

*A Continuing Future*

**ANNUAL REVIEW**  
**2010/2011**

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# FOREWORDS



Chairman  
Norman D Carson

**It is a pleasure for me to sign off the Chairman's reflection of the past year. It has been another busy and exciting year for Action Cancer. The following pages capture just some of the activities undertaken and demonstrate how we engage with many groups of people and individuals.**

It is encouraging to be able to report that Action Cancer through its services has continued to make a real difference to the lives of many people whilst at the same time being able to inform and

influence key stakeholders and opinion formers.

At the beginning of March 2011, we saw the arrival of Gareth Kirk as our new Chief Executive. Gareth's arrival provided me with the opportunity to relinquish the role of Chief Operating Officer, a role that was a privilege to undertake and made much easier by the great support that I received from all staff, Council, members and volunteers; to all thank you.

In May 2011, our Chair for the past four years Ciaran O'Neill resigned. On behalf of Council I want to place on record our sincere thanks for the

significant contribution Ciaran made during his tenure and to wish him well in the future.

In spite of difficult economic times we were able to deliver our valuable services uninterrupted and to remain financially solvent and for this I want to pay tribute to the staff who work tirelessly and to our many supporters, groups and corporate sponsors without whose support we cannot exist.

Thanks to all who are part of the cause of Action Cancer; may we all continue the great work.



Chief Executive  
Gareth Kirk

**It is an honour to be able to write as Chief Executive of Action Cancer and a very real privilege to have been entrusted by the Board with the considerable responsibility of providing the operational leadership and the day-to-day management of one of Northern Ireland's leading charities.**

The past few months have for me personally been a steep but enjoyable learning curve with a number of particular lessons standing out.

- Action Cancer has a very fine heritage and as its current custodians, it is our responsibility to ensure that when the time comes we pass on an even stronger legacy than that which we inherited.
- The commitment to Action Cancer from its local fundraising groups, supporters and volunteers is second to none. Unselfishly

and without tiring, so many people give so much to ensure that we are able to continue to provide our services free at the point of delivery and for this we are eternally indebted.

- The commitment, dedication and professionalism of all at Action Cancer is high, motivated by simply knowing that what we do makes such a difference to the lives of many.
- At Action Cancer the quality and level of service provided is exceptional. Not only is it effective and efficient, but above all highly professional and deeply personal.
- Under the guidance of a committed Board of Directors the strategic direction of Action Cancer is clearly articulated and the charity managed by having a culture where policies and protocols, processes and procedures guide all that is done whilst ensuring accountability and financial efficiency.

2010/11 was a good year for the charity. During the year our Strategic Plan 2010-2013 'A Continuing Future' was published and good progress was made towards delivering our aims and objectives. Financially, £71,796 (2010 - £45,084) was transferred to reserves.

Due to the ongoing and substantial work undertaken in previous years around service delivery, fund raising and cost control, and with the continued support of our many volunteers, supporters and sponsors, it is good to be able to report that Action Cancer is well placed to face the realities of the prevailing financial climate and to ensure a positive Continuing Future.

# DETECTION

## NEW MAMMOGRAPHY EQUIPMENT

August 2010 saw the installation of two new Siemens Inspiration Full Field Digital mammography machines, one in Action Cancer House and one on the Big Bus. This upgrade was only possible due to a generous donation of £120,000 from Ulster Garden Villages Charitable Trust combined with a similar total raised through the MoonLight Walk 2010.

This new investment keeps Action Cancer at the cutting edge of digital advances and uses new technology which allows for a quicker mammogram experience.

*"As a funder of local good causes we are delighted to ensure that Action Cancer continues to provide the best possible equipment for its clients and remains at the forefront of advances with digital mammography."*

Dr Tony Hopkins, Ulster Garden Villages



## Breast Screening at Action Cancer

Total number screened:	7436
Action Cancer House:	4326
Big Bus:	3110
Cancers diagnosed 2010/2011:	45



## SPECIAL CLINICS

The unique Special Clinics continued for another year in partnership with the Women's Resource Development Agency (WRDA) providing breast screening for women with special needs such as physical or mental disabilities, or those from ethnic minorities. Each clinic is tailored to the groups' individual needs, for example providing disabled access, interpreters or sign language provision.

These clinics allow groups of women to come together in a supportive environment. The group is shown a DVD on breast screening and given a health promotion talk along with a complementary therapy taster session before having their mammogram.



## MUSGRAVE REACHES £1.5M MILESTONE

Musgrave Retail Partners NI reached a major milestone in its support of Action Cancer when donations from the partnership topped the £1.5million mark.

The financial contribution is believed to be one of the largest ever made to a Northern Ireland charity by a local company.

The corporate partnership has had a significant impact on the people of Northern Ireland: SuperValu sponsors Action Cancer's Big Bus which since its launch has provided life-saving services to 22,000 people at over 750 locations. Also Centra's support of Action Cancer's Health Action programme has helped to educate 350,000 young people in healthy lifestyles, aiming to reduce their cancer risk in later life. The announcement was made at the start of Musgrave's tenth year of partnership with Action Cancer.

## Pictured from Left to Right

Pictured are members of the Ulster Garden Villages Charitable Trust (L-R) Valerie Ingram, Kevin Baird, Billy Webb and Marti Boyd with Joanna Currie, Consultant Radiographer from Action Cancer (centre).

Zoë Salmon joins SuperValu and Centra Sales Director Nigel Maxwell and Action Cancer's Dougie King to celebrate the fundraising milestone.

*"If I hadn't stepped on the Big Bus that day for a screening I don't know what my outcome would have been. I will always be thankful to Action Cancer and the Big Bus."*

# PREVENTION



## **PUPPET'S ANTI-SMOKING MESSAGE**

In response to statistics that show a quarter of all 11-17 year olds in Northern Ireland smoke every day and that by the age of 11 19% of young people have tried their first cigarette, Action Cancer introduced a new, innovative element to its health promotion work in local primary schools.

A unique cigarette puppet, nicknamed 'Ciggy' is now part of the Wally and Wise puppet show and will be used to teach Key Stage 2 children (aged 8-11) about the dangers of smoking. The show is part of the Health Action programme for Northern Ireland schools and colleges, run by Action Cancer and sponsored by retail group Centra. The programme is supported by independent Centra retailers across the province, who have raised more than £650,000 to fund the project over the past eight years.

## **SAFE SUN SUMMER ROADSHOWS**

In summer 2010 Action Cancer teamed up with Northern Ireland's largest pharmacy chain Gordons Chemists to tackle an alarming increase in skin cancer. Fifteen roadshows, offering free sun cream and sun advice by Action Cancer's health promotion team, took place across the country in a bid to cut the number of people in Northern Ireland being diagnosed with cancers caused by over-exposure to the sun.

Cancers like melanoma are the UK's fastest growing killer with 74 deaths in Northern Ireland in 2008. An alarming ten cases are diagnosed every day here in Northern Ireland hospitals.

The roadshow visited the North West 200, Belfast Maritime Festival, Benone Beach and the Fermanagh Agricultural Show among other events.

## **HEALTH ACTION ADDS ACTIVE PLAY**

New active play sessions for Key Stage 2 children (aged 8-11) have been introduced to Action Cancer's primary Health Action programme, sponsored by independent retail group Centra.

With 34.5% of 2-15 year olds in Northern Ireland now classed as overweight or obese, Action Cancer's Health Promotion team has developed Active Play sessions for local schools to promote better health and reduce childhood obesity levels.

The main focus of these sessions is to get children active again in a fun and straightforward way using traditional games such as Simon Says and skipping, that require little or no equipment and that they can play anywhere.



### ***Pictured from Left to Right***

*Christopher Mongan (9) with new puppet 'Ciggy', Centra brand manager Nicky Kelly and Catherine Morrow from Action Cancer.*

*Andrew Sally from Gordons Chemist, Irish road racer Davy Morgan and Kerry Anderson, Action Cancer are pictured at the Safe Sun Roadshow at the North West 200.*

*Brandon Oliver (7) from Cavehill primary school gets active with Centra brand manager Nicky Kelly and Action Cancer's Emily Magrath.*



*"Since Action Cancer demonstrated the active play sessions at the school we've noticed a difference in the way pupils play at break and lunchtime. They have taken onboard the experience that play, and therefore exercise, doesn't have to be complicated. It can be simple, fun and active all at once."*

*Mr McGuckin, Principal of Cavehill Primary School, Belfast*

# SUPPORT

## COORDINATED CARE

Action Cancer offers a range of support services, including counselling and a number of complementary therapies, available to anyone affected by a cancer diagnosis; the patient, family members, carers and friends.

Sometimes Action Cancer's therapists will deal with more than one member of a family. In this instance each family member will be allocated to a different counsellor or complementary therapist.

Action Cancer aims to coordinate appointments to accommodate a client's needs where possible. For example if a family requests it, family members can come at the same time to see their individual therapists, or if a client wishes to attend counselling followed by a complementary therapy appointment, Action Cancer will try to facilitate.



## INFORMATION & SUPPORT SESSIONS

Every year Action Cancer runs a number of Cancer Information and Support Sessions designed to allow those affected by a cancer diagnosis to meet with similar people in a very informal setting and receive relevant, practical information to assist in their journey, in addition to much needed emotional support.

The sessions run on a five week programme, each week dealing with a different topic such as the positive effects of counselling and complementary therapy, how to communicate with friends and family and the financial benefits available to people during and after treatment. People can choose to attend all or just some of the sessions.

*"My husband and I really enjoyed coming to the sessions each week - they were like a lifeline to me. I learnt so much to help me through it... and have since made an appointment to receive counselling at Action Cancer House on a weekly basis."*

## BACH FLOWER REMEDIES

Action Cancer introduced Bach Flower Remedies early this year as part of its Therapeutic services to help support people affected by a cancer diagnosis.

Bach Flower Remedies were developed in the 1930s by Dr Edward Bach. He believed there was a link between negative emotions and physical conditions. He found that when he treated the personality and passing moods of his patients using Bach Flower Remedies it helped to restore their emotional balance. Consequently the natural healing capacity of the body was enhanced and patients were enabled to better cope with their life challenges or health issues.

Dr Bach developed 38 remedies and individually named them from the flowers and plants used such as honeysuckle, willow and crab apple.

Each of the remedies are used to help address a specific emotion such as stress, fear, worry or exhaustion. A combination of five of the remedies make up the well known Rescue Remedy which is used worldwide to help reduce anxiety, nervousness or shock in times of crisis. Bach Flower Remedies are often used in conjunction with counselling and do not interfere with conventional medication or ongoing cancer treatments.



# CHANGING ATTITUDES



## **SMOKING BAN IN CARS WITH CHILDREN**

In September 2010 Action Cancer called for the introduction of legislation to ban smoking in vehicles carrying children and teenagers under the age of 16. This call was reinforced in February at a seminar in Parliament Buildings and with a hard-hitting ad campaign supported by the Public Health Agency. Out of 1,000 adults surveyed almost 9 out of 10 said they would support a ban.

The outdoor ad campaign featured the caption 'You smoke, I smoke' reminding drivers that children will feel the health impacts of smoking, without any choice in the matter.

It is hoped that a ban will send a clear message to parents and other adults that will influence their behaviour in front of children both inside and outside the vehicle.

## **WAKE UP AND GET A GRIP!**

As part of our Action Man campaign in June 2010, local sports personalities, footballer Paul Leeman, rugby player Paddy Wallace and GAA footballer Sean Cavanagh, got together to encourage men to 'Get a Grip' of their health.

Action Cancer's Action Man campaign aims to increase awareness of the signs and symptoms of testicular and prostate cancer and to improve men's attitude towards their general health.

Action Cancer currently offers an MOT service onboard its Big Bus which examines indicators of health such as lung capacity, cholesterol levels and body mass index and importantly, offers an opportunity to engage with men about cancers that are specific to them such as testicular and prostate cancer.



## **CEF SHOWCASE ACTION CANCER PARTNERSHIP**

In January 2011 the Construction Employers Federation (CEF) hosted a business awareness morning to promote the benefits of Action Cancer's Big Bus facility to all its member organisations.

Action Cancer and CEF have worked closely for the last four years and have been able to produce a tailored programme of services to meet the needs of the construction industry in Northern Ireland, including our MOT Health Checks.

Speaking at the Awareness Event, CEF Managing Director John Armstrong highlighted the benefits to be gained from implementing a health initiative such as the Big Bus in the workplace:

*"Taking steps to improve the health of your work-force can improve productivity, reduce absenteeism, increase worker retention and boost morale."*



## **Pictured from Left to Right**

Northern Ireland's MLAs show their support at the No Smoking in Cars seminar at Stormont.

Local sportsmen Paul Leeman, Sean Cavanagh and Paddy Wallace encourage men to 'Get a Grip'.

John Armstrong, CEF Managing Director, Betty Carleton, Leslie Adair from Martin & Hamilton Ltd, Norman Carson from Action Cancer, Jenni Barkley, Musgrave Retail Partners NI and Emily Magrath, Action Cancer attend the CEF's annual Awareness Day.

# RAISING AWARENESS



## STUDENTS CREATE AWARD WINNING CAMPAIGN

An advertising campaign created for Action Cancer secured first place in the 2010 Publicity Association of Northern Ireland (PANI) Student Workshop Competition.

The 'Saved, Supported, Reassured' campaign developed by University of Ulster students with the guidance of local advertising agency, Navigator Blue, featured three Action Cancer ambassadors who had used and benefitted from our services in the past. £100,000 of in-kind support appeared on billboards, ads, radio and in national press titles donated

by Clear Channel, Belfast Telegraph and Cool FM / Downtown Radio.

Following the launch of the PANI campaign in August there was a noticeable 30% increase in enquiries for breast screening appointments – an additional 1,000 women got in contact.

## PARENTS LEARN ABOUT HEALTHY LUNCHBOXES

The Action Cancer Health Promotion team has introduced a new parents' programme as part of the charity's Health Action project for schools, sponsored by independent retail group Centra.

The two hour Healthy Lunchbox sessions were made available to parents in schools across Northern Ireland in an effort to tackle the rising obesity problem. The sessions include a thirty minute talk about healthy eating for children, followed by a 'taste and see' display of healthy lunchbox ideas and a cooking demonstration.



An extensive outdoor advertising campaign was developed in association with the Public Health Agency (PHA) directing the public to information including Action Cancer's Healthy Lunchbox webpage and PHA's 'Are you packing a healthy lunch?' booklet, providing parents with new ideas and practical tips on packing an appetising and nutritionally balanced lunchbox.

## BCAM 2010

In October 2010 Action Cancer asked women in our screening range of 40-49 and 70+ to mark Breast Cancer Awareness Month (BCAM) by coming forward for a mammogram.

Over the past 32 years we have provided approximately 133,000 mammograms and detected

660 cancers. Action Cancer detects on average seven cancers in every 1,000 women screened, hopefully at an early and treatable stage and importantly, offers peace of mind for others.

A number of women who had their cancer detected through Action Cancer's screening service helped to raise awareness by sharing their stories with the Northern Ireland media. Through this PR and a wide-reaching outdoor advertising campaign, over 2,300 women contacted Action Cancer for appointments or breast advice during BCAM 2010.



## Pictured from Left to Right

Dan Farnam and Marco McKay from Navigator Blue, Lucy McCusker from Action Cancer and UU students Jonathan Fleck, Colleen Fitzsimmons and Sean McCaffrey mark the launch of the PANI campaign.

Charlie joined his mum Emily Magrath from Action Cancer (right) and Nicky Kelly from Centra to demonstrate how to pack a healthy lunchbox.

Action Cancer ambassadors pictured at the launch of Action Cancer's BCAM 2010.

# RESEARCH & EVALUATION



## BIG BUS EVALUATION

As an organisation funded through charitable donations, Action Cancer must ensure its services meet the needs of the community and are provided at the highest possible standards. Therefore, an evaluation of the facility has been in place since the launch of the Big Bus in September 2006 until March 2010. A summary of the findings is presented below:

- The unit travelled to 691 locations across NI.
- Over 17,000 people across NI accessed either breast screening or health check services during this time.

- 10,056 women received a mammogram on the Big Bus and 63 were diagnosed with breast cancer.
- 80% of those who accessed the breast screening service were 40-49 years, indicating the Big Bus is a preferred or more accessible choice for women of this age group.
- 27% of women who used screening on the Big Bus reported they just took the opportunity while the unit was there.

All this feedback indicates the Big Bus mobile unit is an essential tool for bringing breast screening services to women across NI who would otherwise not access the services elsewhere.

The health check service on the Big Bus offers specific health checks, such as Body Mass Index (BMI), blood pressure and cholesterol, which can all be an indication of adherence to a healthy lifestyle.

- 6,879 people received a health check on the Big Bus (51% women and 49% men).
- The health checks were accessed by people aged 16 – 88 years
- Almost 6,000 had their blood pressure checked - 44% were referred to their GP due to high levels.
- Of those who had BMI checked, over 2,500 (63%) had a BMI over 25 which is the limit considered healthy.

With 100% of all clients reporting they were glad they had used the service and would use the service again (both screening and health checks), it is clear the Big Bus unit is meeting the needs of the community.

More importantly, the effectiveness of services is evident through the cancer diagnoses and GP referrals and it is clear that the continued use of the Big Bus is essential for Action Cancer to 'Save lives and Support People'.

Since 2001 SuperValu has supported Action Cancer mobile services and as part of that commitment independent SuperValu retailers have provided more than £900,000 of funding for the Big Bus.

## RESEARCH

Queen's University, Belfast (QUB) has been working with Action Cancer to examine the impact the environment, economy and personality might have on Body Mass Index (BMI). Mary Lynch, a doctorate student at QUB, worked with Action Cancer to develop a questionnaire to measure a variety of different aspects of life for people in Northern Ireland.

The data collection was completed in March 2011 with over 600 questionnaires filled out. This information is now being analysed and is due to be completed before Christmas. The findings from this research have the potential to inform a variety of public health initiatives in the future.



# INVESTING IN STAFF & VOLUNTEERS

## ANNUAL TRAINING AWARDS

As an approved centre for Open College Network (OCN), Action Cancer is able to offer a range of accredited programmes that will assist staff and volunteers to perform their roles confidently and competently. Awards presented within this category of qualifications were:

### Foundation Skills in Listening Ear

This is the programme for all those wishing to offer our vital Listening Ear Service, a casual support and signposting service for anyone affected by a cancer diagnosis. The Listening Ear Service is now available within St Mary's CBGS, Belfast and Cross & Passion College, Ballycastle. Eight volunteers from Belfast



Trust and six from Action Cancer are now able to offer the service within their relevant areas in the Belfast City and Royal Victoria Hospitals.

### Cancer Awareness

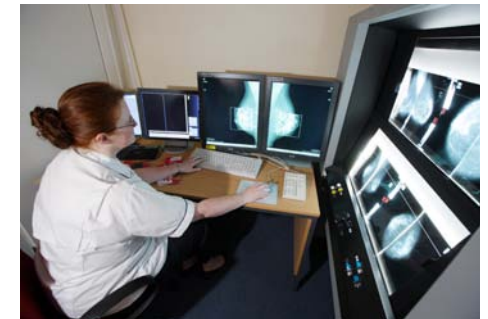
The programme looks at a theoretical family's possible cancer journey to help staff understand the reasons why people access our services and agree to fundraise for the charity. 12 more staff received this certificate, which means there are now 50 staff with this qualification.

### Bag of Tools - Management Development Programme

This interactive six week course is designed to help those new to a management role to understand the skills needed and then work on the development of these. The qualification covers: leadership skills, communication, understanding your team, performance management, decision making and problem solving. Four Action Cancer staff completed this programme.

### Simply The Best - Personal Development Programme

This programme allows staff to look at themselves from both a personal and career point of view to help identify personal development plans for their future. Issues covered include self esteem, assertiveness, setting goals, communication skills and managing stress. Four Action Cancer staff completed this programme.



### Breast Screening at ACH

With three Consultant Radiologists and two radiographers recently qualified as film readers, reporting within the Breast Screening department is now much more efficient and cost effective with almost all results available within 10 days helping to reduce client waiting times and anxiety levels.

All clients now receive a reminder letter two years after their mammogram to prompt them to make another appointment with Action Cancer. This has positively affected our two year re-uptake rate and helps clients stage their mammograms at the intervals recommended internationally.

### Pictured from Left to Right

Volunteers from St Mary's and Belfast Trust receiving their Listening Ear qualification.

Action Cancer staff receive their certificates at the Annual Training awards.



# FUNDRAISING



## **M&S BIKE RIDE**

Over 40 M&S employees took part in the 'On Your Bike' fundraising cycle that travelled over 300 miles in four days from Belfast to Cork and raised a staggering £85,000 for Action Cancer.



## **PORTAFERRY VOLUNTEER SHOP**

In October 2010 the Portaferry Action Cancer Group opened a volunteer-run shop on High Street in the seaside town. The group is pictured with local Councillor Joe Boyle on its official opening day.



## **COOKSTOWN'S MINI MOONLIGHT**

In June 2010 the Cookstown Action Cancer Group organised its first Mini-MoonLight Walk raising over £12,000. For their efforts the ladies were presented with an award by Northern Ireland Institute of Fundraising.



## **NOMINATED BY NORTH WEST 200**

In 2010 Action Cancer was nominated the beneficiary charity for the North West 200. A total of £22,000 was raised in support of our Action Man Campaign.



## **OVERSEAS TREKS**

Over the last year an impressive £95,000 was raised from the two Action Cancer treks to Cambodia and Tanzania, and through our various open challenges.



## **BCAM 2010**

Over BCAM campaign partner, Gordons Chemist raised more than £30,000 providing 400 breast screenings. 60 organisations including beauticians and coffee shops also fundraised to bring in a further £30,000.



## **FOOTBALL FRENZY**

This year's football tournament at the Billy Neill Centre, Comber attracted a total of 24 teams and raised nearly £8,000.



## **PUBLIC RUN EVENTS**

Public run events raised £65,000 last year towards our life-saving services. Recently a group of Limavady farmers took part in a 150 mile cycle and raised an amazing £9,100.



## **RAFFLES**

The prize of a Fiat 500, kindly donated by Mervyn Stewart, helped to increase the amount raised through the spring and winter raffles to a total of £81,000.



## **MOONLIGHT WALK**

Gaining in popularity, the second MoonLight Walk saw over 1,500 people walk the 10 mile route from Stormont to the city centre to raise an outstanding £180,000.

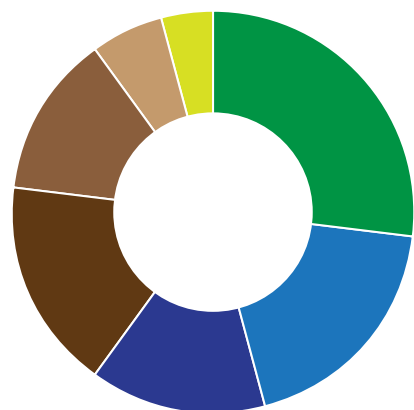


## **RETAIL**

Despite difficult trading conditions Action Cancer shops performed well over the last 12 months with sales and Gift Aid exceeding £900,000. Since May 2009 over 6,000 customers have signed up to the retail Gift Aid scheme and with £80,000 of income generated in the last 12 months through Gift Aid alone, the scheme is proving to be a continued success.

*Two 'Sounds for Pounds' record fairs held during the year raised over £7,000 from a donated collection that included many signed LPs and first pressings.*

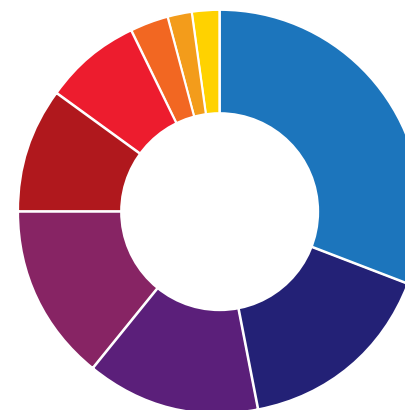
# FINANCIAL & PERFORMANCE INFORMATION



## ANALYSIS OF INCOMING RESOURCES

Resource Category	Percentage (%)
Shops	27
Community Fundraising	19
Special Events	14
Individual donations & legacies	17
Corporate fundraising	13
Trusts and foundations	6
Investments, marketing and other income	4

**TOTAL RESOURCES INCOMING** £3,340,881



## ANALYSIS OF EXPENDITURE RESOURCES

Resource Category	Percentage (%)
Breast screening service	31
Trading costs	16
Health awareness & education	14
Fundraising	14
Coaching, counselling & complementary therapy	10
Health campaigns	8
Health checks	3
Research & evaluation	2
Governance	2

**TOTAL RESOURCES EXPENDED** £3,279,190

### CHAIRMAN

Ciaran O'Neill (*Resigned May 2011*)  
Norman Carson (*Appointed July 2011*)

### CHIEF OPERATING OFFICER

Norman Carson (*Resigned April 2011*)

### CHIEF EXECUTIVE

Gareth Kirk (*Appointed March 2011*)

### COUNCIL OF MANAGEMENT

Norman Carson (*Chairman*), Professor Ciaran O'Neill (*Resigned May 2011*), Mrs Marion Fisher (*Secretary*), Mr Nick Hanna (*Treasurer*), Dr Dermott Hughes (*Resigned Oct 2010*), Mr Quentin Coey, Mrs Rosemary McGirr, Mrs Christine McCafferty, Mr Brian Barry, Mr Robert Kennedy, Ms Siobhan Barronwell, Ms Geraldine Haire (*Appointed Oct 2010*).

### MANAGEMENT TEAM

#### Finance & Administration:

Arlene McGeown

#### Fundraising & Communications:

Douglas King

#### Professional Services:

Geraldine Kerr

#### Human Resources:

Katherine Ward

#### Health Promotion:

Emily Magrath

#### Consultant Radiographer:

Joanna Currie

#### Retail Operations:

Peter Lynch

### PATRONS

Dr Lindy Burton-Edelstyn  
Nuala McKeever  
James Nesbitt  
Zöe Salmon  
Dennis Taylor

### HONORARY LIFE MEMBERS

Myrtle Allen  
Maura Gillan  
Elizabeth Hill  
Alison McCrystal  
John Patton

### AUDITORS

J L Grant & Co, Unit 1, Building 10, Central Park, Mallusk Road, BT36 4FS



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