

thebrownstudio

Hayden Brown | The Brown Studio

Practical, user centred design solutions for
digital and print.

Clients | Maggie's Cancer Care Centres



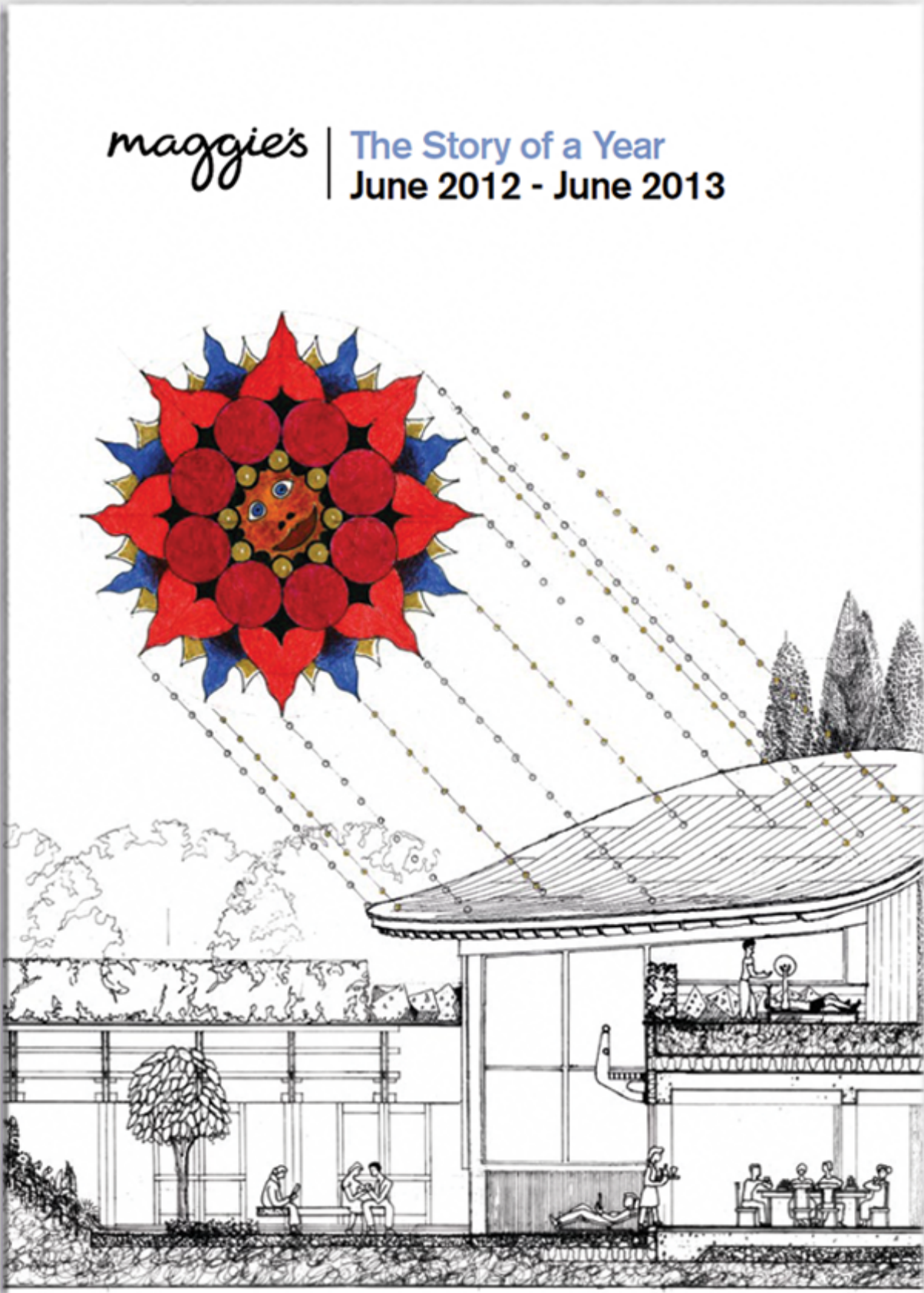
The first Maggie's Centre opened in Edinburgh in 1996. Since then, Maggie's has grown into a network of Centres at major NHS cancer hospitals across the UK as well as a presence online and internationally.

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.

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.”

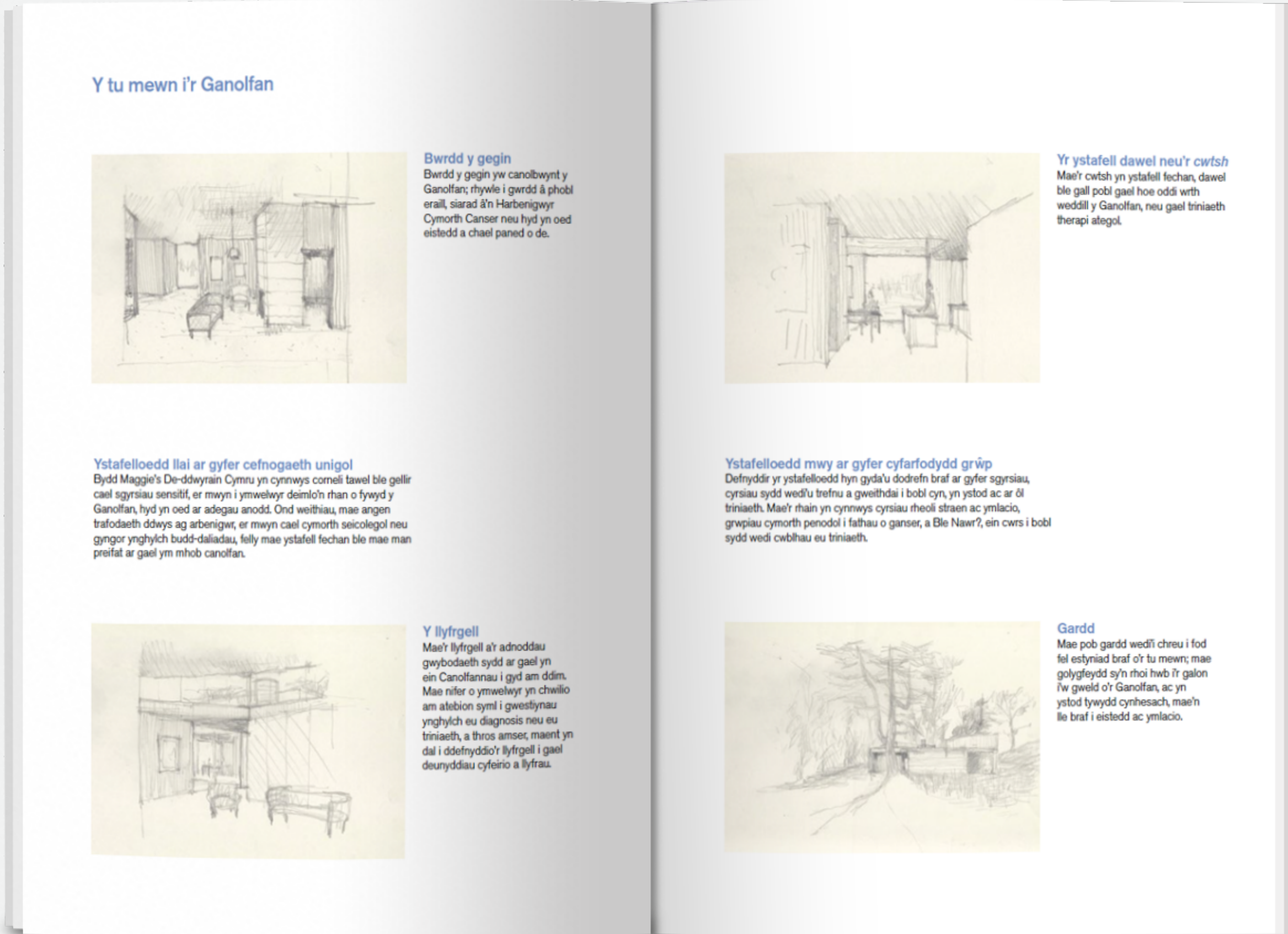
Maureen Jeffs, patient at The Christie, Manchester

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.



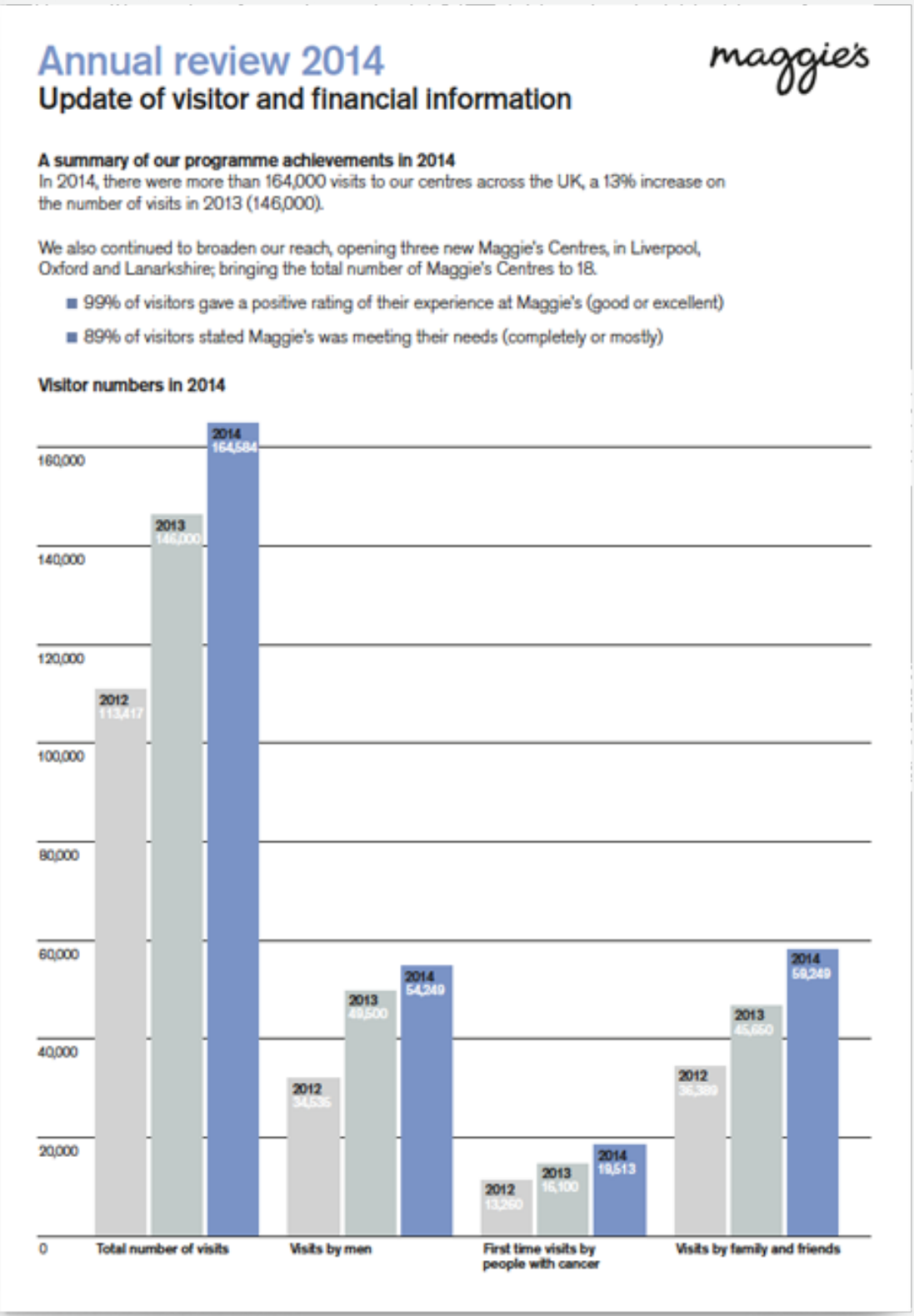
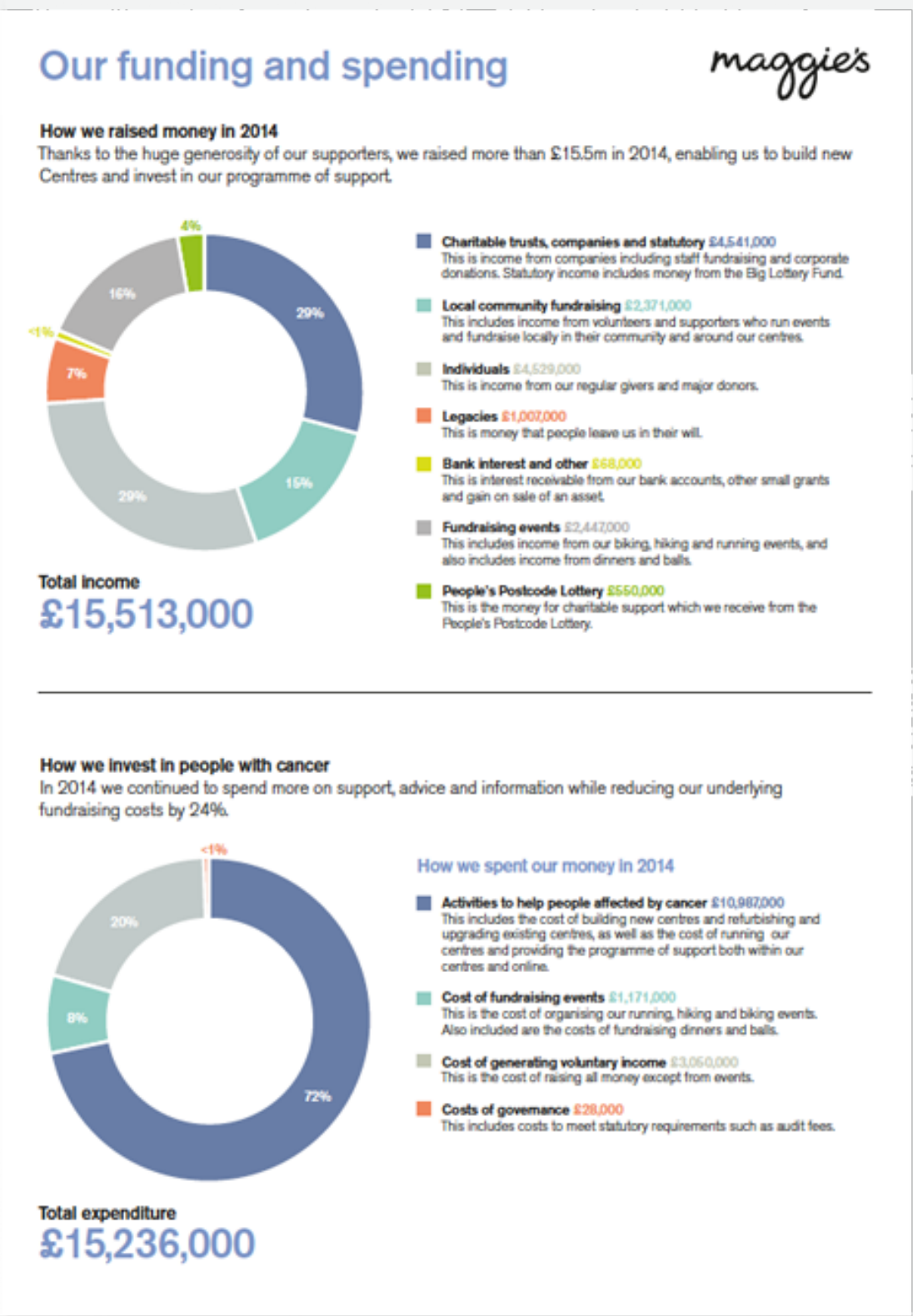
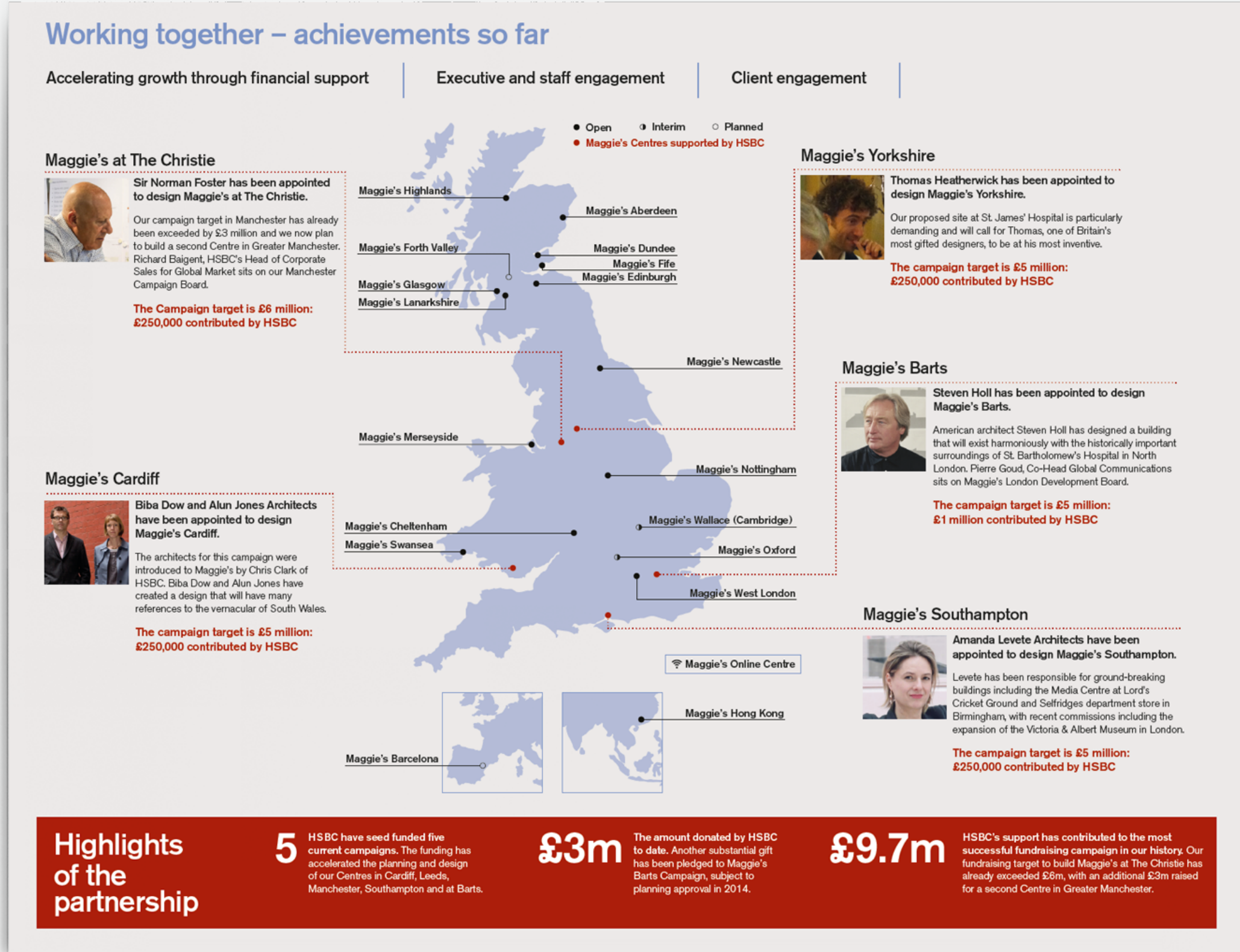
Maggie's | Corporate Communications | New Centre Prospectus



Maggie's | Corporate Communications | Board & Supporters Report



Maggie's | Corporate Communications | Financial Report



Maggie's | Events | Culture Crawl

A 14 mile night time walk / cultural adventure through London



maggie's
Culture Crawl 2013

Be a walk of art

Friday 20 September 2013
Venture out for a night of discovery, culture and surprise while raising money for Maggie's Cancer Centres.

Culture Crawl is a 15-mile night-hike-come-adventure with exclusive access to some of London's best buildings, such as the Gherkin and EDF Energy London Eye.

Experience spectacular performances from musicians, dancers and artists and feast on delicious food and drink along the way.

Join us and support people with cancer - places are limited so sign up today.

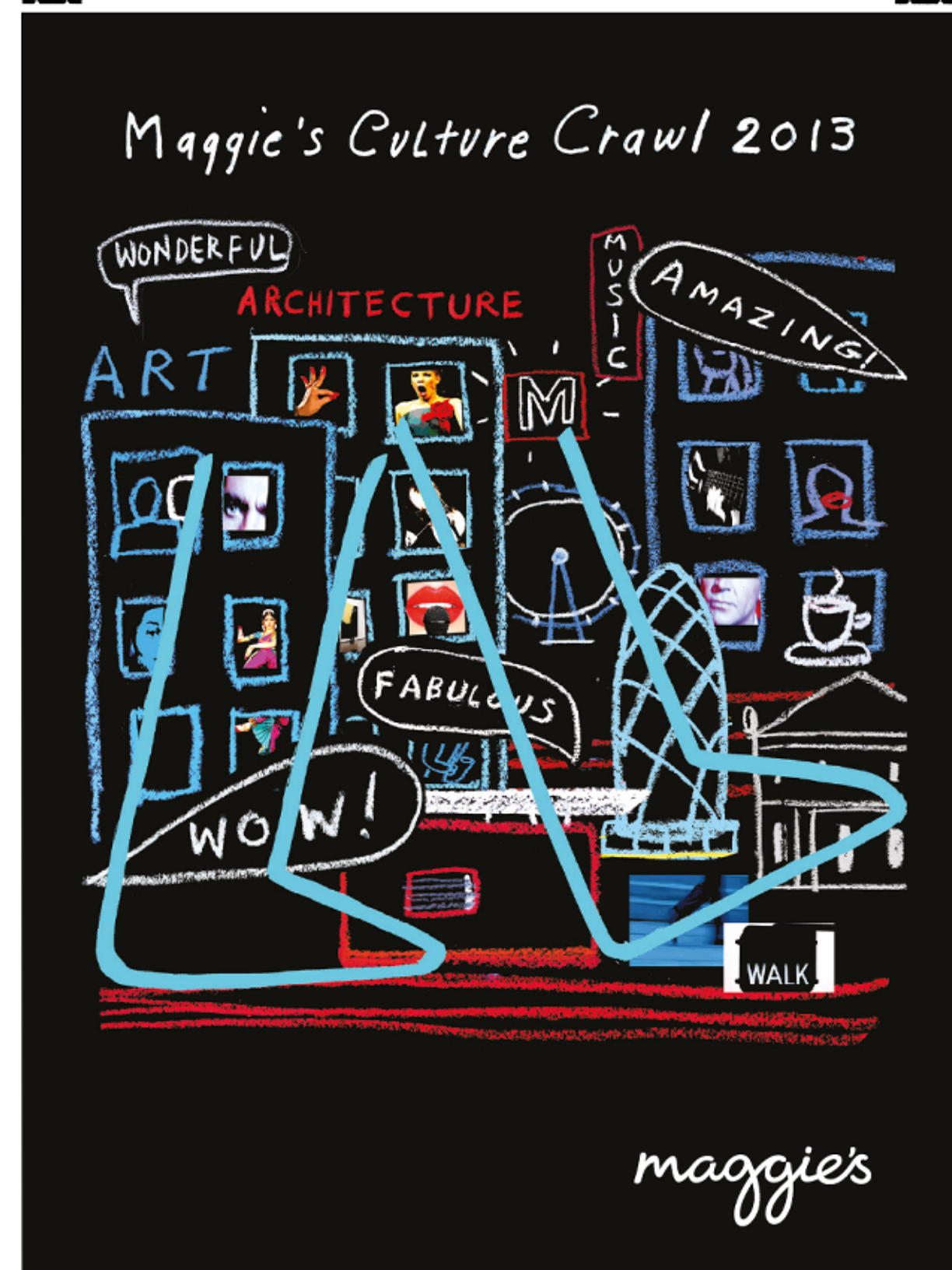
www.maggiescentres.org/culturecrawl

Sponsored by **DELANCEY**

In partnership with **Open City** **Open House London 2013**

maggie's

Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie's) is a registered charity No. SC024414



Maggie's Culture Crawl 2013

WONDERFUL ARCHITECTURE MUSIC AMAZING! FABULOUS WOW! WALK

maggie's



Lace up for Maggie's

Maggie's Culture Crawl, Friday 20 September 2013
Venture out for a night of discovery, culture, architecture and surprise while raising money for Maggie's Cancer Centres.

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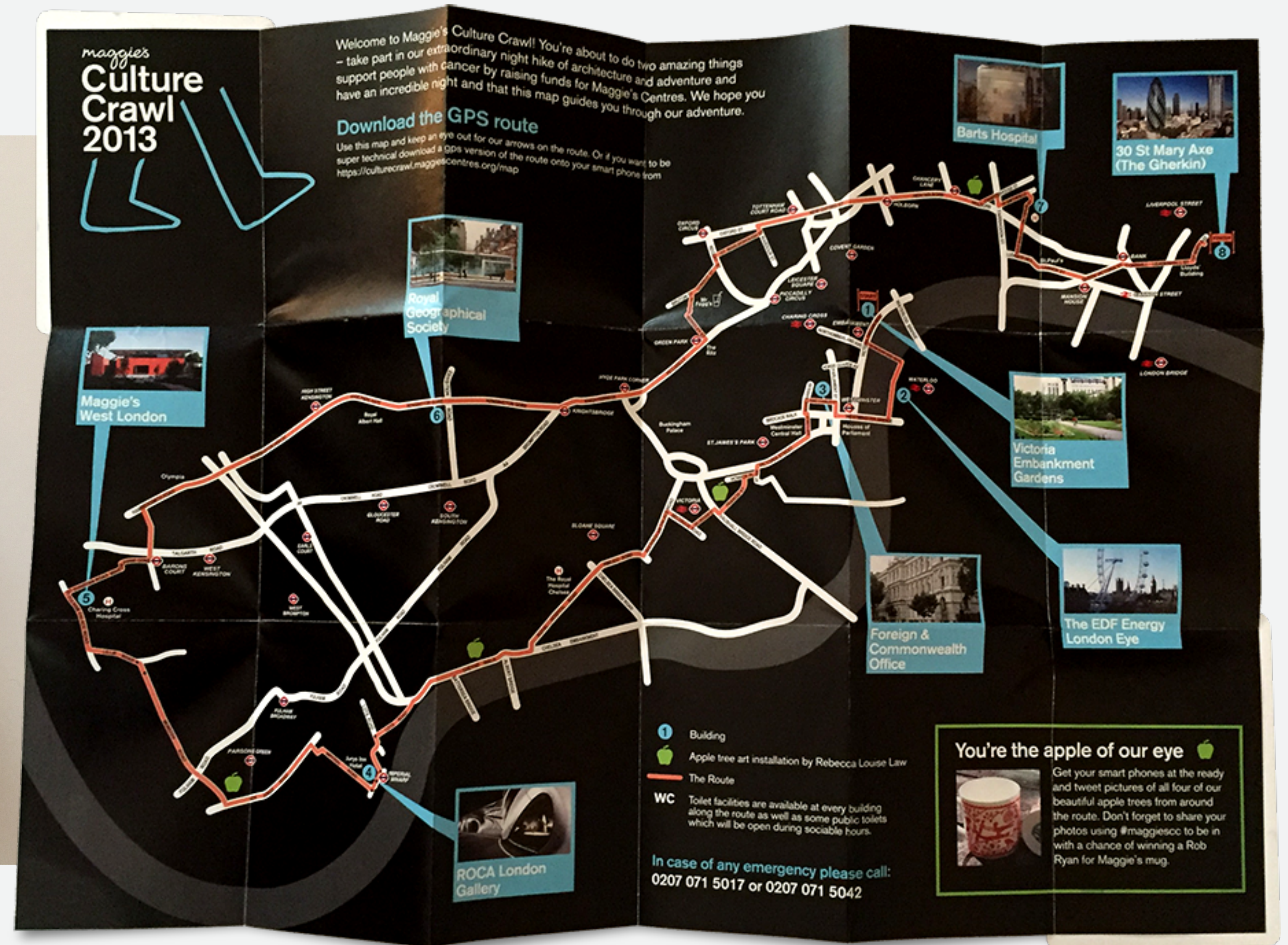
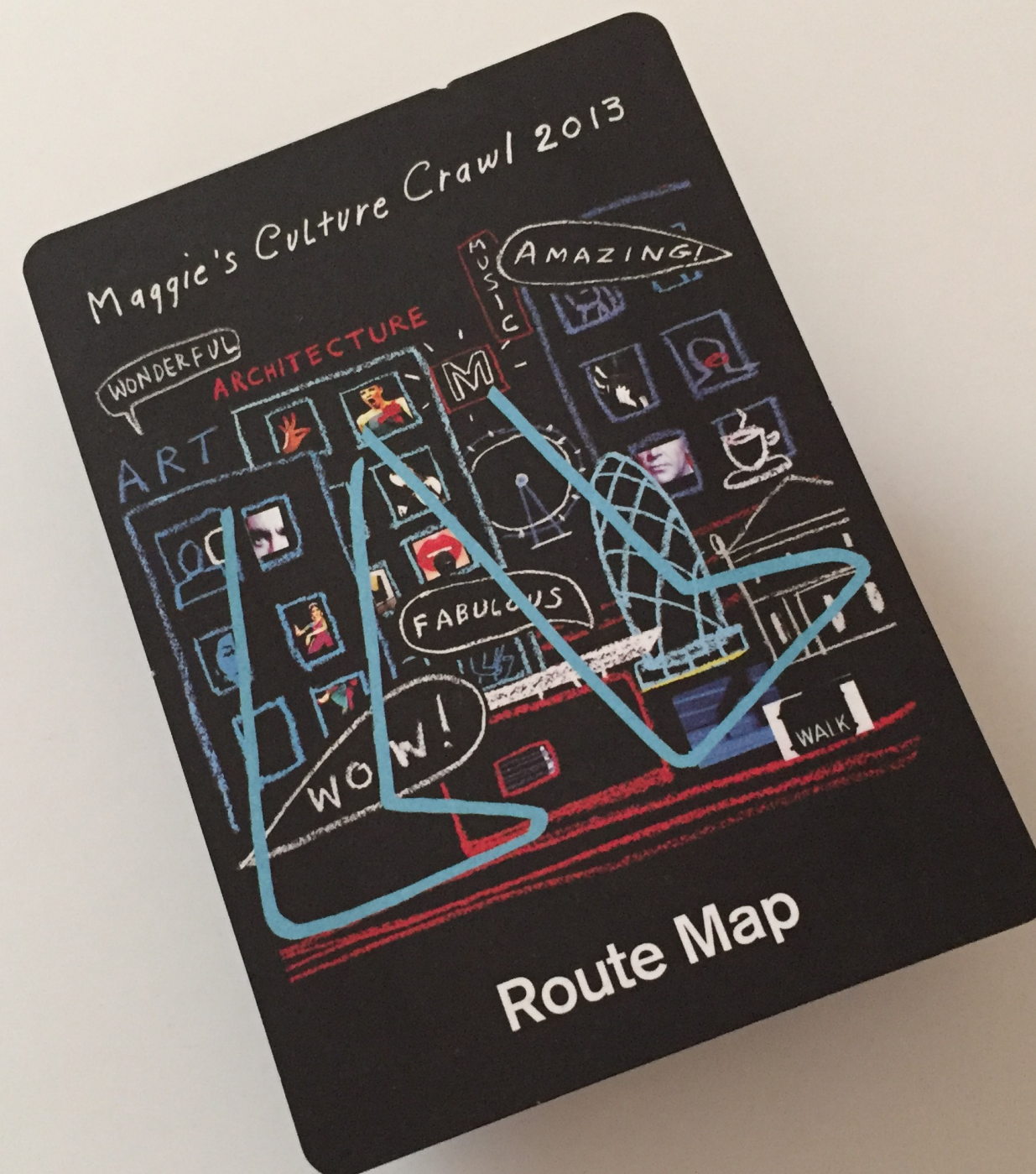
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maggie's
Culture Crawl 2013

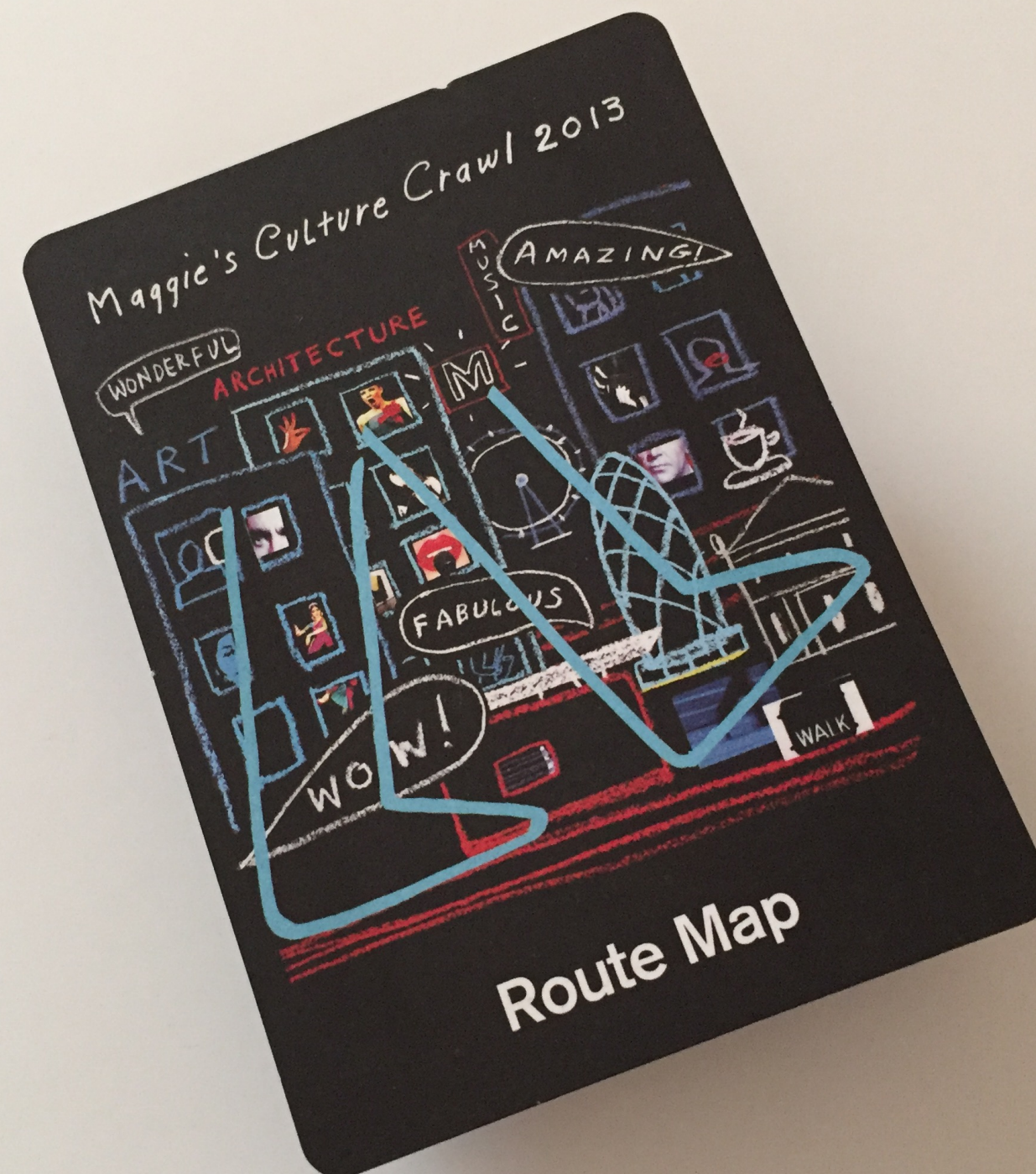
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Route map



Maggie's | Events | Culture Crawl

Route map - Points of interest



Maggie's | Events | Culture Crawl



Maggie's | Fundraising | Fundraising Pack

Fundraise for Maggie's South West Wales



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People with cancer need places like these

Fundraise for Maggie's Aberdeen

Your local Centre fundraiser is:

Contact me by email:
aberdeen@maggiescentres.org
or call 01224 612 914

For more information visit:
www.maggiescentres.org/aberdeen
[facebook.com/maggiesaberdeen](https://www.facebook.com/maggiesaberdeen)
[@maggiesaberdeen](https://www.instagram.com/maggiesaberdeen)

The difference your money can make

It costs £590,000 a year to keep a Maggie's Centre open, offering professional support to thousands of Centre visitors each year. Any funds you raise, big or small, will help keep Maggie's in your local community.

£37
pays for one person to visit Maggie's, for practical, emotional and social support


£62
pays for one hour of support from a psychologist at Maggie's

£106
pays for one nutrition workshop for up to 10 people

£325
pays for benefits advice at a Maggie's Centre for one day

"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."
Maggie's Aberdeen visitor

www.maggiescentres.org
Maggie's Aberdeen Cancer Care Centre Trust (Maggie's) is registered charity No. 50034414



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People with cancer need places like these

Fundraise for Maggie's West London



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People with cancer need places like these

The need for cancer support in Aberdeen

Today, there are 185,000 people in Scotland and over 1,000,000 people in the UK diagnosed with cancer. In Aberdeen, the number is rising. By 2020, almost half of the population in the UK will have cancer in their lifetime.

There are people with cancer who are struggling to cope with the physical and emotional challenges that can range from anxiety to depression and isolation. The majority of these people need additional support to complement the excellent medical treatment that the NHS provides.

About Maggie's

Maggie's Aberdeen is a warm and welcoming building in the grounds of Forster Hill Hospital that offers practical, emotional and social support to people with cancer and their families and friends.

With a team of professional staff on hand to help, people affected by any type of cancer can find the support they need at Maggie's - from a doctor's advice to a counsellor's support and a counsellor's support. It's a place to meet other people or just sit quietly with a cup of tea.

"Maggie's is the safe haven for our patients and their relatives with cancer providing a warm, friendly environment to escape to from the hospital setting. It's a place to meet with advisors or friends, or just have a cup of tea and discover more about how to cope with the challenges and complexities that a diagnosis of cancer brings. The Centre epitomises this with its warm, wooden centre, its protective shell surrounding and its tranquil setting."
Jana Tgha, Unit Clinical Director for Haematology, Oncology and Palliative Care, Aberdeen Royal Infirmary

How you can help

We would love you to get involved - and there are many ways that you can support Maggie's in your local community.

Make a monthly donation

By giving a gift of £10 a month, you can sponsor a place and help Maggie's provide the support people need to find their way through cancer.

Sponsor a day

Give as a gift or raise with friends - £2,400 will cover the cost of keeping Maggie's open and staffed with experts for an entire day.

Get active

There are many exciting events for supporters with energy to burn. You can hike through London at night on Maggie's CultureCrawl, adventure in the Highlands on Maggie's Mountain Bike & Hike, take to the water on Maggie's Canoe & Kayak, or even dance.

Ask your company to support

Your company could support by forming a charity partnership, donating their time or skills, offering prizes or matching employee fundraising.

Remember a loved one

Contribute to the memory of a loved one by setting up a Maggie's Tribute Fund in their honour.

Leave a gift in your will


When you come to think about your will, you might like to consider leaving a small percentage as a legacy to help your Centre.

Volunteer

Give your time to Maggie's by supporting a fundraising activity to help us spread the word about our Centres.

Or do your own thing
From supper clubs to motorbike rides, we love to see people living their imaginations run free.

Turn over for some inspiration!



maggie's
People with cancer need places like these

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 supper club

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 things to raise money

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 craziest 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.maggiescentres.org/howyoucanhelp

maggie's
People with cancer need places like these

Maggie's | Direct Mail



maggie's

Dear friend,

September 2013, Places are everything

In our Five-Year Plan, we said we wanted to double the number of Maggie's Centres by 2017 – and the good news is, we're getting there.

Maggie's Loughborough and Maggie's Leeds have just opened; Maggie's Aberdeen and Maggie's Inverness are being built; and there are at least 5 more in the pipeline.

Growing our number of Centres is not easy. Each one takes approximately £2 million to build, and getting the support of the local community is vital, not just for raising the initial money, but to raise the funds to support it on an ongoing basis.

This month, we're asking for your help to continue building more Centres. We need your support to raise awareness and also to suggest where else in the UK needs a Centre.

As ever, thank you so much in advance. We really couldn't do this without you.

Best wishes,

Laura Lee

Laura Lee
Maggie's Chief Executive

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Maggie Horwich, James
Cancer Care Centres Trust

President 1993 The Duchess of Cornwall	Patron Baroness Doreen Crichton	Chairman Allan Aitken	Regional Office Maggie's, The Balm Maggie's, The Balm	The Maggie Horwich James Cancer Care Centres Trust
Members Maggie Horwich, James Crichton, James Crichton, James Crichton	Chairman Baroness Doreen Crichton	Chairman Allan Aitken	Regional Office Maggie's, The Balm Maggie's, The Balm	The Maggie Horwich James Cancer Care Centres Trust
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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 £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

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



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.

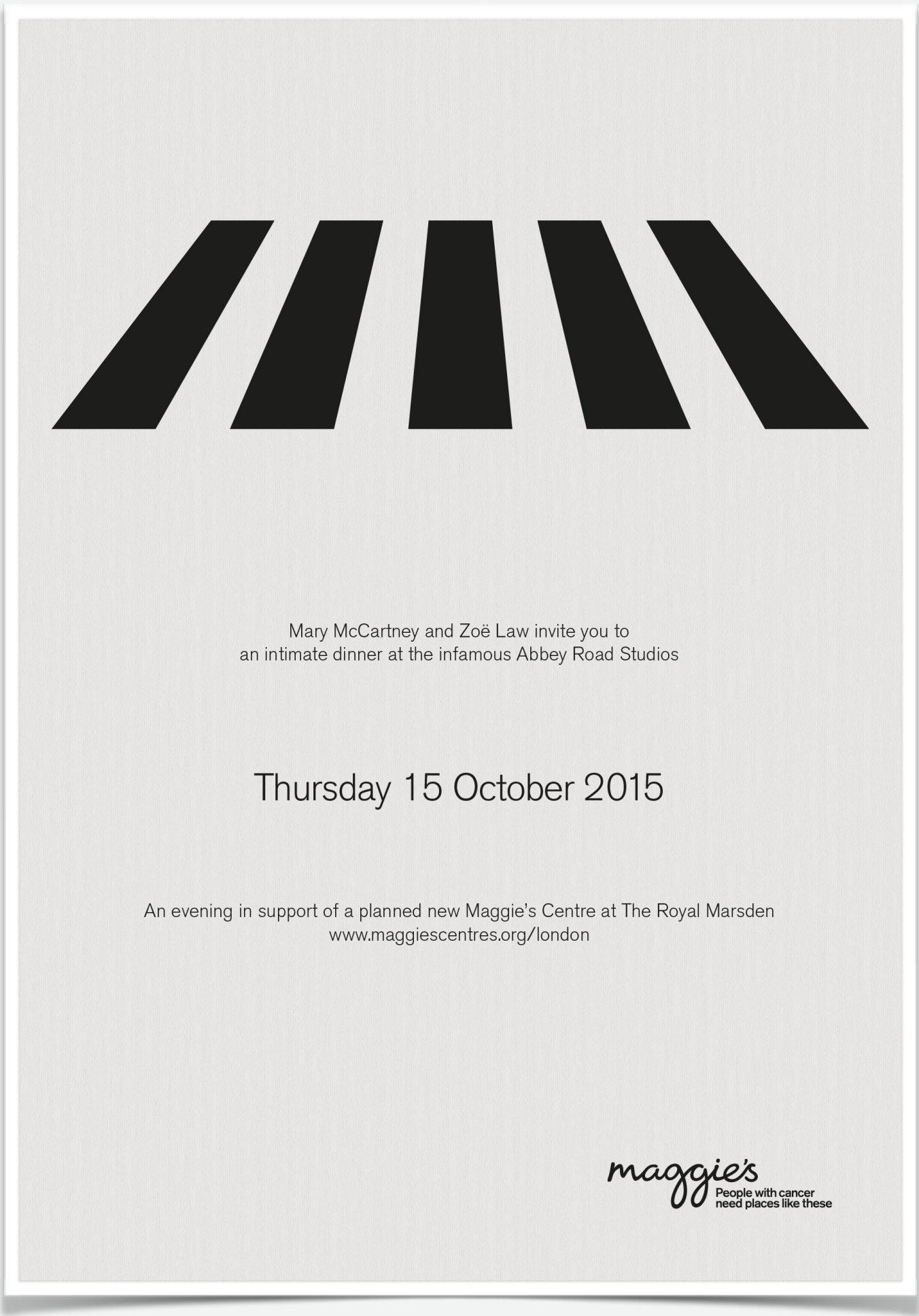
Please come if you live locally - and invite anyone you know in the area if you don't. The more people who find out about us the better - and we'd love to see you.

Thursday 26th June, 7pm

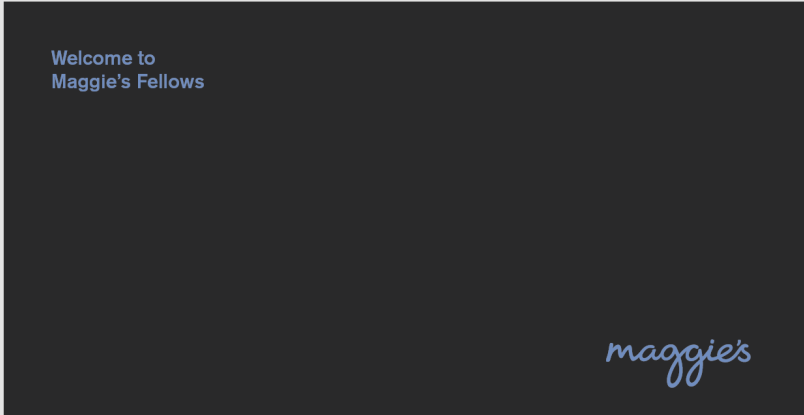
RSVP:
maggiesbath@maggiescentres.org



Maggie's | 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 expertise, providing opinions and advice at regular meetings.

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The role they play
Every year, the Fellows are consulted on issues 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