	€1,001,872 or 75%

## How Funds were spent:

In 2020, a total of €1,005,555 was spent on Charitable Activities. This expenditure on the Foundation's Nursing Services was spent as follows:



Cancer Information, Education & Awareness

**€570,742 – 56%**



Community Information and Mobile Outreach

**€302,193 – 30%**



Cancer Support & Survivorship Services

**€132,620 – 14%**



# Impact Report



## Community Information and Health Promotion Services

Due to the COVID-19 restrictions, our nursing team was unable to visit as many schools, businesses and community groups in person as in previous years. The Foundation's nurses visited 177 venues in 2020, both in person pre-COVID-19 and virtually after mid-March 2020. During this time, they engaged with a total of 13,435 people about their health and cancer prevention. This is a decrease of almost 52% compared to the 26,864 people we engaged with in 2019 and whilst disappointing that our reach was curtailed, it highlights how we were able to transition quickly to on-line delivery especially in the latter part of the year.

“ The Foundation's nursing team made visits to 54 schools and colleges around Ireland in 2020 sharing with over 2,832 students the importance of cancer awareness and prevention.”

The Foundation's Corporate Wellness Workshop programme established in 2018 continued to grow in spite of the COVID-19 pandemic, with the introduction of online and pre-recorded wellness webinars. In 2020, MKF Nurses presented to 70 companies with over 5,110 employees registering to take part in our online wellness webinars.



## Public Awareness

In 2020, we carried out six multi-dimensional awareness campaigns that offered information on the main types of cancer including bowel, breast, lung, prostate, skin cancer and healthy living/cancer prevention.

These integrated campaigns ran across various social media channels, the MKF website, [www.mariekeating.ie](http://www.mariekeating.ie), and included radio advertisements, videos, press and PR activity as well as many digital launches. As the rate of in-person conversations fell, our digital footprint grew. The Foundation's social media following expanded to include 31,378 Facebook fans, 8,993 Twitter followers and 5,108 followers on Instagram.

Our website, [www.mariekeating.ie](http://www.mariekeating.ie), saw considerable growth in the last 12 months, receiving a total of 556,923 visits to the website in 2020. The highest number of visitors in one month to the site was in August when we had over 136,919 hits in 31 days.



**31,378**  
Facebook fans



**8,993**  
Twitter followers



**5,108**  
followers on Instagram





# Impact Report



## Comfort Fund

As our Comfort Fund service is entirely reliant on the Foundation's own fundraising, due to the impact of COVID-19 on our annual income, this service had to be suspended between March and November 2020. Despite this, the Foundation was able to give 141 Comfort Fund grants to families all around the country who were struggling financially due to a cancer diagnosis and needed support in 2020.

A total of €33,418 was awarded to grant recipients in 2020 despite the service being paused from March until December and the amount of each grant averaged at €237 per application.

Comfort fund grants were paid to recipients all over Ireland, with the most applications coming from Dublin.

**€33,418**  
was awarded to  
grant recipients

**141**  
families supported  
with a Comfort  
Fund grant





### Survivorship programmes:

Despite COVID-19 in 2020, the Foundation was able to host three six-week Survive and Thrive programmes both in person and digitally, supporting 42 participants around Ireland.

Our Positive Living support group for people living with advanced cancer grew by an enormous 68% in 2020 as we added many new valued members to our support group meetings. The frequency of these meetings also increased from monthly to bi-monthly highlighting the increased need for support from the patient participants.

Our help-line and contact form also saw growth in 2020, receiving 113 emails to our website with many patients in need of evidence based information and responses from our nursing team.

The Foundation continued to support patient and family members of our BRCA (Breast Cancer Gene) Support Group and the 221+ Cervical Check Group throughout 2020 with 4 and 7 meetings respectively.

“ Our Positive Living support group for people living with advanced cancer grew by an enormous **68% in 2020** as we added many new valued members to our support group meetings.”

# Impact Report



## Fundraising

“ Total income raised grew in **2020 to €1,967,801** as the Foundation was able to adapt to online campaigns and events instead of our traditional fundraising events.”

The Foundation also grew its number of corporate partners to 23 in 2020 to help grow our income during a particularly difficult time and share our cancer prevention and awareness messaging with an even larger audience.

The Foundation undertook its first ever nationally televised fundraising event, the Concert4Cancer opening up an important new income stream.

The first steps of a digital fundraising strategy were put in to place to diversify the Foundation's income channels.

Fundraising expenditure was managed carefully and did not exceed 19.5% of the Foundation's total income.





# Key Facts and Figures

## Community Nursing Outreach

### People Reached



Total Number of Men:  
5,435



Total Number of Women:  
8,000

Total  
13,435

### Type of Venue



School  
54



Hospital  
5



Community  
33



Corporate  
69



Health Event  
13



Deprived  
3

### Location Breakdown:



#### West

- Clare: 2
- Donegal: 5
- Galway: 15
- Leitrim: 2
- Longford: 1
- Mayo: 8
- Roscommon: 3
- Sligo: 3
- Westmeath: 1

**Total: 40**

#### East

- Cavan: 1
- Dublin: 71
- Kildare: 2
- Laois: 1
- Louth: 3
- Meath: 2
- Monaghan: 1
- Wexford: 1
- Wicklow: 4

**Total: 86**

#### South

- Cork: 27
- Kerry: 6
- Limerick: 7
- Tipperary: 6
- Waterford: 5

**Total: 51**

Total  
177

# COVID-19 Impact Report:

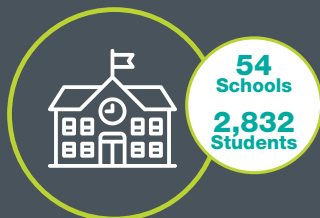
## Impact in the community:



Venues visited



People engaged with



Schools visited



Companies Visited

## Impact on Social Media:



### Facebook Followers:

31,378 representing  
4% growth



### Twitter followers:

8,993 representing  
7% growth



### Instagram followers:

5,108 representing  
20% growth



### Website visits:

556,923 representing  
47% growth

## Impact on our support services:

Positive Living support group:  
**68% growth**

Survive and Thrive programme:  
**25% growth**

Number of online webinars hosted:  
**18**

Number of attendees:  
**690 overall**

BRCA Support Group online meetings:  
**5**

221+ Cervical Check Group Meetings:  
**7**





## Some highlights in 2020

Although challenging, 2020 also proved how adaptable and resilient the Foundation's team is and how committed we are to our mission and to supporting cancer patients and their families. Through hard work and dedication, 2020 presented new opportunities and allowed us to achieve landmark moments such as:



### **Adapting our services during a global pandemic:**

For 23 years, the Marie Keating Foundation has provided cancer prevention, awareness and support information and services to communities across Ireland. In 2020, these services were adapted to respond to the rapidly changing circumstance of COVID-19, and so, the majority of our cancer services went online. As a result, we were able to connect with, and help more people digitally than ever before, ensuring we were supporting cancer patients at a most difficult time while also refining and building on our vital services.

### **Award Winning Cancer Awareness Campaigns**

November 2020 was a humbling month for the team at the Foundation as they were named the winners of two major communications awards for our 2019 cancer awareness campaigns. The Foundation's Glam Up Your Bra breast cancer awareness campaign won the Public Health Initiative of the Year awards at the Irish Healthcare Awards and our lung cancer awareness campaign Making Moments Matter took home first place in the Communications Award category at the Pharma Industry awards.





### Triple Lock of Good Governance

For the fifth year in a row, the Marie Keating Foundation is one of a relatively small number of charities that have achieved the highest standards of governance including Charities Institute Ireland's Triple Lock of Good Governance. According to the Charities Institute of Ireland, "to actively demonstrate openness, transparency and integrity to its beneficiaries and donors, a charity should be operating to the Triple Lock standards - transparent reporting, good fundraising and governance"

### Hospital Room Refurbishment

In 2020, the Foundation fundraised in order to refurbish and redecorate a waiting room at Tallaght Hospital. The new room serves to ensure that family members visiting a loved one going through cancer treatment now have a comfortable and private setting to relax, and process the information they are presented with when it comes to their loved ones' care. On good days and bad days, this room serves as a safe haven and is something the Keating Family wish they had when their mother was originally diagnosed and going through her treatment. This is a special resource we are incredibly proud to be able to provide to lighten the load for families affected by cancer.



### Growth in Income

Despite the global COVID-19 pandemic, and not being permitted to run any of our traditional fundraising events, while the Foundation initially forecast a drop in annual income of up to 40%, in the end our agile team were able to adapt quickly to online and digital fundraising and to take advantage of the fantastic opportunity that the Concert4Cancer presented us. Instead, we were able to grow our total income by 27% to a total of €1,967,801 which meant that we are now able to continue to support the cancer community at every step.

# Community Information Services 2020

## Community & Mobile Unit Information Services

The Marie Keating Foundation's Community Information Services is a cornerstone of the work we do throughout Ireland. These services help to raise awareness of all the common cancers affecting men and women in Ireland and promote the healthy lifestyle choices that reduce the risk of cancer.

In 2020, the Marie Keating Foundation started off our Community Information Services on a high note visiting 32 communities across Ireland until the middle of March. Once COVID-19 restrictions were put in place, it became difficult for us to promote and carry out this service.

As the pandemic continued, we were able to put safety measures in place to ensure that our mobile units were not only safe for those stepping on board, but for our experienced community and oncology nurses who carry out this vital service.

Amidst a very difficult year, the Foundation was still able to visit over 177 workplaces and community establishments to conduct our general health, cancer prevention and awareness programmes for over 13,435 individuals. We continued to have a key focus on underserved groups and ran a number of workshops with traveller and immigrant communities facilitated by the Social Inclusion groups.

The ultimate goal of these information services is to educate people on how to make informed lifestyle and health choices in their every day life that can lower their cancer risk, while increasing awareness of cancer symptoms and screening programmes.

It is our hope that in 2021, our team of nurses will be able to resume their community nursing work to continue to provide a safe and private space for people to voice their concerns or questions about cancer.





### The Mobile Unit Visits provide:

- Healthy lifestyle advice and tips on how to reduce cancer risk
- Information and registration details on national screening programmes (BreastCheck; CervicalCheck or BowelScreen)
- Booklets and information leaflets about the signs and symptoms of all the common cancers
- Smoking cessation advice as well as general health checks through our Smokerlyzer® test and Health Education aids
- Oncology or community nurse available for one to one conversations about cancer

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



## Corporate Wellness Programme

As part of its Corporate Wellness Programme, the Marie Keating Foundation nurses regularly conduct workshops and presentations about cancer prevention and awareness in corporate workplaces across the country. Due to the COVID-19 pandemic which resulted in many workplaces closing their doors and requesting their staff to work from home, our Corporate Wellness service adapted speedily to on-line delivery.

In 2020, the Corporate Wellness service expanded to offer bespoke cancer prevention and awareness presentations through live and pre-recorded online webinars to ensure that no matter the workplace, people across Ireland had access to our life-saving information.

The Foundation's nurses lead by our Senior Oncology Nurse, Bernie Carter, presented seminars in over 69 workplaces and spoke to 5,110 employees about the importance of cancer awareness and early detection. Our team hosted workshops on a variety of topics, including workshops specific to each of the most common cancers (skin, breast, prostate, lung, bowel, cervical and mouth, head and neck cancer) as well as Your Health Your Choice workshops focused on healthy lifestyle choices to reduce cancer risk, Men's/Women's health workshops, and webinars on how to cope with cancer during COVID-19.

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 have just tuned into today’s zoom call. Yet more wonderful advice. Your passion is so evident, and I am so appreciative for people like yourself. Keep up the amazing work and once again very many thanks for supporting me last week when we chatted about our daughter who had the melanoma removed. Huge thanks.”

Patricia from Bank of Ireland





## Schools' Cancer Awareness Programme

Similarly, our Corporate Wellness Programme, the Marie Keating Foundation's Schools' Cancer Awareness Programme (CAP) was forced to adapt and change in 2020 due to the spread of COVID-19.

Providing bespoke in-person talks and webinars to students across Ireland, this programme aims to provide young people 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 how those living with cancer experience the world around them and how treatment affects a person both physically and mentally. This helps students to feel more comfortable and knowledgeable in situations involving cancer, enabling them to help and support others more effectively.

Students are provided with a safe environment both in school and online via our secure weblinks 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 2020, our nurses delivered CAP presentations at 54 schools and colleges across Ireland, sharing its life-saving message with over 2,832 students.



I found the MKF an excellent service and will definitely have them back. The presentation and how it was presented was excellent and all the group participants really enjoyed it. Marie the nurse who did the presentation was brilliant and gave a great service.”





# Cancer Awareness Campaigns

## How we connect with our community:

2020 was an immensely challenging year for every sector in Ireland, not just those in the charity space. Our strong connection with the cancer community of supporters and ambassadors was a huge factor in our survival. By keeping in touch with and updating our supporters, we have been able to increase our impact and engage with those interested in cancer awareness, prevention, and support like never before. These are just some of the ways the Foundation has remained connected while staying apart:

## Social Media:

Social media has been an important tool in not just promoting and raising awareness of our new, adapted digital services, but also in keeping our communities connected while we are apart. Over the course of 2020, our online communities grew allowing us to now reach over 45,000 people across our social media platforms. We make a point to post and engage with our audiences on a regular basis to ensure people across Ireland are given up-to-date information on how to prevent and detect cancer early, while also supporting those at every step of a cancer journey to cope and adjust to the road ahead.

## Monthly Newsletter:

Established in 2019 our monthly e-newsletter means we stay connected to our supporters and ambassadors and can keep them informed about what the Marie Keating Foundation is up to across our awareness campaigns, services and fundraising initiatives. During COVID-19, it has also become an important tool to inform our supporters about how we have used our voice to speak on behalf of our community to raise awareness of issues of importance including our support of patient advocate John Wall's campaign to increase automatic entitlement to a medical card for those facing a terminal cancer diagnosis.

## Awareness Campaigns:

Each year, with the help of our corporate partners, we are able to highlight the warning signs of some of Ireland's most common cancers including bowel, breast, skin, prostate and lung cancer in creative and engaging campaigns. In 2020, we were fortunate to have some exceptional partners help to amplify our message of cancer prevention and detection.

**Some examples of the campaigns executed by the Foundation in 2020 are:**





## LUNG CANCER NEEDS A GOOD LISTENER

Lung cancer will try to hide behind COVID-19 and Flu. Don't let it. Get that cough checked with your GP.

**THE BIG CHECKUP**  
LET'S CATCH LUNG CANCER OUT

**"We're standing up to prostate cancer and we are asking the men of Ireland to do the same."**

Al Folan, Don Hahin, Gerry O'Brien, Gerard Farrelly, PJ Gallagher  
Co-presenters

**STAND UP FOR YOUR PROSTATE**

If you're over 55, or 45 with a family history. Get your prostate checked.



Marie Keating Foundation

Metastatic Breast Cancer Awareness Day Webinar

10th October 2020




**Your health:  
Your choice**

**DON'T COOK YOURSELF**



Marie Keating FOUNDATION

## Breast Cancer Isn't Just Pink

No one person's experience of breast cancer is the same, so why would breast cancer be **just** pink? Share your colour and experience with us. [#notjustpink](#)

Marie Keating FOUNDATION



Marie Keating FOUNDATION



# Your Health, Your Choice



**Between 30-50% of cancer diagnoses can be prevented through lifestyle choices we make every day.**

**The Marie Keating Foundation's "Your Health Your Choice" campaign in 2020, focused on the importance of being aware of the steps that can be taken to reduce your cancer risk. This campaign has been the principal cancer prevention campaign of the Marie Keating Foundation since 2016 and has been a cornerstone of our cancer prevention messaging both in our community and corporate nursing services. Five key lifestyle areas are examined including:**

## **Diet and Nutrition:**

Maintaining a healthy diet and being aware of what you are eating is an important step in the journey towards maintaining good health and reducing cancer risk. Research shows that cancer such as breast and bowel cancer can be linked to being overweight. This is why it is essential to eat regularly from a balanced diet and give your body the nutrients it needs to stay healthy. By minimising your consumption of unhealthy fats, salt and sugar in your daily diet as well as making sure to get enough servings of fruit and vegetables, you can keep your body healthy all while reducing your risk of cancer.

## **Exercise and Physical Activity:**

Regular exercise is a vital step in the maintenance of overall health, both physical and mental. Just 30 minutes of physical activity a day can help to control body weight, boost the body's internal immune system and reduce your risk of cancer.

It is important to remember that "physical activity" doesn't always mean sports. Being active could include 30 minutes of vacuuming, going for a brisk walk or doing some bits in the garden. Anything that raises your heart rate and makes you slightly out of breath counts as moderate activity.

As a member of the new Irish Cancer Prevention Network, the Foundation encouraged people to once again take part in the annual local ParkRun in February to mark World Cancer Day 2020.

These events promoted the message of importance of physical activity and exercise as a contributor to the maintenance of a healthy body and the prevention of cancer.

## **Smoking Cessation:**

Smoking is responsible for up to 30% of cancer diagnoses across the globe, not just lung cancer. It is recommended that to reduce your risk of cancer, you do not smoke, and if you do, to quit immediately. The Your Health Your Choice Smoking pillar provides helpful information on how smoking impacts your overall health and cancer risk, while also providing insight and advice for those trying to quit. If you're struggling to quit there are resources available to help you. 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).

## **Limiting alcohol intake:**

Ireland is one of the leading nations worldwide for binge drinking culture. Binge drinking has been heavily related to the diagnosis of some of Ireland's most common cancers such as breast, liver, bowel and mouth, head and neck cancer. Recent findings suggest that when it comes to alcohol, less is best and none is better still. If you want to reduce your chances of developing cancer, reducing your alcohol consumption is essential. It is also important to note that recommended alcohol units per week are a suggestion, and not a target to be hit.

## **Being SunSmart**

Skin cancer is the most common cancer in Ireland, but it is also the most preventable form of cancer. By following the SunSmart code outlined in our Your Health Your Choice campaign, you can reduce your risk of skin cancer and enjoy time outdoors safely. By making SunSmart practices 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, as part of your daily routine, you are greatly reducing your risk of developing skin cancer. Additionally, being aware of what is normal for you when it comes to freckles and moles and seeking advice if you notice any changes is an integral step in the early detection of skin cancer.





## Diet and Weight

- An unhealthy diet is not only linked to increased cancer risk, but also to the increased chance of developing conditions like heart disease and type 2 diabetes.



## Smoking

- Smoking greatly contributes to cases of lung cancer, Ireland's leading cancer killer, with a survival rate of just 20%. This is because the symptoms of lung cancer are often ignored or confused with more common conditions like a cold and flu.



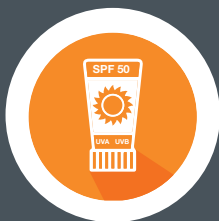
## Alcohol Consumption

- Each year in Ireland over 900 people are diagnosed with an alcohol related cancer and it is estimated that over 500 people die annually as a result.



## Physical Activity

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



## Sun Exposure

- Skin cancer is one of the most common, and most treatable forms of cancer when it is detected early. By being aware of your skin type, keeping a regular check on moles and freckles and speaking to your GP if you have any concerns, you can reduce your risk of skin cancer.





# Bowel Cancer Awareness



**Bowel or colorectal cancer is Ireland's third most common cancer, affecting both men and women**

**2020 was an increasingly difficult year in terms of the prevention and early detection of bowel cancer.**

Due to the spread of COVID-19, and in an effort to keep people safe, the National Screening Service suspended Bowelscreen appointments across Ireland in March. In response to this pause and the uncertainty around the capacity within our primary care system, we took the decision to delay our Bowel Cancer Awareness Campaign until August. Our campaign focussed on highlighting awareness of bowel cancer's common signs and symptoms and encouraging anyone with concerns to contact their GP without delay.

Kindly supported by Servier Laboratories Ireland, the Foundation was able to develop engaging social media assets, including three videos to encourage people to get to know the warning signs of bowel cancer. We also ran a targeted radio advertisement in six areas where bowel cancer incidence is highest.

Each year in Ireland, over 2,935 men and women in Ireland are diagnosed with bowel cancer, and through the updated and revamped bowel cancer pages on our website, [www.mariekeating.ie](http://www.mariekeating.ie), we were able to make the information linked to bowel cancer diagnosis, treatment and recovery more accessible than ever.

## **BowelScreen Resumption:**

The Marie Keating Foundation advocated and pushed for the resumption of screening services throughout the COVID-19 pandemic. We advocated for clarity on when these services could once again return safely. In July 2020, we welcomed the announcement that screening services would be reintroduced incrementally and once again encouraged people to take up the offer of a BowelScreen at home test kit, and the other screening services, when they became available.



## **Reach and Impact:**

**Reached through  
media**

**1,808,000**




## **Reach and Impact:**





**Reached through  
social media**

**134,822**



**Symptoms of Bowel Cancer**

 Marie Keating Foundation

-  Blood in the stool
-  Change to toilet habits
-  Unexplained weight loss
-  Pain in the abdomen

[www.mariekeating.ie](http://www.mariekeating.ie)

**Bowel Cancer Risk Factors**

 Marie Keating Foundation

-  Bowel cancer has been linked to diets high in sugar and low in fiber
-  A family history of bowel cancer increases your risk of developing the condition
-  Six in ten cases of bowel cancer are diagnosed in those over the age of 65

To learn more about how you can reduce your risk, visit [www.mariekeating.ie](http://www.mariekeating.ie)

 Marie Keating Foundation | *We are with you. Always.*

**Bowel Cancer**

Get to know the signs and symptoms

[Learn More](#)



**Bowel Cancer**

Symptoms

# Skin Cancer Awareness



**Each year in Ireland, over 13,000 people are diagnosed with some form of skin cancer. Skin cancer is one of the most preventable forms of cancer and when detected early, is very treatable.**

**To shed some light on what Ireland's most common cancer is, the Marie Keating Foundation, in partnership with Novartis and with thanks to Rothco, brought the "Don't Cook Yourself" campaign to life in August 2020.**

In a year when no one was able to get away for their usual summer holiday this campaign brought awareness to the fact that the Irish sun is just as dangerous and can do substantial damage to your skin if left unprotected.

Research by the NCRI shows that Ireland is the third highest country in Europe for melanoma skin cancer deaths. This is a startling figure and in response to this, the Foundation urged people across Ireland to enjoy time outdoors without putting their skin at risk.

Celebrity chef and author Donal Skehan came on board as the spokesperson for this campaign, encouraging the people of Ireland to protect their skin while in the garden barbeque this summer. By using "BBQ for Life Cream", which was a BBQ sauce bottle filled with sunscreen with a good UV rating and 30+ SPF, Donal and his cooking assistant urged people to ensure they weren't cooking their skin under the Irish sun while out BBQ-ing in the summer and were applying sunscreen fifteen minutes before going outdoors and to apply it regularly throughout the day. This messaging was echoed in our cooking times video series which ran across social media.

The cooking times displayed onscreen showed that it took just 25 minutes to cook chicken wings, 30 minutes to chargrill corn and under 15 to do irreparable damage to your unprotected skin.

In partnership with La Roche Posay, the Foundation were able to run a SunSmart hamper give-away competition, affording people the opportunity to win a hamper full of SunSmart goodies including sunscreen to protect their skin and reduce their risk of skin cancer.

## **SunSmart Awareness**

Throughout the summer months, the Marie Keating Foundation's social media channels were full of posts urging people to make being SunSmart a part of their daily routine. In July, as part of our role on the Skin Cancer Action Group, the Foundation marked UV awareness month by educating people about how to understand the UV index and how to best protect their skin each day. We also focussed on messaging aimed at increasing awareness of skin cancer amongst outdoor workers.



**Being SunSmart is a simple process.  
All you have to do is follow the 5 S's.**



- **Slip** on sun protective clothing that cover as much of your body exposed to the sun as possible



- **Slop** on sunscreen with a factor 30+ and good UV protection at least 20 minutes before going outdoors. Reapply every two hours when outdoors or more often if perspiring or swimming.



- **Slap** on a broad-brimmed hat that shades your face, neck, and ears



- **Seek** shade.



- **Slide** on sunglasses.



**People Reached:**

Social Media

**1,133,024**



**People Reached:**

Media Reach

**2,940, 480**



# Prostate Cancer Awareness



**Research shows that one in eight men will be diagnosed with prostate cancer at some point in their lives. The good news is, that when detected early prostate cancer has a 93% survival rate**

**Building on the success of the 2019 campaign, the Marie Keating Foundation once again marked Blue September by raising awareness of prostate cancer in their Stand Up For Your Prostate campaign, kindly supported by Astellas.**

This year, five Irish based comedians came on board as ambassadors for the campaign to amplify the message of open conversation, early detection, and better awareness of prostate cancer in Ireland. Through their campaign videos and social promotion, comedians Des Bishop, PJ Gallagher, Al Foran, Danny O'Brien and Gearoid Farrelly helped to start a conversation amongst men during the month of September.

The main objective of this campaign was to encourage men over the age of 50, or 45 with a family history of prostate cancer, to speak to their GP about PSA testing. This simple blood test could help to save a life and as prostate cancer is so treatable, early detection is key.

Men were once again prompted to Watch, Talk and Act for their health by watching out for the early signs of prostate cancer, speaking to the other men in their lives about their health and acting by going to see their GP if they have any concerns.

The Stand Up For Your Prostate, "Little Blue Man" pin was once again adopted by the wider community to show their support for those men living with or beyond a prostate cancer diagnosis. The pins were worn far and wide and were particularly visible amongst the political community in Ireland, championed by 2019's campaign ambassador TD Neale Richmond.

The Stand Up For Your Prostate landing pages were refreshed and are a fantastic resource all year round to help to support and give information on Ireland's fourth most common cancer amongst men.



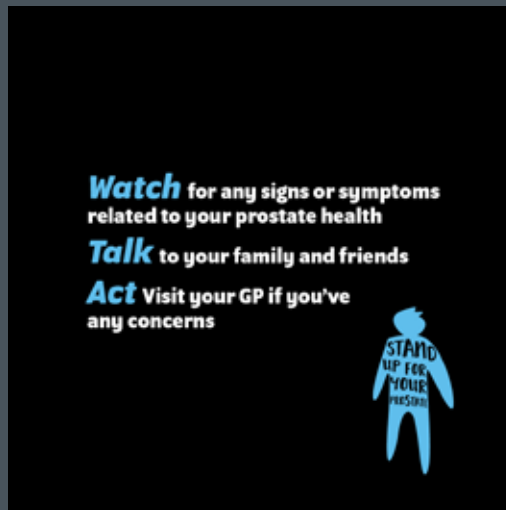
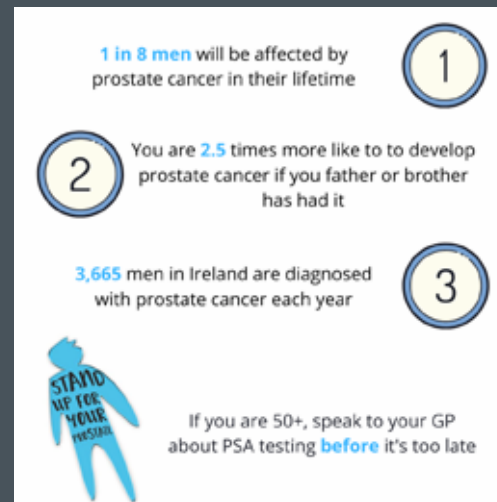
**Reach:**

**Social Media  
490,828**



**Reach:**

**Media Reach  
10,693,022**





# Breast Cancer Awareness



**One in ten women will be diagnosed with breast cancer in their lifetime. Marie Keating was one of those women.**

October is a very special time for us here at the Foundation. Having lost their mother Marie to breast cancer in 1998, the Keating family set up the Marie Keating Foundation to ensure that families across Ireland had the information they need to detect cancer at its earliest stages.

For Breast Cancer Awareness Month 2020, the Foundation wanted to create a space where women with all experiences of breast cancer had the space and the time to share their unique experience of living with or beyond breast cancer.

While pink is the colour synonymous with breast cancer around the world, from our 23 years supporting women with breast cancer we know that many women do not identify with the “pinkness” of the month and can sometimes feel alienated by it, as it doesn’t reflect their reality. We wanted to create a campaign that did. The ‘Breast Cancer Isn’t Just Pink’ campaign, kindly supported by Roche, featured four incredible women, Liz, Mary, Siobhan and Lorraine who all shared their breast cancer journeys and what colour breast cancer meant to them.

Through their campaign videos, these incredible ladies shared the reality of what it is like to be diagnosed and live with breast cancer, while acknowledging that every journey is unique. Each colour put forward had a personal connection to each of the lady’s experiences, representing both the good times, and the hard times.

Tragically, during the filming of this campaign, one of our ambassadors Deirdre Kelleher Dowling sadly passed away. Deirdre was living with metastatic breast cancer and was a valued member of our Positive Living support group. To fulfil her final wish, Des, Deirdre’s husband, shared Deirdre’s story in a campaign video which was included in our #NotJustPink campaign. She leaves behind a husband, two daughters and many friends, including those of us who work at the Foundation, who will miss her dearly. May she Rest in Peace.



**Reach:**

**Social Media**

**93,062**



**Reach:**

**Media**

**1,815,330**

# Breast Cancer isn't Just Pink

## How to do a self-check

- Check your breasts on the same date once a month
- Look for changes like puckering, redness or changes to your nipples
- Feel for changes by feeling your breast in circular clockwise motions moving towards the centre
- Check under your arm for changes/lumps
- Speak to your GP without delay if you notice any changes in your body



### LOSS & LOVE PURPLE

Liz 12-03-19



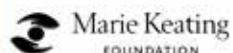
### SNOWSTORM WHITE

Siobhan 18-12-15



### ALARM BELL RED

Lorraine 17-09-19



### FOREVER SEA BLUE

Mary 28-03-15



# Lung Cancer Awareness



**Lung cancer is the fourth most common cancer in Ireland affecting over 2,749 men and women in Ireland each year. Due to low symptom awareness and a stigma associated with it, survival rates remain low at just 20%**

**Lung cancer has one of the lowest survival rates of all the common cancers, as it is often detected too late.**

2020's The Big Check Up Campaign, sponsored by Bristol-Myers Squibb, MSD and Roche encouraged people across Ireland to Check Up with family and friends while they were checking in online to help raise awareness of the early signs and symptoms of lung cancer.

For this campaign, we were able to officially launch the world's first cough checker phone-line to help catch lung cancer out and encourage the public to call their GP if they have concerns. We asked people not to let "could be lung cancer" hide behind COVID-19 and the flu this coughing season as this could lead to further cases of late-stage diagnosis. The Foundation teamed up with Maia Dunphy to call on the people of Ireland to catch out lung cancer and dial 1800-COUGHES (1800-268447) if they were concerned.

To help maximise the campaign's reach and get people from all walks of life engaged with the idea of checking up on those in their lives, we were able to recruit some fantastic ambassadors like Tanaiste Leo Varadkar, TD Neale Richmond, broadcaster Mark Cagney and his daughter Mary, as well as Gogglebox stars The Tully Twins to jump on a Zoom call and check in on each other. In each of their Zoom calls, the pairs helped to shed light on the differences between signs of COVID-19, the flu and "could be lung cancer" while also having some fun in the process.



**Reach:**

**Social Media**

**345,049**

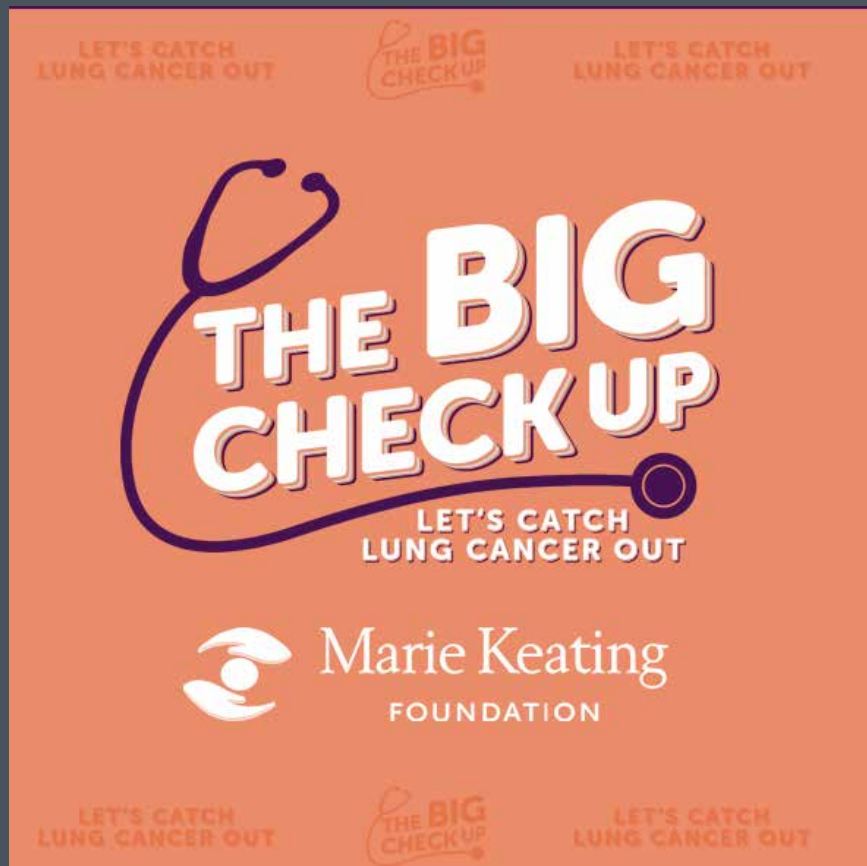


**Reach:**

**Media**

**4,141,501**





# Awareness Days

Some of the days we specifically marked in 2020 highlighting important cancer awareness messaging



## Men's Health Week

In June 2020, the Marie Keating Foundation encouraged men nationwide to open up about their health and to reduce their risk of developing cancer in the future through lifestyle changes. As a part of the Men's Health Forum Ireland, the Foundation engaged with the social media campaign, encouraging men to get active, cut down on the amount of alcohol they were consuming, speak more openly about their mental health and to speak to their GP if they had any concerns. Throughout the week, the Foundation shared images and videos across their three social media channels and engaged with commentors encouraging greater awareness of men's health issues in Ireland.



## HPV Awareness Week

During HPV Awareness week, the topic of Cancer Awareness and Prevention was acknowledged on the Marie Keating Foundation's social media accounts. The Foundation shared information about the importance of cervical cancer awareness, cervical cancer screening and information and advice about HPV and its lifesaving vaccine during Immunisation Week, Cervical Cancer Prevention week and Gynaecological Cancer Awareness Week.

As well as actively promoting the awareness and prevention of Cervical Cancer online, the Foundation remained active in the 221+ group, working to provide comfort, advice and compensation for the women and families affected by the Cervical Screening debacle, alongside members affected such as Vicky Phelan, Stephen Teap, Lorraine Walshe.



### Lung Cancer Awareness Day

To mark the beginning of Lung Cancer Awareness Month, we promoted public awareness for the early signs and symptoms of Ireland's most deadly cancer by encouraging people to visit our website, get to know the signs and symptoms of lung cancer, and speak to their GP if they had any concerns.



### World No Tobacco Day

On the 30th May 2020, across our social media channels, we shared the facts about how smoking tobacco can drastically increase your chance of developing cancer. Smoking accounts for 30% of cancers diagnosed worldwide, so on the 30th, we encouraged people to not smoke, and if they did to quit. We also signposted to helpful information on how to quit and the free QUIT textline at [mariekeating.ie](https://mariekeating.ie)





# Cancer Support & Survivorship Services

## Letter From Lucy

Many thanks for the Comfort Fund which I received.

It was the kindest thing that particular week as monthly Creche fees were looming and as I'm not working at the moment. It took the financial strain and stress from my family.

Thank you so much to you and all the team and the Marie Keating Foundation your endless work and support is so much appreciated.

**Many thanks**

**Lucy**

# Comfort Fund

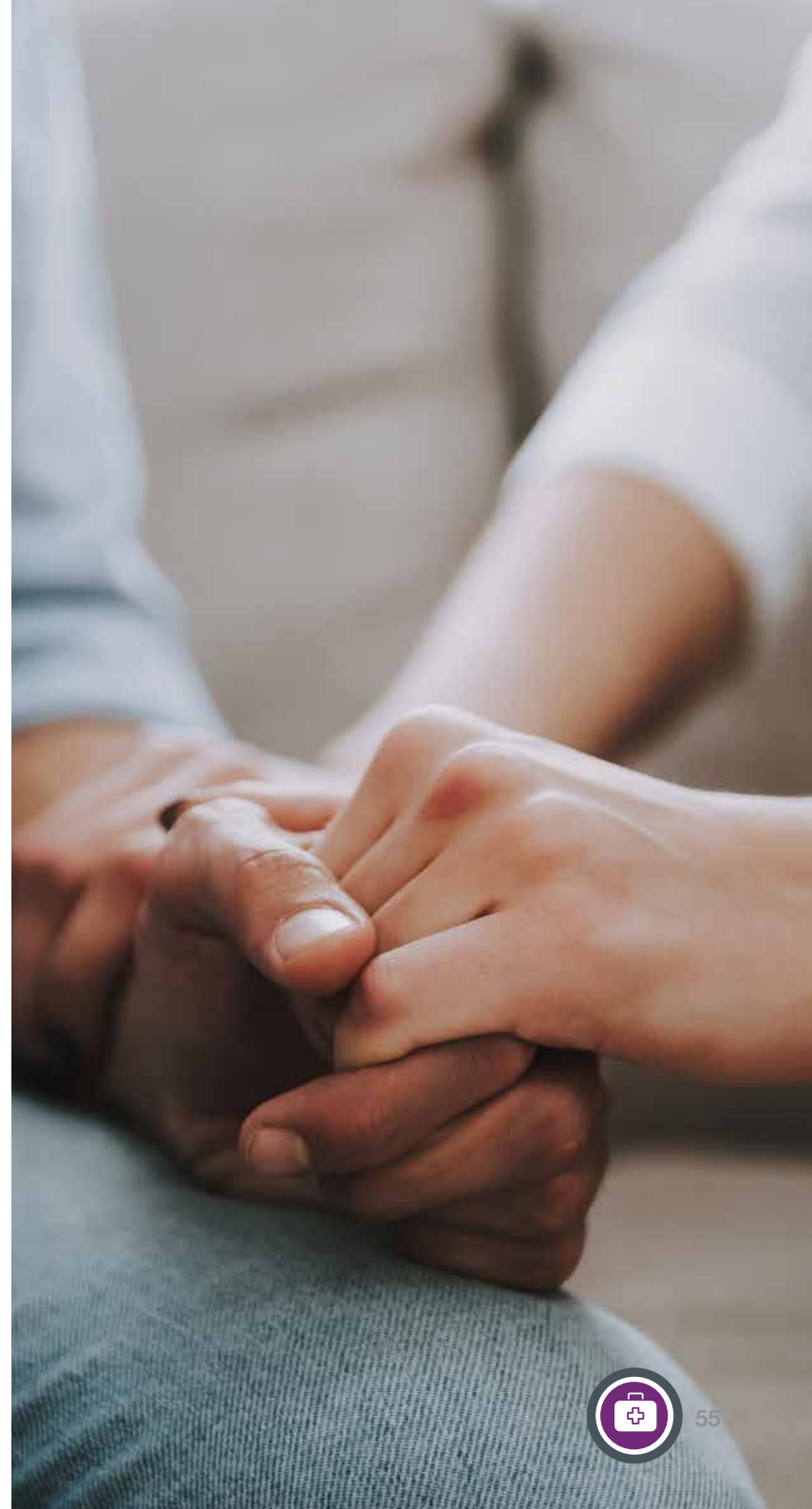
The Marie Keating Foundation's Comfort Fund is designed to provide assistance to those who find themselves in financial difficulty as a result of a cancer diagnosis. When the pandemic hit in early 2020 the Marie Keating Foundation had to make the extremely difficult decision to suspend the Comfort Fund due to the immediate and devastating impact on its income. However, with huge effort from the team and the overwhelming generosity of the Irish public, we were delighted to reinstate the Comfort Fund grant in time for Christmas and streamline its process to ensure we can support those most in need in a more meaningful way.

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 we can. Expenses such as 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 struggling financially during an already worrying period when they should be focussed on their health and treatment.

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 hugely.

Each year, the Marie Keating Foundation allocates a specific budget, which is entirely fundraised, to help provide those undergoing cancer treatments with a one-off grant to help ease 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 screened and processed by our nursing team to ensure that Comfort Fund grants are given out to those patients who are most in need.

In 2020, the Comfort Fund grant received 141 applications for assistance. However, even with a limited budget and increasingly challenging circumstances, the Marie Keating Foundation was able to provide financial assistance to over 141 families across Ireland. Thanks to revised application criteria and our new on-line process, it is hoped that the average amount awarded to applicants will increase ensuring those most in need receive a more substantial Comfort Fund grant that truly makes a difference.



# BRCA Support Group

Launched at the 2019 BRCA Conference in the Clayton Hotel, the work done through the Foundation's BRCA Peer To Peer support services has only gone from strength to strength. In 2020, the team at the Marie Keating Foundation received 38 BRCA queries from men and women across Ireland, seeking advice, information and support to help them on their BRCA journey.

This BRCA service is delivered by our specialised nursing team and our seven trained BRCA peer-to-peer volunteers help give BRCA positive people the information they need from experts or peers that will understand. Our peer-to-peer service is made up of BRCA positive volunteers who have learned to navigate their diagnosis and want to help others on a similar path.

Testing positive for a BRCA gene mutation can be a confusing and lonely time for people. So, to help cater for this need, and as a result of feedback received from the BRCA webinar in April, the Foundation team established the BRCA Online Support Group Meetings. These meetings, facilitated by a Marie Keating Foundation nurse and a Peer To Peer supporter provide a safe space for those on a BRCA journey to work through the details of their diagnosis while also receiving the support and information they need from their peers, and from guest speakers.

To learn more about the service we provide to those affected by BRCA, visit [www.mariekeating.ie](http://www.mariekeating.ie)

“ Just a note to thank you again for taking the time and for facilitating today's meeting, particularly during this busy COVID time. It is lovely to be invited and very much appreciated to see other women working through the same diagnosis I am.”

**Tina O'Sullivan,**  
**Support Group Member**





# BRCA Webinar

On 24th April 2020, the Marie Keating Foundation hosted its third BRCA conference – the first ever to be hosted on-line as a webinar, aiming to give information and support to men and women who are carriers of the BRCA gene mutations.

When someone tests positive for a BRCA 1 and BRCA 2 gene mutation, their life, and the lives of their families change forever. This genetic condition passed down from parent to child affects the body's capability to suppress tumours and so leaves the BRCA positive person at an increased risk of developing cancer in their lifetime.

BRCA positive people are more susceptible to developing certain cancer types due to their genetic mutation. These cancers can include some of the top five most common and/or most deadly cancers including breast, ovarian, prostate, colorectal, uterus, stomach, melanoma, pancreatic cancer, etc.

For Ireland's first ever virtual BRCA conference, renowned Consultant Clinical Geneticist at the Royal Marsden Dr Terri McVeigh, Breast Oncoplastic Surgeon Dr Reem Salman, Professor Killian Walsh Consultant Urologist, GP Dr Deirdre Forde and genetic counsellors Eoin Hanney and Claire Giffney all gathered to share their expertise on what it is to live with BRCA in Ireland. 69 attendees registered for the day and the webinar was recorded and shared on the Foundation's website afterwards extending its reach. The webinar, supported by Astra Zeneca and MSD delved into a number of different topics and issues including personalised medicines, BRCA from a urologist's perspective, how BRCA affects men and managing menopause as well as a panel Q&A.

While logistically different, this webinar built on the success of the 2019 and 2018 BRCA conferences and once again served as an important resource to bring together carriers, patients, experts, and support organisations to provide support for this particular community during a difficult time.

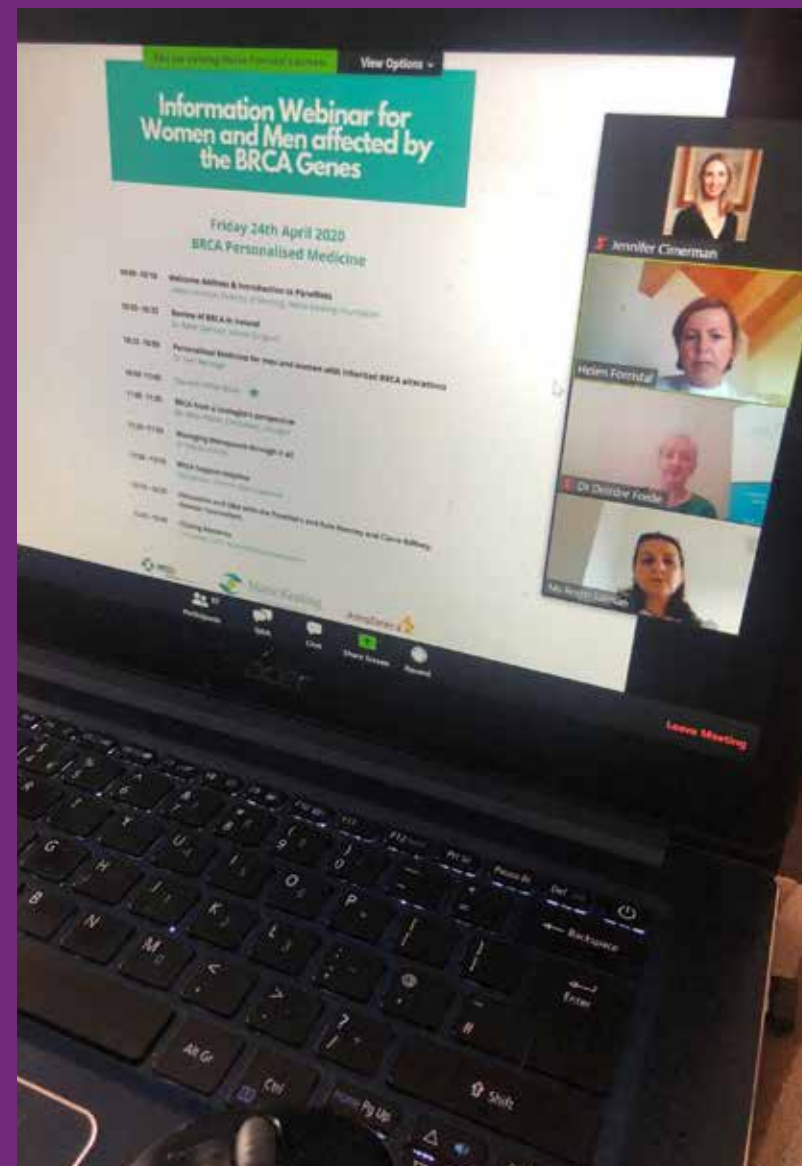
“ Learning to live with the knowledge that you have an increased risk of cancer due to a BRCA mutation can be a heavy burden to bear. At a time when we are apart from families and each other, it is even more important that support is there for those who need it. It is vital that the Marie Keating Foundation BRCA webinar goes ahead because feelings of worry, frustration, fear and anger won't simply disappear at this time. It is important that individuals and families affected by a BRCA mutation know they are not alone.”

Abi Jackson

# Information Webinar for Women and Men affected by the BRCA Genes

Friday 24th April 2020  
BRCA Personalised Medicine

- 10:00 -10:10** **Welcome Address & Introduction to Panellists**  
Helen Forristal, Director of Nursing, Marie Keating Foundation
- 10:10 -10:25** **Review of BRCA in Ireland**  
Dr Reem Salman, Breast Surgeon
- 10:25 -10:50** **Personalised Medicine for men and women with inherited BRCA alterations**  
Dr Terri McVeigh
- 10:50 -11:00** **Tea and Coffee Break** ☕
- 11:00 -11:25** **BRCA from a Urologist's perspective**  
Mr Killian Walsh, Consultant Urologist
- 11:25 -11:50** **Managing Menopause through it all**  
Dr Deirdre Forde
- 11:50 -12:10** **BRCA Support Helpline**  
Abi Jackson, Peer to Peer supporter
- 12:10 -12:25** **Discussion and Q&A with the Panelist's and Eoin Hanney and Claire Giffney, Genetic Counsellors.**
- 12:25 -12:30** **Closing Remarks**  
Liz Yeates, CEO, Marie Keating Foundation





# Virtual Support Hub

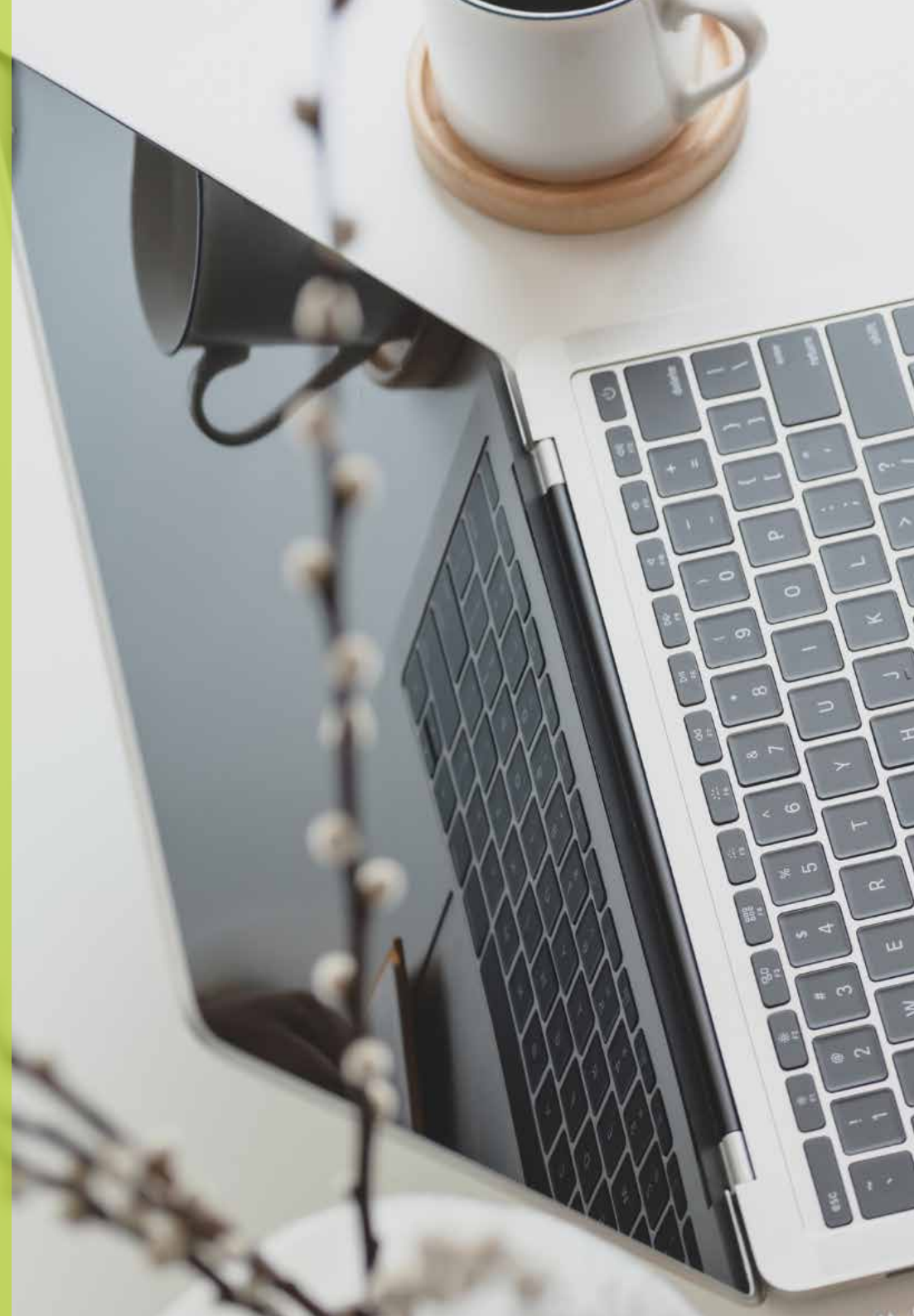
**During an unprecedented time of isolation, the Marie Keating Foundation provided a collection of virtual support and information resources for those at every stage of their cancer journey, through their creation of their Virtual Support Hub.**

As more and more support services were transitioned to an online format, and cancer patients and survivors sought information on how to adapt to what has become our new normal, we created a one stop shop for all things digital with our Virtual Support Hub.

Over the twelve-month period, the Foundation created some invaluable video and webinar resources. Our Cancer and COVID-19 Wellness Webinar series provided information and presentations by expert speakers on issues facing those affected by cancer, such as managing emotions, the importance of sleep, how to stay healthy at home and much more. Other online resources were also showcased including our Caring for the Carers webinar series and our BRCA conference.

Here we also showcased our collaborative work with organisations like Look Good, Feel Better Ireland, and gave people access to our recorded Lunchtime Lives, designed to help men and women undergoing cancer treatment to feel comfortable and confident in their own skin.

Our Virtual Support Hub also signposts to resources that can be helpful to those on a cancer journey, as well as those close to them. Online support groups, mindfulness exercises and how to cope with cancer while living through a global pandemic are all covered.





## Survivorship Services

“ I’ve found me again through the Survive and Thrive. I was so lost when I started the course, I refused to talk about my diagnosis and what had happened and that was eating me up inside. I just didn’t want to cause you anymore hurt than I already had but by talking to others I’ve been able to process it all.”

Michelle,  
Survive&Thrive participant



# Survive and Thrive Programme

2020 was a record year for the Marie Keating Foundation's free six week Survive and Thrive programme. Established in 2014, these free survivorship workshops were designed to provide cancer survivors with the tools and community they need to adapt to life after cancer treatment ends.

Acknowledging that a cancer journey does not end when treatment does, these weekly workshops, facilitated by a Marie Keating Foundation nurse and trained cancer survivor, provide attendees with expert advice on how to self-manage the lasting side-effects of treatment that survivors often face, such as:

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

The first of 2020's four Survive and Thrive programmes began as a face-to-face meeting with 18 participants, but due to the spread of COVID-19, the Foundation transitioned the remainder of these six-week sessions to an online format, allowing people to dial in, and take part in these workshops remotely via webinar.

As the year progressed and the cases of COVID-19 began to climb, the Foundation was able to continue to provide this service virtually, and ran four 6-week programmes throughout the year helping over 51 cancer survivors across Ireland come to terms with life post cancer.

Over the last nine months, we have seen a surge in demand for this service as we witnessed a 24% increase in those signing up for the programme.

The Marie Keating Foundation recognises and embraces that each survivor's cancer journey is unique, and everyone responds differently to the completion of treatment, and as the traditional in-person service transitioned to a virtual support network of survivors across the country, this fact became even more evident.

During an increasingly difficult year where cancer patients across the country experienced an unprecedented period of isolation and anxiety, the Survive and Thrive programme created a space for cancer survivors to work through their emotions, and tackle some of the challenges they encountered all while receiving expert advice from a medical professional and a survivor who has learned to navigate their own path to recovery.



Support



# Surviveandthrive.ie

**In Ireland today, we have over 200,000 people from across the country that have come out the other side of cancer treatment. Despite this large number, the resources available to guide survivors through their transition from active treatment to life after cancer are extremely limited.**

To help bridge this gap, the Marie Keating Foundation's cancer survivor repository, surviveandthrive.ie was launched in 2019.

The sister-site run in tandem with the Marie Keating Foundation's website provides information, advice and support resources to those living with or beyond cancer.

Acknowledging that it is not just the person receiving cancer treatment who needs support, this website is all inclusive, sharing resources and outlets for family members and carers alike.

At surviveandthrive.ie survivors can also find helpful information on how to manage side effects often faced by those who have finished treatment; details of resources and support centres available around the country which survivors can avail of as well as patient and survivor's stories.



# Positive Living

**An advanced or metastatic cancer diagnosis can be a difficult path to navigate for those diagnosed and their families. The Marie Keating Foundation's Positive Living support group is here to ensure that no one walks that path alone.**

A metastatic cancer diagnosis, which means that cancer has spread from its original source to other areas of the body, can be extremely isolating, particularly during a pandemic when cocooning measures are put in place and movement is restricted for those most vulnerable.

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. Due to the spread of COVID-19, the need for this service was stretched like never before, as we saw a 68% increase in applications to be a part of our support network. In response to this need, these monthly, in-person meetings transitioned to bi-monthly, online meetings where our members, both existing and new, could share their experiences, frustrations and hopes via Zoom from the safety of their homes.

Sponsored by partners Pfizer and Takeda, Positive Living is a free support programme facilitated by the Foundation'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, as well as an active Whatsapp group for daily sharing and reassurance. 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, find comfort in a community of their peers and to live well with a metastatic cancer diagnosis.

In 2020, the Foundation held 19 meetings supporting over 80 cancer patients throughout the year.

“ Cancer is a time when you need support networks and I found the Positive Living group run by the Marie Keating Foundation to be invaluable. It’s a monthly peer to peer support group that uplifts my spirit and helps calm me down and offers great friendships.

Thankfully we have managed to continue to meet with the help of technology. It is so lovely to hear everyone’s voice and see each other and continue to receive the support we all so badly need at this time.

**Aine Murphy**  
**Positive Living Group Member**





# Fundraising in 2020

## Linda's Letter

Just when we thought Ireland was getting back on it's feet again after yet another awful recession, we were hit by the COVID-19 pandemic.



Between March and June of 2020, I was on a roller coaster of emotions, not knowing if this was the end of the Marie Keating Foundation. I prayed to God for acceptance of whatever was going to happen, as we rely so very heavily on fundraising events, I really did think it was the end for us.

Well thankfully that was not the case and now the Marie Keating Foundation is stronger than ever before. That is with thanks to everybody who supported us during this time, thank you all so much from the bottom of my heart and also our amazing team of nurses and office staff who did an outstanding job adjusting how we provide our services and transitioning them to online.

As the need for our services increased so too did the need for funding and I can only say how humbled I was by the outreach of generosity from the people of Ireland to the Marie Keating Foundation and for that I am truly grateful. Our fundraising all went virtual this year. Our events scaled from “Give your Coffee for Cancer” internal coffee mornings to our Virtual Breast Cancer Run sponsored by Pigsback, to personal donations to the amazing Concert4Cancer and everything in between.

Concert4Cancer gave the Marie Keating Foundation an opportunity to raise much needed funds while also giving us the opportunity to show the people of Ireland and beyond the scope of the work that such a small but dynamic team can achieve. If you haven’t already guessed it as a Keating family member, I am overwhelmingly SO very proud of everybody who works for and is associated with the Foundation, from our CEO, to our Nursing team, to our Communications team, our Accounts team to our voluntary Board of Directors, who have governed and guided us through the toughest time of our existence.

As a nation, the Irish people have shown the breadth of their ability to cope with what is thrown at them and their ability to continue to support charities that are close to their hearts and we at the Marie Keating Foundation are so grateful for your support.

You supported us when we needed it most and in so doing you gave us the ability to continue to be there to support people and their families at every step of their cancer journey.

Whether you know it or not this little country of ours is an amazing place to live in and we are so lucky to be living here. Please do know that if you or somebody you know on a cancer journey needs us, do know that we are here to do all we can to help and support you and your family.

God bless,



**Linda Keating**

# Fundraising 2020

2020 was a year like no other for the Marie Keating Foundation, especially when it came to fundraising. Over the course of 12 months, the COVID-19 pandemic forced us to change and adapt our fundraising model in order to continue to support those at every step of a cancer journey. Here is how we did it:

**Events:** This past year, despite a global pandemic we were able to host a fantastic 8 fundraising initiatives, both in person and online.

**Amount Raised:** Through hard work, determination, and the immense generosity of the public, we were able to raise €163,748 through our online fundraising events & initiatives which represented a decrease of 63% compared with 2019.

## Fundraising Initiatives

As a charity which receives very little government funding, 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 cancer information and support services. In 2020, this became even more challenging as all of our traditional fundraisers that help support our services and campaigns through the year had to be cancelled due to the COVID-19 pandemic. Even through this challenging time, it was our privilege to work with and be supported by so many of our corporate partners and by the public.

We are also very grateful to all those groups who organised their own fundraising events on behalf of MKF through online and digital fundraising. Together, we raised an astounding total of €1,967,801, for the Marie Keating Foundation in 2020.

## Corporate Partners

We were so fortunate that almost without exception our longstanding corporate partners continued to support the Marie Keating Foundation during COVID-19 and enabled us to keep our core services going for vulnerable cancer patients. Over the past number of years, the Foundation has forged a number of key strategic partnerships with a number of companies from the pharmaceutical sector including Astellas, AstraZeneca, Bristol Meyer Squibb, MSD, Novartis, Pfizer, Roche, Servier, Takeda who sponsored our cancer awareness campaigns and support programmes during 2020. In addition, our key partners from the retail sector stood by us to support our fundraising initiatives including Marks & Spencer, Pigsback.com, Harvey Norman and the Grafton Barber.

- **Amount Raised through corporate sponsorship: €804,384**
- **Number of key corporate partners: 23**





### Catherine Lawlor School of Art Valentine Ball:

In February of 2020, the Foundation hosted its first, and last in-person fundraising event for the year. Working in tandem with the Catherine Lawlor School of Art, on the 15th of February the Foundation hosted the Catherine Lawlor School of Art Exhibition and Valentine Ball in the Ballsbridge Hotel. Over 400 people attended on the night with a fantastic €34,021 raised to help support the Foundation's vital services.

- **Amount Raised: €34,021**
- **Number of Participants: 400**



### Give Your Coffee for Cancer:

As everyone adjusted to life in lockdown and established their working from home routine, the Foundation ran the "Give Your Coffee for Cancer" campaign to encourage people to donate the price of their morning coffee or petrol from their commute to help support those on a cancer journey during an extremely difficult period. This initiative was run during the month of April with over 38 companies and individuals hosting their own Virtual Coffee Morning to raise €4,425 for the Foundation and help create awareness for the Foundation's cancer prevention and support services.

- **Amount Raised: €4,425**
- **Number of participants: 38 companies**



### Pigsback Virtual Run:

In the interest of public safety, the annual Pigsback 5/10K Run event was transitioned to a virtual challenge and was more successful than ever. Over 869 people from all around the country registered on-line to run, walk or jog 5 or 10 km in their local area to show their support and raise funds to help to continue to be there for people at every step of their cancer journey. €22,980 was raised through signups alone and we are incredibly thankful to all those who took part. Allowing people from all over the country to get involved, this virtual run is a challenge we hope to continue in the years to come.

- **Amount Raised: €22,980**
- **Number of Participants: 869 people**



## Individual Giving

One of the principal objectives in the Foundation's three-year strategic plan was to identify new Fundraising channels and ensure a more sustainable model moving forward. The risk of the Foundation's over reliance on events and community-based fundraising was identified by the Board, but this was really emphasised when the COVID-19 forced the cancellation of all of our events.

In 2019 the Foundation started in this journey with its first direct response fundraising campaign, timed for Christmas 2019. This email, direct mail, insert and social media campaign established our overarching proposition – Every Step, which underpins all of our brand and fundraising communications.

In 2020 this was followed with three email and digital campaigns: COVID-19 Crisis Appeal, Concert4Cancer campaign (see full Concert4Cancer section) and Christmas Campaign 2020.

The Board approved investment in a new five-year fundraising strategy in Q4 2020 which would build on this initial work started and create a more sustainable funding model for the Foundation and its services into the future.



## COVID-19 Crisis Appeal

In March 2020, the Foundation put out a Crisis Appeal online to the people of Ireland to help support our vital and cancer services. Faced with the immediate cancellation of all of our traditional fundraising events on which we rely so heavily, the Foundation asked those who could, to consider making a donation to help us fund our cancer prevention, awareness and support services.

During this unprecedented time of hardship, the Foundation's resources were stretched like never before as those living with or beyond cancer desperately sought out resources to carry them through lockdown and the further restrictions. Thanks to the generosity of the Irish public, over €36,835 was raised and our services continued to be available for those who needed them most.

• **Amount Raised: €36,835**



## Christmas Appeal

Towards the end of a very difficult year, the Foundation once again asked for the support of the people of Ireland to help carry through their mission to "make cancer less frightening by enlightening" into a new year.

Through an email and Facebook appeal, the Foundation shared the incredible work we have been able to do for people on a cancer journey and their families. Funds raised from the Christmas appeal totalled to €8,585 from just over 172 donations generously given in aid of the Foundation. The average gift donated was €50 and these funds will go towards supporting the Foundation's survivorship services for the year to come.

- **Amount Raised: €8,585**
- **Number of Donors: 172**
- **Average donation: €50**





# Concert4Cancer

**The Foundation's biggest and most spectacular fundraiser to date, Concert4Cancer started off as a simple idea by the Mount Sion Choir.**

Due to the spread of COVID-19, the Mount Sion Choir were forced to cancel their trip to sing at Carnegie Hall in New York City. However, it did not take long for this bunch of talented young people, and their Choir Director to brush themselves off and look into their community to see where they could help.

At a Give Your Coffee For Cancer virtual coffee morning organised by patient advocate John Wall, the choir offered to organise a live-stream of a few songs in aid of the Marie Keating Foundation. Before long, the hard work of the choir members, their Choir Director and the incredible committee that rallied their support behind the cause brought in some amazing artists from across the UK and Ireland, the concept of the Concert4Cancer became a reality, with the help of Virgin Media Television.

On Friday the 28th August, with the help of the Concert Committee, the team at the Marie Keating Foundation and our sponsors Permanent TSB, the Concert4Cancer extravaganza was broadcast on Virgin Media One to over 224,000 homes in Ireland.

A stellar line-up of musical talent donated their time and energy to help make the night a success.



Stars like Ronan Keating, Gary Barlow, Kylie Minogue, Kodaline, The Coronas and many more all contributed a song, either in person or via Zoom, to encourage people to donate what they could to help support the Foundation's vital services. Long-time ambassador of the Foundation and Virgin Media presenter, Anna Daly presented the concert and our Patron Ronan Keating both performed and helped introduce and end the concert with Anna.

The internationally renowned Riverdance put on an exclusive 25-year anniversary special outside the stunning Slane Castle, showcasing dancers from across the globe.

As a result of collective efforts, the Concert4Cancer raised a total of €617,716 for the Marie Keating Foundation.

But the Concert was not just a fundraising event, it was also an invaluable opportunity to raise the profile of the Foundation and drive greater awareness of the breadth of our services and the impact of our work. We are so grateful to all of those patient ambassadors and advocates who told their stories on the night of how the Foundation has supported them and to our nurses who are at the heart of everything we do.

The Foundation would like to thank all of the musicians and people who worked behind the scenes to make this spectacular event come to life and to the 13,205 people that donated on the night – a heartfelt thank you. We look forward to continuing this new tradition in the future and bringing the power of music for an incredible cause to even more people in the years to come.



The Marie Keating Foundation has been hit hard by the cancellation of so many of their fundraising events but their team has never stopped working to ensure their services are supporting cancer patients and survivors many of whom are continuing to cocoon. I am so grateful to all of these amazing acts for giving so generously of their time and talent for this great cause and to everyone who is able to donate and does so, thank you from the bottom of my heart.”

**Ronan Keating**



**People reached:**  
25 million



**Social Media Reach:**  
705,300



**Total raised:**  
€617,716



**Corporate Sponsorship Contribution:**  
€115,000



**Total number of live views:**  
244,000



**Total Amount raised through phoneline and online:**  
€502,716



We are a community serving the community and our support of this event through the Permanent TSB Community Fund is a demonstration of that purpose in action. The impacts of Covid-19 have been challenging for the charity sector and the Concert4Cancer will go a long way in enabling the Marie Keating Foundation to continue to provide a critical service to the people of Ireland.”

**Leontia Fanning**  
Permanent TSB

# Corporate Partners

**In the midst of the most difficult year the Marie Keating Foundation has faced, it would not be possible for us to be where we are 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 23 corporate sponsors for 2020 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 Positive Living and Survive & Thrive programmes can offer support to people living with and beyond cancer and our team were able to continue to support those at every step of their cancer journey right through the COVID-19 pandemic.





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# Patrons and Ambassadors

Over the years, we have had 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. 2020 was no different. We are proud to be working with ambassadors from the world of entertainment, sport, TV, stage, politics and beyond, each year 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.



# Supporters

As a charitable organisation, the Foundation greatly depends on the generosity and selflessness of our tireless supporters both old and new, who support our efforts in the battle against cancer. In a year where all of our traditional fundraisers were cancelled to align with public health advice, this support was needed more than ever before.

# Volunteers

Without the hard work and commitment of our volunteers, it would not be possible to carry out our vital fundraising, awareness and support events that help us to continue 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.



# Strategic Plan 2020 – 2023

The Board of the Foundation undertook a complete review of the strategic direction of the Foundation 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 the Foundation can make a difference for as many people affected by cancer in Ireland as possible.

When in early 2020 the Marie Keating Foundation and its Board launched its Three Year Strategic Plan, no one could have predicted the year that would follow and how what was to come would impact the Foundation's plans for the future. Despite the challenge of the last 12 months with the ongoing impact of a global pandemic, the Marie Keating Foundation has made progress in its ambitions to grow and develop as an organisation and its primary support and survivorship services for cancer patients in Ireland.

## Our Ambition



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.



Aspiration

# Ambition

Passion



# Our Strategic Goals



Strengthen our impact in communities, schools & workplaces across Ireland by focusing on reducing cancer risk and promoting early detection.

**The Marie Keating Foundation aspires to ensure that more people understand what they can do to reduce their risk of cancer by adopting healthier lifestyles and being aware of early signs and symptoms to spot cancer earlier.**

- Due to the spread of COVID-19 and the specific restrictions which this imposed, it was difficult for our nursing team to conduct our usual community nursing services on a face to face basis.
- Despite challenging circumstances, we still visited 49 community venues in 2020 face to face before we had to transition all of our services on-line.
- Our digital awareness work grew exponentially in 2020 with a huge increase in online webinars and educational online presentations reaching 13,435 individuals.
- We ran a number of multi-dimensional cancer awareness campaigns across a range of channels highlighting to the public the key signs and symptoms of these common cancers.



Develop our cancer support & survivorship services to make a more meaningful difference for those living with or beyond cancer

**As survival rates continue to improve the Marie Keating Foundation recognises the key role it can play in ensuring those living with and beyond cancer have access to vital support services at every step of a cancer journey.**

- Despite having to suspend the Comfort Fund for much of the year due to COVID-19, in December 2020, we were able to reinstate our Comfort Fund Grant with redefined criteria to ensure that those most in need of assistance received more meaningful grants. This year 141 families across Ireland received Comfort Fund grants. We also streamlined the application and approval process online making it more accessible for the Medical Social Workers.
- We grew our presence in the BRCA space in Ireland, hosting a very well attended BRCA Webinar in April 2020, supporting the continuation of our BRCA Peer To Peer service while also developing our online BRCA Support Group Meetings for the BRCA community.
- By transitioning to a digital format, our main survivorship programmes benefitted from noticeable growth and development in 2020. The Survive and Thrive programme saw an increase in participation by 25% overall and our Positive Living group expanded by an astounding 68%. In addition to the growth in the number of participants, the frequency of these online programmes also increased significantly with Positive Living meetings taking place twice per month instead of once per month.



Develop a new, sustainable funding model to support our future direction

**The Marie Keating Foundation has been largely dependent on its own fundraising to deliver our services but this leaves us in a vulnerable position with no regular income stream or ability to commit to and plan our services. In recognition of the need to develop a wider mix of more sustainable funding sources the Marie Keating Foundation has developed a new fundraising strategy encompassing new more, sustainable fundraising channels including Digital and Individual Giving.**

Despite the global COVID-19 pandemic, and not being permitted to run any of our traditional fundraising events, while the Foundation initially forecast a drop in annual income of up to 40%, in the end our agile team were able to grow our fundraised income by adapting quickly to online and digital fundraising and to take our events on-line. Whilst continuing to refine our CRM database to enable us to develop a new Individual Giving and Digital Strategy we are now in a position to further expand our fundraising team in 2021.



Build our profile & reputation as a leading voice in cancer awareness & support

**It's important that all of our key stakeholders understand what we do and have the utmost trust and respect for the integrity of our work. Ensuring we have a strong and visible external profile will help make sure that people are aware of the breadth of our services, the impact of the work of the Marie Keating Foundation and how they can access that support when they need it.**

- Our first Concert4Cancer event in August helped to boost the Foundation's profile like never before, reaching over 705,000 on social media as well as in excess of 170,000 viewers on the night and enabling us to share a range of impact stories highlighting how the Marie Keating Foundation makes such a difference for cancer patients.
- The Marie Keating Foundation's team implemented a more structured and cohesive communications plan in 2020 to ensure all the needs of those affected by cancer in Ireland were addressed through their social media messaging and output, scheduled communications and public relations initiatives.
- We were fortunate to be able to collaborate with several impactful organisations in the last 12 months. Some examples of these collaborative endeavours were with Mount Sion Choir, The National Cancer Control Programme, The Irish Cancer Prevention Network, the 221+ group, and many more. We supported a number of advocacy initiatives including prostate cancer patient John Wall's campaign for access to medical cards for terminal cancer patients.
- The Marie Keating Foundation was visible across the year in online, print and broadcast media both through our cancer awareness campaigns, Concert4Cancer activity and in advocating and using our voice on behalf of cancer patients to ensure that cancer does not become the forgotten 'C' during the pandemic.

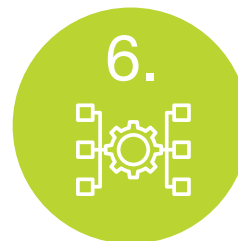
# Our Strategic Goals



Maintain best in class governance standards

**It's crucial that the Marie Keating Foundation has the trust of its supporters, the public and key stakeholders. In order to achieve this its reputation relies on strong governance and transparency ensuring full compliance with the Charities Regulatory standards.**

- We completed the process of full compliance with the Charities Regulator's Governance Code in the course of 2020. This entailed updating a number of existing policies and procedures and a full review of all governance requirements such as the Fundraising Guidelines and the Financial Control Guidelines.
- Mazars were again commissioned to carry out an independent audit of the Marie Keating Foundation's 2020 accounts and financial statements for the year ended 31 December 2020 in full compliance with Charities SORP (Statement of Recommended Practice under FRS 102)
- Our board has adopted the Guidelines for Charitable Organisations on Fundraising from the Public. Staff, volunteers and anyone else fundraising on our behalf are fully trained on the requirements and we have implemented controls to ensure that all our fundraising practices are fully in line with the guidelines and any related codes of practice.



Build our human, organisational & systems resources to achieve our growth objectives

**In order for the Marie Keating Foundation to grow and deliver more of its key services to more people, it is essential that we have adequate resources and personnel to help us achieve our mission and ensure the quality and high standards of our work are maintained.**

- A Board Sub-Committee has been appointed to undertake the activities required to achieve this goal. In 2020 our sub-committee completed an initial review of staffing and system requirements and will make recommendations for additional resources to the Board.
- The Board Sub-Committee are reviewing all MKF staff salaries and benefits and will recommend changes to ensure that these are in line with other charities in our sector.
- Through our research, the Subcommittee will make recommendations for additional systems (Human Resources and other IT upgrades) required over the next three years to the Board.





# COVID-19 – The Impact and Implications of a Global Pandemic

**March 2020 was a month for the history books. Charities and businesses across Ireland were forced to shut their doors in an effort to keep thousands of vulnerable people safe from the spread of a flu- like virus called Coronavirus or what later would become known as COVID-19. This infectious agent impacted families across the globe and devastated hundreds of thousands of businesses, and communities throughout the world. The Marie Keating Foundation was no exception.**

On 13th March 2020, we closed our doors, recalled our community nurses and sent our office team home to work remotely for what we thought would be two weeks. Almost a year later, we continue to work from home in order to keep not only our team safe, but to protect those most vulnerable within society, including those currently on a cancer journey.

Initially, COVID-19 devastated the Foundation's income stream for 2020. Our fundraising traditionally relies heavily on the generosity of the public and from fundraising events as we receive very little government funding, so when the pandemic forced us to cancel these, it was difficult to imagine how we were going to be able to keep our services going. In fact, we were able to rise to the COVID-19 challenge and not only did we survive, we thrived.

**Here are just some of the ways in which the COVID-19 pandemic has forever changed the Marie Keating Foundation:**

## **Impact of COVID-19 on our Fundraising**

Fundraising in the midst of a global pandemic was a challenge for all in the charity sector, but especially here at the Marie Keating Foundation as we depend so heavily on our fundraising events in order to fund our cancer awareness and support services nationwide.

In an effort to adhere to government guidelines, many of our annual fundraising events such as our Celebrity Golf Classic; our Walk of the Camino and our Christmas Lunch events were cancelled. This devastated our projected yearly income.

However, the cancellation of these events opened up the opportunity for a new and exciting venture, our first ever televised fundraiser, Concert4Cancer, which aired on Virgin Media One at the end of last summer.

This Concert4Cancer and other fundraising events and challenges which we organised online rather than face-to-face enabled us to grow our income in 2020 so that we could continue to provide our support services to the cancer community, particularly those who were particularly vulnerable during the COVID-19 pandemic.

## **Impact of COVID-19 on our Nursing Services:**

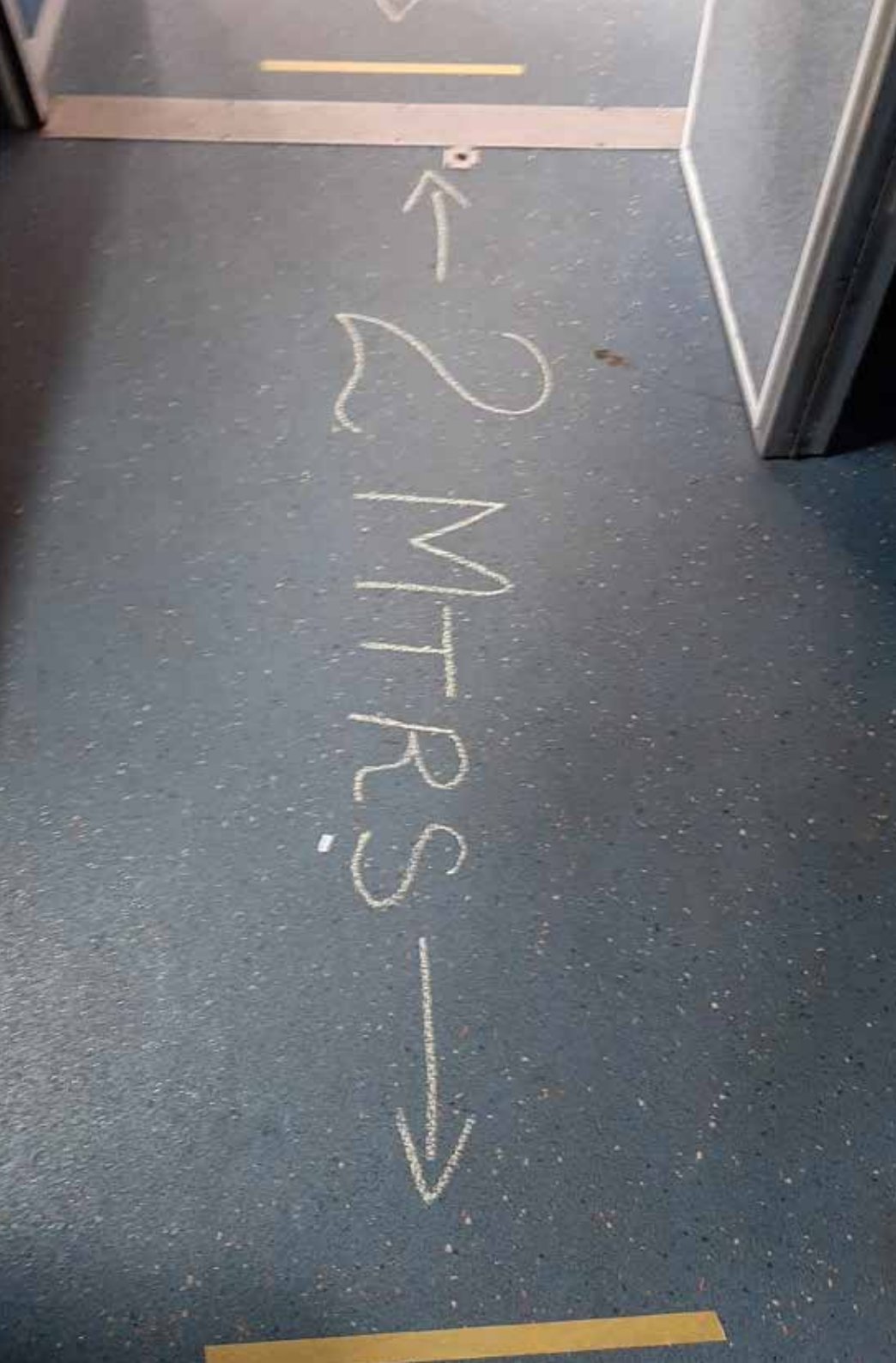
### **Community Outreach Services:**

Our Community Nursing Services, including our work with marginalised communities and our mobile outreach services, were most heavily impacted as a result of COVID-19. Due to government guidance and health restrictions, our community nurses were precluded from delivering their life- saving cancer prevention and awareness education to communities around Ireland as widely as we have in years past.

While we took, and continue to take, every precaution to ensure that all who stepped foot on board our mobile units were protected, our community services saw an overall decrease in terms of the numbers of people they engaged with directly during 2020.

It was also incredibly difficult for us to visit marginalised groups across the country during peak lockdown times as our nurses were not permitted to engage with these groups on a face-to-face basis. Whilst we adapted many of our services to online delivery, unfortunately many of these underserved groups were forced to shut down or often had difficulty accessing our adapted services online due to lack of technology or poor broadband.

In 2021, we hope to refocus our efforts and continue to provide these vital information services to harder to reach communities across Ireland. Working with our experienced and skilled community nursing team, we are optimistic that we will soon be able to resume these services in full and look forward to meeting community groups face to face in 2021.



### **School's Cancer Awareness Programme (CAP) and Corporate Wellness**

Similar to our Community Information work, our Schools CAP programme and Corporate Wellness Workshops had primarily been conducted in person, be it in the classroom or in the office.

When COVID-19 hit, this vital service which raises awareness about the prevention and early detection of cancer for students and employees alike, had to be adapted.

However, thanks to the hard work and perseverance of our nursing team and co-ordinators, we were able to transition the delivery of these workshops to on-line webinar presentations.

This change has fundamentally shifted our focus when it comes to how we promote and share our important cancer messaging. This new online format not only allows us to extend our reach to more students and corporate venues in all corners of the country, but also enabled us to engage with our audiences more proactively e.g. the private chat function gives people the opportunity to ask questions they may not have had the courage to ask during an in-person seminar.

Our pre-recorded webinars also give people the opportunity to pause, take notes and truly engage with the material being presented and study the facts in the comfort of their own home, in a relaxed and personal environment.

This service has been a very important resource for over 5,110 people across Ireland over the last 9 months and will be a format we continue to cultivate and grow well after the COVID-19 pandemic has passed.

### Cancer Support and Survivorship Groups

Conscious of the cancer community who were extremely vulnerable during the lockdown and were still in need of advice and support, the Foundation moved very quickly to transition our support and survivorship programmes online. By moving to a digital format, our main survivorship programmes benefitted from noticeable growth and development in 2020 giving cancer survivors the opportunity to come together for eight weeks during the pandemic to seek advice from our nursing team and expert facilitators and to share with each other how they were experiencing COVID-19. The Survive and Thrive programme saw an increase in participation by 25% overall and our Positive Living support group expanded by an astounding 68%. In addition to the growth in the number of participants, the frequency of these online programmes also increased significantly with Positive Living meetings taking place twice per month instead of once per month. Cancer patients were able to join these on-line workshops regardless of where they were located or how they were feeling and the Foundation was extremely privileged to be in a position to support them during this particularly difficult period.

### Our Team and the Fundamentals of the Foundation:

The Marie Keating Foundation prides itself on its ability to function at the highest possible level with a small core team and dedicated nursing staff. We are able to do the things we do, due to strong teamwork, comradery and friendship. This year, our nursing and office-based staff were scattered across the country while we all worked from home, in an effort to keep safe and well amid national lockdowns and peak times of infection.

While difficult to imagine in March, our team has taken these changes in their stride and despite the roadblocks placed in our path, we have remained as connected as ever. Guided in our direction by our Strategic Plan 2020 – 2023, through regular Board, management and team meetings, the clever use of Zoom, a group Whatsapp, we have managed to not only sustain, but grow our reach as a charity organisation, while helping and connecting digitally with more people than ever before. This is not only a credit to our teams' ability to adapt, but to the underlying current of hard work, and love for what we do that makes the Marie Keating Foundation so effective.

### The Future of the Marie Keating Foundation:

As the COVID-19 vaccine rollout continues, and step by step, we push past this pandemic, one thing remains the same – we are here for you at every step of your cancer journey.

As we face into the next stages of COVID-19 recovery and possible periods of prolonged separation, it is important to know that there are services available to help.

Guided by our Board Members, through the hard work and dedication of our team, and the patience, input and dedication of our supporters and service users, we have been able to transform the Foundation as we know it, to continue our life-saving cancer prevention work, as well as our vital support services for people affected by cancer.







# How to use Face Coverings

ALWAYS CLEAN YOUR HANDS BEFORE AND AFTER WEARING A FACE COVERING

## Correct Covering

Medical masks should be reserved for health workers or patients in treatment. If you have been advised to wear a medical mask, always have the coloured side showing and the metal band at the top of your nose.

## Check Your Fit

Check that the face covering is made from a fabric that you are comfortable wearing.

Check that it is easy to fit and completely covers your nose and mouth, all the way down under your chin.

Tighten the loops or ties so it's snug around your face, without gaps. If there are strings, tie them high on top of the head to get a good fit. Do not touch or fidget with the face covering when it is on.

**DO NOT:** Wear the face covering below your nose.

**DO NOT:** Leave your chin exposed.

**DO NOT:** Wear it loosely with gaps on the sides.

**DO NOT:** Wear it so it covers just the tip of your nose.

**DO NOT:** Push it under your chin to rest on your neck.

### FOLLOW THESE TIPS TO STAY SAFE:

- ALWAYS wash your hands before and after handling your face covering.
- ALWAYS change your face covering if it is dirty, wet or damaged.
- Carry unused face coverings in a sealable clean waterproof bag, for example, a ziplock.
- Carry a second similar type bag, to put used face coverings in.
- CHILDREN UNDER 15 should not wear face coverings.
- ALWAYS wash cloth face coverings on the highest temperature for staff.

### Safe Removal

Use the ties or ear loops to take the face covering off.

Do not touch the front when you take it off.

### Disposing Of Single-Use Mask

Always dispose of single-use masks properly in a bin.

Don't forget to clean your hands and keep social distance.

Stay safe. Protect each other.

Logos: HSE, HSE, HSE, HSE



# #HoldFirm







# Report and Financial Statements

for the year ended  
31 December 2020

# Report Of The Board

The Board of the Marie Keating Foundation presents its report and financial statements for the year ended 31 December 2020.

## Legal and Administrative Information

### 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  
Kathy O'Donnell  
Barbara O'Reilly

### Secretary And Registered Office

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

### Committees Of The Board

#### Audit & Finance Committee

Michael O'Reilly  
Laura Larkin

#### Fundraising & Communications Committee

Michael O'Reilly  
Mark Grehan  
Laura Larkin  
Mark Culleton

#### Strategy /Nursing Services Committee

Patricia Lawler  
Dr Ron Grainger  
Marie Mc Ginley

#### HR & Remuneration Committee

Kathy O'Donnell  
Barbara O'Reilly  
Marie Claire Scullion

### Charity Numbers

CHY 12916  
Charity Registration Number 20038953

### Company Registration 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

### Executive Management Team

Liz Yeates  
Chief Executive Officer

Helen Forristal  
Director of Nursing Services

Linda Keating  
Director of Fundraising

Jennifer Cimerman  
Director of Communications & Engagement

Deirdre Mc Donnell  
Finance Manager



# Report Of The Board

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## Board and Governance

**The Marie Keating Foundation is registered in Ireland, limited by guarantee with a governing Board of Directors all of whom are non-executive. Our Board of Directors 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 company is governed by a Constitution in accordance with the Companies Act 2014. The directors and company secretary who served during the year did not have a beneficial interest in the company. All directors and company secretary serve in a voluntary capacity.

The Board is made up of experienced members drawn from a variety of sectors, including nursing, legal affairs, marketing, communications, medicine, banking and finance whose skills and expertise help the Foundation to maximise its potential and who steer the Foundation's executive and management team in matters of governance and strategy.

The Board is also responsible for appointing the Chief Executive Officer (CEO) and setting pay rates for the CEO and senior staff. In accordance with their volunteer status and in line with the governing documents, none of our Board members receive remuneration for services offered to the Marie Keating Foundation. Members of the Board may serve a maximum of two, three-year terms. This board rotation ensures that new members are introduced to provide fresh perspectives and skills to the Board.

Led by CEO Liz Yeates, the Senior Management Team at 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 the Foundation's community outreach work, corporate wellness and school's cancer awareness programmes, as well as the programmes for cancer survivors and patients.

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. 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.



# Report Of The Board

## Board Meetings in 2020

The Board met twelve times during the year on the following dates: 18 February, 13 March, 17 March, 20 March, 7 April, 12 May, 19 May, 8 June, 8 September, 13 October, 24 November and 22 December 2020.

One Board Member (Susan Rowan) retired and two new Board Directors (Barbara O'Reilly and Kathy O'Donnell) joined the Board in 2020. 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. The new Directors received an induction pack and attended an induction workshop to familiarise themselves with their statutory responsibilities as set out in the Marie Keating Foundation Board Handbook.

In 2020, a review of the Board Members was conducted to review Board effectiveness and the results were shared with the Board with a number of enhancements to Board composition recommended.

### In response to this several new sub-committees were established:

- A new Fundraising and Communications sub-committee was established to assist in the implementation of the Fundraising Strategy and to manage the profile, reputation and external communications of the Foundation.
- A Strategy/ Nursing Services Sub-committee was established to ensure that the Foundation's cancer awareness and support services are developing in line with the Foundation's mission and strategy.
- The Audit and Finance sub-committee continues to review the Foundation's budgets, forecasts, monthly accounts and audits, and met 12 times in 2020 with additional meetings added in particular during COVID-19.
- Furthermore in 2020 the full Board were focused on maintaining the Foundation's high standards in corporate governance, and to progress the Foundation's ongoing compliance with the Charities Regulator's Governance Code.

Board Member Attendance	No. of Meetings attended
Barbara O'Reilly	3/3
Kathy O'Donnel	3/3
Dr Ron Grainger	9/12
Marie Claire Scullion	9/12
Mark Grehan	10/12
Laura Larkin	11/12
Mark Culleton	11/12
Michael O'Reilly	12/12
Patricia Lawlor	12/12
Marie McGinley	12/12

## Board Meeting Summary:

Date of Meeting	Topics of discussion:
18th February	Review of strategic plan, the benefits and impact of our Corporate Wellness programme, review of the CRA governance code
13th March	Impact and implications of COVID-19 pandemic, Risk assessment document prepared by CEO, staffing implications; pausing of the Comfort Fund Service
20th March	Required MKF actions to adapt services further to the pandemic and adapting plans for fundraising
7th April	Resignation of board member, COVID-19 risk review, completion of Governance Code review, Review of Board Effectiveness; Audit of skill set gaps within the Foundation.
12th May	New fundraising strategy, review of recast budgets due to COVID-19, outlined future KPIs, assessed COVID response in terms of services provided by MKF
19th May	Review of 5 year Fundraising Strategy and approval of Fundraising investment
8th June	Review of recast budgets, initial planning of the Concert4Cancer fundraiser, set AGM date, recruitment of new board members
8th September	Re-election of Chairman, review of Risk Register, review of Concert4Cancer event, resumption of Comfort Fund service, review of recast 2020 Budget
13th October	Development of new fundraising strategy, 2019 Annual Report, next meeting of Audit Subcommittee, review of ATN service and growth since March, welcome of two new board members
24th November	Recruitment policy review, sign off of CRA Governance Code; Review of the CRA Guidelines for Charitable Organisations on Fundraising
22nd December	Review of 2020 accounts, Concert4Cancer review and update, Cashflow review, Approval of 2021 Budget



# Report Of The Board

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## Governance

The Marie Keating Foundation Board of Directors is committed to maintaining the highest standards of corporate governance and has taken action to ensure that the Foundation is fully compliant with the principles outlined in the Charities Governance Code issued by the Charities Regulator of Ireland.

The Board completed a full review of the Charities Governance Code in October 2020 and for the fifth year was awarded the Triple Lock membership from the Charities Institute Ireland, which demonstrates our commitment to best practise in all aspects of good governance, transparency and fundraising. A review of the Foundation's compliance with the principles of the Code is conducted annually.



Best Practice in Transparency and Accountability

# Directors' Report

The Directors present their report together with the audited financial statements for the year ended 31 December 2020.

## Financial Review, Achievements And Performance

The financial outcome for 2020 is set out in the Statement of Financial Activities and Balance Sheet on PG 103 & 104.

### Income

In 2020, total income for the year amounted to €1,967,801 representing an increase of €415,023 or a 26.7% increase over the prior year. This result was particularly gratifying in view of the enforced cancellation of fundraising events due to COVID-19 and associated anticipated impacts on the Foundation's finances.

The increased income and surplus of €515,606 was largely attributable to the fact that the Foundation was able to adapt its fundraising from mainly in-person events to a wider mix of fundraising channels as set out in the Foundation's Strategic Plan 2020 - 2023. Instead of traditional fundraising events such as our Annual Celebrity Golf Classic, Camino Trek or Christmas Lunch, the Foundation instead relied on corporate sponsorship; on-line challenges; digital and social media fundraising and particularly the Concert4Cancer to raise funds in 2020. The Foundation was also successful in applying for and receiving a statutory grant of €200,000 from the COVID-19 Stability Fund scheme for the charity and voluntary sector.

In order to develop a new funding model to ensure sustainability and support our future growth, the Marie Keating Foundation launched a new Fundraising Strategy in 2020 which sets out new fundraising channels and more ambitious fundraising targets over the next 5 years. A key part of this strategy is the investment in and development of an Individual Giving strategy with a view to developing a new and more sustainable income stream to support the Foundation's services

The Foundation invested further in upgrades to our CRM system and digital platforms as well as in staff recruitment and training to enable this type of fundraising which will become a more important pillar of our Fundraising mix over the next 5 years.

As part of our new Fundraising Strategy, a stronger focus was put on the measurement of fundraising results including Return on Investment and specific fundraising targets and Key Performance Indicators for each campaign and event.

### Corporate Sponsorship

In addition to fundraising events, 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. Particularly during COVID-19 when there was a detrimental and disruptive impact on cancer services generally, the ongoing support of these key strategic partners enabled the Foundation to provide much-needed support services for cancer patients and their families. Total income raised from corporate partnerships amounted to €804,384.

Unrestricted income in 2020 raised from the Foundation's fundraising events, campaigns, private donations, third-party events and other trading activities was €1,560,905. Restricted income in 2020 from corporate partnerships and sponsors of cancer awareness campaigns and programmes amounted to €406,896.

# Directors' Report

## Financial Review, Achievements And Performance

### Reserves

In common with many charities, it is important that the Foundation maintains and develops its income sources to ensure sufficient funds are available for the continuation of its services. The Directors review all fundraising channels and sources of income on an ongoing basis. In addition, the reserves level is monitored to ensure that reserves are maintained at a reasonable level in the context of planned expenditure and future commitments.

On 31 December 2020, the Foundation had total unrestricted reserves of €724,229 and net current assets of €682,697. Excluding stock, net current assets amounted to €671,367. The Foundation's policy is to keep this value at three times average monthly expenditure amounting to €363,049. Thanks to the stronger income result in 2020 and a renewed focus on ensuring reserves do not fall under this minimum level, the Foundation's Board decided to act prudently to maintain these reserves and has pledged to review reserves levels at each of our Board meetings forthwith.

### Expenditure

In 2020 the total expenditure on charitable activities excluding overheads was €1,005,555. This represents 69% of total expenditure, and a decrease compared with 2019, largely due to the fact that our mobile outreach and community nursing services were suspended from March 2020 for the remainder of the year due to COVID-19 restrictions. Whilst many of the Foundation's nursing services were provided on-line during this period, this resulted in reduced deployment costs.

Overheads were well managed at €62,084 or 4.3% of total expenditure. Overall, the Foundation recorded a net income, before depreciation and amortisation, of €551,138. After charging depreciation and amortisation of €35,532, the net income was €515,606.

At €384,556, fundraising costs were also managed tightly in general reflecting the suspension of fundraising events due to COVID-19. The increase in the cost of raising funds of 48% compared with the prior year is due to investment in digital platforms for on-line appeals and campaigns and also to the production and campaign costs of the Concert4Cancer event which in turn raised €115,000 in sponsorship income and €502,716 in terms of donations.



**€724,229**

Total unrestricted funds



**€1,005,555**

Total expenditure on charitable activities



**€62,084**

Overheads - 4.3% of total expenditure

# Directors' Report

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## 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.

COVID-19 presented as the highest level risk to the Foundation in 2020 impacting on the Foundation's income projections for 2020 and creating further uncertainty in relation to the funding likely to be available to the organisation. The Marie Keating Foundation continues to react by carefully adjusting and closely monitoring its budgets and expenditure to reflect likely levels of available income. By innovating and adding a range of new on-line fundraising appeals, events and campaigns, the Foundation has achieved a better balance in its revenue sources and has reduced its reliance on fundraising events as such a key component.

Furthermore, as a result of COVID-19 a number of the Foundation's services had to be stood down as a result of government guidance on physical distancing and group gatherings. Our community nursing services were negatively impacted and whilst the Foundation was able to transition many of its support services online, a number of its nurses were not trained to work digitally and chose to take voluntary unpaid leave for most of 2020.

The Foundation responded to these risks by immediately establishing a COVID-19 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 a particular focus on monitoring the Foundation's cashflow forecasts and finances on a monthly basis.

Internal risks were minimised by the implementation and upgrading 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.

### MKF Staff

The Foundation is an equal opportunities employer and ensures that all employee contracts and Staff Handbooks are regularly updated to ensure ongoing compliance with employment legislation. Under the guidance of our HR and Remuneration Committee the Foundation benchmarks employee salaries and benefits every year against the Community Foundation's annual sectoral review. In 2020, our Health and Safety Officers were particularly active in drafting new COVID-19 health and safety protocols and ensuring that the Foundation was in full adherence to HSE and Department of Health guidelines.

Whilst all the Foundation's staff are encouraged to undergo further training and education, the Board has pledged to put in place a specific training budget for all staff in 2021. In 2020, two nurse training days were organised in June and December for all of the nursing staff and a number of staff members attended upskilling courses on finance; fundraising; GDPR and Data Protection and Communications.



# Directors' Report

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## Future Developments

**Due to the ongoing impact of COVID-19, the Foundation continues to deliver a number of its key cancer awareness and support services on-line through webinars, digital and social media.**

Due to the impact of COVID-19 on cancer services and patients, the Foundation has seen significant growth in participation and engagement in all of its online support services. From September 2021, 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 all planned for July, August, September, October and November 2021, respectively.

From a fundraising perspective, the Foundation will implement the Fundraising Strategy 2020 – 2025 with a key focus on income growth through online and digital campaigns and further development of its individual giving stream of funding. The Concert4Cancer which was such a success in 2020 will be repeated as a key new fundraising initiative in August 2021 and one which we intend to further develop in subsequent years.

The Foundation will implement (where possible with COVID-19 restrictions) the 6 key objectives of its new Strategic Plan 2020 – 2023 and report progress to the Board at Board Meetings using KPI metrics.

## Events Subsequent To The Year End

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

## 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.

## 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.

## 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

**Date: 23rd August 2021**

# Directors' Responsibilities Statement

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**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.

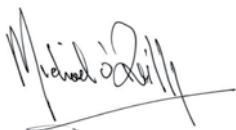
In preparing these financial statements, the directors are required to:

- 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

**Date: 23rd August 2021**

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

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## Report on the audit of the financial statements

### Opinion

We have audited the financial statements of Marie Keating Foundation (the “Company”) for the year ended 31 December 2020 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 2020 and of its net income for the year then ended;
- have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described in the 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.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

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

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## Other information

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

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 course of 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

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements;
- the directors' report has been prepared in accordance with applicable legal requirements;
- 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.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

## 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

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## Respective responsibilities

### Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement set out on page 99, 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%20of%20auditors'%20responsibilities%20for%20audit.pdf). This description forms part of our auditor's report.

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

Our report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



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

Date: 8th September 2021

# Statement Of Financial Activities

## (Including An Income And Expenditure Account)

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2020 €	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2019 €
<b>Income</b>	<b>6</b>						
<b>Charitable activities</b>							
Grants		209,167	22,500	231,667	54,872	-	54,872
<b>Donations and legacies</b>	<b>7</b>						
Donations and gifts		988,149	384,396	1,372,545	457,024	407,006	864,030
Donations in kind		188,000	-	188,000	168,584	-	168,584
		1,176,149	384,396	1,560,545	625,608	407,006	1,032,614
<b>Other trading activities</b>	<b>8</b>						
Fundraising events		163,748	-	163,748	448,562	-	448,562
Merchandise		11,841	-	11,841	16,730	-	16,730
		175,589	-	175,589	465,292	-	465,292
<b>Total income</b>		<b>1,560,905</b>	<b>406,896</b>	<b>1,967,801</b>	<b>1,145,772</b>	<b>407,006</b>	<b>1,552,778</b>
<b>Expenditure</b>	<b>9</b>						
<b>On charitable activities</b>							
Project and programme costs		598,659	406,896	1,005,555	920,494	424,795	1,345,289
Project overheads		62,084	-	62,084	62,588	-	62,588
		660,743	406,896	1,067,639	983,082	424,795	1,407,877

# Statement Of Financial Activities (Including An Income And Expenditure Account)

<i>(Continued)</i>	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2020 €	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2019 €
<b>On raising funds</b>	<b>10</b>						
Expenditure on raising funds		384,556	-	384,556	259,475	-	259,475
<b>Total expenditure</b>		<b>1,045,299</b>	<b>406,896</b>	<b>1,452,195</b>	<b>1,242,557</b>	<b>424,795</b>	<b>1,667,352</b>
<b>Net income/ (expenditure)</b>	<b>11</b>	<b>515,606</b>	<b>-</b>	<b>515,606</b>	<b>(96,785)</b>	<b>(17,789)</b>	<b>(114,574)</b>
<b>Net movement in funds</b>		<b>515,606</b>	<b>-</b>	<b>515,606</b>	<b>(96,785)</b>	<b>(17,789)</b>	<b>(114,574)</b>
<b>Funds brought forward</b>	<b>22,23</b>	<b>208,623</b>	<b>-</b>	<b>208,623</b>	<b>305,408</b>	<b>17,789</b>	<b>323,197</b>
<b>Funds carried forward</b>	<b>22,23</b>	<b>724,229</b>	<b>-</b>	<b>724,229</b>	<b>208,623</b>	<b>-</b>	<b>208,623</b>

The notes on pages 107 to 124 form part of these financial statements.  
There were no other gains and losses other than those presented above.  
All activity presented is in respect of continuing operations.

# Balance Sheet

	Notes	31 December 2020 €	31 December 2019 €
<b>Fixed Assets</b>			
Tangible assets	15	66,041	6,549
Intangible assets	16	12,485	29,034
		78,526	35,583
<b>Current Assets</b>			
Debtors	17	26,002	220,145
Stock	18	11,330	17,249
Cash and cash equivalents	19	764,943	68,031
		802,275	305,425
<b>Creditors</b>			
Amounts falling due within one year	20	(119,578)	(132,385)
<b>Net Current Assets</b>		682,697	173,040
<b>Total Assets Less Current Liabilities</b>		761,223	208,623
<b>Creditors</b>			
Amounts falling due after more than one year	20	(36,994)	-
<b>Net Assets</b>		724,229	208,623
<b>Funds Of The Charity</b>			
Unrestricted funds	22, 23	724,229	208,623
Restricted funds	22, 23	-	-
<b>Total Funds</b>		724,229	208,623

The notes on pages 107 to 124 form part of these financial statements.

On behalf of the Board



Michael O'Reilly  
Director



Patricia Lawler  
Director

Date: 23rd August 2021



# Statement of Cash Flows

	Notes	31 December 2020 €	31 December 2019 €
<b>Cash flow from operating activities:</b>			
Net income/ (expenditure) for the year		515,606	(114,574)
<b>Adjusted for:</b>			
Depreciation	15	14,536	9,920
Amortisation	16	20,996	19,897
Movement in stock		5,919	3,828
Movement in debtors		194,143	30,772
Movement in creditors		(23,131)	(7,806)
<b>Net cash provided by / (used in) operating activities</b>		<b>728,069</b>	<b>(57,963)</b>
<b>Cash flow from investing activities:</b>			
Acquisition of tangible fixed assets		(8,624)	(2,496)
Acquisition of intangible fixed assets	16	(4,447)	(11,989)
<b>Cash used in investing activities</b>		<b>(13,071)</b>	<b>(14,485)</b>
<b>Cash flow from financing activities</b>			
Payment of finance lease liability		(18,086)	-
<b>Cash used in financing activities</b>		<b>(18,086)</b>	<b>-</b>
<b>Movement in cash in the year</b>		<b>696,912</b>	<b>(72,448)</b>
<b>Cash and cash equivalents at beginning of year</b>	19	<b>68,031</b>	<b>140,479</b>
<b>Cash and cash equivalents at end of year</b>	19	<b>764,943</b>	<b>68,031</b>
<b>Non-cash financial information</b>			
Acquisition of mobile unit through finance lease	25	65,404	-

The notes on pages 107 to 124 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 2020.

Marie Keating Foundation (the “company”) is incorporated in the Republic of Ireland (company registration number: 342695). Marie Keating Foundation is constituted under Irish company law as a Company Limited by Guarantee (“CLG”) and is a registered charity. 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

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 €.

### 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.

### Income from charitable activities

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.

# Notes to the Financial Statements

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## 3. Summary Of Significant Accounting Policies (continued)

### Donations and legacies

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.

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. Assets donated to the company are included in the SOFA at their value to the company on the date of receipt.

Income from the Temporary Wages Subsidy Scheme (TWSS) has been accounted for in accordance with accounting for government grants in line with the Charities SORP.

### Other trading activities

Other trading activities consist of income from fundraising events and income from sale of merchandise. Income from fundraising events is credited to the SOFA in the year in which it is receivable by the company. Income from sale of merchandise is recognised when the significant risks and rewards of ownership are transferred to the buyer, income from the sale and the costs of the goods sold can both be measured reliably, and receipt of the income is probable.

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.

Support costs are costs incurred to facilitate a charitable activity. Support costs do not change directly as a result of the activity undertaken. Support costs include the central office functions, such as governance, finance, IT and HR.

Governance costs are the costs associated with the stewardship arrangements of the company. They comprise costs arising from the constitutional and obligatory arrangements, as well as the costs associated with the strategic management of the charity's activities. Typical costs would be audit and legal fees, direct salary, and overhead costs incurred in the strategic as opposed to the day to day management of the organisation.

### 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.

# Notes to the Financial Statements

## 3. Summary Of Significant Accounting Policies (continued)

### e) Operating lease

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

### f) Finance lease

Assets held under finance leases are recognised in the Balance Sheet and are depreciated over their useful lives with the corresponding lease obligation being recognised as a liability. Finance lease liability that is due within one year is classified as current liabilities. Otherwise, it is classified as noncurrent liabilities.

### g) Taxation

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

### h) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation.

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

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

### i) 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

### j) Stock

Stock is stated at the lower of cost and estimated selling price. Cost represents invoiced value. Estimated selling price comprises the actual or estimated selling price less all costs to be incurred in selling and distribution. Cost of stock is measured using the first-in, first-out (FIFO) cost formula.

### k) Cash and cash equivalents

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

### l) Prepayments

Prepayments are expenses paid in advance and recorded as assets before these are utilised. Prepayments are apportioned over the period covered by the payment and charged to the SOFA when incurred. Prepayments that are expected to be realised no more than 12 months after the reporting period are classified as current assets. Otherwise, these are classified as noncurrent assets.

### m) Deferred income and accrued income

Deferred income pertains to grants and donations received in advance which will be recognised as income upon fulfilment of conditions. Accrued income is recorded as a debtor on the Balance Sheet where income has not yet been received but all criteria for recognition have been satisfied.



# Notes to the Financial Statements

## 3. Summary Of Significant Accounting Policies (Continued)

### n) 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.

#### 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.

#### o) Funds

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

## 4. Critical Accounting Estimates And Judgements

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

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

#### Going concern

The COVID-19 pandemic has had a significant impact on the Foundation in 2020. Whilst fundraised income grew by 26.7%, the Foundation had to put five staff members on voluntary temporary leave and availed 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 was adapted to on-line and the Board of Directors continues to review the situation closely throughout 2021. The Finance Sub-committee is putting particular focus on monitoring the Foundation's cashflow forecasts on a monthly basis. Current income projections are based on the assumption that no (physical) fundraising events will take place to year end based on guidance relating to physical distancing and group gatherings.

# Notes to the Financial Statements

## 4. Critical Accounting Estimates And Judgements (continued)

### Going concern (continued)

As the Foundation's Fundraising Strategy seeks 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 2020/2021.

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 2021 and into 2022 or for at least 12 months post approval of the 2020 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 and the Concert4Cancer) 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 €188,000 (2019: €168,584).

### 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.

# Notes to the Financial Statements

## 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.

	2020 €	2019 €
Republic of Ireland	1,958,634	1,497,906
United Kingdom	9,167	54,872
	<u>1,967,801</u>	<u>1,552,778</u>



# Notes to the Financial Statements

## 6. Charitable Activities

			Unrestricted Funds 2020 €	Restricted Funds 2020 €	Total Funds 2020 €
<b>Current year</b>					
Grantor	Grant Name	Purpose			
Pink Ribbon Foundation	Pink Ribbon Night	For general operations of the Company	9,167	-	9,167
The Hospital Saturday Fund	Replacement of Mobile Unit	MKF mobile outreach service	-	13,500	13,500
Pobal	Covid Stability Fund	For general operations of the Company	200,000	-	200,000
NCCP	Survive & Thrive Programme	6 week Survive & Thrive Programme for cancer survivors	-	9,000	9,000
			<u>209,167</u>	<u>22,500</u>	<u>231,667</u>
			Unrestricted Funds 2019 €	Restricted Funds 2019 €	Total Funds 2019 €
<b>Prior year</b>					
Grantor	Grant Name	Purpose			
Cancer Research UK	Emerald & Ivy Ball	For general operations of the Company	<u>54,872</u>	-	<u>54,872</u>



# Notes to the Financial Statements

## 7. Donations and Legacies

	Unrestricted Funds 2020 €	Restricted Funds 2020 €	Total Funds 2020 €	Unrestricted Funds 2019 €	Restricted Funds 2019 €	Total Funds 2019 €
<b>Donations and gifts</b>	988,149	384,396	1,372,545	457,024	407,006	864,030
<b>Donations in kind</b>	188,000	-	188,000	168,584	-	168,584
	<u>1,176,149</u>	<u>384,396</u>	<u>1,560,545</u>	<u>625,608</u>	<u>407,006</u>	<u>1,032,614</u>

Donations and gifts include WTWSS income received in 2020 amounting to €52,653.

## 8. Other Trading Activities

	2020 €	2019 €
<b>Fundraising events</b>	163,748	448,562
<b>Merchandise</b>	11,841	16,730
	<u>175,589</u>	<u>465,292</u>

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

# Notes to the Financial Statements

## 9. Expenditure on Charitable Activities

	2020 €	2019 €
<b>Restricted:</b>		
Cancer and health awareness	328,343	313,176
Survivorship and research	78,553	88,830
Comfort fund	-	15,000
Hospital refurbishment	-	7,789
	<u>406,896</u>	<u>424,795</u>
<b>Unrestricted:</b>		
All other cancer awareness and support services and charitable activities	598,659	920,494
Overheads	62,084	62,588
	<u>660,743</u>	<u>983,082</u>
	<u>1,067,639</u>	<u>1,407,877</u>

## 10. Expenditure On Raising Funds

	2020 €	2019 €
<b>Unrestricted:</b>		
Fundraising events	304,527	80,316
Third party events	51,518	131,155
Coin boxes	20,040	39,174
Merchandise	8,471	8,830
	<u>384,556</u>	<u>259,475</u>

# Notes to the Financial Statements

## 11. Net Income/ (Expenditure)

	2020 €	2019 €
<b>Net income/ (expenditure) is stated after charging:</b>		
Directors' remuneration	-	-
Depreciation (Note 15)	14,536	9,920
Amortisation (Note 16)	20,996	19,897
Auditors' remuneration – for external audit services	7,995	5,535
Operating lease expense	<u>30,575</u>	<u>31,056</u>

## 12. Staff Costs

	2020 €	2019 €
<b>Wages and salaries</b>	494,356	606,506
<b>Social welfare costs</b>	38,704	57,514
<b>Retirement benefit costs</b>	16,631	13,430
	<u>549,691</u>	<u>677,450</u>

# Notes to the Financial Statements

The average monthly number of persons employed by the company during the year is 14 (2019: 17) analysed as follows:

	2020 €	2019 €
<b>Administration</b>	<b>5</b>	<b>6</b>
<b>Services</b>	<b>9</b>	<b>11</b>
	<b><u>14</u></b>	<b><u>17</u></b>

The number of employees whose employee benefits (excluding employer's pension cost and employer's PRSI) is greater than €60,000 is 1 (2019: 3) as follows:

	2020 €	2019 €
<b>Salary range:</b>		
€60,000 - €70,000	<b>2</b>	<b>0</b>
€70,000 - €80,000	<b>-</b>	<b>2</b>
€80,000 - €90,00	<b>1</b>	<b>1</b>

No benefits in kind are payable by the company. The total employee benefits (including employer's pension cost and employer's PRSI) received by the CEO amounts to €97.9k (2019: €99.3k).

## 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.



# Notes to the Financial Statements

## 13. Taxation

The company's operations are not for profit and accordingly the company avails of the company's exemption from corporation 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 2019	81,878	13,763	435,459	75,426	17,939	624,465
Additions	-	-	65,404	8,624	-	74,028
At 31 December 2020	<u>81,878</u>	<u>13,763</u>	<u>500,863</u>	<u>84,050</u>	<u>17,939</u>	<u>698,493</u>
<b>Accumulated Depreciation</b>						
At 31 December 2019	81,878	10,583	435,459	75,313	14,683	617,916
Charge for year	-	1,701	6,540	3,039	3,256	14,536
At 31 December 2020	<u>81,878</u>	<u>12,284</u>	<u>441,999</u>	<u>78,352</u>	<u>17,939</u>	<u>632,452</u>
<b>Net Book Value</b>						
At 31 December 2019	-	<u>3,180</u>	-	<u>113</u>	<u>3,256</u>	<u>6,549</u>
At 31 December 2020	-	<u>1,479</u>	<u>58,864</u>	<u>5,698</u>	-	<u>66,041</u>

# Notes to the Financial Statements

## 16. Intangible Assets

	Website €	CRM System €	Total €
<b>Cost</b>			
At 31 December 2019	62,516	36,639	99,155
Additions	4,447	-	4,447
At 31 December 2020	<u>66,963</u>	<u>36,639</u>	<u>103,602</u>
<b>Accumulated Amortisation</b>			
At 31 December 2019	49,120	21,001	70,121
Charge for year	13,668	7,328	20,996
At 31 December 2020	<u>62,788</u>	<u>28,329</u>	<u>91,117</u>
<b>Net Book Value</b>			
At 31 December 2019	<u>13,396</u>	<u>15,638</u>	<u>29,034</u>
At 31 December 2020	<u>4,175</u>	<u>8,310</u>	<u>12,485</u>

## 17. Debtors

	2020 €	2019 €
<b>Trade debtors</b>	12,780	46,662
<b>Accrued income</b>	-	152,825
<b>Prepayments</b>	13,222	20,658
	<u>26,002</u>	<u>220,145</u>

### Trade debtors

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

## 18. Stock

	2020 €	2019 €
<b>Promotional stock</b>	<u>11,330</u>	<u>17,249</u>

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

# Notes to the Financial Statements

## 19. Cash and Cash Equivalents

	2020 €	2019 €
<b>Cash at bank and in hand</b>	<b>764,943</b>	<b>68,031</b>

## 20. Creditors

	2020 €	2019 €
<b>Amounts falling due within one year</b>		
Trade creditors	38,807	82,677
Accruals	24,520	23,222
Deferred income (Note 21)	20,000	9,700
Short-term finance lease liability	10,324	-
Taxes and social security costs	24,334	16,295
Pension	1,593	491
	<b>119,578</b>	<b>132,385</b>

	2020 €	2019 €
<b>Amounts falling due after more than one year</b>		
Finance lease liability	<b>36,994</b>	-

### 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.

# Notes to the Financial Statements

## 21. Deferred Income

	2020 €	2019 €
At beginning of year	9,700	67,830
Received during the year	20,000	9,700
Income earned during the year	(9,700)	(67,830)
At end of year	<u>20,000</u>	<u>9,700</u>

Deferred income pertains to grant received for Bloom festival which is not available for use until 2021

## 22. Movement in Funds

	Unrestricted Funds 2020 €	Restricted Funds 2020 €	Total Funds 2020 €	Unrestricted Funds 2019 €	Restricted Funds 2019 €	Total Funds 2019 €
Opening balance	208,623	-	208,623	305,408	17,789	323,197
Net movement	515,606	-	515,606	(96,785)	(17,789)	(114,574)
Closing balance	<u>724,229</u>	-	<u>724,229</u>	<u>208,623</u>	-	<u>208,623</u>
Represented by:						
Fixed assets	78,526	-	78,526	35,583	-	35,583
Current assets	782,275	20,000	802,275	296,025	9,400	305,425
Current liabilities	(99,578)	(20,000)	(119,578)	(122,985)	9,400	(132,385)
Noncurrent liabilities	(36,994)	-	(36,994)	-	-	-
Net assets	<u>724,229</u>	-	<u>724,229</u>	<u>208,623</u>	-	<u>208,623</u>



# Notes to the Financial Statements

## 23. Statement of Funds

	31 December 2019 €	Income €	Expenditure €	31 December 2020 €
<b>Restricted funds</b>	-	406,896	(406,896)	-
<b>Unrestricted funds</b>	208,623	1,560,905	(1,045,295)	724,229
<b>Total funds</b>	<u>208,623</u>	<u>1,967,801</u>	<u>(1,452,191)</u>	<u>724,229</u>

	31 December 2018 €	Income €	Expenditure €	31 December 2019 €
<b>Restricted funds</b>	17,789	407,006	(424,795)	-
<b>Unrestricted funds</b>	305,408	1,145,772	(1,242,557)	208,623
<b>Total funds</b>	<u>323,197</u>	<u>1,552,778</u>	<u>(1,667,352)</u>	<u>208,623</u>

## 24. Financial Instruments<sup>24</sup>

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

	2020 €	2019 €
<b>Financial assets at amortised cost</b>		
Trade debtors	12,780	46,662
Accrued income	-	152,825
Cash at bank	764,943	68,031
<b>Financial liabilities at amortised cost</b>		
Trade creditors	38,861	82,677
Accruals	24,520	23,222
Finance lease liability	47,318	-

# Notes to the Financial Statements

## 25. Financial Commitments

### Operating lease

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

	2020 €	2019 €
<b>Within one year</b>	<b>1,793</b>	<b>1,793</b>
<b>Within two and five years</b>	<b>897</b>	<b>2,690</b>
	<b>2,690</b>	<b>4,483</b>

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

### Finance lease

In 2020, the Company acquired a mobile unit through finance lease at €65,404. The carrying amount of the mobile unit as at 31 December 2020 is €58,864.

Total future minimum lease payments under finance lease are as follows:

	2020 €	2019 €
<b>Within one year</b>	<b>11,588</b>	-
<b>Within two and five years</b>	<b>35,730</b>	-
	<b>47,318</b>	-

# 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 €307,565 (2019: €338,218), 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

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

## 28. Approval of Financial Statements

The financial statements were approved by the directors on 24th August 2021.







Marie Keating  
FOUNDATION

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

**(01) 628 3726**

**[info@mariekeating.ie](mailto:info@mariekeating.ie)  
[www.mariekeating.ie](http://www.mariekeating.ie)**