



#FightingToBeHeard

Impact Report 2020 - 2021





"I don't know how I would have coped without Make 2nds Count and the support services I have been able to take part in.

There is nothing like it where I live in the Scottish Highlands. The 'Tea and Chat has been a lifesaver for me, being able to talk to others who "get it" is so important."



"One day, about three weeks after diagnosis, I was having a particularly bad day and in my desperation, I posted on the Facebook page asking for help and some support to face the awful fear of dying early and leaving my children. I went for a long walk and by the time I got back, about thirty women had replied with messages of love, support and crucially, hope! The impact these messages had on me and my husband was transformational. We had hope!"



"It's been about three months since we met and I'm using the skills I learnt and feel so much better. In fact it's been noticed by others. The confidence you helped unlock has given me a new outlook and positivity that I didn't know was possible in our position."

Contents

- Page 3 - Founder's Statement
- Page 4 - Chair's Statement
- Page 5 - Our Research
- Page 6 - Our Education
- Page 7 - Our Support
- Page 8 - Our Impact 2021
- Page 9 - Now and Next
- Page 10 - Income and Thanks
- Page 11 - Team and Trustees

Founder's Statement



I would like to thank you for your support during what most certainly cannot be deemed an ordinary couple of years.

As the pandemic took hold, we were only entering our second year and in many ways we were still 'finding our feet' due to the exponential rate of growth we had experienced since our launch in 2018.

One of the founding values is to place patients at the heart of what we do. As a result, we decided to take what many deemed a 'leap of faith' and continued to operate at full capacity, expanding services to meet the continued needs of our patients and their families.

Spring 2020 saw us launch the UK's first ever Hardship Fund to support patients with secondary breast cancer who faced financial uncertainty as a result of Covid-19. Through our consistent interactions with patients, we identified an urgent need to support patients both by launching the Covid-19 Hardship Fund, a dedicated virtual patient support network '2nds Together' and our peer to peer video call service 'Tea and a Chat'. We have seen a sharp rise in the uptake of these services as patients from across the UK (and even some internationally!) benefited from much needed (virtual) support and friendship.

Transitioning into 2021, the team continued to develop our support services, culminating in our inaugural retreats bringing together 40 patients from across the UK for a 4 day fully funded wellbeing retreat. Not only did the retreats provide welcome respite from the pressures of daily life, they built friendships, informed, empowered and most importantly, gave hope to attendees. I look forward to seeing this programme expand as we move into 2022.

Whilst clinical research ground to a halt due to the closure of the laboratories, our research board and team of medical advisors continued to proactively seek opportunities to fund research projects with grants awarded to The University of Liverpool, The University of Warwick and Professor Dame Fallowfield.

Education plays an integral part in everything we do. Over the last two years, the team led by our Research Advisor, Lesley Stephen, has worked in partnership with the NHS to bring to life our Patient Trial Advocate Service, the pilot of which launched successfully across the South East Scotland Cancer Network. This service is providing much needed information to empower patients to explore the clinical trials that may be open to them.

I am proud that we have weathered the storm and continued to develop and grow the organisation which is testament to our team members, Board of Trustees, supporter network, partners and volunteers.

Together, with your support, we can continue to make secondary breast cancer count.

Lisa Fleming

Chair's Statement



The last 18+ months have been challenging for everyone. Loss of loved ones, greater risks to one's own health, shut out from 'normal life', and the economic impact individually and across the globe. Everyone of those challenges and many more are what patients and families living with secondary breast cancer face every single day.

The pandemic has given us all a tiny glimpse of what it's like for a disease to take over daily life.

I am privileged to work alongside and meet many metastatic breast cancer patients and it's humbling to witness such determination and resilience, which Make 2nds Count has very much embodied in 20/21.

The UK's Charity Commission recently reported that over 90% of charities saw a negative impact from Covid-19, with the majority (60%) seeing a loss of income. *

I am very proud that when others were scaling back, the urgency at Make 2nds Count to support our beneficiaries grew. We significantly ramped up services and the amazing team and extended volunteer network worked tirelessly throughout.

Fundraising has increased by a staggering 84% since the charity launched in 2018, we have added 6 new services and the #M2C patient community has flourished, supporting over 1,700 patients across the UK.

In 20/21 the charity also made significant progress with a key goal to raise awareness of and facilitate better access to clinical trials. We've tackled this by supporting research into better understanding of the experiences, information needs and attitudes to clinical research, and on the ground, piloting the Patient Trials Advocate service with NHS Lothian.

To launch this service when the NHS has never been more stretched, is a truly incredible achievement.

We are grateful to the charity's champions within the NHS and donors who made it possible. It demonstrates the absolute determination Make 2nds Count has to make a real impact on patients' lives and fulfil our mission to give hope to those affected by secondary breast cancer.

On behalf of the Board of Trustees, I would like to say thank you to everyone who has been involved this year – be it through kind donations, volunteering precious time or by helping to raise awareness of the charity and shine a much-needed spotlight on secondary breast cancer.

As we head into our fourth year, the founders, team and Board remain as ambitious as ever to scale services and invest more funds in research that will make a significant impact to the treatment and quality of life of secondary breast cancer patients.

Joanne Lacey

¹ <https://charitycommission.blog.gov.uk/2021/10/28/what-new-research-tells-us-about-the-impact-of-covid-19-on-charities/>

Our Research

The aim of our research pillar is to fund projects that are led by patient experience and contribute to advancing an increased quality of life. There is no cure currently for secondary breast cancer, so it's about finding treatment that works to give the best quality life for as long as possible.

In 2020 & 2021, we provided £70,000 towards research and funded the following key projects:

- Results and data from the largest study of secondary breast cancer patients and their knowledge and understanding of clinical trials will be published early this year. This study, undertaken with the Universities of Liverpool, Warwick and Southampton shows that clinical practice needs to change.
- Since we launched the first Patient Trial Advocate for secondary breast cancer, we've supported over 60 patients - to raise awareness and understanding of clinical trials and search for eligible trials across the UK. Over 95% of patients said they planned to speak to their clinician at their next consultation about clinical trials.
- Pioneering research with the University of Edinburgh using new genomic sequencing techniques to specifically look at secondary breast cancer.

A patient said:

"I filled in the Make 2nds Count form for the trials service and the next day Vivienne got in touch. She explained everything so well and was so nice to speak to. From this, I've ended up on two studies and I am now helping with research. Now all that would be better is if we had a Vivienne in every area in the UK."



Over
65

people have used our
Patient Trial Advocate Service since launch



77%

of patients said their oncologist
never raised the subject of clinical trials

Our Education

We recently undertook research with YouGov that shows the massive gap in awareness and education - 38% of the adult population in the UK don't know what secondary breast cancer is - highlighting the work that needs done.

In 2020-21 we developed a new signs and symptoms infographic which is now gender neutral. This was the starting point for our ever expanding education programme. The signs for secondary breast cancer are not the same as primary and it's often misdiagnosed. Awareness raising is needed across the general public, primary cancer patients and the medical and nursing professions.

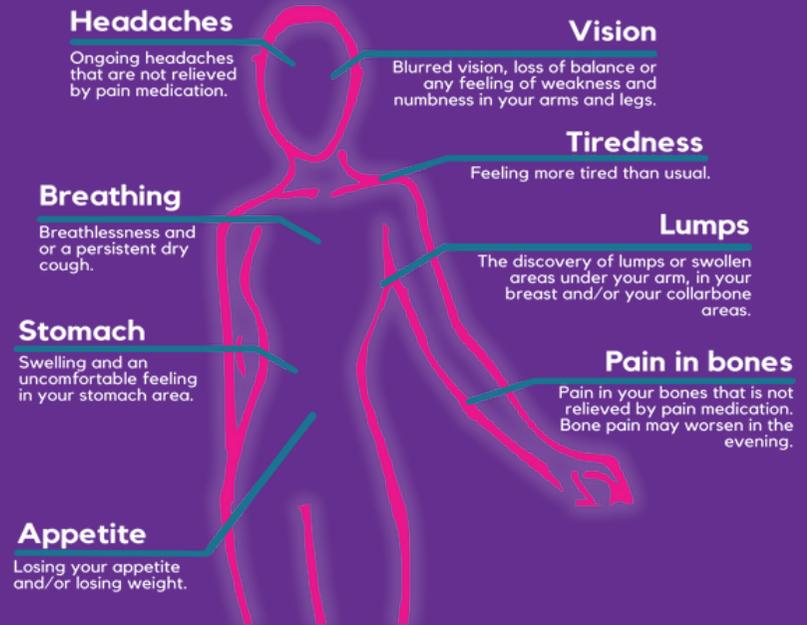
At the start of 2020, we worked with Maggies to hold SBC meetings as part of our signs and symptoms launch, however this was delayed due to Covid. We are going to kick start this programme in 2022.

We also launched our successful SBC&ME series where patients talk about their diagnosis and how secondary breast cancer impacts their lives.

Our education programme has moved on significantly but there is still so much to do and we can't do this alone.



Sites & Signs of Secondary Breast Cancer



"We have made remarkable progress in the education of signs and symptoms, treating and curing primary breast cancer. However, secondary breast cancer is complex and no diagnosis is the same, and no patients' journeys are the same. Although it can be treated, and we have made much progress in more and better treatments, it still has no cure. We need to make sure that information on secondary breast cancer is readily available and there is more dedicated research and accessible trials."

- Professor David Cameron, Professor of Oncology at Edinburgh University and a Board Member of Make 2nds Count

Our Support



The aim is to give secondary breast cancer patients and their families the best hope possible through direct and immediate support.

Our support services have provided a lifeline for many patients during the pandemic and have helped to build peer support, improve emotional health and wellbeing and reduce isolation.

We had to be flexible and responsive. We launched our Covid Hardship Fund in March 2020 and supported 18 people with funds of £25,000. Our services continue to grow and expand and here are some of the other ways we supported patients during 20/21:



Tea & A Chat

Our virtual support group via Zoom where patients get together for a chat, often with a guest speaker.



2nds Support Hub

Our online hub of services makes it simpler for patients and families to find support in their own area.



2nds Together

Our private, moderated Facebook support group is an inclusive safe space for patients to make friendships and share experiences.



littlelifts

We started funding littlelifts chemotherapy boxes for secondary breast cancer patients. To date we have supplied over 220 boxes.



Our 2021 Impact



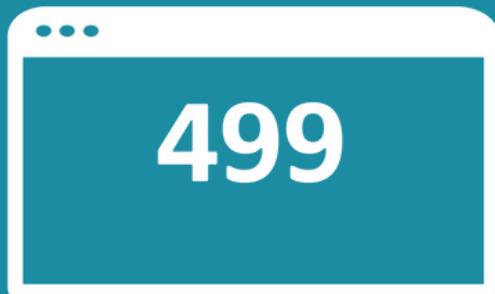
littlelifts boxes sent to patients



Tea & A Chat participants



Retreat attendees



2nds Support Hub users



Social Media interactions



Facebook Group members

What's Now and Next

**£1 Million
Raised
Since 2018**

Make 2nds Count is growing in every way - our team, increased fundraising and new research projects. We're reaching more and more patients across the UK, adding new support services and building our network across the NHS, businesses and charities.

In April 2021 we launched the first service of its kind for patients with secondary breast cancer - the Make 2nds Count Patient Trial Advocate. After a successful pilot, we've now opened the service to all patients across Scotland and we are taking on more research nurses in the new year. We have funding in place for 2 years and will be expanding the service in the UK.

In October, we launched our #fightingtobeheard campaign during Breast Cancer Awareness Month. Throughout the month, we saw a huge uplift in followers, engagement and profile in the media for secondary breast cancer.

Already planned for the first half of 2022 is an event at the Scottish Parliament on awareness and education of secondary breast cancer. We are hosting our second Gala Ball and first sponsored climb of Ben Nevis. We've recently welcomed Anne Gibson as interim CEO and 2022 will bring a new three year strategy building on achievements to date and setting further ambitious targets. There's also going to be a lot more visibility of our #fightingtobeheard campaign.

Thank you to everyone who has and continues to support the work we do to help secondary breast cancer patients and their families.



Income

Since Make 2nds Count launched as a charity in 2018, we have raised over £1m to support patients with secondary breast cancer and their families.

We receive calls and messages from so many different people saying they want to help or are fundraising for the charity. It really is just amazing and we rely on this support.

We never expected to reach £1m and there is no thank you big enough to everyone who has helped us get here. Thank you.

Together we can continue to make change and Make 2nds Count for secondary breast cancer.



Thanks

A massive thank you to the following who have donated or raised over £5,000 for Make 2nds Count and for everyone who has and continues to fundraise for us. We can't do it without you.

Anna Richardson
Bank of Scotland
Cruden Foundation
Foundation Scotland
Gillian Pratt
HSBC
Hugh Fraser Foundation
Lola's Lashes
Nina Lowe
Pink Ribbon Foundation
Petroleum Experts Ltd. UK
Power Health
Shirley Roche
Stefanie Mcgall
Stewart Investors
Team 24 Degrees
The Tartaneers

Andrew Davies - in memory of Gemma Murray
Emma Goswell - in memory of Abigail Goswell
Lucy Marsh - in memory of Hatti Gayner
Sharon Murray - in memory of Eva Duffy

Our Team & Trustees

Trustees

Richard Allison
Professor David Cameron
Richard Cook
Euan Fleming
Joanne Lacey
Colin Leslie
John Ward

Team

Claire O'Donnell
Lisa Fleming
Fiona Gibson
Emma Hall
Alison Robb
Lesley Stephen



Karen Henderson's Legacy



Karen Henderson passed away in 2021 from secondary breast cancer. Family, friends and Make 2nds Count launched the Karen Henderson Legacy Fund to ensure that the memory of the star of 'Sunshine on Dalkeith' continues to support patients to improve their health and wellbeing.

From the start of her diagnosis, Karen fundraised tirelessly for secondary breast cancer with her own flair and style, and was passionate and dedicated to raising awareness and being a patient champion for Make 2nds Count.

The fund has raised an incredible £41,443.79 to date and we've just announced two initiatives that will benefit from the Karen Henderson Legacy Fund in 2022.



Make 2nds Count

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Registered Charity Number: SC048268



Giving hope to those affected by secondary breast cancer.

