



Marie Keating
FOUNDATION

Annual Report 2022





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1.1

Marie Keating's story

“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.” – Marie Keating

The Marie Keating Foundation was founded in 1998, following the death of mother of five Marie Keating, to a very treatable form of breast cancer. Marie did not know the early signs of breast cancer and so by the time she was diagnosed, the cancer was late stage. Marie, like many others, also had a fear of doctors and hospitals, which delayed her seeking help and treatment sooner.

Sadly, at just 51 years old Marie died from breast cancer. She passed away, in part, 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, there is every chance she would still be alive today.

“Our Mam, Marie, was diagnosed with breast cancer on Wednesday, 25th September 1996. Her world and our world fell apart that day.”



Marie’s family set up the Foundation in her name passionately committed to ensuring that men and women all over Ireland regardless of their income, status or background would have access to free, lifesaving cancer information, advice, and support to improve early detection and ultimately save lives. They wanted to take the fear out of a cancer diagnosis through education and awareness. The Keating family, the Foundation and nursing team remain committed to this goal.

Originally set up to raise awareness and provide support around breast cancer, today, the Marie Keating Foundation provides information on all types of cancer and helps both men and women detect it at its earliest stages so that patients and their families are supported at every step of a cancer journey.



1.2

Who we are and what we do

Who we are

Our population is aging and so despite innovative new treatments, cancer incidence is on the rise, with figures showing that one in two of us will be affected by cancer in our lifetime. Evidence shows that with access to the right advice and information, more cancers can be detected early, more lives can be saved, and a cancer journey can be a little less frightening with the right support.

That is why our mission is ‘to make cancer less frightening by enlightening’ and our vision ‘to create a world free from the fear of cancer.’ Our dedication to this mission has never been more relevant than over the last year as the fall-out of the pandemic begins to become clearer.

According to the National Cancer Registry of Ireland, 1 in 12 expected cancers, were not detected over the first two years of the pandemic (2020 and 2021) meaning we are seeing an increase in later stage diagnosis and a greater need for patients to be supported through treatment and as they come out the other side either adjusting to life after cancer or learning to live well with terminal cancer.

Our six Strategic Goals as set out in our five-year strategic plan are more pertinent than ever to ensure we remain on track to increase our impact and support as many people in Ireland affected by cancer as possible.

What we do

At the Marie Keating Foundation, we provide comprehensive support and programmes for men and women affected by cancer. Our initiatives include cancer prevention and awareness campaigns, mobile information units staffed by specialist nurses who bring cancer information to communities, and a school’s programme to educate students on reducing cancer risk and recognising early symptoms.



We also offer corporate wellness workshops, peer-to-peer support for individuals who are carriers of the BRCA gene alteration, and programmes to help cancer survivors adapt and thrive post treatment or live well while still on a cancer journey. Additionally, our Comfort Fund provides financial assistance to those facing the economic challenges of cancer treatment. Over the years, we have made a significant impact by engaging with thousands of individuals, hosting workshops, webinars and support groups, and reaching a wide audience through our website and educational resources, all with the goal of spreading awareness about the importance of early detection and supporting those affected by cancer throughout Ireland.

1.3

Our mission, vision and values



Our mission

To make cancer less frightening by enlightening



Our vision

A world free from the fear of cancer

Our work will be underpinned by our values of:



Family

Empathy

We care deeply about people who are experiencing cancer. Compassion and empathy are 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 that 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 the Marie Keating Foundation to provide our services and outcomes for patients, survivors and families.

Open

Our services are accessible to everyone, and our footprint covers 26 counties. Ensuring we are there for all, reaching 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 corporate 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.

1.4

Meet the team

The Marie Keating Foundation is a community of people who care. At the heart of that is our team of 26 nurses, drivers, and office staff who work diligently all year round to provide the public with life-saving information, awareness campaigns, 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 of their journey.

1.5

Message from the Chair, Michael O'Reilly

Following another very busy year, I am extremely proud to present the Marie Keating Foundation's 2022 Annual Report on behalf of our Board of Directors. Throughout the last year, with the demand on our services greater than ever, the team have worked tirelessly to ensure people across Ireland continued to receive the information they need about the warning signs and prevention of cancer, as well as the guidance and support at every step of a cancer journey.

Cancer rates continue to grow and it remains the disease with the highest mortality rates in Ireland. The positive news is that with better awareness, early diagnosis and treatment options, more and more people are coming out the other side or are living longer with cancer.

Throughout 2022, the Foundation's services expanded their reach and impact with participation in our patient support groups and programmes such as Survive & Thrive and Positive Living, growing substantially. The number of Comfort Fund grants increased to ensure that 263 families benefited from financial assistance. The Foundation's nurses were able to get out into the community again with our mobile units reaching the remotest parts of the country and our nurses visiting more than 400 venues and community groups with a special focus on underserved and marginalised groups.

The Board of Directors and the entire team at the Foundation continued its focus on governance ensuring the highest standards of transparency, accountability and integrity are maintained at all times. A number of new partnerships were formed, awards won, and creative campaigns were rolled out, increasing awareness of all of the common cancers affecting men and women. The Foundation also worked hard to advocate for the reinstatement of cancer services in a landscape where health services are still play catch up following the pandemic.

Despite a challenging and uncertain economic environment with the cost of living crisis and global inflation, I am delighted to report that we were able to increase our fundraising income to €2,094,876 enabling us to spend more than ever on our prevention, support and survivorship services.



I would like to personally thank our Board of Directors for their continued commitment to the work of the Foundation and for giving so generously of their time and expertise throughout 2022.

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

Michael O'Reilly
Chairman

1.6

Message from the Chief Executive Officer, Liz Yeates

I am delighted to present this Annual Report which communicates the tremendous impact the Marie Keating Foundation has throughout Ireland. As a small organisation, I am immensely proud of how our team rises to meet the challenge of ever-growing cancer diagnoses and ensuring we are there to support thousands of people around Ireland at every step as they navigate through the greatest challenges of their lives.

In 2022, with the generous support of the public and our donors, our nurses reached over 19,475 people throughout Ireland bringing the all-important message of early detection to communities, schools and workplaces at venues all around the country. We know that doing more is not enough, we have to ensure that we do it responsibly, sustainably and accountably. That outlook has guided us through the last 24 years but in particular throughout the years of the global pandemic and this has afforded the Marie Keating Foundation a leading reputation in the delivery of quality, effective, inclusive cancer support and survivorship services. Our focus on governance highlighted how our work meets the highest standards of accountability and transparency and that everything we do for communities and families affected by cancer is in line with our mission of *'making cancer less frightening by enlightening'* and our vision of a *'world free from the fear of cancer'*.

The Irish health system has yet to rebound following the pandemic and in the meantime thousands of people affected by cancer in Ireland are deeply impacted by delays, lack of resources, long waiting lists in our hospitals and the need for support and solidarity from organisations like the Marie Keating Foundation is greater than ever. This at a time when many economic uncertainties are also impacting on our donors and supporters and their ability to donate. Despite this, what this annual report shows is an organisation that is agile in responding to those challenges in an effective way, continually adapting our services and in fact growing our income by 19.75% compared with 2021.

By diversifying our income base last year, we achieved a remarkable milestone in income growth, surpassing €2 million for the first time. Additionally, we welcomed 996 new regular donors through our inaugural door-to-door recruitment campaign and secured our first-ever legacy, further reinforcing the sustainability of our income base.

Our partnership with the Dalata Hotel Group deepened and developed throughout the year. Through the Dalata Digs Deep initiative, this collaboration supports the Foundation's community nursing and Mobile Information Units, facilitating crucial conversations about early cancer detection all throughout the country. The Dalata Hotel Group's involvement extends to their employees, who



actively engaged in fundraising activities with a collective goal of raising €600,000 to further our vital initiatives.

I would sincerely like to thank all our supporters and donors – companies and individuals - who have supported our work over the past year – despite difficult circumstances for all. A special word of appreciation to you all for making a donation or for lending a hand at public events and supporting our fundraising efforts throughout the year. We are so grateful for your support.

Thank you to each and every one of the Marie Keating Foundation team who work so hard all year around with such energy, commitment and passion.

Finally, I would like to pay tribute to our Board and leadership team have helped to guide us through the last year and also reviewed and updated our Strategic Plan for 2020 – 2025 which sets out a clear roadmap with key priorities over the next three years. We look forward to the years ahead with cautious optimism and very hopeful that 2023 will bring more new possibilities for the Marie Keating Foundation.

Yours sincerely,

Liz Yeates
Chief Executive Officer

1.7

Message from our Patron, Ronan Keating

As we mark 24 years since the loss of our Mam to breast cancer, the whole team at the Marie Keating Foundation, my family and I are ever more committed to our mission of creating a world free from the fear of cancer. Your continued support has been the cornerstone of our efforts, and we cannot express enough gratitude for your unwavering dedication.

It is hard to believe that 24 years have gone by since Mam passed away from 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.

In 2022, our Foundation continued to make significant strides in spreading cancer awareness and providing vital support to the people of Ireland. Through our awareness and support services we expanded our reach and ensured that our crucial services were accessible to all of those touched by cancer.

It was fantastic to see our community nurses out and about again engaging with so many men and women throughout Ireland to raise awareness about cancer's causes and symptoms and the importance of early detection. Our emphasis on a healthy lifestyle and prompt medical attention for changes in your body has been central to our educational efforts. Furthermore, we continued to offer various patient support groups, providing a supportive community for those facing cancer's challenges.

A special highlight for me in 2022 was the Celebrity Golf Classic which I was delighted to host again after two years. This year's event was bigger and better than ever with Skechers coming on board as our main sponsor and with so many friends and colleagues from the worlds of sport and entertainment taking part.

We were also thrilled to become a key charity partner of the Dalata Hotel Group during 2022 and the team at the Marie Keating Foundation are very much looking forward to developing this partnership which will support our community nurses and mobile information units over the next three years.



I know how hard everyone at the Marie Keating Foundation team works and I would like to extend my gratitude to all the team for their dedication and commitment throughout 2022. Special thanks to our CEO, Liz Yeates, and the Board for their invaluable contributions to the Foundation's success.

To those in need of support, please do not hesitate to connect with us through our website, helpline, podcast, or support meetings. I am incredibly proud to be the patron of this charity, witnessing the fantastic work we have achieved over the last 24 years. Together, we will continue to touch the lives of thousands and create a lasting impact on the fight against cancer.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ronan Keating'.

Ronan Keating



2.1 Key facts and figures



This year in Ireland an estimated **43,470** people will be diagnosed with cancer. According to the National Cancer Registry of Ireland, **1 in 12 expected cancers** were not detected over the first two years of the pandemic (2020 and 2021) meaning we are seeing an increase in later stage diagnosis and a greater need for patients to be supported through treatment and as they come out the other side either adjusting to life after cancer or learning to live well with terminal cancer.

The top six most common cancers among survivors were: **breast, prostate, bowel, skin, non-Hodgkin lymphoma** and **lung**.



Skin cancer is the most common type of cancer in Ireland with **12,668** cases diagnosed every year.



Every year in Ireland there are **3,392** cases of breast cancer and the (5 year) survivorship rate is 88%.



Every year in Ireland there are **3,890** cases of prostate cancer and the (5 year) survivorship rate is 94%.



Every year in Ireland there are **2,672** cases of lung cancer and the (5 year) survivorship rate is 24%. Lung cancer is the leading cause of cancer death in Ireland.



Every year in Ireland there are **2,562** cases of bowel cancer and the (5 year) survivorship rate is 67%.



Cancer is the most common cause of death in Ireland, accounting for almost **9,751** deaths from 2018 - 2022. About 30% of deaths occurring annually in Ireland are attributable to cancer.

While the incidence of cancer in Ireland is growing, survival rates are also improving every year, with more than **207,000 cancer survivors** in Ireland.

All figures from National Cancer Registry Ireland: Annual Statistical Report 2022

2.2 Post-Covid effect

Due to the COVID-19 pandemic in Ireland, cancer services were significantly disrupted as COVID-19 related care was prioritised.

There was pausing of screening, diagnostic, medical and surgical oncology procedures alongside staff shortages due to COVID-19 infection. We also saw fear in relation to attending general practice for primary care and to attending clinics for evaluation due to concerns about contracting the virus. We are only now beginning to see the impact of these disruptions.

The shortfall in registered cancer cases for 2020 of between 10% and 14% which is very likely a result of pandemic-related impacts on health-seeking behaviour among the public and disruptions to cancer control services. Our fear is that this will lead to more people being diagnosed at a later stage and with less positive outcomes as a result.

Our dedication to our mission has never been more relevant than ever over the last year as the fall-out of the pandemic begins to become clearer. According to the National Cancer Registry of Ireland, 1 in 12 expected cancers, were not detected over the first two years of the pandemic (2020 and 2021) meaning we are seeing an increase in later stage diagnosis and a greater need for patients to be supported through treatment and as they come out the other side either adjusting to life after cancer or learning to live well with terminal cancer. Our six Strategic Goals as set out in our five-year strategic plan are more pertinent than ever to ensure we remain on track to increase our impact and support as many people in Ireland affected by cancer as possible.



3

Our Strategic Goals

In our 2020-2025 Strategic Plan, we have identified six Strategic Goals that the Marie Keating Foundation is committed to pursuing to support the continued growth and development of our services.



Goal 1: Strengthen Our Impact
Strengthen our impact in communities, schools and workplaces across Ireland by focusing on reducing cancer risk and promoting early detection.



Goal 2: Support and Survivorship Services
Develop our cancer support and survivorship services to make a more meaningful difference for those living with or beyond cancer.



Goal 3: Sustainable Funding Model
Develop a new sustainable funding model to support our future direction.



Goal 4: Brand Profile and Reputation
Build our profile and reputation as a leading voice in cancer awareness and support.



Goal 5: Governance Standards
Maintain best in class governance standards.




Goal 6: Growing the Foundation
Build our human, organisational & systems resources to achieve our growth objectives.

Roadmap of the cancer journey

Marie Keating Foundation services and programmes along the cancer journey.



3.1 Strategic Goal 1: Strengthen Our Impact



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

| Overall importance | Overall impact | Our actions to meet our goal | 2022 Impact and achievements |
|---|---|--|--|
| <p>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 & symptoms.</p> | <p>Enable the Marie Keating Foundation to play its role in implementing the National Cancer Strategy to reduce the number of people diagnosed with cancer and ensure those who are diagnosed will have the best possible outcomes through early detection and meaningful support.</p> | Mobile and Community Outreach | <p>Total People engaged with: 19,475 Total Venues: 404</p> <p>3 Mobile Information Units covering the West, East and South.</p> <p>Community Venues: 180</p> <p>We proudly reached out to 5,648 individuals in the community including 1,071 underserved individuals, offering them vital support and resources.</p> |
| | | Corporate Wellness | <p>We held 23 interactive online workshops to promote wellness.</p> <p>158 companies joined in, with 5,918 people participating and learning.</p> |
| | | Awareness Campaigns | See Section 3.4 |
| | | School's Cancer Awareness Programme (SCAP) | Our team brought our message of awareness and prevention to 66 schools , where an amazing 7,909 students got involved and connected. |
| | | Marie Keating Foundation Talks Cancer Podcast Series | Our Breast Cancer Podcast resonated powerfully, with 1,079 listens , while our Prostate Cancer Podcast was heard 734 times – truly spreading awareness. |

3.1

Strategic Goal 1: Strengthen Our Impact

In alignment with Strategic Goal 1, the Marie Keating Foundation aims to be *with you at every step of a cancer journey*. This is done by ensuring that our cancer awareness and support services are aligned with each stage of the cancer journey, so individuals are never alone. Through our cancer prevention and awareness services, we educate the public about the signs, symptoms and risk factors of cancer and on healthy lifestyle factors to reduce their risk of developing cancer.



Prevention and Awareness Services

Mobile and Community Outreach

We are committed to raising awareness about prevalent

cancers affecting both men and women in Ireland, highlighting the significance of making healthy lifestyle choices to mitigate cancer risks. Through our three purpose-built Mobile Information Units, we traverse the country, disseminating life-saving messages on prevention and early detection. This vital service is free of charge to community groups, schools, and colleges, while corporate entities contribute payments to sustain this service for others.

With our team of specialised nurses on board, the Mobile Information Units visit diverse locations, including community groups, workplaces, organisations, and public spaces, aiming to bring comprehensive cancer information directly to communities nationwide. Stocked with informative materials, these units facilitate private conversations between individuals and our nurses, addressing concerns about cancer for themselves and their loved ones.

Each Mobile Information Unit incorporates interactive aids and displays, including the Smokerlyzer® test for assessing carbon monoxide levels in the lungs (geared towards smokers), Fizz to Fat illustrating the impact of sugary beverages on body fat, and Fat Chunk models accurately representing the appearance and texture of body fat.



Furthermore, our nurses visit educational institutions, workplaces, community centres, and colleges to deliver presentations on cancer-related topics. These presentations are tailored to specific audiences and the subjects covered span from adopting healthy lifestyles to reduce cancer risk, to insights into common cancers in both genders and methods for early detection. We also address breast cancer, cervical cancer, skin cancer, and survivorship, delving into life after cancer and the process of adjusting to the “new normal.”

At the Marie Keating Foundation we have a key focus on supporting underserved and disadvantaged groups and communities, particularly those with elevated cancer incidence and mortality rates. We offer specialised workshop programmes for immigrants and Traveller groups, providing cancer awareness and information on national breast, bowel and cervical screening services and prostate cancer incidence and mortality risk.



Communities Programmes and Workshops

The Marie Keating Foundation is dedicated to supporting underserved and disadvantaged groups often with high cancer incidences and mortality rates. They offer specific workshop programmes for Syrian immigrants and Traveller groups, providing cancer awareness information, support and advice.

Marginalised Community Workshops

The Marie Keating Foundation’s nurses provide a range of cancer information programmes to community groups all around the country with a specific emphasis on marginalised community groups. This flexible approach allows us to deliver workshops in various settings, including underserved community groups based on the specific needs of the individuals or communities we are working with. One of the primary services we offer is information on national cancer screening services, including breast, cervical, and bowel cancers.



Immigrant and Traveller Groups Programmes

We have a strong dedication to supporting underserved and disadvantaged groups, especially those facing high cancer incidence and mortality rates. Our partnership with Local Development Companies in Roscommon and Offaly led us to collaborate with the Syrian Refugee Centre, enabling the delivery of tailored cancer workshop programmes. These workshops effectively addressed the unique needs of Syrian refugees, encompassing vital information on cervical and breast cancer screening for women, along with bowel and prostate cancer awareness for men. To accommodate the linguistic diversity of the community, we created Arabic-translated presentations for cervical and breast cancer awareness. With over 30 participants in the breast and cervical cancer workshops, we also facilitated discussions on health and access to Irish health services for Syrian men, engaging a male nurse to deliver Arabic presentations. Moreover, we organised post-workshop sporting activities, fostering a comfortable environment.

Furthermore, our collaboration extended to the Pavee Point Traveller and Roma Centre, the central hub in Dublin for Traveller and Roma groups. We organised several workshops and videos to cater to individuals with literacy challenges, while crafting culturally sensitive materials on various cancer types. Additionally, we conducted videography sessions within participants’ homes, capturing insightful interviews and powerful moments. During this process, we identified gaps in understanding cervical screening, underscoring the need for further education. A notable aspect of our initiative was addressing the low uptake of bowel screening. In collaboration with the National Screening Service, we developed a specialised module for travellers, aiming to bolster participation in bowel screening.

Sheds for Life with Men’s Shed’s Association (MSA) Programme (September)

The Marie Keating Foundation has a close partnership with the Men’s Shed’s Association (MSA) to execute the *Sheds for Life* initiative, designed to enhance the health, well-being, and camaraderie of men in Ireland. Within this initiative, we facilitate two-hour informative sessions enabling sheds to engage in focused group work on cancer information and common cancers affecting us. Furthermore, we actively participate as a member of the steering group for Men’s Sheds, embracing the essence of a ‘men’s shed’ as a community-driven project that offers a space for gathering, skill sharing, knowledge exchange, and the forging of enduring friendships. Operating autonomously, each shed engages in a diverse array of activities, reflecting our unique interests and pursuits.



In 2022, the Marie Keating Foundation nurses delivered several Sheds for Life workshops in the Eastern region.

Corporate Wellness Workshops

Delivered by our specialist nurses both on-line and in-person in workplace settings, these cancer awareness workshops encompass a wide range of topics tailored to meet the distinct needs of employees. These topics include, but are not confined to, women’s health (with a focus on breast, cervical, and ovarian cancer awareness), men’s health (emphasising prostate, testicular, and bowel cancer awareness), and a comprehensive approach to both men and women’s health (highlighting bowel, lung, and skin cancer awareness). Additionally, we provide workshops on promoting healthy choices and cancer prevention, spanning areas such as smoking, alcohol, diet, exercise, HPV vaccination, cancer screening, and skin cancer prevention. Moreover, our bespoke

workshop option allows for the combination of any of the above webinars, tailored to your organisation’s specific needs.

These sessions aim to educate employees about cancer detection, advocate for healthy lifestyle choices, and empower individuals to identify early signs and symptoms of cancer. By cultivating a deeper comprehension of the significance of informed decisions, we endeavour to safeguard your workforce’s health, enhance employee engagement, and decrease absenteeism, ultimately cultivating a healthier and more productive work environment.

School’s Cancer Awareness Programme (SCAP)

The Marie Keating Foundation Schools Cancer Awareness Programme was meticulously crafted to educate secondary school students (1st year-6th year) and adult learners on cancer prevention and early detection. Our aim is to make cancer a less daunting topic by delivering age-appropriate interactive content. With a total of nine comprehensive modules, we covered a wide array of subjects including cancer prevention, healthy lifestyle choices, specific cancers such as breast, cervical, lung, testicular, and skin cancer, along with the significance of self-care for both body and mind. Delivered by our specialist nurses, our programme is readily available to teachers, in alignment with the Social Personal and Health Education (SPHE) curriculum.

The School’s Cancer Awareness Programme is proven to improve students’ awareness about cancer risk factors and healthy lifestyle factors. Beyond this, we provide students with valuable insights into the experiences of cancer patients, shedding light on the physical and mental effects of treatment. We also integrated complementary resources utilising information and communications technology (ICT) to cater to modern students’ learning preferences. The programme’s efficacy was demonstrated through the multitude of nurse-led presentations that reached and educated thousands of students throughout Ireland, effectively spreading its life-saving message.



In 2022, we commissioned an evaluation of the complete SCAP programme to assess its efficacy in educating cancer awareness to students in various schools across the nation. The outcomes revealed that our students’ awareness of cancer-related risks was enhanced through their engagement in SCAP.



In 2022, we granted bursaries to two post-graduate nursing students who were trained in our school’s SCAP, and subsequently, they administered the programme to 2,000 secondary students each in Ireland. This approach allowed us to expand the programme’s reach and impact to numerous schools and adolescents across the nation.

Awareness Campaigns (See Section 3.4 for Details)

Our cancer awareness campaigns are created annually to raise awareness of and 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.

Marie Keating Foundation Talks Cancer Podcasts Series

We launched our Podcast in 2021 aiming to explore diverse aspects of a cancer journey through expert insights and personal stories. Our goal in hosting this series is to raise awareness, provide support, and share crucial cancer-related information. We launched our Prostate cancer series in September 2022 coinciding with Prostate Cancer Awareness Month and Blue September, shedding light on the Irish prostate cancer reality across four informative episodes. These covered topics such as signs, symptoms, treatment options, side effects and the importance of early detection, while also discussing proactive self-care for prostate health. The series included interviews with survivors, offering invaluable perspectives on their journeys and the impact on their relationships and families. Helen Forristal, our Director of Nursing Services guides the discussions in this series, proudly sponsored by Janssen. We further expanded our podcast arsenal with the “Talking Breast Cancer” series, introduced in October 2022 during Breast Cancer Awareness Month. This 5-episode patient-centred series aimed to foster awareness and conversations throughout the entire breast cancer journey. We engaged in candid dialogues with two groups of women – those navigating metastatic breast cancer and those overcoming localised breast cancer. These discussions shared priceless insights from their unique experiences, extending support and guidance to those facing a breast cancer diagnosis. This series was kindly supported by Novartis.

3.2

Strategic Goal 2: Support and Survivorship Services

2

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

| Overall importance | Overall impact | | Our actions to meet our goal | 2022 Impact and achievements |
|---|--|-----------------------|---|---|
| <p>As more people are diagnosed with and survive cancer, 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 stage of the cancer journey.</p> | <p>Through its range of support and survivorship services the Marie Keating Foundation can help to make the cancer journey less arduous in a practical and positive way.</p> | Support Services | Comfort Fund | Through the Comfort Fund, we were able to help 263 families . The total amount spent to aid these families is €72,306 . |
| | | | BReast CAncer Gene Support Group (BRCA) | We had 6 online group meetings for the BReast CAncer Gene Support Group (BRCA). |
| | | | Information Seminars | Breast Reconstruction Awareness Seminar: 100 Attendees Metastatic Breast Cancer Seminar: 70 Attendees BRCA Seminar: 78 Attendees |
| | | | Ask the Nurse | We're proud to have answered 536 calls and spent 148 hours helping with queries through our Ask the Nurse help-line. |
| | | | Survive & Thrive Programme | We ran 4 x 8-week Survive & Thrive programmes with 62 cancer survivors . |
| | | Survivorship Services | Positive Living Programme | Our 12 Positive Living meetings supported 121 patients living with advanced cancer. |
| | | | Back to Work after Cancer Programme | In addition to this programme being delivered in several workplace settings we also translated it, into German. |
| | | | HSE Survivorship Programme | 50 individuals took part in a three-day training programme. |
| | | | Surviveandthrive.ie | In 2022 the website Surviveandthrive.ie garnered a total of 18,314 views . |
| | | | | |

3.2

Strategic Goal 2: Support and Survivorship Services

In alignment with Strategic Goal 2 the Marie Keating Foundation offers support and survivorship services to aid individuals at each stage of the cancer journey.



Support Services

Comfort Fund

At the Marie Keating Foundation, we have been offering financial support through our Comfort Fund to individuals confronting financial difficulties because of a cancer diagnosis since 2004. Every year, we allocate a specific budget to this service and evaluate applications on a personalised basis, with the assistance of Medical Social Workers in the cancer hospitals. In total, we have awarded 5,010 Comfort Fund grants to families throughout Ireland since 2014 with 263 grants awarded in 2022.

Our Comfort Fund is designed to aid adults diagnosed with cancer who are undergoing treatment and facing financial challenges. We established this fund to ease the economic strain individuals and families encounter due to a cancer diagnosis. Considering additional medical costs, travel expenses, parking fees, and the need for extended leave from work, families often encounter difficulties in meeting their financial commitments. We understand the growing demand for financial aid throughout the cancer journey and strive to alleviate some of these concerns

Theresa's Story

"I gave up work the very day I found out I had cancer. When I woke up from my surgery I should have been focussed on recovery but all I could think about was bills and money. How am I going to pay my bills? I felt a pressure to go back to work but I just couldn't, but it was extremely stressful. Finances were very tight. I hope to go back to work next year and just take a year to try to get myself back on track, physically and mentally. The experience has changed me in a lot of ways."

"In the middle of treatment, I was sitting in the kitchen with my sister and her little one wanted some pizza but when I went to turn the oven on, it just wasn't working. A fella came to look at it but it just wasn't fixable. What am I going to do, how will I cook, eat? I didn't have a penny, I didn't have two pennies to rub together and it was stressing me out to bits. It was like I was being punished, I just couldn't cope with it."

"I contacted Stacey my medical social worker to explain what had happened, I was at my wits end



and she applied to the Marie Keating Foundation Comfort Fund on my behalf, and I got the grant and it was a godsend, a huge relief because it meant I could finally go and get the cooker, after weeks of having to make do with the microwave. It was such a difference to have a cooker and to not be stressing about

it. My daughter is a picky eater and it meant now that I could go back to cooking properly for her. **I was so grateful and always will be to the Foundation for their support at that time when I really needed it. It was just so lovely to know they were there helping me at a time when I felt no one was.**

BRCA Cancer gene (BRCA) Support Services

Our BRCA Peer-to-Peer volunteer support services at the Marie Keating Foundation have made significant strides since our launch at the annual BRCA Conference in 2019. Our dedicated nursing team and ten trained BRCA Peer-to-Peer support volunteers have been instrumental in delivering this invaluable service over the past number of years. As volunteers who have personally tested positive for a BRCA1 or BRCA2 alteration, they have navigated their own diagnoses successfully and are now committed to supporting others on a similar path.

When receiving a positive BRCA gene alteration diagnosis, the experience can be bewildering and isolating. To address this, we also established BRCA Online Support Group Meetings, which we hold six times a year in collaboration with a specialist nurse from the Foundation and a Peer-to-Peer support volunteer, we provide a secure and nurturing environment during these meetings. This space allows individuals with a BRCA1 or BRCA2 alteration to openly discuss their diagnosis, share their journeys, and gain insights from both their peers and guest speakers.

Furthermore, we set up an interactive WhatsApp group to facilitate ongoing communication among our community members. This platform serves as a means for us to continuously exchange insights, information, and emotional support throughout a BRCA journey. The group's moderation is undertaken by an elected BRCA support group member, while oversight is provided by a nurse from the Marie Keating Foundation. This ensures that individuals can share their challenges, victories, and daily experiences related to BRCA at any hour, fostering a connection with those who genuinely comprehend their journey. At the Marie Keating Foundation, we are steadfast in offering comprehensive support and resources to the BRCA community, ensuring that carriers of these gene alterations never feel alone in their fight against cancer.



In 2022, we arranged a specialised Peer-to Peer training workshop aimed at expanding our team of trained peer volunteers by an additional 8 members. This growth enables us to better address inquiries from individuals who have recently received their BRCA status diagnosis.

BRCA1 and BRCA2 are essential genes in humans that produce proteins responsible for suppressing tumours. These proteins play a crucial role in repairing damaged DNA and maintaining the stability of genetic material within cells. However, when these genes undergo mutations or alterations that disrupt the production or function of their protein products, the repair of DNA damage becomes compromised. This increases the likelihood of cells acquiring additional genetic changes that can lead to the development of cancer, particularly breast or ovarian cancer in women and prostate cancer in men.

Information Seminars

BRCA Seminar (April)

In 2022, our annual seminar for the BRCA community centred around "Engaging in the Family Way". We provided support and information on a range of topics, covering family planning, emotional management, and menopause. We offered attendees the chance to connect and network with others who shared similar diagnoses and experiences. Throughout the conference, we ensured the participants' comfort by serving refreshments and a light lunch. Our event welcomed 100 attendees and featured a prominent keynote speaker, Professor Deirdre Lundui. She shared her expertise on Menopause, which holds significant relevance for breast cancer patients. During her one-hour presentation, she imparted valuable insights, drawing from her role as the head of the specialised Menopause Clinic at the National Maternity Hospital in London. Furthermore, we had a representative from the National Cancer Control Programme who discussed the evolution of the hereditary cancer model in Ireland.

Metastatic Breast Cancer Awareness Seminar (October)

On October 14th, Metastatic Breast Cancer Awareness Day, in association with EuropaDonna, we organised a one-day seminar with the goal of raising awareness and bringing together patients with advanced breast cancer and Health Care Professionals. Our objective was to reunite individuals who had experienced vulnerability during the challenging times of the pandemic and to showcase innovative developments in Metastatic Breast Cancer. In 2022, we took a hybrid approach to the seminar, with 50 of us present in person and an additional 20 participants joining us online. Our event also included members from our Positive Living support group. A significant highlight of our gathering was a keynote speaker presentation delivered by Professor Seamus

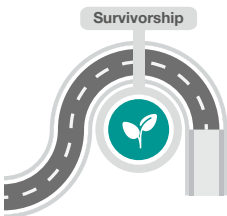
O'Reilly, an esteemed oncologist practicing at Cork University Hospital. Additionally, Siobhan Gaynor shared insights about new developments in Clinical Trials for those affected by breast cancer.

Breast Reconstruction Awareness Day (BRA Day) (October)

On October 18th, we hosted an informative event for patients about breast reconstruction at the Clayton Hotel Dublin Airport. Our event delivered extensive information about diverse choices for breast and nipple reconstruction, furnished valuable resources for families, and enabled an interactive session called 'show and tell.' This session allowed women considering risk reducing surgery to explore the different breast reconstruction options, to connect with fellow women who had experienced various forms of breast surgery. The event came together through a collaborative effort between the Marie Keating Foundation, the Department of Plastic Surgery at the Mater Misericordiae University Hospital, and Health Care Professionals from multiple hospitals in Dublin.

Ask the Nurse Help Line

The "Ask the Nurse" service is a valuable resource we offer at the Marie Keating Foundation to provide information and advice on various aspects of cancer, spanning from cancer prevention to cancer diagnosis and cancer care. If you're looking for clarity or have inquiries related to the disease, our team of qualified and expert nurses is here to assist. By reaching out to our dedicated nurses, you can access accurate and personalised answers to your questions, empowering you with knowledge and guidance throughout your cancer journey. Whether you are seeking information about preventive measures, understanding the diagnostic process, or looking for support during treatment, our "Ask the Nurse" service aims to be a supportive and informative platform that caters to individual needs. At the Foundation, we're committed to equipping individuals like you with the necessary information and tools to promote well-being and empower people to make informed decisions in managing their health.



Survivorship Services

Survive & Thrive Programme

We provide Survive and Thrive workshop programmes tailored to help individuals who have

completed their cancer treatment to adapt to their "new normal." These sessions offer valuable insights from nurses and fellow survivors, addressing challenges that cancer survivors commonly face. Our topics encompass managing emotions, addressing fatigue and other side effects, adapting to changing nutritional needs, coping with change, and staying active while managing stress. Our workshops are generally held via Zoom with a couple of in-person sessions and are open to all genders.

Since their inception in 2014, these free survivorship workshops have been essential in empowering cancer survivors with the essential tools and support to navigate life after cancer treatment. Acknowledging that the cancer journey continues past treatment, our weekly workshops, led by a nurse from the Foundation and a trained cancer survivor, offer expert guidance on managing treatment-related side effects.



In 2022, the Foundation successfully conducted four eight-week Survive and Thrive programmes, fostering inclusivity through an online platform tailored to different cancer types, locations, and survivor experiences. All four programmes were fully booked, leading to waitlists for upcoming sessions. To enhance the virtual experience, two extra sessions were integrated: an introductory "getting to know you" session and a closing relaxation and pampering session hosted by Look Good, Feel Better. Despite the absence of in-person interaction, the programme's expanded format attracted participants from across Ireland, highlighting its rising popularity and effectiveness.

Positive Living

The Marie Keating Foundation Positive Living programme provides support for individuals who are living with advanced cancer. We designed these monthly meetings specifically to enhance the patients' quality of life by offering specialised support and creating connections with both experts and peers who are experiencing similar circumstances in a secure space. During these sessions, we cover a

A Reflection on 2022
by Yvonne Keating – Survive and Thrive Participant 2022

My cancer journey started exactly a year ago, December 2021 after a worrying mammogram. This led to ultrasound, biopsies, MRIs and finally a few big ops including a mastectomy and reconstruction. This year has gone by in a blip so much that I still think it is 2021.

It felt at times as if someone had put up a STOP road sign in front of my life. All the questions, while I stood at the STOP sign:

- Will I live?
- Will I get better, physically, and psychologically?
- Will I accept myself?
- How will my family and friends react?
- Will I be treated differently?
- What about my job? Social life? Interests?

Everything stopped in my old world, and I stepped onto the hospital rollercoaster, which can be such a lonely place despite family support.

Looking back now, post surgeries, it probably was more of a yield sign in my life. I was forced to slow down, take stock, maybe make changes, talk to myself more and accept new challenges. It is strange that while 2022 is forever etched in my head and memory as being utterly bleak and scary there were some positives that have emerged:

- The absolute support of my husband and son.
- The kindness and thoughtfulness of friends and colleagues.
- The realisation of who exactly had your back and checked in on you and who didn't.

I also made two excellent decisions this year: I joined a dragon boat racing club, the Plurabelle Paddlers and I enrolled for this course.



What do I take away from these last few weeks?

- That I can and should self-manage how I proceed with my life.
- I have been made aware of the valuable toolkit I can dip into that will help me with my new challenges especially when I go back to work.
- I am more conscious of taking charge of my health through exercise, good nutrition and sleep hygiene.
- Finally, the opportunity to meet this amazing group of ladies who are on their own road and face their own daily battles with amazing courage. I am in awe of them all.

We are all ordinary ladies but extraordinary in our resolve to Thrive, Survive and Stay alive.



range of topics including how to manage side effects, cope with emotional impact, handle issues related to sexuality and relationships, address concerns about body image, practice mindfulness, and engage in physical activity.

Receiving an advanced cancer diagnosis can be incredibly isolating, and we fully understand the significance of specialised support and community for these patients and their families. That is why our Positive Living support group remains a constant source of assistance throughout the cancer journey. Since the pandemic, our group has grown to include new members from all over the country, thanks to the online format that enables participation from various locations, even while undergoing cancer treatment. This programme, led by the Foundation's Director of Nursing and specialist experts, is offered free of charge to all participants. It provides essential resources, continuous support, and a dedicated WhatsApp group that keeps all members connected.

In 2022, we also continued to host a Positive Living Group tailored for men who are dealing with advanced cancer. Albeit a small number of participants, these gatherings tackled a range of important topics including effective communication with medical teams, strategies for managing emotions, nurturing relationships, maintaining a positive body image, practicing mindfulness, engaging in physical activity, and discussing their diagnosis with loved ones. The main objective of these groups is to enrich the participants' quality of life as they navigate advanced cancer, offering a nurturing community and valuable resources.

Back to Work after Cancer

In response to the anxiety many cancer patients experience when transitioning back to work after treatment, the Marie Keating Foundation launched our Back to Work After Cancer booklet and microsite in 2019. This unique resource has provided guidance

for both employees and employers on managing this transition effectively. Our aim is to empower cancer survivors, by equipping them with the necessary information and advice to navigate their return to work with confidence and support. The booklet offered tips for planning a return to work and communicating with employers about necessary accommodations. Our efforts expanded in 2022 as we developed specialised workshops for employers and employees on the topic of returning to work after or during a cancer journey.



In 2022 the Foundation translated the Back to Work after Cancer booklet into German, so it could be accessed by the members of the Pink Ribbon Foundation in Switzerland and Germany.

HSE for Survivors by Survivors Programme in partnership with the Marie Keating Foundation

The HSE for Survivors programme, in collaboration with the HSE has achieved significant progress since we started. In 2022, we successfully transitioned the programme to in-person interviews, allowing us to directly engage with 50 individuals who played a crucial role in our programme delivery and training. All the participants underwent intensive 2.5-day training, supplemented by an additional 0.5-day online component. To make sure we had easy access to the resources we needed, we utilised HSE Land as our comprehensive hub for educational materials and all programme administrators were awarded a certificate as part of an accreditation process. The Marie Keating Foundation empowered and trained 30 survivors, who now serve as vital supporters within the HSE.

Surviveandthrive.ie

With over 200,000 cancer survivors in Ireland, we recognise the limited resources available to guide cancer patients through the transition from active treatment to life after cancer. We established surviveandthrive.ie as a trusted source of information and support for cancer survivors, and those living with advanced cancer. Our specialised microsite covers various aspects of life after cancer, providing guidance on physical, mental, and social coping strategies post-treatment. We also offer resources for carers and share inspiring stories of hope from fellow cancer survivors ensuring that visitors to surviveandthrive.ie, can access information on managing side effects, discover local support centres, and find inspiration from patient and survivor stories.



3.3

Strategic Goal 3: Sustainable Funding Model



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

| Overall importance | Overall impact | | Our actions to meet our goal | 2022 Impact and achievements |
|---|---|-------------------------------|---|---|
| <p>The Marie Keating Foundation is largely dependent on fundraising to deliver our services, but this leaves us vulnerable with no regular income stream or ability to commit to and plan our services. It is imperative that we develop a wider mix of funding sources to ensure we can properly plan and resource our service delivery.</p> | <p>Achieving a more sustainable funding model will allow us to fund and grow key services and will enable us to support more people in the future. It will reduce our reliance on single sources of funding and provide stronger sustainability for planned delivery of services.</p> | Primary Fundraising Events | Marie Keating Foundation Celebrity Golf Classic | Following a hiatus of 2 years due to the pandemic, in August 2022, the Marie Keating Foundation Celebrity Golf Classic raised €82,861 and for the first year Skechers came on board as lead Sponsor. |
| | | | Spring Lunch | A new post-COVID event, the Spring Lunch organised in March raised a sum of €57,895 in funds to contribute to the Foundation's initiatives. |
| | | | Camino | In September, the Marie Keating Foundation organised the Camino walk, and in 2022, it led to the collection of €38,669 in funds, demonstrating the community's support for the cause. |
| | | | Pigsback 5k Run | The Pigsback 5K Run, held in October, was yet another opportunity for the Foundation to raise funds and combine our cancer prevention messaging. This event brought in €10,664 to aid the Foundation's efforts. |
| | | | Christmas Lunch | The Marie Keating Foundation holds a heartwarming Christmas Lunch in December. This festive event managed to raise a significant sum of €68,800 , contributing to the Foundation's mission. |
| | | Community Fundraisers | Community Fundraisers | In addition to our own events, the Foundation benefits from the generosity of the community through various fundraisers. In total, community fundraisers contributed an impressive €164,655 , highlighting the dedication of individuals who share the Foundation's mission. |
| | | Corporate Charity Partnership | Dalata Hotels Partnership | Our new corporate partnership with the Dalata Hotel Group saw hundreds of fundraising events and activities taking place at Clayton and Maldron hotels all around the country and raising €147,325 to support our community nursing service. |
| | | | Pink Patron's Initiative | In 2022 we secured a total of €62,380 from Pink Patrons including Harvey Norman €29,646 and The Perfume Shop €31,106 . |
| | | Corporate Sponsorship | Corporate Sponsorship | Through corporate sponsorship amounting to €739,542 , the Foundation was able to run several cancer awareness campaigns and support programmes. |
| | | Legacy | Legacy | The Foundation received its first two legacies in 2022 amounting to €307,377 . |
| | | Individual Giving | Individual Giving | Continued investment in our Individual Giving Programme saw 620 active givers recruited in 2022. Further investment in our digital and website platforms saw an increase in funds raised through these channels to €131,124 . In 2022, the prize draw brought in €10,892 in funds. In total individual giving raised €137,499 . |
| | | Other | Coin Collection, Online Shop, and Mail-In Donations | While funds raised from coin collections declined due to trends towards cashless giving, the Foundation still raised €54,511 through coin boxes all around the country. The online shop raised €12,390 in 2022. |

3.3

Strategic Goal 3: Sustainable Funding Model

As a charity which receives very little government funding, the Marie Keating Foundation relies largely on its own fundraising efforts to raise funding in support of our services. With the generous help of the public, donors, and our corporate sponsors, we were able to raise a total income of **€2,094,876** in 2022.



Letter from Linda Keating, Founder and Director of Fundraising

Well, there you go another very special but strange year at the Marie Keating Foundation as we manoeuvred our way back to in person events, thank God. It really was so fantastic to be back, enjoying

with you all. To get our events back up and running is a breath of fresh air, that was badly needed. The demand for the Marie Keating Foundation's vital cancer awareness and support services has grown substantially this year and with the very limited government funding that we receive, our nursing team have really had to go above and beyond to meet this demand and I am overwhelmed and extremely proud of all they achieve in our mother, Marie's name. This means that the public generosity has been huge, and this makes me feel so humbled and extremely grateful to you all for your support, thank you.

Thankfully in 2022, we were fortunate to resume our Celebrity Golf Classic and our Christmas Lunch, in person enabling us to connect and spread our message of the importance of awareness and how vital early detection is, it really can save your life. We did introduce a new event in March of this year called the Spring Lunch. I have to say this was such an amazing day with so many people dressing up and joining us at the Shelbourne Hotel for a fabulous day, filled with laughter and joy, the fabulous Mary Byrne was just amazing as she sang for us and

left everybody wanting so much more. We were delighted to be chosen for the first ever Ladies Lunch at Malahide Rugby Club and that then sparked Terenure Rugby Club to host a Ladies Lunch too. We were absolutely thrilled that the Dalata Hotel Group chose the Marie Keating Foundation as the charity benefitting from a three-year partnership. All employees from their 31 hotels are fundraising for us and this is all part of the Dalata Digs Deep Initiative until 2024.

This year has been a fantastic continuation of our growth. We're actively advancing our fundraising strategy, embracing innovative methods like individual giving, legacy contributions, and digital fundraising. These initiatives allow us to diversify our funding sources.

The ongoing and steadfast support demonstrated by the Irish people for causes dear to their hearts is so inspiring and the whole team at the Marie Keating Foundation are so proud to be one of these chosen charities gaining from your generosity. Please know that because of your very generous donations we are here and doing all we can in the world of cancer. If you or a loved one needs support while on a cancer journey, please do get in touch with us. From the bottom of my heart thank you for your amazing support and generosity, thank God the Marie Keating Foundation has survived the past two very difficult years

God Bless

Linda Keating

Primary Fundraising Events

The Marie Keating Foundation organises primary fundraising events throughout the year to generate essential funds for their cancer support programmes and services. These events bring together individuals, businesses, and community members who are passionate about making a difference in the lives of those affected by cancer. Following a period of one and a half years when we could not organise any in-person events, it was wonderful to be able to host several key events throughout 2022.

Spring Lunch (March)

In 2022, we successfully launched the inaugural Spring Lunch, a pivotal event for the Marie Keating Foundation's in-person fundraising initiatives that year. Taking place at the Shelbourne Hotel on March 31st, the event aimed to support our essential cancer services by offering attendees a delightful package including a prosecco reception, a sumptuous 3-course meal, captivating entertainment, a raffle, an auction, delightful goodie bags, and more. This new event raised a total of €57,895.



The Marie Keating Foundation Celebrity Golf Classic August 2022

In August 2022, the annual Celebrity Golf Classic hosted by our Patron, Ronan Keating raised an amazing €82,861. With 30 teams of 3, including celebrities, this flagship event took place at the exquisite Palmer course in the K-Club. The festivities continued with an elegant Gala dinner, prize distribution, auction, and entertainment. The event's success was made possible by the generous support of main sponsors Skechers and ALD Automotive.

Camino (September)

In 2022, we organised a successful and fully booked Camino event, which saw 18 participants taking up the challenge in Northern Spain. The primary

objective of the event was to raise funds for the foundation through a charitable walk. Commencing in the town of Baiona, the journey encompassed the picturesque Portuguese Coastal Route, culminating at the revered tomb of St. James in the Cathedral at Santiago De Compostela. Participants were required to raise €2,250, covering all-inclusive amenities such as flights, accommodations, breakfast, dinner, transfers, and daily luggage transfers to each designated hotel.



Pigsback 5k Run (October)

The Pigsback Run is a charity event gathering around 100 participants, including elite runners and walkers, for a 5k run/walk. Designed as a family-friendly initiative, the event's primary objective was to raise essential funds for individuals and families impacted by cancer. In 2022, the run took place at St. Anne's Park, near Marie Keating's childhood home.



Christmas Lunch (December)

The Marie Keating Foundation Christmas lunch was held at the Shelbourne Hotel in Dublin on December 1st, 2022. The event featured a champagne reception, a delightful four-course lunch and wonderful entertainment and auction. Raising a total

of €68,800, notable highlights of the day included the Harvey Norman raffle, JoHarpur Jewellery table raffle, an auction, and a special gift from the Perfume Shop.

Community Fundraising Events

Community Fundraising events at the Marie Keating Foundation frequently involve collaborative partnerships with external organisations and supporters, contributing to a wider network of support and fundraising efforts. These events not only raise crucial funds but also leverage the collective efforts of different groups to amplify the impact of the Foundation’s mission.

Malahide Rugby Club Ladies Lunch (September)
Malahide Rugby Club recently organised its annual Ladies Lunch, designating the Marie Keating Foundation as their beneficiary to champion cancer awareness and provide support for individuals and families affected by cancer. During the event, a raffle and auction were held, amassing approximately €12,000 in funds.

Terenure Rugby Club Ladies Lunch (October)
A total of 160 attendees donned pink attire to participate at the Terenure Rugby Club Annual Ladies Lunch, where they pledged their support to the Marie Keating Foundation. The event featured a panel of four speakers, along with a raffle and donation opportunities, resulting in an impressive fundraising achievement of approximately €5,500.

Corporate Partnerships

Corporate partnerships play a vital role in the Marie Keating Foundation’s mission to support individuals affected by cancer. Through these collaborations, the Foundation can leverage the resources and expertise of businesses to amplify its impact, raise awareness, and provide essential services to those in need.

Dalata Hotels Partnership (June)
Launched in April 2022, the Marie Keating Foundation is proud to be selected as the key charity partner for the Dalata Hotel Group for the next three years as part of the Dalata Digs Deep initiative. This initiative aims to raise funds to support Marie Keating’s community nursing and Mobile Information Units, enabling more than 100,000 crucial conversations between nurses and the public about early cancer detection.

As part of this partnership, the Mobile Information Units will also visit Dalata hotels across Ireland,



providing an opportunity for local communities to participate and contribute to saving lives. The Dalata Hotel Group, encompassing popular brands such as Clayton and Maldron, has 4,307 employees in their Irish hotels, all of whom will actively engage in fundraising activities throughout the three-year period. The collective goal is to raise €600,000 in support of the Marie Keating Foundation’s vital initiatives.

Pink Patrons Initiative
The Pink Patrons’ initiative is a partnership with Irish businesses offering charitable donations to the Marie Keating Foundation during Breast Cancer Awareness Month every October. Companies like Pigsback.com, Harvey Norman, Skechers, Happy Threads, The Grafton Barber, and Portwest are joining forces to raise awareness and essential funds to support individuals and families impacted by breast cancer. With the funds raised through this campaign, the Marie Keating Foundation aims to provide lifesaving information about breast cancer prevention and support for those affected, ensuring that everyone has access to early detection and vital assistance. The Foundation’s commitment to expanding its reach through awareness, support, and survivorship services is bolstered by the generous contributions of its Pink Patrons.

Corporate Sponsors

In conjunction with corporate partnership, we receive sponsorships from several companies primarily in the pharmaceutical and retail sectors to support our services and awareness campaigns for specific types of cancer. Some of these sponsorships include the following:

- The Bowel Movement Cancer Awareness Campaign sponsored by Servier
- Marie Keating Foundation Talks Cancer Podcasts Series (#TalkingProstateCancer) sponsored by Janssen

- Stand Up For Your Prostate Campaign sponsored by Astellas and supported by AstraZeneca and MSD
- Metastatic Breast Cancer Day Awareness (Seminar and Afternoon Tea) sponsored by Pfizer
- Breast Reconstruction Awareness Day Conference (BRA Day) sponsored by HC21
- Marie Keating Foundation Talks Cancer Podcasts Series (#TalkingBreastCancer) sponsored by Novartis Oncology
- The Big Check Up Lung Cancer Campaign by AstraZeneca, Bristol Meyers Squibb, MSD, Roche, and Takeda
- Positive Living support group for Metastatic Cancer patients sponsored by Takeda & Pfizer
- Survive and Thrive sponsored by National Cancer Control Programme and Bristol Meyer Squibb
- BRCA Support Group sponsored by Pfizer
- BRCA Seminar supported by AstraZeneca and MSD

Individual Giving

Following a clear investment strategy over the past three years, Individual Giving at the Marie Keating Foundation now encompasses a range of fundraising streams, from monthly and single donations to legacy contributions, face-to-face interactions, digital donations, prize draw participation, and a new fundraising platform. These various avenues allow individuals to make a meaningful impact on the Foundation’s mission of assisting those affected by cancer, whether through personal interactions, bequests, or recurring contributions.

Monthly and Single Individual Donations
The Marie Keating Foundation, in 2022, expressed gratitude to its loyal regular donors who provided unwavering support during a challenging economic year for many. These monthly contributors received regular updates on the organisation’s work, and a refreshed welcome booklet was provided to keep them informed. Additionally, two fundraising appeals were held in April and November aimed at garnering one time donations from existing supporters. The Foundation extends deep appreciation to all donors who enable the continuation of their essential mission - providing crucial cancer support to men and women across Ireland, free of charge.

Legacy Donations
In 2022, the Marie Keating Foundation became part of Mylegacy.ie, an alliance of charitable organisations that promote the idea of leaving charitable donations to support one’s favourite cause. Within this context, the Foundation experienced a significant milestone

when it received its inaugural legacy gift in September 2022 followed by a second bequest in December 2022. These generous contributions hold immense gratitude from the organisation as they were bequested by individuals who had been supported by the Foundation over the past 24 years of our history.

Face-to-Face Donations
In 2022, the Marie Keating Foundation collaborated with two agencies to engage in face-to-face acquisition, aimed at recruiting new regular contributors through door-to-door and venue fundraising initiatives. Following comprehensive training provided by the Foundation, these agencies executed a highly successful campaign with more than 600 new Regular Donors, garnering positive feedback from the public and receiving no complaints during the process.

Digital
In 2022, the Marie Keating Foundation utilised Facebook marketing as an affordable means to draw in new supporters. Various strategies were experimented with to attract donors, and although the results were somewhat modest, the insights gained from these efforts proved invaluable. Armed with this knowledge, the Foundation was able to devise a highly effective campaign, successfully launched in 2023. Digital donation plays a pivotal role within the organisation, leveraging platforms like Facebook to engage and garner support from individuals keen on contributing to their cause.

Prize Draw
In 2022, the Marie Keating Foundation introduced a new Prize Draw, offering a fresh means for their current supporters to contribute in a manner that better aligns with their preferences. Through this initiative, supporters could participate in a draw and donate simultaneously. The Prize Draw was facilitated in partnership with I donate, providing a seamless and efficient administration process. It represented an innovative approach to garnering support for the charity’s cause.

New fundraising platform development and launch
In 2022, as part of an initiative to integrate fundraising with our awareness campaigns, we developed a cutting-edge new fundraising platform as part of our Stand up for Your Prostate campaign. This newly developed website seamlessly complements the organisation’s existing site while staying true to its brand identity. The platform’s optimisation empowers the Foundation to be more agile in its fundraising efforts, enabling the swift establishment of campaigns

to raise funds for their vital initiatives. Moreover, the site facilitates easy do-it-yourself fundraising endeavours such as cake sales, quiz nights or park runs. It also serves as a platform to promote key annual events and manage prize draws. Notably, this innovative platform ensures a significantly improved experience for donors and supporters alike, fostering even greater impact and support for the Foundation's mission.

Miscellaneous Fundraising

The Marie Keating Foundation engages in various fundraising activities, including coin collection drives, an online shop, and accepting mail-in donations, to support their mission in fighting cancer. Through initiatives like coin collection drives, an online shop, and accepting mail-in donations, the Marie Keating Foundation diversifies its fundraising efforts, allowing individuals to contribute and make a difference in the fight against cancer in convenient ways.

Coin Collections

At the Marie Keating Foundation, coin collection boxes serve as a vital component of their fundraising efforts. Strategically placed in various locations, these boxes provide an accessible means for individuals to contribute to the Foundation's noble cause of supporting those affected by cancer. In 2022, the Marie Keating Foundation introduced a modernised approach to donation collection through the implementation of QR Code and tap-to-donate mechanisms on their coin collection boxes. This innovative upgrade provided visitors and supporters with convenient and contactless options to contribute, enhancing the overall donation experience while enabling the foundation to continue its vital work in supporting those affected by cancer.

Online Shop

The Marie Keating Foundation's online shop provides a convenient and accessible platform for supporters to contribute to their cause and access a diverse range of merchandise and resources. From awareness-raising items, such as clothing and accessories, to informative materials and educational resources related to cancer prevention and support, the online shop caters to a broad audience. By shopping on this platform, customers not only acquire meaningful products but also contribute directly to the Foundation's endeavours in promoting cancer awareness, early detection, and offering vital support to those affected by the disease. The seamless and secure online shopping experience reflects the Foundation's commitment to making a positive impact on cancer prevention and care.

Mail-In & Online Donations

At the Marie Keating Foundation, mail-in donations and gifts donated via our website serve as a vital channel through which individuals and organisations contribute to our cause. These contributions play a crucial role in supporting our efforts to raise awareness for cancer and provide essential services to those affected. Donors can securely make donations online via our website or PayPal or send their contributions via mail, enclosing their cheques or money orders, along with any necessary information. Our dedicated team ensures prompt processing and acknowledgment of these donations.



3.4

Strategic Goal 4: Brand Profile and Reputation



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

| Overall importance | Overall impact | | Our actions to meet our goal | 2022 Impact and achievements |
|--|---|---------------------|---|--|
| <p>It's important that all of our key stakeholders including the public, patients, healthcare professionals, donors, peer organisations and supporters, all 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 and depth of our services and how they can access that support when they need it.</p> | <p>By ensuring there is greater awareness of our services and how we can offer support, more people in need will be aware of how and where they can access our services. A strong brand and profile will lead to improved engagement levels with our services, campaigns and our cause. By carving out a space for our voice in the media, we can influence change when needed, speak on behalf of the patient to key decisions and policy makers and advocate for better funding and resources for cancer patients and their families.</p> | Awareness Campaigns | <p>The Bowel Movement Campaign sponsored by Servier</p> | <p>Total Reach on social media: 363,595</p> <p>PR and media Pieces of Coverage: 13 - Reach: 2,052,122 - PR value: €157,437</p> <p>The campaign landing page has had 4,158 visits during the month of April. The Bowel Cancer section of our website was also visited 1,917 times during this month.</p> |
| | | | <p>Stand Up For Your Prostate Campaign sponsored by Astellas and supported by AstraZeneca and MSD</p> | <p>Over the month of September, 333 pins were purchased from our website. Our overall reach on social media paid and organic exceeded 1.3 million. The campaign landing page has had 499 visits during the month of September. The prostate cancer sections of our website saw significant activity with 2,568 hits.</p> <p>PR and media Total PR Value: €150,000 - Total Reach: 2,600,000</p> |
| | | | <p>The Big Check Up Lung Cancer Campaign sponsored by AstraZeneca, Bristol Meyers Squibb, MSD, Roche and Takeda</p> | <p>Campaign Stats PR reach - 4,500,971 Organic social media reach - 150,000 Radio ad reach - 1,702,000 Petition - 2,983 to date</p> <p>Website Lung cancer information and awareness page views were up 123.60% on the previous month. The Big Check-up campaign page – unique views 1,096 for the month of November. This campaign won The Irish Marketing Awards award for Innovation.</p> |
| | | Digital Presence | <p>Social Media (Instagram, Twitter, Facebook, LinkedIn)</p> | <p>Followers: Facebook: 32,733 - Twitter: 9,484 - Instagram: 7,392 - LinkedIn: 1,048</p> |
| | | | <p>Website</p> | <p>In 2022 our website had an impressive 580,000 visits.</p> |
| | | | <p>Newsletter</p> | <p>Every month, 28,349 supporters receive our informative newsletter.</p> |

3.4

Strategic Goal 4: Brand Profile and Reputation

In alignment with Strategic Goal 4, in 2022, communications at the Foundation took on a renewed significance as the world reopened and we reconnected with our communities in person.

Despite the challenges brought about by the aftermath of Covid-19, the war in Ukraine, and a cost-of-living crisis, we remained dedicated to our mission. Thanks to our strong relationship with cancer patients, survivors, donors, partners and supporters, we effectively addressed the needs of these communities. Through expanding our reach with effective campaigns and digital strategies and strengthening our connections by remaining responsive to their respective needs, we continued to educate, inform, support and engage an even greater number of people.

Maintaining trust and respect from all our key stakeholders, including the public, patients, healthcare professionals, donors, peer organisations, and supporters, is paramount to us. We strive to establish a strong and visible external profile, ensuring people are aware of our services and know how to access our support when they need it.

Our relationship with the media is key, we are both reactive and proactive in how we work to build strong relationships and amplify our messaging through online, print, radio and TV. This not only applies to our awareness campaigns but also how communications weaves through all other aspects of the Foundation supporting fundraising activities and support services.

We work with the media connecting them with patient ambassadors for case studies to highlight the common cancers in Ireland and amplify how we support and help patients at every step of their journey. We provide interviews and comments from our CEO or nursing team in relation to a range of cancer related topics to support media requests. We ensure that we nurture positive, supportive relationships with key media where they know we are a trusted source of information.

A highlight of the power of public relations for a fundraising event would be our 2022 Celebrity Golf

Classic sponsored by Skechers which saw a PR reach of 5,329,620 and a PR value of €385,980. This not only brings positive attention to the Foundation and the why behind our fundraising, but also brings even further value to our sponsors who benefit from the positive press.

A robust brand and profile led to increased engagement with our services, campaigns, and cause. Our presence in the media empowers us to influence change, advocate on behalf of patients to key decision-makers, and lobby for improved funding and resources for cancer patients and their families. Together, we make a difference and bring about positive change in the fight against cancer.

The increase in followers on all our digital channels in 2022 is one metric that demonstrates how we are constantly evolving and building a stronger connection and increased public awareness of who we are, what we do and why we do it.

Cancer Awareness Campaigns

At the Marie Keating Foundation, our cancer awareness campaigns play a pivotal role in connecting with the public through innovative and captivating approaches. These campaigns provide a valuable opportunity to educate and inform the audience, focusing on promoting early cancer detection and essential education initiatives. In 2022, we successfully ran three impactful awareness campaigns, several key awareness days, and a micro-site, furthering our mission to raise awareness and combat cancer.

The Bowel Movement

In April 2022, the Marie Keating Foundation partnered with Servier Laboratories Ireland to launch the impactful #JoinTheBowelMovement campaign, coinciding with Bowel Cancer Awareness Month. This initiative aimed to raise awareness about bowel



cancer, its early warning signs, and the importance of early detection through screening. The campaign targeted Irish men and women, encouraging them to consult their GP if they had any concerns. Led by bowel cancer survivor Paddy O'Leary and Consultant Oncologist Dr. Gregory Leonard, the campaign utilised various communication channels, including awareness videos, social media posts, and a national radio ad on Newstalk Radio, to spark a conversation and educate the audience about bowel cancer prevention and awareness. The focus was on promoting the BowelScreen's at-home test for individuals aged 60-69, while also emphasising vigilance for any potential changes in their bodies. Through education and advocacy, the #JoinTheBowelMovement campaign urged the public to join in raising awareness and using the hashtag #JoinTheBowelMovement to support early detection and prevention efforts.



Stand Up For Your Prostate

In 2022, the Marie Keating Foundation launched their Stand Up for Your Prostate campaign during Blue September, with the generous support of Astellas, AstraZeneca and MSD to raise awareness of prostate cancer and empower Irish men to take charge of their prostate health. The campaign encouraged men to WATCH for symptoms, TALK openly about their health with loved ones, and ACT by seeking medical advice if needed, especially if

they were over 50 or over 45 with a family history of prostate cancer. The foundation utilised various channels, including social media, radio ads, and a compelling video featuring patient ambassador John Wall, who shared his powerful story as a man living with Stage 4 Prostate Cancer. This served as an inspiration for other men to undergo PSA testing at the appropriate age. Additionally, the Stand Up For Your Prostate Blue Man Pin was reintroduced as a symbol of support for prostate cancer patients and survivors. The campaign's success further solidified September as Prostate Awareness Month, fostering open discussions and raising awareness of this critical health issue.



The Big Check Up - "The First Poster to catch lung cancer"

In the Lung Cancer Awareness Month campaign for 2022, the Foundation worked with The Brill Building Creative agency to develop a targeted unique and impactful campaign with many layers. The focus being an innovative audio-activated poster, "The First Poster to Catch Lung Cancer," revealed itself only to those who coughed. An interactive bus stop placed strategically in high lung cancer prevalence areas was designed to target those with a persistent cough (as a key symptom of lung cancer), activating when someone coughed. The campaign aimed to turn lung cancer into a success story and combat its status as the biggest cancer killer in Ireland, surpassing breast and prostate cancer combined in global mortality rates.

The Foundation integrated a range of communication channels to raise awareness and resources about lung cancer, aiming to improve survival rates by



encouraging individuals to be aware of symptoms and seek medical attention for persistent coughs. Collaborating with the Irish Lung Cancer Community and the Irish Association for Lung Cancer, the campaign advocated for national action on lung cancer and called for lung screening for high-risk individuals. A hero video featuring real patient stories, including patient ambassador Johnny Hasset living with stage 4 lung cancer, emphasised the importance of early detection. Sponsored by AstraZeneca, Bristol Meyer Squibb, MSD, Roche, Pfizer, and Takeda, the campaign aimed to raise awareness and encourage those with persistent coughs and other symptoms to seek medical attention to ensure earlier detection and lower lung cancer death rates.

Your Health, Your Choice Cancer Prevention Campaign

In addition to these three multichannel campaigns, in 2022 the Marie Keating Foundation continued the Your Health, Your Choice campaign which emphasises the significance of positive lifestyle choices in safeguarding personal health and preventing certain cancers. The campaign and microsite highlight seven key lifestyle pillars. and each pillar addresses specific risk factors and provides information and resources for reducing the risk of cancer by as much as 50%. For example, smoking is linked to multiple cancer types, with lung cancer having the lowest survival rate in Ireland. Adopting a healthy and balanced diet, engaging in regular exercise, practicing SunSmart behaviours, moderating alcohol consumption, receiving appropriate vaccines, and undergoing cancer screenings all contribute to reducing the risk of cancer and promoting overall well-being in our community.



The Marie Keating Foundation was awarded the All-Ireland Marketing Award for Innovation and Creativity for this lung cancer campaign.

Key Awareness Days

Key Awareness Days are specific dates or events dedicated to raising awareness about cancer related issues, causes, or health conditions. These days serve as opportunities to focus attention on important topics, promote education, and engage with the public on a deeper level.

European Cervical Cancer Prevention week in January

In January, during the European Cervical Cancer Prevention week, we focused on providing our supporters with crucial facts to reduce their risk of cervical cancer. By educating them about HPV (Human Papillomavirus) and promoting preventive measures, including vaccination and screening, we aimed to support prevention and early detection, as 97% of cervical cancers can be linked to HPV infections.

Feb 4th, 2022: World Cancer Day

On February 4th, 2022, the Marie Keating Foundation and Pavee Point collaborated to address barriers hindering the Travelling community from accessing cancer prevention and early detection information. Through a year-long partnership, they developed tailored educational resources, workshops, and online guides to bridge the health gap and support this community.

June 2022 Men's Health Week

In June 2022, during Men's Health Week, we celebrated with an empowering call to action, urging men to take charge of their health. The week focused on cancer prevention, early detection, and featured inspiring survivor stories to raise awareness and encourage proactive healthcare seeking.

April - World Immunisation Week

During World Immunisation Week in April, we emphasised the crucial role of vaccination in maintaining good health, particularly highlighting the significance of the HPV vaccine as a valuable tool in cancer prevention. Our focus was on providing information, support, and resources to encourage widespread access to and understanding of the HPV vaccine for both girls and boys.

Digital Presence

Social Media

Social media serves as a powerful tool, not only for promoting and raising awareness but also for keeping our communities, especially the most vulnerable, connected. At the Marie Keating Foundation, we prioritise devising effective communication strategies to ensure consistent messaging across all our channels, aiming to increase awareness, engagement, and support.



Throughout 2022, our online communities experienced significant growth, enabling us to reach an audience of 50,657 individuals across various social media platforms. We maintain a regular and interactive presence, ensuring that our followers receive the latest information on cancer awareness, prevention, and education.

E-Newsletter

Established in 2019, our monthly e-newsletter means we stay regularly connected to our supporters. Connecting with our supporters and ambassadors is vital to keep them informed about what the Marie Keating Foundation is up to across our awareness campaigns, services, and fundraising initiatives. It is an important way of informing our supporters about how we have used our voice to speak on behalf of our community to raise awareness of issues of importance. Examples of this would be on World Cancer Day 2022, the Marie Keating Foundation and Pavee Point, came together to highlight the enduring barriers that affect members of the Travelling community when it comes to accessing and engaging with cancer prevention and early detection information and our call to action in November when we partnered with the Irish Lung Cancer Community, the Irish Association for Lung Cancer and other leading lights in the cancer world to call for the government to introduce lung screening for those most at risk by launching a petition.



In 2022, 28,349 supporters received our monthly e-newsletter.




Website

Our website is the online face of the Foundation, where we house many resources, information, guidance and support. We highlight campaigns, events, and important news. We share patient stories and have portals to book places on our patient support groups and events. It is a space where we share information about our team and governance and signpost to support services. It is a trusted source of information and a space that people can reach out to directly in times of need.



In 2022 we received 580,000 website visits.

3.5 Strategic Goal 5: Governance Standards



Maintain best in class governance standards.

| Overall importance | Overall impact | Our actions to meet our goal | 2022 Impact and achievements |
|---|--|--|--|
| <p>It is crucial that the Marie Keating Foundation has the trust of its supporters, the public and all key stakeholders. In order to achieve this, its reputation relies on strong governance, integrity and transparency ensuring compliance with the Charities Regulator's standards.</p> | <p>The Board of the Marie Keating Foundation is strongly focused on strong leadership and governance at all levels of the Foundation.</p> <p>This ensures the highest governance standards, so that the public, donors, supporters, service users and key stakeholders will have the utmost trust in the work of the Marie Keating Foundation.</p> <p>This safeguards and promotes the values and principles at the heart of the Foundation and ensures the services delivered to the cancer community and the public are in line with our mission and vision.</p> | 2022 Triple Lock Status Achieved | For the 7th year in a row , we were awarded the Triple Lock status confirming our strong governance, ethical fundraising and the SORP accounting standard for our accounts |
| | | Governance Code Charities Regulator | A full review of the Foundation's compliance with the Charities Regulators Governance Code was completed again in 2022. |
| | | External Auditor for Accounts and publishing of Annual Report on website | Our external auditors Mazars conducted a full review of our financial statements according to the SORP (Statement of Recommended Practise) and our accounts are published in our Annual Report on our website. |
| | | Management of Key Risks | The Foundation's board conducted a full review of all risks and assesses management and mitigation strategies accordingly. |
| | | Board Review | We implemented the recommendations of the Boardmatch external Board Review which highlighted some recommendations as regards Board Membership. A new Nominations committee was established. |

3.5

Strategic Goal 5: Governance Standards

At the Marie Keating Foundation, in alignment with Strategic Goal 5 governance involves maintaining the highest standards to instil trust among supporters, the public, and stakeholders of our strong focus on integrity and transparency. High governance standards are crucial to safeguard the Foundation's reputation, boost public confidence, and effectively fulfil its mission. The Foundation conducts ongoing reviews, independent, external audits of our annual accounts, and Board evaluations to ensure compliance with regulatory and sectoral standards. By maintaining the highest governance standards, the Foundation earns the utmost trust from the public, donors, and stakeholders, promoting its values, mission, and public reputation, and attracting support and funding to achieve its mission.

Charities Regulator Governance Code

In 2022, the Marie Keating Foundation Board of Directors again committed to maintaining the highest standards of corporate governance and took action to ensure that the Foundation is fully compliant with the provisions and principles outlined in the Charities Governance Code issued by the Charities Regulator. As a registered charity, in October, the Board completed a full review of the Foundation's compliance with the Charities Governance Code.

Independently audited Accounts

Every year the Foundation's accounts and financial statements are reviewed by independent, external auditors in line with the SORP (Statement of Recommended Practice) accounting standards. Once the accounts are audited, for full transparency these full accounts and our overall annual report demonstrating the impact of our work are published on our website.



Furthermore, in October 2022, the Foundation was delighted to be shortlisted again in the Good Governance Award for its 2021 Annual Report in its class of organisations with income of between €1 million and €5 million.



2022 Triple Locked Member

Following the Board's review of the Charities Governance Code in October 2022, for the seventh year in a row, the Foundation was awarded the Triple Lock accreditation from Charities Institute Ireland. This demonstrates the Foundation's commitment to best practise in all aspects of good governance, transparency in reporting and accounting standards and ethical fundraising. A comprehensive review of the Foundation's compliance with the principles of the Code is conducted annually.



3.6

Strategic Goal 6: Growing the Foundation



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

| Overall importance | Overall impact | Our actions to meet our goal | 2022 Impact and achievements |
|--|--|---|--|
| In order the Marie Keating Foundation to grow and deliver more of its key services to more people affected by cancer in Ireland, it is essential that we have adequate resources and personnel to help us to achieve our mission. This will also ensure the quality and high standards of our work and allow us to continue to comply with all legal and statutory requirements. | By ensuring we are adequately resourced we can ensure a happy and positive working environment for our dedicated staff. This will also ensure that we continue to operate at the highest standards of accountability in line with our values. Most importantly it will also ensure that our services are delivered by professional and well supported staff, providing quality services at every step of a cancer journey to the cancer community. | Organisational Changes and New Recruits | During 2022, we added 4 new team members in Communications, Fundraising and Nursing services. |
| | | Salary Benchmark Review | The pay and remuneration policy of all staff was reviewed and benchmarked against pay levels in other similar organisations as well as against HSE levels. |
| | | Updated Policies | Several new policies and procedures were introduced or updated in line with new legislation and regulations. |
| | | Formal Hybrid Working Arrangements | A new hybrid/flexible working policy was finalised allowing staff members greater flexibility to work from home. |
| | | ICT Review | Two specific ICT projects were undertaken to review our CRM system and to bolster our ICT security to mitigate any cybersecurity risk. |

3.6

Strategic Goal 6: Growing the Foundation

In alignment with Strategic Goal 6, it is essential that we have adequate organisational, systems and human resources to grow and develop our key services in line with our key strategic objectives and our mission. This encompasses the process of decision-making, resource management, and ensuring quality standards while adhering to legal requirements. Key elements of our resource management include conducting reviews to identify necessary systems resources and upgrades, developing a comprehensive HR plan to attract, retain and develop qualified staff, and identifying additional resources and systems to enhance operations. The importance of this lies in operating efficiently, complying with accountability and transparency standards, delivering high-quality services, and fostering a positive working environment while we work towards achieving our mission. Strong governance and resource management is vital for the Foundation's growth, success, and ability to serve more people affected by cancer effectively.



Organisational Changes and New Recruits

In the year 2022, the Marie Keating Foundation experienced significant organisational developments, marked by the establishment of new positions and the expansion of existing ones, culminating in a year of growth for the Foundation. Notably, three new roles were introduced, comprising a Fundraising Executive, Donor Relations Officer, and Senior Communications Officer, all of whom were recruited to bolster the Foundation's operational capabilities. Additionally, the nursing team underwent expansion with the inclusion of a full-time Community Information and Online Nurse role in the South, further strengthening the Foundation's commitment to providing comprehensive and accessible healthcare services. The developments in 2022 represent a pivotal period of advancement and progress for the Marie Keating Foundation.

Operational Changes

Under the leadership of our HR Manager, we implemented a new Hybrid /Working from Home policy which gave staff the flexibility to work at home whilst ensuring that operations continued effectively and that the office and phone lines were covered at all times. This policy is reviewed regularly with staff

members and updated as required, ensuring we are meeting the requirements of new Right to Work from Home legislation.

Salary / Benefits Benchmark Review

In 2022 we conducted a review of the salary and benefits of all staff members to ensure that these were in line with similar roles and levels across the charity sector and the HSE in the case of our nursing staff. This review was conducted over a half yearly period and resulted in recommendations to upgrade several staff packages to bring their salary in line with sectoral levels. We also updated our pension, annual leave and sick days policies and brought our mileage and expenses policies in line with civil service rates.

Updated Policies and Procedures

In 2022, the organisation introduced several new policies, including Diversity, Inclusion and Equity Policy, Email and Communications Policy, Onboarding & Exiting Policy, Retirement Policy, and Storage and Stock Policy. Additionally, existing policies were updated to align with current legislation and regulations. These updates covered areas such as CRA Good Governance Code Manual, CRA Fundraising Guidelines Manual, CVC Code Manual,

Credit Card Policy, Data Protection and GDPR Policy, Financial Procedures Manual, Health and Safety Policy, Remote Working Policy, Sick Pay Policy, Staff Handbook, Travel and Subsistence Policy, Volunteer Policy, and Working Covid-19 Policy. These measures were taken to ensure compliance and adherence to the prevailing legal requirements and to foster a more inclusive and efficient working environment.

Technology/CRM Review

Recognising the importance of our CRM system to manage all our contact data and to ensure data protection legislation is adhered to, we commissioned an external ICT Consultancy firm to conduct a review of our existing system and to identify key upgrades that would be required. Throughout 2022, this review took place across all parts of the organisation involving all internal stakeholders and several recommendations were made. A Business Case for substantial investment is now being developed which will see the further enhancement of this CRM system to meet all the data and communications with our supporters, donor, service users and volunteers.

Cybersecurity Review

As Cybersecurity had been identified as a key risk, the Foundation also commissioned a review of our current systems and to give us the maximum protection from any potential cyber-attack. This entailed implementing a new security software across all our systems so that we have the necessary protections in place to safe guard all of our operations.

4.1

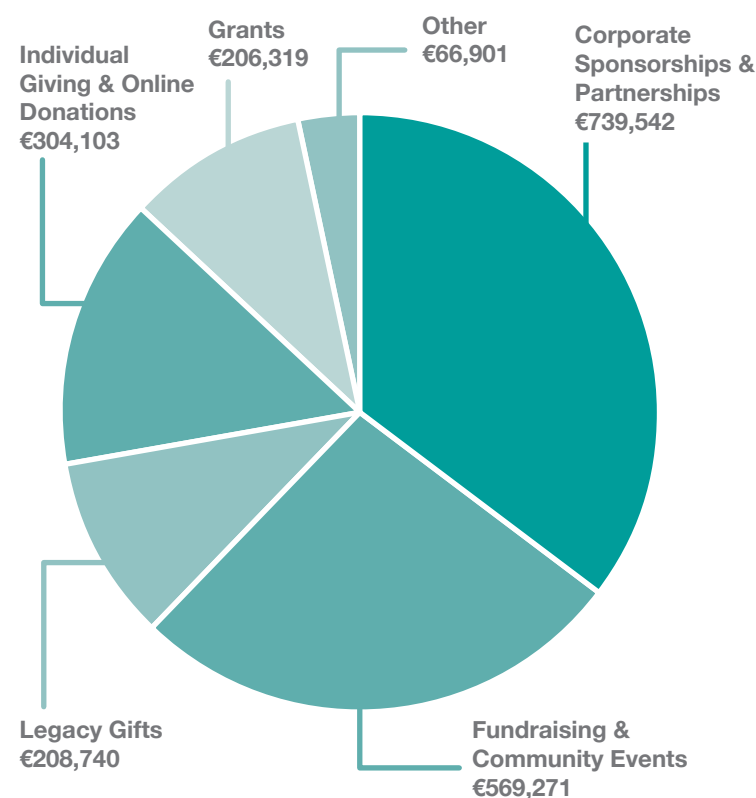
Impact Report: Financial Impact of 2022

The Marie Keating Foundation's reliance on public and corporate support resulted in a very successful fundraising year in 2022, with a total income of €2,094,876 raised to support our cancer information and awareness services.

This represented an 18.38% increase compared with 2021. In line with our fundraising strategy and emphasising various fundraising initiatives, the Foundation organized key events like the Spring Lunch and Celebrity Golf Classic, as well as community-driven efforts with clubs like Malahide Rugby and Terenure Rugby. Corporate partnerships with companies such as Dalata Hotels and key corporate sponsorships significantly contributed to the success, enabling the Foundation to expand its reach and impact throughout Ireland. Individual

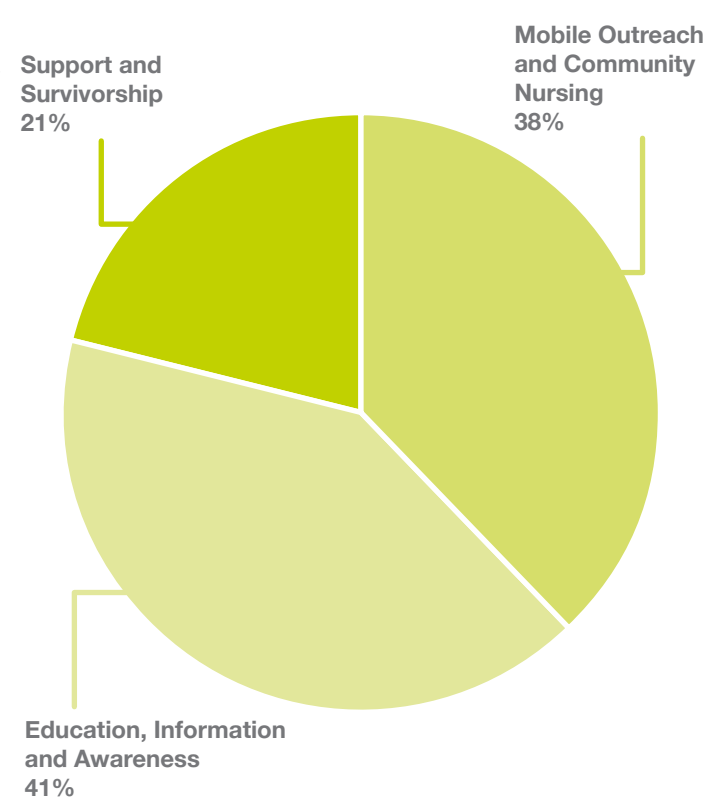
Giving played a crucial role, with legacy donations, face-to-face and digital contributions, and a new fundraising platform making a substantial difference. Additionally, the Foundation's innovative approaches to coin collection, online shop, and mail-in donations further diversified fundraising efforts, reaffirming our commitment to fighting cancer. The combined efforts in 2022 saw our first ever legacy gifts received and the total amount raised was more than ever before fostering immense gratitude for the public's generosity.

How the money was raised?



Note: Based on total income of 2022, €2,094,876.

How funds raised supported our services



Note: Based on charitable expenditures and programme overhead of 2022.

Charitable Services Expenditure

In 2022, €1,342,968 was spent on Charitable Services (including programme overheads), which is 69% of our total annual expenditure.



4.2

Impact Report: 2022 – Another busy year at the Marie Keating Foundation

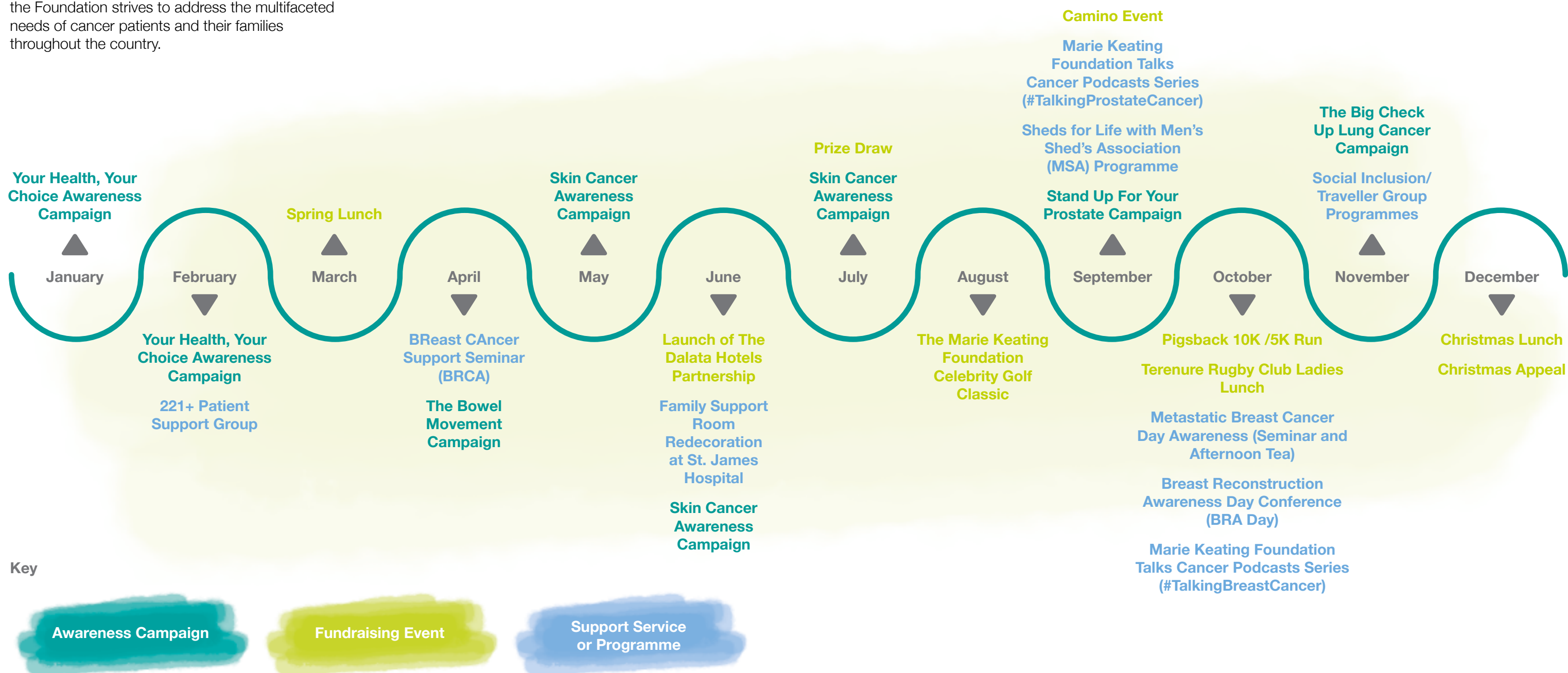
To ensure support for individuals throughout their cancer journey, the Marie Keating Foundation consistently organises a wide range of events, campaigns, services, and programmes throughout the year.

These are designed to provide comprehensive assistance and aid to those affected by cancer. By hosting diverse events, conducting innovative and impactful campaigns, delivering essential services, and implementing effective programmes, the Foundation strives to address the multifaceted needs of cancer patients and their families throughout the country.

On-Going Services and Programmes

The Marie Keating Foundation provides a wide range of services at every step of a cancer journey including monthly support group events, services, and campaigns, but it also provides year-round services and programmes to offer hands-on support to those in need.

- Mobile Outreach Services
- Corporate Wellness Services
- Community Programmes and Workshops
- Schools Cancer Awareness Programme
- Surviveandthrive.ie
- Comfort Fund
- BRCA Support Group
- Positive Living Support Group
- Survive and Thrive Programmes
- HSE Survivorship Programme
- Ask the Nurse Helpline



4.3

Impact Report: Highlights of 2022

In 2022, the Marie Keating Foundation achieved several significant milestones through innovative fundraising, impactful awareness campaigns and pioneering initiatives aimed at supporting the cancer community and achieving our mission of making cancer less frightening by enlightening. Some of the key highlights from 2022 include:

€2m

Achieved a remarkable 18.38% income growth from 2021, surpassing €2 million in income for the first time in our history.



Launched the “Talking Breast Cancer” and “Talking Prostate Cancer” podcasts, expanding our reach and amplifying our impact.



Gained greater prominence in the cancer prevention and early detection arena by winning the All-Ireland Marketing Award for innovation with our November Lung Cancer Awareness campaign.

Further diversifying and growing our fundraising income:



Launched our inaugural door-to-door campaign, welcoming 996 new regular donors.



Secured our first-ever legacy.

SKECHERS

Secured a key sponsor for our Celebrity Golf Classic with Skechers.

DALATA
HOTEL GROUP PLC

Established a significant partnership with the Dalata Hotel Group.



Expanded our team by 4 members, strengthening our fundraising, operations, and nursing teams.



Enhanced our Board with three new Directors, enriching our expertise and emphasizing good governance.



Proudly received Charity Institute Ireland's Triple Lock for the 7th time in 2022, highlighting our continued focus on best-in-class governance since 2016.



4.4 Impact Report: Our Key Performance Indicators (KPIs)

The Marie Keating Foundation relies on Key Performance Indicators (KPIs) to assess the impact of its cancer awareness and support initiatives in general and specific progress against strategic objectives.

By monitoring specific KPIs, the Foundation measures effectiveness, tracks progress, and makes data-driven decisions to enhance its efforts. As an example, in 2022, despite one less campaign, the Foundation surpassed social media targets and achieved significant growth in terms of engagement and reach.

Overall, the KPIs demonstrate the Foundation’s effective approach to measure the impact of its services and its ability to adapt for positive outcomes. These insights guide stakeholders in focusing on areas of success and improvement for the future.

1 Strategic Goal 1: Prevention Services and Programmes KPI Table

| | 2021 | 2022 | Change from 2021 to 2022 |
|---|---|--|---|
| People Engaged With through Mobile and Community Outreach | 10,931 | 19,475 | 78.18% growth |
| Number of Venues | 202 | 237 | 17.33% growth |
| SCAP | 2,832 students in 54 schools | 7,999 students in 66 schools | 182.45% growth in students and 22.22% growth in schools |
| Companies | 6,812 staff in 82 companies (All Virtual) | 5,918 staff in 158 companies (In-Person) | 15.10% decline in staff numbers but 92.68% more companies |

2 Strategic Goal 2: Support and Survivorship Services and Programmes KPI Table

| | 2021 | 2022 | Change from 2021 to 2022 |
|--------------------|---------------------------------------|---------------------------------------|--------------------------|
| Comfort Fund | 234 Awards Given | 263 Awards Given | 12.39% |
| BRCA Support Group | 5 Meetings | 6 Meetings | 20% |
| Survive and Thrive | 59 across four, eight-week programmes | 60 across four, eight-week programmes | 1.69% |
| Positive Living | 56 people across 12 online sessions | 120 people across 12 online sessions | 114.29% |

3 Strategic Goal 3: Fundraising KPI Tables

| Year | Total Income | Change |
|------|--------------|--------------------------|
| 2022 | €2,094,876 | 18.38% growth from 2021 |
| 2021 | €1,769,485 | 11.20% decline from 2020 |
| 2020 | €1,967,801 | 26.73% growth from 2019 |
| 2019 | €1,552,778 | - |

| | 2021 | 2022 | Growth |
|---|----------|----------|--------|
| Number of Regular Givers at year end | 406 | 620 | 52.71% |
| Corporate Sponsorships and Partnerships | €783,912 | €949,247 | 21.10% |

Note: These are some KPI's for all fundraising categories

4 Strategic Goal 4: Brand Profile and Reputation KPI Table

| | 2021 | 2022 | Growth |
|----------------------------|---|-------------------------------------|--------|
| Cancer Awareness Campaigns | 5 Campaigns (Bowel, Lung, Prostate, Breast, skin) | 3 Campaigns (Bowel, Lung, Prostate) | - |
| MKF Website Hits | 556,923 | 586,823 | 5.37% |
| Facebook | 31,378 | 32,733 | 4.32% |
| Twitter | 8,993 | 9,484 | 5.46% |
| Instagram | 5,108 | 7,392 | 44.68% |
| LinkedIn | 420 | 1,048 | 149.5% |
| Total Media Reach | 12 million | 9,153,093 | 27.12% |

Note: In 2022, we successfully organized three impactful awareness campaigns, demonstrating our commitment to raising awareness for our cause. While we held five campaigns in 2021, the quality and impact of our initiatives in 2022 remained evident through significant growth in our media and social

media reach. Notably, our total reach per campaign increased from 2,400,000 in 2021 to an impressive 3,051,031 in 2022, reflecting a remarkable growth of 27.12% over the year. This growth highlights the effectiveness of our efforts and the potential for even greater achievements in the future.



Report of The Board

The Board of the Marie Keating Foundation presents its report and financial statements for the year ended 31 December 2022.

Legal and Administrative Information

Board of Directors

Michael O'Reilly (Chairperson)
Laura Larkin (Secretary)
Patricia Lawler
Mark Grehan
Marie McGinley
Mark Culleton
Kathy O'Donnell
Marie Claire Scullion (Resigned 22 November 2022)
Dr. Ronald Grainger (Resigned 28 September 2022)
Barbara O'Reilly (Resigned 16 May 2022)
Dermot Nolan (Appointed 12 January 2023)
Derek McKay (Appointed 12 January 2023)
Annette Hickey (Appointed 12th January 2023)

Secretary and Registered Office

Patricia Lawer (Resigned 26 September 2022)
Laura Larkin (Appointed 26 September 2022)
Unit 9, Millbank Business Park
Lower Road
Lucan, Co. Dublin

Committees of the Board

Audit & Finance Committee

Michael O'Reilly
Laura Larkin

HR & Remuneration Committee

Kathy O'Donnell
Barbara O'Reilly
Marie Claire Scullion
Derek Mc Kay

Fundraising & Communications Committee

Michael O'Reilly
Mark Grehan
Laura Larkin
Mark Culleton
Annette Hickey

Strategy/Nursing Services Committee

Patricia Lawler

Dr Ron Grainger
Marie Mc Ginley
Mark Culleton
Annette Hickey
Kathy O'Donnell
Dermot Nolan

Nominations Committee

Michael O'Reilly
Mark Culleton
Liz Yeates

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

Directors' Report

The directors present their report and financial statements for the year ended 31 December 2022.

Structure, Governance & Management

The Marie Keating Foundation is a Company Limited by Guarantee and a registered charity and hence this report and results are presented in a form which complies both with the requirements of the Companies Act 2014, and also with the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), (Charities SORP (FRS102)).

Legal Status

The Company was incorporated on 25 April 2001 under the Companies Acts, was established under a Memorandum of Association which established its objects and powers and is governed under its Articles of Association. It is a Company Limited by Guarantee and does not have a share capital. The objects of the Company are charitable in nature, and it has established charitable status (CHY No. 12916) and is registered with the Charities Regulatory Authority (Registration No. 20038953).

Changes in Directors

Barbara O'Reilly, Dr Ron Grainger, and Marie Claire Scullion retired from the Board during 2022. Dermot Nolan, Annette Hickey and Derek Mc Kay joined in January 2023 prior to the final signing of the financial statements.

Organisation and Governance

The Company is compliant with all provisions of the Charities Governance Code issued by the Charities Regulator and was previously compliant with the now retired Charities Governance Code for Community, Voluntary and Charitable Organisations in Ireland.

The Company is also compliant with the 'Guidelines for Charitable Organisations on Fundraising from the Public', issued by the Charities Regulatory Authority. Compliance with the Code and Guidelines in conjunction with the Charities SORP ensures that, for the seventh year, the Company is operating to

Charities Institute Ireland's Triple Lock Standards - transparent reporting, good fundraising and governance.

The company is governed by a Board of voluntary non-executive Directors. 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, business, 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 makes all significant policy decisions including decisions on any borrowings, expenditure in excess of €50,000 and the allocation of funds and has specific responsibility to:

- review, approve and monitor the implementation of the Company's strategic and annual business plans;
- ensure that adequate resources are put in place to enable the Company to continue its work, and to ensure that these resources are utilised most effectively in the organisation's management;
- review financial performance against targets and to approve financial records for each financial year that give a true and fair view of the affairs of the Company;
- monitor the Company's performance in managing and reducing risk;
- monitor legal, ethical and environmental compliance;
- ensure that policies and procedures are kept under review in order to ensure that they reflect the Company's objectives and to ensure that the Executive of the Company consistently adheres to and implements these policies and procedures; and
- select and recruit Directors and senior members of the Executive as appropriate, including the Chief Executive Officer (CEO).

In accordance with their voluntary 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 with a maximum of seven years. This Board rotation ensures that new members are introduced to provide fresh perspectives and skills to the Board.

The CEO, Liz Yeates, reports to the Board of Directors and is employed to manage the Company's affairs. The CEO is accountable for the Company's overall performance and has specific delegated responsibility to:

- implement the Board's policies and strategies;
- develop and present the strategic and annual business plans to the Board for approval;
- report regularly to the Board on progress against the strategic and annual plans;
- manage the team at the Foundation ensuring all key functions are resourced;
- manage resources efficiently and effectively so as to achieve the Company's objectives;
- develop and implement a risk management plan.

Reporting to the CEO, the Senior Management Team at the Foundation consists of non-clinical management and professional staff who manage the Fundraising, Communications, Finance and HR functions working alongside our Director of Nursing who manages a team of registered nurses based regionally. Our nursing team delivers the Foundation's cancer awareness and support services throughout Ireland.

The Company employed an average of twenty staff in 2022, in the areas of nursing services, cancer support programmes, education and awareness, public engagement, fundraising, finance, communications and administration.

Board Meetings in 2022

The Board met eight times during the year on the following dates:

- 16 February 2022 at 5pm via Zoom Conference
- 15 March 2022 at 5pm via Teams Conference
- 19 April 2022 at 5pm via Teams Conference
- 24 May 2022 at 5pm in person and via Teams Conference
- 6 September 2022 at 5pm in person
- 26 September 2022 at 6pm in person and via Teams Conference
- 22 November 2022 at 6pm in person
- 20 December 2022 at 6pm in person.

Further to the 2021 Board match external review of the Marie Keating Foundation Board, three new Directors were recruited in December 2022 and appointed officially to the Board in January 2023. Barbara O'Reilly stepped down from the Board on 16 May 2023 and Marie Claire Scullion and Dr Ron Grainger also resigned in September 2022 having completed their terms of three years and six years respectively.

Work of Board Sub-Committees

The Audit and Finance sub-committee met three times in 2022. This subcommittee reviews the monthly accounts throughout the year and monitors the financial position of the Foundation at all times. The committee reviews the Foundation's budgets, forecasts, and any investment decisions. The committee also oversees the annual independent audit.

The Fundraising and Communications sub-committee oversees and reviews all matters relating to the fundraising and income generation as well as the profile, reputation and external communications of the Foundation. This sub-committee reviews the implementation and performance against all the Fundraising and Communications goals and objectives of our Strategic Plan and sets the KPIs in relation to these Strategic Goals. This sub-committee did not meet separately in 2022 but carries out their function directly with the executive team on behalf of the full Board.

The Strategy/ Services sub-committee reviews the performance of the Foundation's cancer awareness and support services and ensures that these are developing in line with the Foundation's mission and strategy. This sub-committee reviews the implementation and performance against all the Nursing Services goals and objectives of our Strategic Plan and sets the KPIs in relation to these Strategic Goals. This sub-committee did not meet separately in 2022 but carries out their function directly with the executive team on behalf of the full Board.

The HR and Remuneration Committee oversees the Human Resources and administration functions of the Foundation and reviews that Foundation staff and HR policies and procedures are updated in line with employment and equality legislation. This sub-committee did not meet separately in 2022 but carries out their function directly with the executive team on behalf of the full Board.

The Nominations Committee met to consider recruitment to the Board and in accordance with the Nominations policy, met with Annette Hickey, Dermot Nolan and Derek Mc Kay before these joined our Board in January 2023.

The Marie Keating Foundation Board of Directors includes:

Michael O'Reilly (Chairperson)
Appointed June 2014, Michael has recently retired from his role as the Group Finance Director of

DDFH&B, Ireland's largest advertising group and CFO of GroupM (WPP's Media Group in Ireland). He is an experienced finance professional, having previously held senior finance positions in both the entertainment and financial service sectors. Michael is a Fellow of the Chartered Association of Certified Accountants (FCCA) and a past president of the Leinster Society. He is a member of the Institute of Directors and has recently completed the Institute of Directors Chartered Director Programme at the Irish Management Institute.

Laura Larkin (Secretary)
Appointed February 2019, Laura is a Principal in KPMG's audit practice and has experience working with listed companies and private Irish family-owned businesses across the Retail, Technology, Agribusiness, Special Gases, Health & Pharma, Renewable Energy, Manufacturing and Logistics sectors. She also works with a number of not-for-profit organisations. Laura is a Fellow of Chartered Accountants Ireland.

Patricia Lawler
Appointed June 2017, Patricia qualified as a nurse at St Vincent's Hospital and set up Scope Clinical Research Ltd a Contract Research Organisation in April 1993. Patricia is currently the Managing Director at Scope, an experienced professional with over 25 years' experience in providing clinical research and training services in Ireland, the UK and Europe. Patricia is a member of the Institute of Directors obtaining a Certificate in company direction IoD 2016 (Hons) and Diploma in company direction IoD 2016.

Mark Grehan
Appointed April 2018, a graduate of the Marketing Institute and DIT, Mark has 25 years' experience in the communications industry. He has worked with multi-national advertising and media agencies in Ireland and the US including J. Walter Thompson, Leo Burnett and BBDO. Mark has provided strategic communications advice to brands across numerous categories including, Telco, Finance, FMCG, Automotive, Politics, Tourism, and Not-for-Profit. Mark is currently Head of Brand and Marketing at Uisce Eireann.

Marie McGinley
Marie is Partner and Head of Intellectual Property, Technology and Data Protection in Eversheds Sutherland, Ireland's only full-service international law firm. Marie is an experienced IP, technology and data privacy lawyer with 10 years' experience in that specific area.

Mark Culleton
Mark is Head of Asset Finance with AIB for the North & West of Ireland. He has over 25 years' experience in the financial services industry including Wealth Management, Business & Sales Management and Channel Adoption. He holds an Advanced Management Programme with the Irish Management Institute (IMI) and is a Fellow of the Life Insurance Association (FLIA).

Kathy O'Donnell
Kathy joined Gong in September in 2021 shortly after they established their EMEA Headquarters in Dublin. She is helping to scale up European operations and promote the revenue intelligence platform to enterprises across Europe. She has over 20 years' experience of B2B marketing in the tech industry at Dropbox, Progress Software and IONA Technologies.

Dermot Nolan (Appointed 12 January 2023)
Appointed in January 2023, Dermot founded Moondance Business Consultants in 2011, specializing in strategy, marketing and project management. Previously, he was an Executive at Bank of Ireland, spending 20 years across a variety of roles, including marketing, digital marketing and online channels. Dermot has served as a Non-Executive Director for the Irish Payment Services Organisation (now part of BPFI), the UK Payment Council, the Irish Internet Association and Vita, an Irish charity working in Ethiopia and Eritrea. His qualifications include an MBA from UCD, a Marketing Degree, a Post-Graduate certificate in Digital Marketing & Social Media from Harvard University and a Diploma in Creativity, Innovation and Leadership from UCD.

Derek McKay (Appointed 12 January 2023)
Appointed in January 2023, Derek McKay, BBS, Chartered MCIPD, is an experienced Human Resource and Employment Law practitioner who has worked extensively in the private, not-for-profit and public sectors. Since founding Adare Human Resource Management in 2003, Derek has overseen the growth of the business to become one of Ireland's leading HR, Employment Law and Industrial Relations Consultancies. In 2022, Derek changed roles from Managing Director to joining the Board of Directors. Derek is currently a member of the CIPD National Committee and a member of Workplace and Skills Taskforce with Chambers Ireland.

Annette Hickey (appointed 12 January 2023)
Appointed in January 2023, Annette Hickey is PayPal's Vice President of Global Operations for EMEA & English Speaking Markets. She leads a large and diverse team of passionate customer champions, as well as PayPal's Global Partners who serve

customers around the world. Prior to PayPal, Annette worked at Vodafone and Eir where she established a reputation for delivering value by placing both the customer and the employee at the centre of decision-making and business strategy.

| Board Member Attendance (Board Meetings) | No. of Meetings attended |
|---|-----------------------------|
| Michael O'Reilly | 8/8 |
| Patricia Lawlor | 7/8 |
| Dr Ron Grainger (resigned September 2022) | 6/8 |
| Mark Grehan | 5/8 |
| Marie Claire Scullion (resigned November 2022) | 6/8 |
| Laura Larkin | 8/8 |
| Marie McGinley | 6/8 |
| Mark Culleton | 5/8 |
| Barbara O'Reilly (resigned May 2022) | 2/8 |
| Kathy O'Donnell | 6/8 |

Board Meeting Summary
16 February 2022 at 5pm via Zoom Conference
Update on Financial Position; Review and Approval of Risk Register, Review of CEO Report and KPIs

15 March 2022 at 5pm via Teams Conference
Policy Approvals, Fundraising Strategy; Annual Audit

19 April 2022 at 5pm via Teams Conference
Individual Giving Programme; Policy Approval, Fundraising Events; Patent Name; Annual Audit

24 May 2022 at 5pm in person and via Teams Conference
Budget Revision, HSE Survivorship Programme, Nursing Team; Individual Giving Programme, Policy Approval, Fundraising performance

6 September 2022 at 5pm in person
Review of Strategic plan; Services Review; Evaluation of awareness campaigns

26 September 2022 at 6pm via Teams Conference
Re-election of Directors and Company Secretary; Resignation of Dr Ron Grainger and Marie Claire Scullion; Financial review

22 November 2022 at 6pm in person
Update on Financial Position; 2022 Forecast

discussion, Review of Individual Giving and overall Fundraising performance; Reserves Review, KPI review; 2023 Budget

20th December 2022 at 6pm in person
To approve the 2021 Financial Statements

| Board Member Attendance (Audit & Finance Sub-Committee) | No. of Meetings attended |
|--|-----------------------------|
| Michael O'Reilly | 3/3 |
| Laura Larkin | 3/3 |

Audit & Finance Sub-Committee Summary
31 of August 2022 at 11am via Zoom Conference
Review of 2022 forecast, June 2022 accounts, Reserves Policy

16 November 2022 at 3:30pm via Teams Conference
September 2022 accounts, Reserves Policy, AOB

20 December 2022 at 3:15pm via Teams Conference
Review of 2022 Financial Year; 2023 Budget, Cashflow forecast, Reserves Policy

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 2022 and for the seventh year was awarded the Triple Lock membership from the Charities Institute Ireland, which demonstrates the Foundation's 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.

Furthermore, in October 2022, the Foundation was delighted to be shortlisted again in the Good Governance Award for its 2021 Annual Report in its class of organisations with income of between €1million and €5million.

Financial Review, Achievements and Performance
The Marie Keating Foundation's income in 2022 amounted to €2,094,876. This is an increase of 18.38% compared with 2021 and represents the

highest income ever secured by the charity. The increase took place across a range of income streams and was considered a strong performance in a challenging and competitive environment. While delivering the increase, we continued to maintain a diversified income base in line with our Fundraising Strategy. The main movements in the Foundation's income streams, during 2022, are illustrated and explained below:

Grants
The total raised in grant income in 2022 was €206,319. The grant organisations included the Pink Ribbon Foundation in Switzerland whose donation supported our Back to Work After Cancer initiative; the Hospital Saturday Fund and the Charities Aid Fund supported our cancer support and survivorship (Survive & Thrive) services for those patients living with or beyond cancer.

Corporate Sponsorship
The Foundation further increased sponsorship and partnership income from a number of key corporate partners in 2022 to a total of €739,542.

Building further on the strategic partnerships with a number of key companies mainly from the pharmaceutical and retail sectors, the Foundation was able to grow its income to €318,517 in 2022. Based on this restricted funding, the Foundation was able to run a number of key support programmes as well as five cancer awareness campaigns (on Bowel Cancer; Breast Cancer; Lung Cancer and Prostate Cancer) throughout the year.

The corporate partners also supported our BRCA Seminar in April, our Metastatic Breast Cancer Awareness Seminar in October as well as our BRCA Support and Survivorship Services.

Further to the recruitment of a Corporate Partnerships Manager to our Fundraising team last year, the Foundation was selected as a new charity partner by the Dalata Hotel Group. This three-year charity partnership launched in April 2022 represents a significant commitment to raising funds to support our mobile information services and will lead to 100,000 lifesaving conversations over the partnership period. Funds raised in the year by the Clayton and Maldron hotel staff throughout Ireland to December 2022 amounted to €147,325.

Individual Giving
As part of our Fundraising Strategy to develop a new funding model to support our future growth, the Marie Keating Foundation embarked on a new Individual Giving strategy in 2021 and built further on

this in the past year. Our new Individual Giving team has been successful in implementing a new Face to Face fundraising framework in a number of shopping centre venues around the country and also trialled a new Door to Door fundraising activity, and the number of new regular givers now donating actively to the Foundation on a monthly basis has reached 620 at the end of 2022. Alongside this we launched an online Prize Draw, continued the stewarding of our existing donors leading to €11k more once off donations to specific campaigns and €41k of ad hoc donations. The Board has also approved ongoing investment in our CRM system and digital platforms to support this activity and to ensure that all donors and supporters are managed effectively.

Total income from Individual Giving in 2022 amounted to €137,499.

Fundraising Events
A number of key Fundraising Events were organised by the Foundation directly during the year which raised important funds as well as giving the Foundation's spokespersons an opportunity to speak about the key work carried out by the team and how this supports the cancer community. Key events held in 2022 included the annual Celebrity Golf Classic at the K Club which is the flagship fundraiser for the Foundation as well as the Spring and Annual Christmas Lunches held at the Shelbourne Hotel.

We are also very grateful to a number of community supporters and volunteers who held and took part in a range of third party and community events in aid of the Foundation throughout the country.

Fundraising events (including third party event) income amounted to €569,271 in 2022.

Legacy income
The Foundation received its first two legacies in 2022 amounting to a total of €208,740. As a member of My Legacy since 2018 and having initiated a legacy fundraising strategy just in 2020, the Foundation recognises the important opportunity that these bequests will represent into the future.

Other sources of income included Coin Collections; Merchandise/On-Line Shop which amounted to €66,901 in 2022. The Foundation recognises that these income sources have been declining year on year over the past number of years in view of trends towards cashless giving, however we are piloting some new ideas e.g. Tap to Donate and QR codes to address this trend.

5.2 Directors' Report

Reserves Policy

As a charity, it is vitally 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 income and expenditure on an ongoing basis and at every Board Meeting. 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.

The reserves are managed in accordance with the Foundation's reserves policy and the Board reviews the level of reserves held periodically. The last review was done in conjunction with the approval of the 2023 budget. At that time, it was noted that reserves were in line with the policy, and that the 2023 expenditure plans would include investments in two new mobile units, and ongoing investment in Individual Giving.

On 31 December 2022, the Foundation had total unrestricted reserves of €747,809 and net current assets of €704,706. Excluding stock, net current assets amounted to €685,757. The Foundation's policy is to keep reserve levels at a minimum of three times average monthly expenditure amounting to €487,500.

Expenditure

Our total expenditure for the year was €1,950,000, made up as follows:

| | | |
|--|-------------------|-------------|
| Nursing Services and Programme Overheads | €1,342,968 | 69% |
| Raising Funds | €607,032 | 31% |
| | €1,950,000 | 100% |

Overall, this represents a 3% increase from the 2021 level of €1,890,781.

In 2022, the total expenditure on charitable activities including programme overheads was €1,342,968. This represents 64% of total income and 69% of total expenditure and a 9% reduction compared with 2021.

Expenditure on charitable activities included all of our cancer awareness, education, support and survivorship programmes, initiatives and activities throughout the year as well as all the work undertaken by our community nurses – all described in the earlier part of this annual report.

At €607,032, fundraising costs grew reflecting the fact that this was the first year that we were able to organise in-person events again following COVID-19 and also the investment in new sources of funding (Individual Giving) and digital and online channels as well as ongoing development of our CRM system.

Overheads were well managed at €138,843 or 7% of total expenditure. These costs include the key services of programme management, technical support, finance, compliance, human resources, information technology and related office occupancy costs. These services play a crucial role in providing support to the delivery of our cancer awareness and support activities throughout the country.

Overall, the Foundation recorded a net surplus, before depreciation and amortisation, of €162,691. After charging depreciation and amortisation of €17,815, the net surplus was €144,876.

KPIs

There are a number of key financial performance indicators which, taken together, are used by management and the Board as a measure of performance and financial strength. These are set out below:

| Return on Fundraising Investment | Current Year | Prior Year |
|--|--------------|------------|
| Gross income as a percentage of total expenditure on charitable activities | 64% | 83% |
| Overheads / Support costs as a percentage of total costs | 7% | 6% |
| Percentage of total income derived from our largest donor | 10% | 0.3% |

Risk Management

The Board of the Marie Keating Foundation considers the management of risk at the Foundation as a key

corporate governance priority and recognises the need for continuously updating and strengthening processes for risk management.

In line with good governance, 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, strategic and other risks are monitored on an ongoing basis as a standing agenda item at every meeting and a detailed risk review is conducted twice yearly.

Principal Risks and Uncertainties

With less than 3% of its total income coming from statutory sources, financial risk is heightened by the Company's significant reliance on fundraising income. This leaves the Company exposed to fluctuations based on a variety of external factors including the cost of living crisis; war in Ukraine, competitive environment etc. The Company must maintain income and cash balances at a level to match planned expenditure and seeks to maintain and develop existing and new income sources to manage the financial risk and to grow sustainable fundraising income streams. The Marie Keating Foundation continued to react by carefully adjusting and closely monitoring its budgets and expenditure to reflect likely levels of available income. By continuing its investment in Individual Giving and by innovating and adding a range of new online fundraising appeals, events and campaigns, the Foundation achieved a better balance in its revenue mix and reduced its reliance on fundraising events as such a key component.

Operational risk is managed using strong systems of internal controls, procedures and budget management covering all elements of financial, fundraising and operational activities. The controls are put in place to ensure the integrity of all financial information and to mitigate the risk of fraud or error. A new cyber security software was implemented to protect against cyber risk. Controls are continually reviewed and improved as part of normal operational activities and risk management.

Reputational risk may arise either through internal factors or the actions of a third party. As an organisation founded by the Keating Family in their mother Marie's name, it is vitally important that the good name of the Foundation is maintained through an ongoing commitment to transparency, governance and accountability and through ensuring an open and transparent culture within the organisation.

Transactions with Directors

The Directors were not paid and did not receive any other benefits from employment with the Company in the year.

Staff

Overseen by the Remuneration Committee, the pay levels and remuneration of all staff were reviewed in 2022 and were benchmarked against pay levels in other similar organisations in the charity sector as well as against similar grades in the HSE. Mileage and expenses and staff benefits are reviewed and benchmarked against rates paid by the civil service and other charity organisations and our policy is updated accordingly.

The Foundation is an equal opportunities employer and ensures that all employee contracts, staff procedures and Staff Handbooks are regularly updated to ensure ongoing compliance with employment legislation. Four new staff members were recruited in 2022 including a new Nurse for the Southern region, a new Communications Executive and a Donor Relations Executive.

Whilst all the Foundation's staff are encouraged to undergo further training and education, the Board pledged to put in place a specific training budget for all staff in 2022. A number of staffs took advantage of this opportunity attending Governance, Fundraising, Leadership, Digital Marketing and HR courses throughout the year. In 2022, a number of nurse training days were organised for all of the nursing staff with a view to ongoing upskilling and updating.

Directors' Expression of Thanks

The Directors would like to record their sincere thanks to the Senior Management Team, nurses and staff and all who worked so hard to further the aims and objectives of the Marie Keating Foundation during another very busy year. They would also like to thank those who volunteered their time, and those who generously supported all of the events and activities during the year and the many contributors without whom the work of the Marie Keating Foundation would not be possible.

Taxation Status

The Marie Keating Foundation has been granted charitable status under Sections 207 and 208 of the Taxes Consolidation Act 1997, and is exempt from Corporation Tax, Income Tax, and Capital Gains Tax.

Going Concern

Based on the results for the year, the year-end financial position and the approved 2023 budget, the Board believes that the Foundation has adequate

resources to continue in operational existence for the foreseeable future. The Board believes that there are no material uncertainties that call into doubt the Marie Keating Foundation's ability to continue in operation. Accordingly, the Foundation continues to adopt the 'going concern' basis in preparing the financial statements.

Plans for the Future

Our Strategic Plan 2020 to 2025 sets out the work that will be undertaken to ensure we achieve our mission. We will continue the development of our cancer awareness and support services while striving to deepen our engagement with the public, expand our funding streams to grow our income and strengthen our organisational culture.

In support of these goals in 2023, the Foundation will seek to:

- Revisit our Strategic Plan 2020 – 2025 to review all key strategic objectives with the Board and staff.
- Purchase two new Mobile Information Units for the Western and Eastern regions to enable us to bring our community nurses into areas all around Ireland.
- Recruit three post graduate nurses to upskill on our Schools Cancer Awareness Programme and to widen the impact and reach of the programme to 10,000 secondary students around the country.
- Commission an evaluation of our core Mobile Outreach Service to measure succinctly the impact of this service in communities and workplaces throughout Ireland.
- Further develop our communications campaigns, policy and advocacy functions.
- Continue to grow our Individual Giving and Legacy fundraising to ensure a strong fundraising base and to allow the sustainability of the organisation to continue.
- Launch our new Think Ahead programme and support the rollout of the Assisted Decision Making (Capacity) Act.

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
Chairperson and Director
Date: 24.08.23



Laura Larkin
Secretary and Director
Date: 24.08.23

5.3

Directors' Responsibility Statement

The directors are responsible for preparing the annual 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, FRS 102 "The Financial Reporting Standard applicable in the United Kingdom (UK) and Republic of Ireland" issued by the Financial Reporting Council and The Statement of Recommended Practice (Charities SORP (FRS 102)), issued by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date 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 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 reason 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 and financial position of the

company to be determined with reasonable accuracy, enable them to ensure that the financial statements 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 of the financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board



Michael O'Reilly
Chairperson and Director
Date: 24.08.23



Laura Larkin
Secretary and Director
Date: 24.08.23

5.4

Independent Auditor's Report

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 2022, which comprise the statement of financial activities, the balance sheet, the statement of cash flows, and notes to the Company financial statements, 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 United Kingdom 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 2022 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 further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report.

We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) 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.

Other information

The directors are responsible for the other information. The other information comprises the information included in the annual 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.

Opinion 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 requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement out on page 18, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines 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.

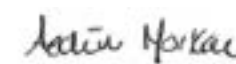
Auditor's responsibilities for the audit of the financial statements

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 Irish Auditing and Accounting Supervisory Authority's website at: http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf. This description forms part of our auditor's report.

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

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



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

Date: 13.09.23

5.5

Financial Statements

Marie Keating Foundation Statement of Financial Activities (including an Income and Expenditure Account)

| | Notes | Unrestricted Funds € | Restricted Funds € | Year ended 31 December 2022 € | Unrestricted Funds € | Restricted Funds € | Year ended 31 December 2021 € |
|-----------------------------------|---------------|-------------------------|-----------------------|--|-------------------------|-----------------------|--|
| Income from: | | | | | | | |
| Charitable activities | 6 | | | | | | |
| Grants | | 179,319 | 27,000 | 206,319 | 23,862 | - | 23,862 |
| | | | | | | | |
| Donations and legacies | 7 | | | | | | |
| Donations and gifts | | 932,041 | 318,517 | 1,250,558 | 612,225 | 448,292 | 1,060,517 |
| Donations in kind | | 56,338 | - | 56,338 | 144,000 | - | 144,000 |
| | | 988,379 | 318,517 | 1,306,896 | 756,225 | 448,292 | 1,204,517 |
| | | | | | | | |
| Other trading activities | 8 | | | | | | |
| Fundraising events | | 569,271 | - | 569,271 | 520,330 | - | 520,330 |
| Merchandise | | 12,390 | - | 12,390 | 20,776 | - | 20,776 |
| | | 581,661 | - | 581,661 | 541,106 | - | 541,406 |
| | | | | | | | |
| Total income | | 1,749,359 | 345,517 | 2,094,876 | 1,321,193 | 448,292 | 1,769,485 |
| | | | | | | | |
| Expenditure on: | | | | | | | |
| On charitable activities | 9 | | | | | | |
| Project and programme costs | | 858,608 | 345,517 | 1,204,125 | 908,035 | 448,292 | 1,356,327 |
| Project overheads | | 138,843 | - | 138,843 | 120,474 | - | 120,474 |
| | | 997,451 | 345,517 | 1,342,968 | 1,028,509 | 448,292 | 1,476,801 |
| | | | | | | | |
| On raising funds | 10 | | | | | | |
| Expenditure on raising funds | | 607,032 | - | 607,032 | 413,980 | - | 413,980 |
| | | | | | | | |
| Total expenditure | | 1,604,483 | 345,517 | 1,950,000 | 1,442,489 | 448,292 | 1,890,781 |
| | | | | | | | |
| Net income / (expenditure) | 11 | 144,876 | - | 144,876 | (121,296) | - | (121,296) |
| | | | | | | | |
| Net movement in funds | | 144,876 | - | 144,876 | (121,296) | - | (121,296) |
| | | | | | | | |
| Funds brought forward | 22, 23 | 602,933 | - | 602,933 | 724,229 | - | 724,229 |
| | | | | | | | |
| Funds carried forward | 22, 23 | 747,809 | - | 747,809 | 602,933 | - | 602,933 |

The notes on pages 75 to 85 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 | Year ended 31 December 2022 € | Year ended 31 December 2021 € |
|--|---------------|--|--|
| FIXED ASSETS | | | |
| Tangible assets | 15 | 47,783 | 57,224 |
| Intangible assets | 16 | 11,666 | 8,239 |
| | | 59,449 | 65,463 |
| CURRENT ASSETS | | | |
| Debtors | 17 | 327,686 | 201,584 |
| Stock | 18 | 18,949 | 13,482 |
| Cash and cash equivalents | 19 | 510,171 | 455,844 |
| | | | |
| TOTAL CURRENT ASSETS | | 856,806 | 670,910 |
| | | | |
| CREDITORS | | | |
| Amounts falling due within one year | 20 | (152,100) | (106,770) |
| | | | |
| NET CURRENT ASSETS | | 704,706 | 564,140 |
| | | | |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | 764,155 | 629,603 |
| | | | |
| CREDITORS | | | |
| Amounts falling due after more than one year | 20 | (16,346) | (26,670) |
| | | | |
| NET ASSETS | | 747,809 | 602,933 |
| | | | |
| FUNDS OF THE CHARITY | | | |
| Unrestricted funds | 22, 23 | 747,809 | 602,933 |
| Restricted funds | 22, 23 | - | - |
| TOTAL FUNDS | | 747,809 | 602,933 |

The notes on pages 75 to 85 form part of these financial statements.

On behalf of the Board



Michael O'Reilly
Director
Date: 24.08.23



Laura Larkin
Director
Date: 24.08.23

Statement Of Cash Flows

| | Notes | Year ended 31 December 2022 € | Year ended 31 December 2021 € |
|--|-------|--|--|
| Cash flow from operating activities: | | | |
| Net income / (expenditure) for the year | | 144,876 | (121,296) |
| Adjusted for: | | | |
| Depreciation | 15 | 17,815 | 16,528 |
| Amortisation | 16 | 3,073 | 4,246 |
| Movement in stock | | (5,467) | (2,152) |
| Movement in debtors | | (126,102) | (175,582) |
| Movement in creditors | | 45,330 | (12,808) |
| Net cash generated by / (used in) operating activities | | 79,725 | (291,064) |
| Cash flow from investing activities: | | | |
| Acquisition of tangible fixed assets | | (8,374) | (7,711) |
| Acquisition of intangible fixed assets | 16 | (6,500) | - |
| Net cash generated by investing activities | | (14,874) | (7,711) |
| Cash flow from financing activities: | | | |
| Payment of finance lease liability | | (10,324) | (10,324) |
| Net increase /(decrease) in cash and cash equivalents | | 54,327 | (309,099) |
| Cash and cash equivalents at the beginning of year | 19 | 455,844 | 764,943 |
| Cash and cash equivalents at the end of year | 19 | 510,171 | 455,844 |

The notes on pages 75 to 85 form part of these financial statements.

Notes to the Financial Statements

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 2022.

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 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 are recognised by the UK Financial Reporting Council (FRC) as the appropriate bodies to issue SORPs for the charity sector in the UK. Financial reporting in

line with Charities SORP is considered best practice for charities in Ireland. As noted above, the directors consider that the adoption of the Charities 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.

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.

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.

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.

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

Based on the results for the year, the year-end financial position and the approved 2023 budget, the Board believes that the Foundation has adequate resources to continue in operational existence for the foreseeable future. The Board believes that there are no material uncertainties that call into doubt the Marie Keating Foundation’s ability to continue in operation. Accordingly, the Foundation 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 €56,338 (2021: €144,000).

Expected useful lives of tangible fixed assets

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

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

Note 15 for the carrying amount of tangible fixed assets.

Expected useful lives of intangible fixed assets

The company amortises the intangible assets over their expected useful lives. The expected useful life reflects management’s estimate of the period that the company intends to derive future economic benefits from the use of the company’s intangible assets. Impairment reviews are carried out whenever a triggering event has occurred to determine if the carrying amount exceeds the recoverable amount. See Note 16 for the carrying amount of intangible fixed assets.

5. Income

Income derives from activities in the Republic of Ireland and United Kingdom. Income comprises grants, donations, corporate sponsorship, donations in kind, fundraising income and merchandise income.

| | 2022 € | 2021 € |
|---------------------|-----------|-----------|
| Republic of Ireland | 1,998,485 | 1,703,476 |
| United Kingdom | 96,391 | 66,009 |
| | 2,094,876 | 1,769,485 |

6. Charitable Activities

Current Year

| Grantor | Grant Name | Purpose | Unrestricted Funds 2022 € | Restricted Funds 2022 € | Total Funds 2022 € |
|----------------------------|----------------------------------|---|------------------------------|----------------------------|-----------------------|
| Pink Ribbon Foundation | Pink Ribbon Night | Breast Cancer Awareness | 159,909 | - | 159,909 |
| The Hospital Saturday Fund | HSF Fund | Survive & Thrive Programme | 13,500 | - | 13,500 |
| Charities Aid Foundation | Cloadagh & Tommy Mann Foundation | Donation | 5,910 | - | 5,910 |
| Health Service Executive | Cancer Survivorship | Cancer Survivorship Programme | - | 15,000 | 15,000 |
| NCCP | NCCP Grant Aid | BRCA Support Services & Survive & Thrive Programmes | - | 12,000 | 12,000 |
| | | | 179,319 | 27,000 | 206,319 |

Prior Year

| Grantor | Grant Name | Purpose | Unrestricted Funds 2021 € | Restricted Funds 2021 € | Total Funds 2021 € |
|------------------------|----------------------|---------------------------------------|------------------------------|----------------------------|-----------------------|
| Pink Ribbon Foundation | Pink Ribbon Night | Breast Cancer Awareness | 15,059 | - | 15,059 |
| Cadbury Foundation | Cadbury Foundation | Mobile Outreach Services | 6,019 | - | 6,019 |
| Pobal | Covid Stability Fund | For general operations of the Company | 2,784 | - | 2,784 |
| | | | 23,862 | - | 23,862 |

7. Donations and Legacies

| | Unrestricted Funds 2022 € | Restricted Funds 2022 € | Total Funds 2022 € | Unrestricted Funds 2021 € | Restricted Funds 2021 € | Total Funds 2021 € |
|---------------------|------------------------------|----------------------------|-----------------------|------------------------------|----------------------------|-----------------------|
| Donations and gifts | 932,041 | 318,517 | 1,250,558 | 612,225 | 448,292 | 1,060,517 |
| Donations in kind | 56,338 | - | 56,338 | 144,000 | - | 144,000 |
| | 988,379 | 318,517 | 1,306,896 | 756,225 | 448,292 | 1,204,517 |

8. Other Trading Activities

| | 2022 € | 2021 € |
|--------------------|-----------|-----------|
| Fundraising events | 569,271 | 520,330 |
| Merchandise | 12,390 | 20,776 |
| | 581,661 | 541,106 |

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

9. Expenditure on Charitable Activities

| | 2022 € | 2021 € |
|---|------------------|------------------|
| Restricted | | |
| Cancer and health campaigns | 220,759 | 376,341 |
| Survivorship and support services | 94,758 | 71,951 |
| Community Nursing & Mobile Outreach Services | 30,000 | - |
| | 345,517 | 448,292 |
| Unrestricted | | |
| All other cancer awareness and support services and charitable activities | 858,608 | 908,035 |
| Overheads | 138,843 | 120,474 |
| | 997,451 | 1,028,509 |
| | | |
| | 1,342,968 | 1,476,801 |

9. Expenditure on Raising Funds

| | 2022 € | 2021 € |
|---------------------|----------------|----------------|
| Unrestricted | | |
| Fundraising events | 532,150 | 369,035 |
| Third party events | 28,121 | 8,902 |
| Coin boxes | 28,514 | 27,192 |
| Merchandise | 11,823 | 8,851 |
| CRM support | 6,424 | - |
| | 607,032 | 413,980 |

11. Net Income / (Expenditure)

| | 2022 € | 2021 € |
|---|-----------|-----------|
| Net income / (expenditure) is stated after charging: | | |
| Directors' remuneration | - | - |
| Depreciation (Note 15) | 17,815 | 16,528 |
| Amortisation (Note 16) | 3,073 | 4,246 |
| Auditors' remuneration – for statutory audit services | 7,995 | 7,995 |
| Operating lease expense | 29,837 | 29,837 |

12. Staff Costs

| | 2022 € | 2021 € |
|--------------------------|----------------|----------------|
| Wages and salaries | 762,246 | 652,029 |
| Social welfare costs | 80,086 | 70,387 |
| Retirement benefit costs | 16,991 | 16,854 |
| | 859,323 | 739,270 |

The average monthly number of persons employed by the company during the year is 20 (2021: 17) analysed as follows:

| | 2022 No. | 2021 No. |
|----------------|-------------|-------------|
| Administration | 7 | 7 |
| Services | 13 | 10 |
| | 20 | 17 |

The number of employees whose employee benefits (excluding employer's pension cost) is greater than €60,000 is 5 (2021: 5) as follows:

| | 2022 No. | 2021 No. |
|---------------------|-------------|-------------|
| Salary range | | |
| €60,000 - €69,999 | 1 | 2 |
| €70,000 - €79,999 | 3 | 2 |
| €80,000 - €89,999 | - | - |
| €90,000 - €99,999 | 1 | 1 |

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 €104.9k (2021: €102.1k).

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.

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 unit € | Computer equipment € | Coin boxes € | Total € |
|---------------------------------|-----------------------------|--------------------------|------------------|-------------------------|-----------------|------------|
| Cost | | | | | | |
| At 31 December 2021 | 81,193 | 13,763 | 444,416 | 94,891 | 17,939 | 652,202 |
| Additions | - | - | - | 8,374 | - | 8,374 |
| At 31 December 2022 | 81,193 | 13,763 | 444,416 | 103,265 | 17,939 | 660,576 |
| Accumulated Depreciation | | | | | | |
| At 31 December 2021 | 81,193 | 12,827 | 398,630 | 84,389 | 17,939 | 594,978 |
| Charge for year | - | 449 | 13,081 | 4,285 | - | 17,815 |
| At 31 December 2022 | 81,193 | 13,276 | 411,711 | 88,674 | 17,939 | 612,793 |
| Net Book Value | | | | | | |
| At 31 December 2021 | - | 936 | 45,786 | 10,502 | - | 57,224 |
| At 31 December 2022 | - | 487 | 32,705 | 14,591 | - | 47,783 |

16. Intangible Assets

| | Website € | CRM System € | Total € |
|---------------------------------|--------------|-----------------|------------|
| Cost | | | |
| At 31 December 2021 | 64,994 | 35,475 | 100,469 |
| Additions | 6,500 | - | 6,500 |
| At 31 December 2022 | 71,494 | 35,475 | 106,969 |
| Accumulated Amortisation | | | |
| At 31 December 2021 | 61,708 | 30,522 | 92,230 |
| Charge for year | 588 | 2,485 | 3,073 |
| At 31 December 2022 | 62,296 | 33,007 | 95,303 |
| Net Book Value | | | |
| At 31 December 2021 | 3,286 | 4,953 | 8,239 |
| At 31 December 2022 | 9,198 | 2,468 | 11,666 |

17. Debtors

| | 2022 € | 2021 € |
|----------------|-----------|-----------|
| Trade debtors | 106,653 | 66,005 |
| Accrued income | 201,938 | 109,744 |
| Prepayments | 19,095 | 25,835 |
| | 327,686 | 201,584 |

Trade debtors

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

18. Stock

| | 2022 € | 2021 € |
|-------------------|-----------|-----------|
| Promotional stock | 18,949 | 13,482 |

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

19. Cash and Cash Equivalents

| | 2022 € | 2021 € |
|--------------------------|-----------|-----------|
| Cash at bank and in hand | 510,171 | 455,844 |

20. Creditors

| | 2022 € | 2021 € |
|--|-----------|-----------|
| Amounts falling due within one year | | |
| Trade creditors | 13,414 | 31,690 |
| Accruals | 33,041 | 26,302 |
| Deferred income (Note 21) | 65,000 | 8,875 |
| Short-term finance lease liability | 10,324 | 10,324 |
| Taxes and social security costs | 24,875 | 25,888 |
| Pension | 5,446 | 3,691 |
| | 152,100 | 106,770 |

| | 2022 € | 2021 € |
|---|-----------|-----------|
| Amounts falling due after more than one-year | | |
| Finance lease liability | 16,346 | 26,670 |

Trade creditors

The repayment terms of trade creditors vary between on demand and 30 days. No interest is payable on trade creditors.

Accruals

The terms of accruals are based on the underlying contracts.

Taxes and social security costs

Taxes and social security costs are subject to the terms of the relevant legislation. Interest accrues on late payment. No interest was due at the financial year end date.

21. Deferred Income

| | 2022 € | 2021 € |
|-------------------------------|-----------|-----------|
| At beginning of year | 8,875 | 20,000 |
| Received during the year | 65,000 | 8,875 |
| Income earned during the year | (8,875) | (20,000) |
| At end of year | 65,000 | 8,875 |

Deferred income includes AIB Partner’s support group for 20 staff members for 2023 and NCCP funding, split between Support of Schools Cancer Awareness Programme and Bursary Funding.

22. Movement in Funds

| | Unrestricted funds € | Restricted funds € | Total 2022 € | Unrestricted funds € | Restricted funds € | Total 2021 € |
|-------------------------|-------------------------|-----------------------|--------------------|-------------------------|-----------------------|--------------------|
| Opening balance | 602,933 | - | 602,933 | 724,229 | - | 724,229 |
| Net movement | 144,876 | - | 144,876 | (121,296) | - | (121,296) |
| Closing balance | 747,809 | - | 747,809 | 602,933 | - | 602,933 |
| Represented by: | | | | | | |
| Fixed assets | 59,449 | - | 59,449 | 65,463 | - | 65,463 |
| Current assets | 856,806 | - | 856,806 | 670,910 | - | 670,910 |
| Current liabilities | (152,100) | - | (152,100) | (106,770) | - | (106,770) |
| Non-current liabilities | (16,346) | - | (16,346) | (26,670) | - | (26,670) |
| Net assets | 747,809 | - | 747,809 | 602,933 | - | 602,933 |

23. Statement of Funds

| | 31 December 2021 € | Income € | Expenditure € | 31 December 2022 € |
|--------------------|-----------------------------|------------------|--------------------|-----------------------------|
| Restricted funds | - | 345,517 | (345,517) | - |
| Unrestricted funds | 602,933 | 1,749,359 | (1,604,483) | 747,809 |
| Total funds | 602,933 | 2,094,876 | (1,950,000) | 747,809 |

| | 31 December 2020 € | Income € | Expenditure € | 31 December 2021 € |
|--------------------|-----------------------------|------------------|--------------------|-----------------------------|
| Restricted funds | - | 448,292 | (448,292) | - |
| Unrestricted funds | 724,229 | 1,321,193 | (1,442,489) | 602,933 |
| Total funds | 724,229 | 1,769,485 | (1,890,781) | 602,933 |

24. Financial Instruments

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

| | 2022 € | 2021 € |
|--|-----------|-----------|
| Financial assets at amortised cost | | |
| Trade debtors | 106,653 | 66,005 |
| Accrued income | 201,938 | 109,744 |
| Cash at bank | 510,171 | 455,844 |
| Financial liabilities at amortised cost | | |
| Trade creditors | 13,414 | 31,690 |
| Accruals | 33,041 | 26,302 |
| Finance lease liability | 26,670 | 36,994 |

25. Financial Commitments

Operating lease

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

| | 2022 € | 2021 € |
|--------------------------|---------------|------------|
| Within one year | 23,400 | 897 |
| Within two to five years | 72,150 | - |
| | 95,550 | 897 |

The lease of the rented premises was renewed during 2022.

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 2022 is €32,702 (2021: €45,783).

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

| | 2022 € | 2021 € |
|--------------------------|---------------|---------------|
| Within one year | 10,324 | 10,324 |
| Within two to five years | 16,346 | 26,670 |
| | 26,670 | 36,994 |

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 €418,769 (2021: €412,331), 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 23.08.23.

If you or someone you know has cancer and needs advice or support, we're here for you. Give us a ring on **01 628 3726** or email **info@mariekeating.ie**



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The Marie Keating Foundation is registered in Dublin, Ireland, with registered address:
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Registered Charity Number: 20038953. CHY (Revenue) Number: 12916. Companies Registration Office Number: 342695