thebrownstudio

Hayden Brown | The Brown Studio

Practical, user centred design solutions for digital and print.

Hayden Brown | The Brown Studio

Clients | Maggie's Cancer Care Centres



The first Maggie's Centre opened in Edinburgh in 1996. Since then, Maggie's has grown into a network of Centres at major NHS cancer hospitals across the UK as well as a presence online and internationally.

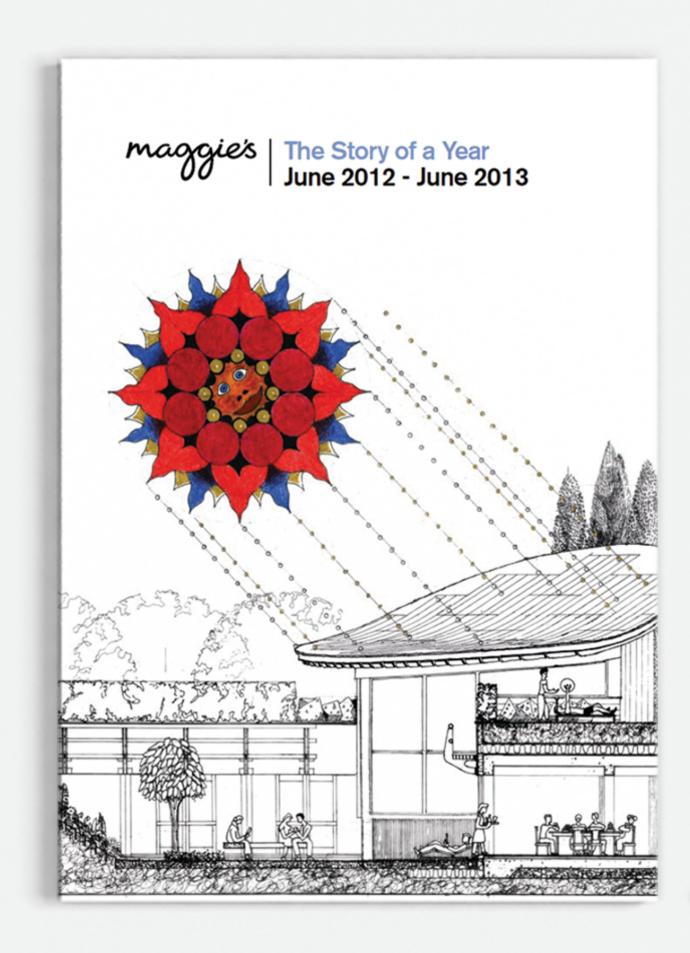
Providing a unique model of cancer support, the Centres are warm and welcoming places, created for both privacy and company. Designed by some of the world's leading architects, they provide a calm space away from the clinical environment of the hospital for people with cancer and their families and friends.

We first started working with Maggie's in 2013 after they had just completed a new brand identity project, we worked alongside the marketing team to apply the new identity to all forms of printed communications as well as providing design for support programme literature, fundraising events and advertising.

We helped the team put a system in place for commissioning design, created templates to help the centre's generate their own local communications and after 12 months helped recruit an internal design team to take over the day-to-day design work.

Hayden Brown | The Brown Studio

Maggie's | Corporate Communications | Annual review



July

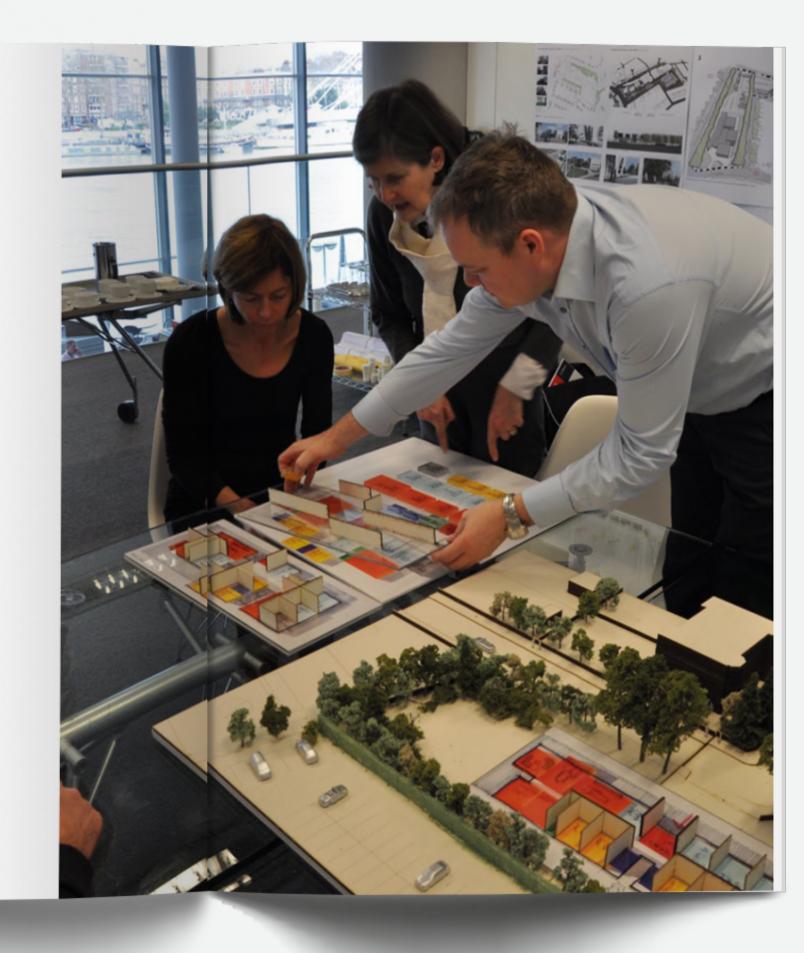
Maggie's comes to Manchester

After my diagnosis, we were back out on the pavement in the sunshine, with people laughing and going about their business around us, completely unaware that I was digesting all these thoughts about how I had cancer and what that would mean. That was the point where my husband and I really needed somewhere to go, but there was nowhere. And that's why I want a Maggie's at The Christie. So other people in that situation will have somewhere to go when they need it most.

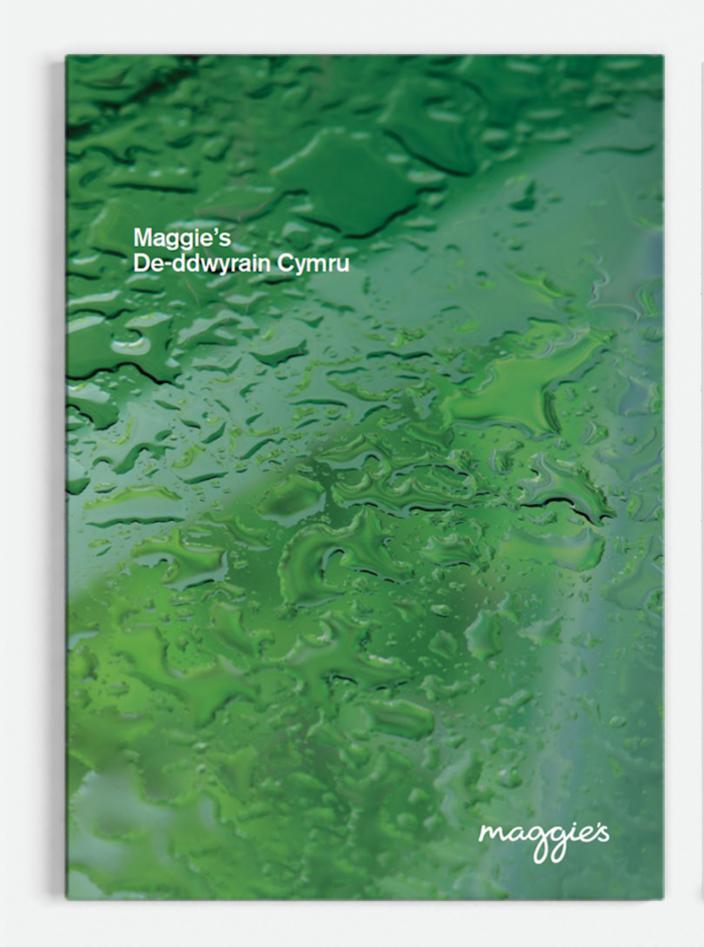
Maureen Jeffs, patient at The Christie, Manchester

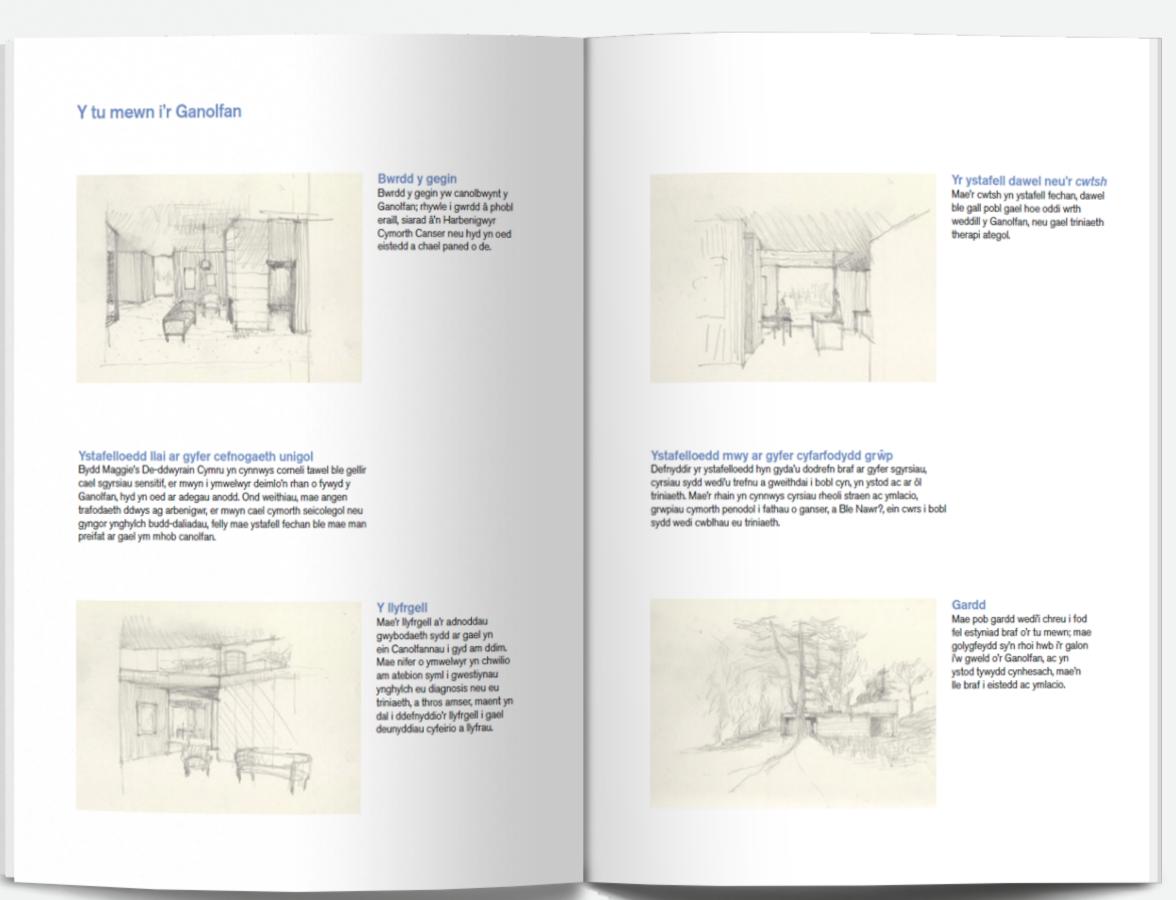
We form a partnership with the world-famous cancer centre The Christie in Manchester. It is the first stage in establishing a Centre that will be designed by Lord Norman Foster and will provide practical, social and emotional support to 12,000 people newly diagnosed with cancer a year in the North West. One of several new Centres planned at sites around the UK, including Cardiff, Forth Valley, Leeds, Liverpool, London Barts and Southampton, Maggie's at The Christie is expected to receive up to 60,000 visits a year once established.

Laura Lee is jointly awarded the First Women Award for Public Service in association with Lloyds Banking Group; co-founder Charles Jencks chooses his Desert Island Discs on BBC Radio 4 and comedian Ricky Gervais donates a painting to be auctioned in Inverness to raise money for Maggie's Highlands.



Maggie's | Corporate Communications | New Centre Prospectus

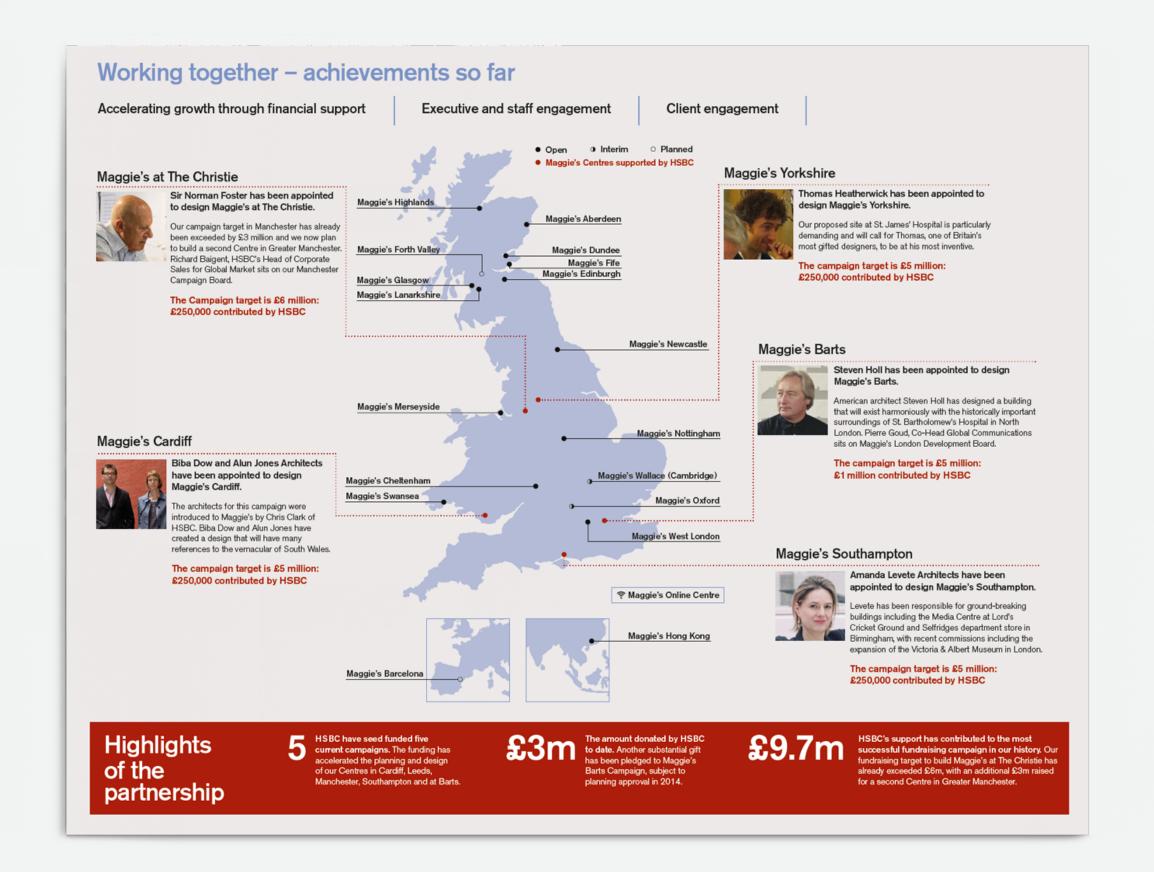


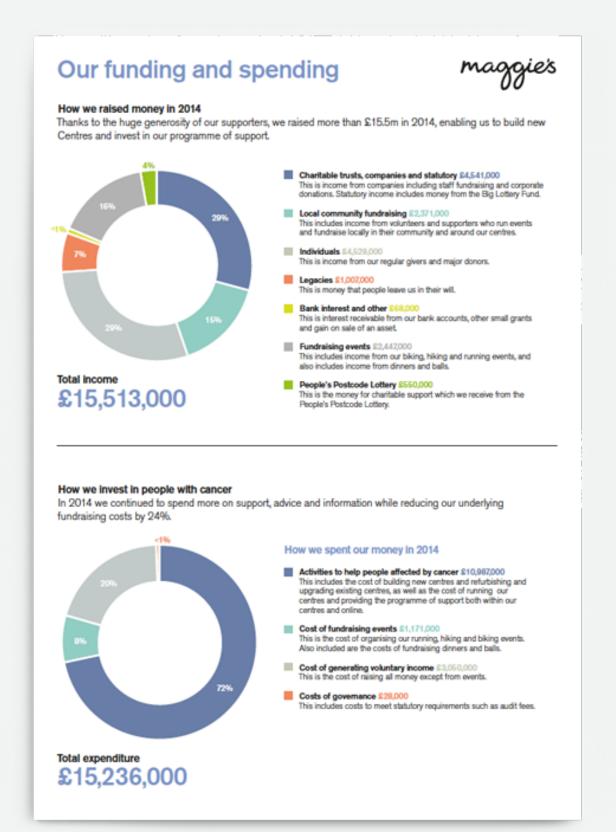


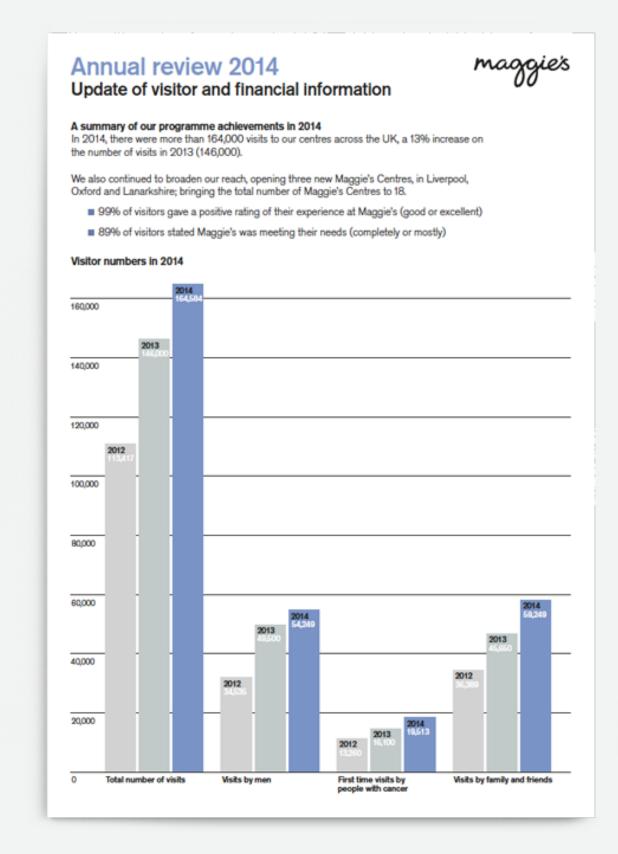
Maggie's | Corporate Communications | Board & Supporters Report



Maggie's | Corporate Communications | Financial Report







Maggie's | E-newsletters

maggie's

Latest news from Maggie's October 2013



The evenings may be drawing in, but the last month has been a busy time at Maggie's. We've made excellent progress in Oxford and Lanarkshire, coverage for the support we offer to people $\underline{\text{returning to work after cancer}}.$

If you'd like to know more about anything we're doing, please don't hesitate to be in touch.

Lavahee

Chief Executive, Maggie's

New Centres underway

Oxford treehouse takes shape

The timber pieces of Wilkinson Eyre's treehouse-style Maggie's Centre, which travelled all the way from Germany, have recently arrived in Oxford. With the stilts being put into place and the structure taking shape, it is anticipated that the new Centre will be completed in Spring of next year.



Maggie's Lanarkshire moving ahead The new Centre at Monklands is now well underway, with the northern side of the

build up and ready and the interior moving on well. The Centre is expected to open in Spring 2014.

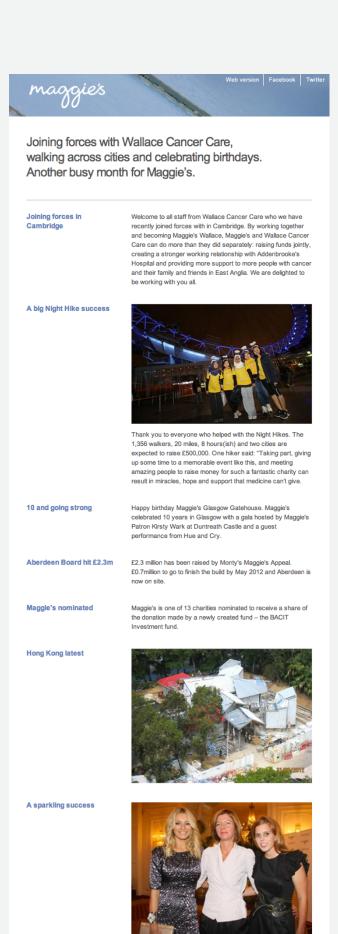
A_LA appointed to design Maggie's Southampton I'm so pleased to be able to announce that we've appointed A_LA to design Maggie's Southampton. The firm, which is headed by Amanda Levete, has been responsible for some extraordinary buildings across the UK including the RIBA award-winning media centre at Lord's Cricket Ground and the spectacular Selfridges building in Birmingham.

Our Centres

Other news

We were honoured to host an exhibition of Centre, along with a fascinating talk by Christopher Frayling, the writer and presenter.





Kindly supported by Swarovski and hosted at the Mandarir

to raise more than £230,000.

Princess Beatrice, Tess Daley and Hugh Bonneville and is set



What is Maggie's? ▼ Inside a Maggie's Centre ▼ Find a Centre ▼ How you can help ▼

Maggie's provides emotional, practical and social support to people with cancer and their families and friends - from beautiful buildings located within the grounds of specialist cancer hospitals. It's an approach we call calmness, clarity and a cup of tea.

Calmness

Calmness is the first step, because a cancer diagnosis can bring about overwhelming anxiety. It might be achieved through relaxation workshops, support groups, or simply the relaxed atmosphere inside our Centres. Read more



Search Donate Get updates



Clarity is about practical support, which might involve working out questions for the medical team, or advice on anything from finances or nutrition to how to tie a

Read more

And a cup of tea

At the heart of every Centre is the kitchen table, around which people going through the same things can share experiences and support each other.



Latest news



Maggie's marks £2.5m raised by People's Postcode Lottery Charities and good causes across Great Britain have received a landmark £20 million from the charity lottery



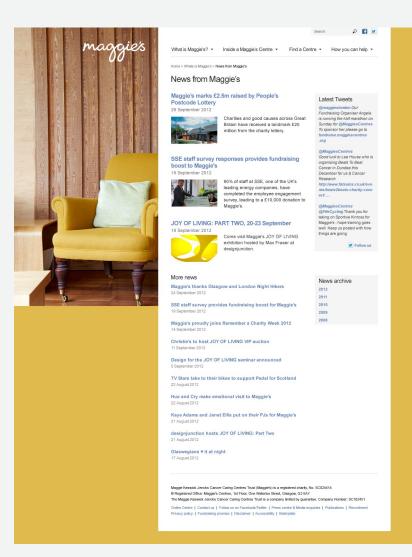
SSE staff survey responses provides fundraising boost to Maggie's 90% of staff at SSE, one of the UK's leading energy companies, have completed the employee engagement survey, leading to a £10,000 donation to Maggie's

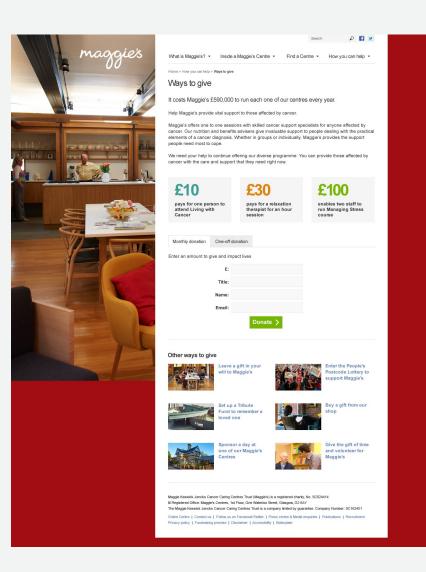


JOY OF LIVING: PART TWO, 20-23 September Come visit Maggie's JOY OF LIVING exhibition hosted by Max

Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie's) is a registered charity, No. SC024414 @ Registered Office: Maggie's Centres, 1st Floor, One Waterloo Street, Glasgow, G2 6AY The Maggie Keswick Jencks Cancer Caring Centres Trust is a company limited by guarantee. Company Number: SC162451

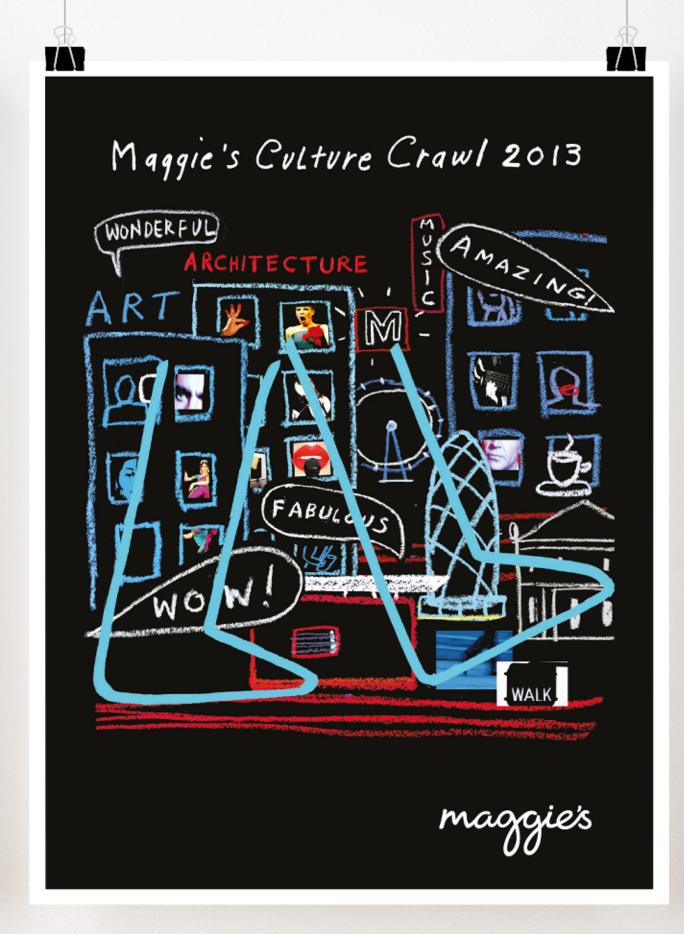
Online Centre | Contact us | Follow us on Facebook/Twitter | Press centre & Media enquiries | Publications | Recruitment Privacy policy | Fundraising promise | Disclaimer | Accessibility | Boilerplate





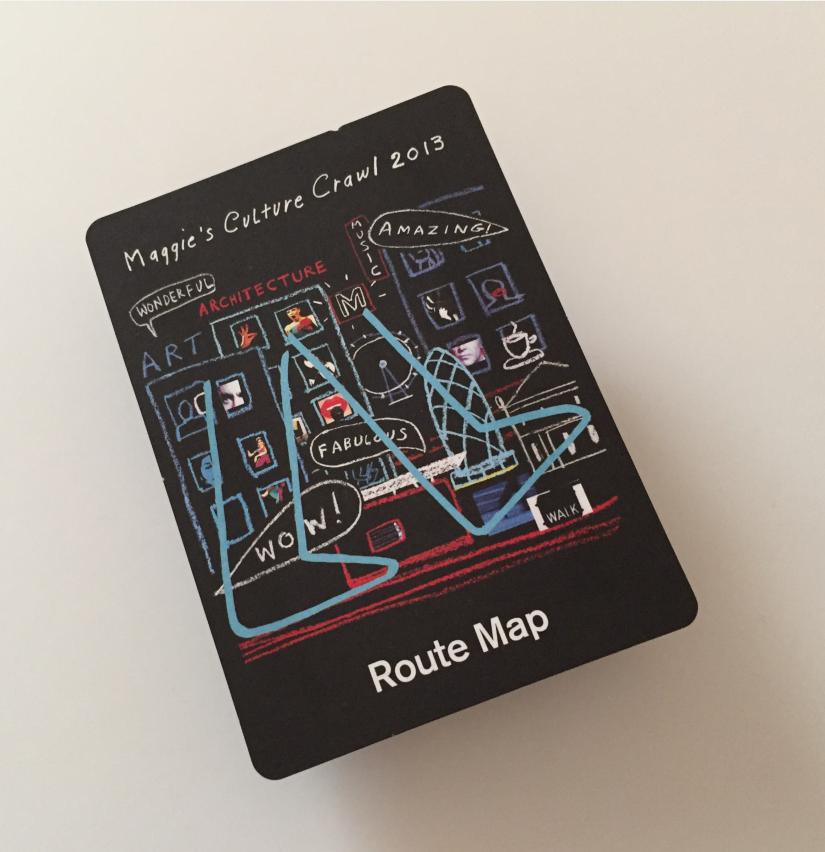
A 14 mile night time walk / cultural adventure through London

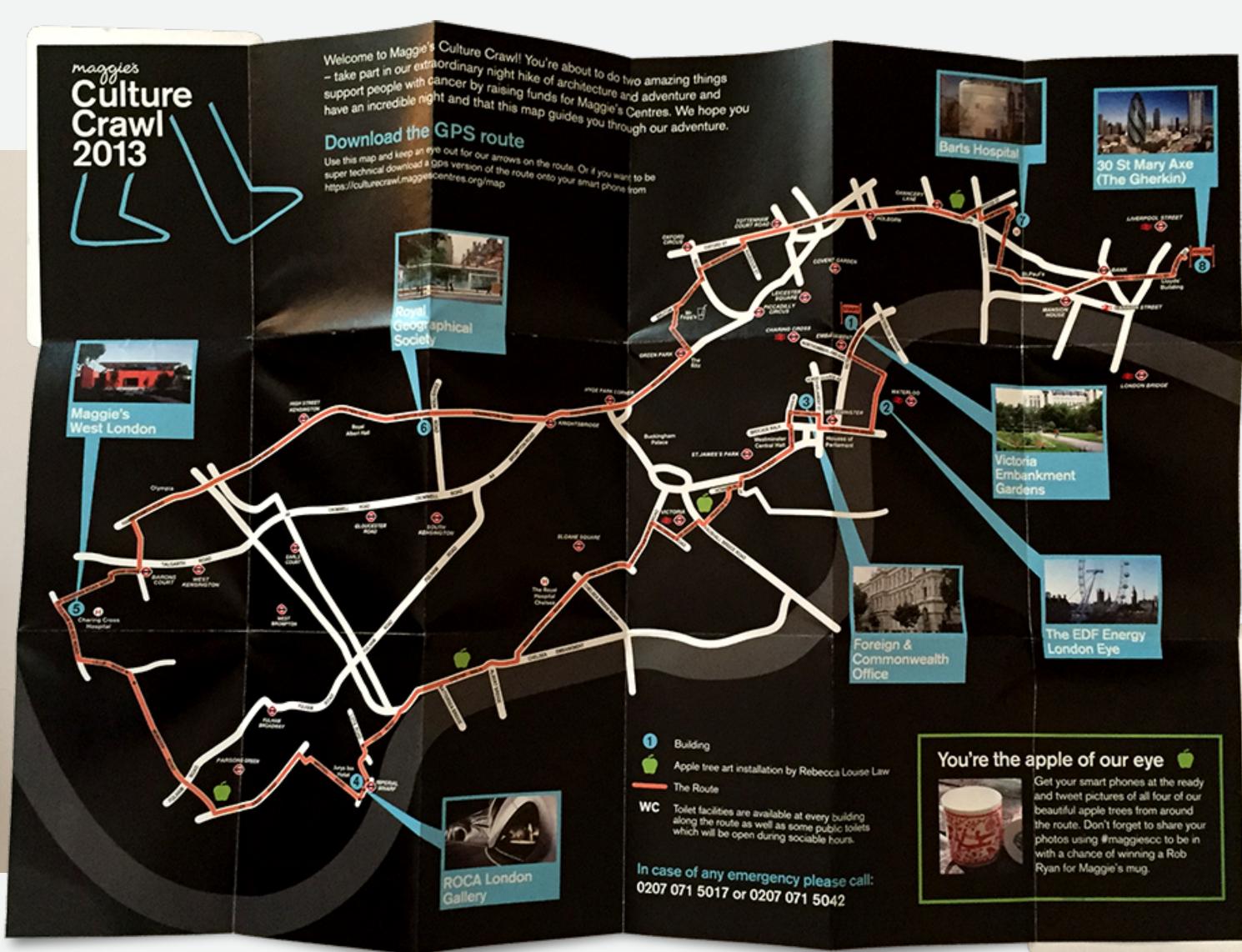






Route map

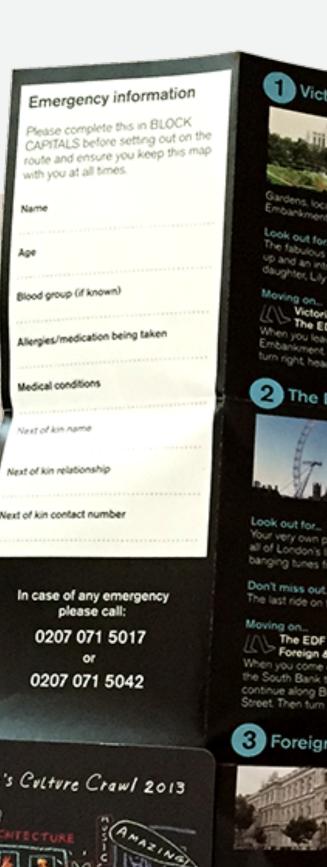




Route map - Points of interest











Victoria Embankment Gardens to The EDF Energy London Eye

2 The EDF Energy London Eye



Your very own pair of 3D glasses which will turn all of London's lights into little hearts, and some banging tunes from a steel band.

Don't miss out... The last ride on the Eye is at 20.45.

Moving on...
The EDF Energy London Eye to
Foreign & Commonwealth Office
When you come off the London Eye turn right and walk along
the South Bank to Westminster Bridge Cross the bridge and
continue along Bridge Street turning right onto Parlament
Screet. Then turn left onto King Charles Street.

Foreign & Commonwealth Office



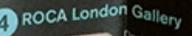
commerce and law carved by Henry Hugh Armstead and John Brnie Philip can be found outside the Foreign Office - take a look before making your exclusive night visit to this Grade 1 listed building.

Sublime teas to taste from Fortnum & Mason and readings from Give A Book.

Don't use mobile phones or take photos. Last entry is at 21.00.

Foreign & Commonwealth Office to ROCA London Gallery

turn left. Once out of Parliament Square follow Victoria Street until funning left onto Artillery Row. Turn right onto Howck Place and follow Francis Street turning right onto Vaukhall Bridge Road before taking a left into Gillingham Street. Turn left into Belgrave Road before turning left onto Buckingham Pallate Road Follow Royal Hospital Road and Cheyne Walk until turning left onto Lots Road. Turn off onto Harbour Avenue and follow the road until you reach Imperial Wharf and ROCA Gallery London. reach Imperial Wharf and ROCA Gallery London





Don't miss out... H2 will performing at 21.00, 21.30 and 22.00

Moving on ROCA London Gallery to Maggie's West Lo Turn right and walk up this hard wast up to be the total to the total Turn left and follow from the Munster Road and John to Munster Road suming right. Follow Munster Road to Fusion Pariate Road Follow Road, then follow Lillie Road to Fusion Pariate Road Follow Road, then follow Band past Châning Cours to the Road Follow Road. Fuham Palace Road past Chang Cross Ho



Look out for_ Look out for...

Tasty chocolate treats and listen to Talking Table' an audio are installation devised & produced by artist's Roon Blackledge & Dominic Robson capturing the stores of Centre visitors.

Maggie's West London to Royal Geographical Society

Follow St. Dunstan's Road to Barons Court station, then cross Talgarth Road until the junction with Hammersmith Road Tun right and follow this road until you reach Kensington Gore.
The Royal Geographical Society will be on the right hand side.

6 Royal Geographical Society



style by Richard Norman Shaw. the RGS on Kensington Gore is one of the most important examples of 19th Century

Silent Disco with BBC Radio 2 DJ's Nick Luscombe and Max Renhardt (because you won't hear it..).

Royal Geographical Society to Barts Hospital
Turn right and follow Knightsbridge towards Green
Park, turn right up Berkeley Street, left onto Bruton Lane and weave through Conduit Street and Great Mariborough Street to Oxford Circus. Follow onto High Holborn before turning let and continuing to West Smithfield.

Mr Foggs refreshment stop - enjoy a delicious drink by Fentimans from Phileas Fogg and his friends before you continue your merry way to Maggie's Bart's site.

7 Barts Hospital



(affectionately known as Barts) is the oldest hospital in London founded in 1123. It is one of the most advanced cancer centres in Europe and a campaign is underway to build the second

and an art installation of our new Centre.

Barts Hospital to 30 St Mary Axe (The Gherkin) Outen Victoria Street, Comhill and Leadenhall Street. Turn left onto St. Mary Ave arriving at The Gherkin.

30 St Mary Axe (The Gherkin)



The eco-friendly, 40-storey building known as The Gherkon was designed by Lord Norman Foster, who is currently working to design a Maggie's Centre for The Christe

A slap-up Loon breakfast (keep this route map M/ with you to claim yours), some folk, blues and rock and roll from John Bull and the Bandits

People with cancer need places like these



foday there are two million people living with or after cancer. in the UK, a figure that is using as new diagnoses increase by 3% each year. By 2020 half of the UK population will have

Magge's Ceitres are places that offer practical, emotional and social support to people with cancer and their families. and frencs. Warm, welcoming and full of light and open space, with professional experts on hand to offer help and advice our Centres offer people the support they need to find ther may through cancer.

www.maggiescentres.org

DRBS DELANCEY



Maggie's Culture Crawl 2013

Route Map

The important stuff

Registration:

Arrive one hour before your start time

Start times: 7.30pm and 8.00pm

Between 11.30pm and 6.00am

Make sure you: Wear your Culture Crawl t-shirt, this is how you'll gain access to the buildings on the route.

Don't forget your green cross code. Regular road safety rules apply so remember to stop at red lights, walk on the pavement, all that sort of stuff.

Have a plan for how to get home. Depending on how fast you walk you could finish any time between 11,30pm and 6,30am.

Complete the emergency information form and keep this map with you at

Get your route map stamped to claim your Leon breakfast at the finish line.

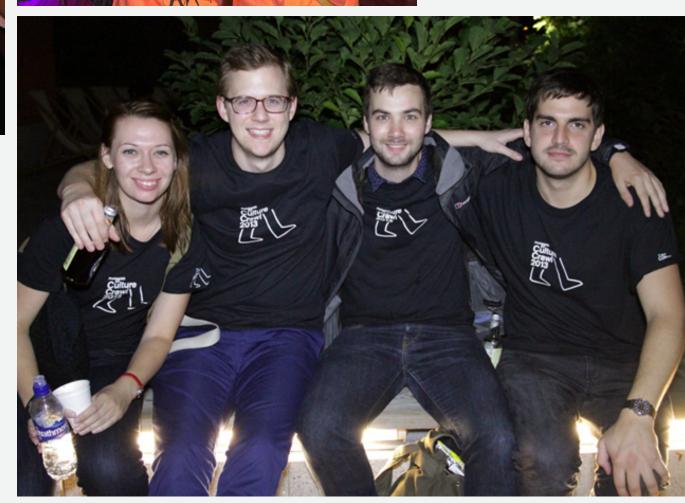


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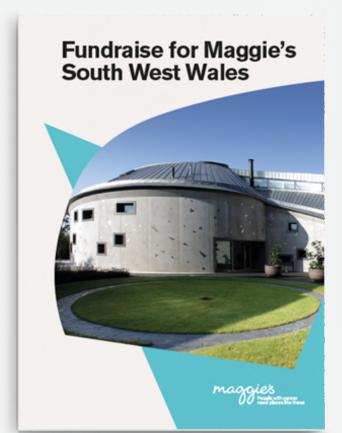


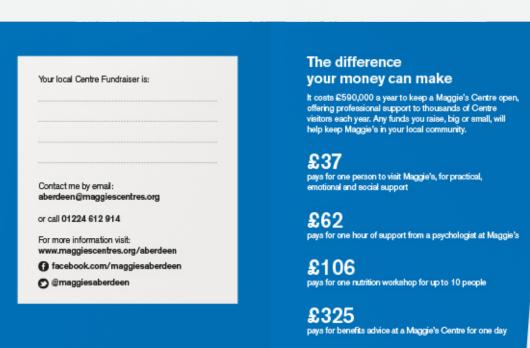






Maggie's | Fundraising | Fundraising Pack







16 The help and support I gained last week when I dropped into the Centre on a very low day, for me, was so valuable. The staff made me feel welcome and normal and helped me to work through some feelings that had surfaced out of the blue. I also gained huge support from a fellow visitor whilst sitting at the kitchen table with a welcome cup of tea and talking about chemotherapy. I will be a regular visitor from now on. 99



Fundraise for Maggie's West London



The need for cancer support in Aberdeen

hAber deen and the North of Scottand I vingwith cencer - a number with its steadly rishig. By 2020 almost half of the population in the UK

These people will face tough questions, exhaus ting treatment and difficult em dions that can range from anxiety to lone he as and a diation. The mightly of these people need additional support to complement the excellent medical breatment that the NH Sprovides.



About Maggie's

Maggids Abardson is a warm and web oming building in the grounds of Forester Hill Hospital that offers practical, emotional and scool is upport to people with cancer and their family and thinds.

With a team of profes sond staff on handto help, people affected by any type of concer confind the support that they need a tMaggids -from a dvt.ea.bout benefits and as thigwid it consto-one support and courses hir disciplinish as place to meet other people or just at quietly

Maggie's is the safe haven for our patients

How you canhelp

Wawculd live you to get hivd ved- and there are many ways that you can support Maggids in your local community.

Make a monthly donation
By giving a gift of £10 a morth, you can sponsor a place and help Maggle's provide the support people need to find their

Give as a gift or raise with friends - £2,400 will cover the cost of

There are many exiting events for supporters with energy to bourn.
You can't ke through London at right on Maggid's Culture Crawl,
adventure in the High lands on Maggie's More by Blee & Hike, trak to

Ask your company to support Your company could support by forming a charity pathership, donating the titme or skills, offering payorigiving or matching

Learea gift iny our will When you come to thirk about your wil, your might like to come der

Volunteer
Give your time to Maggie's from supporting at furnite bing a divities
to helping us spread the word about our Contres.



Turn over for some inspiration!

What type of fundraiser will you be?

No matter who you are, there's a fundraising style to suit you...

Creative type

Always fancied speaking Italian? Or taking up tap dancing? Learn a new skill and get sponsored for it

Get crafty: organise a knit-a-thon and sell your beautiful creations

Got green fingers? Put them to good use and offer to spruce up your neighbour's garden

Fun loving

Tap Into your inner master chef with your very own

Hit the dancefloor or hog the mic: karaoke, folk, rock and roll, organise a music night of your choice

Pass the popcorn...share your favourite film with your friends at a movie night

Thrill-seeking

Take the plunge and swim the channel

Zoom down a zip wire from your favourite building

Ride a motorbike in a Maggie's to Maggie's challenge

Healthy & wholesome

Take up a healthy habit: get sponsored to give up unhealthy food or alcohol for a month

Unleash your inner intellectual and host a book club for small donations

De-clutter your home and sell your unwanted

Star employee

Organise a trolley cake sale - with the boss as the tea lady

Guess the (anything)...baby picture, jelly beans in jars, weight of a cake...

Enjoy working as a team? Sign up to run a 10k with some colleagues

Or just plain silly

Take a bath in baked beans

Go loopy with a hula hooping competition

Dust off your crazlest headgear for a mad hatters tea party

3 tips to get started

1. Get in touch

Contact your local Maggie's fundraiser for press releases, posters, invites and more

2. Spread the word Email your friends and family and get them involved

3. Fundraise online

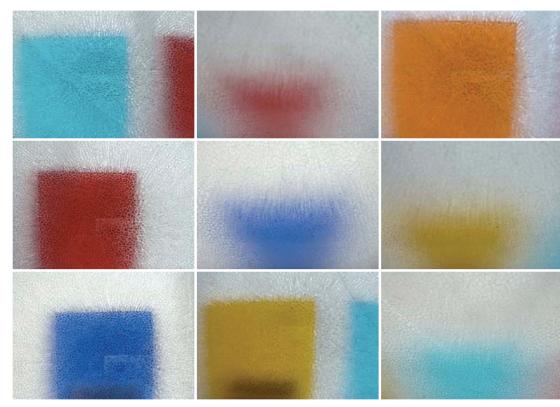
Set up a JustGiving page through our online form and use Facebook and Twitter to get sponsorship



For more ideas and to access all the tools you'll need to fundraise visit www.magglescentres.org/howyoucanhelp

Maggie's | Direct Mail





Help us build Maggie's Barts

London currently only has one Maggie's Centre - for a population of 7 million people, this is obviously not enough.

We have plans to build another 3 Centres in London, starting with one at St Barts hospital. But we need to raise $\pounds 2$ million before we can start building work.

Please help us by making a donation today.

Donate online: www.maggiescentres.org/donate

By telephone: 0300 123 1801

70070 - text 'MAGG13 £xx'
(where xx is the amount in pounds you wish to donate)

maggie's



You're invited to the opening of Maggie's Bath

After 5 years of planning and 3 years of building, Maggie's Bath is finally ready to open its doors.

It's been a huge effort for all involved, and to celebrate, as well as raise awareness, we're having a party.

Please come if you live locally - and invite anyone you know in the area if you don't. The more people who find out about us the better - and we'd love to see you.

Thursday 26th June, 7pm

RSVP: maggiesbath@maggiescentres.org

maggie's

Maggie's | Event invitations





Maggie's | Special gifts











About Maggie's Fellows

Maggie's Fellows are supporters who want to play an active role in helping Maggie's grow and reach more people. They donate not just money but their ideas and expertises, providing opinions and advice

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crucial to Maggie's future, such as fundraising, partnerships and building awareness. Each Fellow is asked to provide their insight on the subject, whether it comes from a personal or a professional perspective – and their views fed into a report circulated to the Maggie's Board. Thank you