

YES TO LIFE

Impact Report



2021 - 2022



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Introduction

As the Executive Director of Yes to Life, I am humbled by the work and dedication of our trustees, staff and volunteers that continues to build on the solid values set by our Chariman and Founder Robin Daly when he started the charity over 15 years ago.

Reflecting on the last year, with a global pandemic, an economic crisis and so many other worldwide challenges, I am so proud to be leading this incredible organisation full of wonderful people and seeing more healthcare professionals coming to embrace the integrative approach to helping people living with cancer.

I am delighted to see that we have been able to develop new strategies to effectively engage with more beneficiaries, partners and the wider health community.

At Yes to Life, we believe that Integrative Medicine (IM) should be available to people with cancer throughout the UK.

Integrative Medicine (IM) combines the best of conventional treatments with Complementary 'Lifestyle Medicine'.

IM is "the practice of medicine that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all the appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health."

IM is a progressive approach to cancer treatment, and we would like to see the UK follow the lead of other growing number of Eastern European countries, in adopting this approach.

Over the last year, Yes to Life has expanded and developed its services and projects considerably and our overall aim for the next years is be to "drive a cultural change".

But to achieve this long term goal, in the short term we must mantein our focus and keep working towards our main goals, for and with our beneficiaries always in our minds and hearts.

It is my hope that you are not only inspired by the stories in this report, but are motivated to support our activities. I know that with the continued backing of committed individuals, companies and funders we will be able to expand our impact in existing and into new areas and continue to build on our successes and achievements together.

I look forward to maintaining our high standards of service delivery and thank you all for the continued engagement and support that have made the impacts of the past year possible.



Miquel Leon-Canete
Executive Director
Yes to Life

About Us

Our Mission

We provide information to guide people with cancer through the confusing options for care. Our aim is to help them make informed decisions.

With our holistic approach, Yes to Life emphasises the importance of the mental, emotional and spiritual state of those with cancer. Along with physical needs, we feel these should be considered as central to any treatment programme.

Rooted in more than fifteen years of experience working with people with cancer, we know it is vital that everyone seeking options should be empowered to make their own health decisions.

We also believe in the benefits of a positive approach. Of course, a cancer diagnosis is frightening, but instead of talking about 'victims' and 'battling with disease', we feel that forward-looking optimism is crucial. We have seen the realistic hope that results from gaining access to information, and from being empowered to explore your individual needs and make your own choices to manage your condition, as you see fit.

Our role is to help people to decide what they want to do to help themselves – by providing information and referring them to qualified experts – and then to support them in their chosen path.

Our Values

Our policies and practices stem from the following set of values:

- A belief in equality of opportunity
- A belief in the right of individuals to participate in decision-making
- A belief in the importance of building information, resources and choice

**Over 10,600
beneficiaries
in 2021–2022**

42%

*more than in the previous
year*

Our 2021–22 goals

1

Diversify the services we provide as a charity

Diversify and improve the range of support services which meet the needs and expectations of our beneficiaries to enable them to become well informed, reaching new audiences and meeting the increased demand for our services.

2

Increase awareness

Ensure that Yes to Life can respond effectively and promptly to our beneficiaries' needs and changes in the Integrative Medicine sector.

Reaching new audiences that can help increase the awareness for our charity and mission, spreading the word about our Vision for empowering people with cancer to make their own informed choices of treatment.

3

Make sure our organisation is robust

With an increasingly challenging environment for the charity sector, we want to make sure that Yes to Life's legal structure, governance arrangements and policies are fully fit for the delivery of our services and our mission.



Our Services

Yes to Life empowers people with cancer to make informed decisions about their care options. For well over 15 years, we have provided evidence-based information to those in need. We offer support through a variety of services:



- our helpline
- our website
- information via blogs
- our publications
- the weekly Yes to Life Radio Show on UK Health Radio
- our CANCERTALK Podcast
- our Wigwam cancer support groups
- wellbeing sessions
- our peer to peer support service
- our e-learning platform for Healthcare professionals
- Our public events and workshops

SERVICES	DETAILS	OUTCOME
Helpline	Our helpline is supported by highly trained volunteers all of whom have personal experience of cancer or another chronic condition, or have supported a close relative or friend.	<ul style="list-style-type: none"> • 40% increase in calls and emails to the Helpline • 98% of callers found that the helpline has helped them with their queries.
Website	Sometimes the first point of contact with our charity and the public facing service where beneficiaries can find out more about cancer treatment options.	<ul style="list-style-type: none"> • An increase of 65% in new visitors • 35% of visitors returning more than 5 times to our website. • Top countries visiting our website are UK, US and Ireland.
Wigwam Cancer Support Groups	The Wigwam Cancer Support Group is a community of people with cancer, relatives and carers coming together in groups for mutual support and to learn about integrative medicine and ways to improve health and wellbeing through lifestyle.	<ul style="list-style-type: none"> • 3 new groups created and running online or in person • New weekly Wigwam Cafe set up • 11 online forums delivered
Peer-to-Peer Support	Our Peer-to-Peer service is a way of helping people struggling with a recent cancer diagnosis and wanting support from someone who knows what it's like going through that experience,	<ul style="list-style-type: none"> • New online training system created for peer mentors • 17 mentors trained

SERVICES	DETAILS	OUTCOME
Events and Workshops	Our events and workshops are part of our Educational programme, which aims to tackle different topics around the year about Integrative Medicine.	<ul style="list-style-type: none"> • 3 online conferences delivered • 4 online workshops • Over 450 participants overall attending one or more event
Radio Show	In search of the answers, show host and Yes to Life Founder Robin Daly talks to a fascinating mix of scientists, oncologists, doctors, researchers and practitioners.	<ul style="list-style-type: none"> • 51 radio shows delivered • Over 53,000 listeners • 45 experts and survivors interviewed.
CANCERTALK Podcast	A podcast jointly hosted by Dr Penny Kechagioglou , Senior NHS Clinical Oncologist and Robin Daly , Founder and Chairman of Yes to Life.	<ul style="list-style-type: none"> • 12 Podcast • Over 3,000 plays
Publications	THE CANCER REVOLUTION brings together the expertise and experience of Patricia Peat, Principal of the Cancer Options consultancy, and 37 specialists from around the world	<ul style="list-style-type: none"> • Over 300 books sold. • Two new publications being developed for 2022-23
e-learning platform for Healthcare Professionals	Horizons is a new e-learning platform that Yes to Life has launched to help professionals achieve a better understanding of the potential of Integrative Oncology to improve quality of life and outcomes.	<ul style="list-style-type: none"> • 2 online CPD courses available • Over 180 students registered • 14 modules active for accreditation
Wellbeing Sessions	Free Online Wellbeing sessions for cancer patients, carers and volunteers	<ul style="list-style-type: none"> • 5 weekly online wellbeing sessions • 15 people average attending one or more session.

Integrative Medicine is the judicious combining of conventional treatments such as chemotherapy, radiotherapy and surgery, with lifestyle and complementary therapies, to broaden patient choice, increase patient engagement, improve quality of life and extend survival.

It's a 'best of both worlds' scenario that has its roots in the patient perspective. Historically, it's been an 'either/or' situation between conventional medicine and other approaches, which has often placed patients in an extremely difficult position at one of the most stressful points in their lives. Any open-minded patient looking for the best possible outcome is far less interested in the label attached to an approach, than in whether or not it could help them. This is the perspective that underpins Integrative Medicine.

Our Impact

Impact is not exclusively backwards looking, concerned only with what has been done and is being done now. At Yes to Life we also see this as projected into the future, and what real difference we make with our services to our beneficiaries.

10,600

Beneficiaries coming to Yes to Life over last year alone

12

Online Forums delivered

650+

Providers listed in our Life Directory

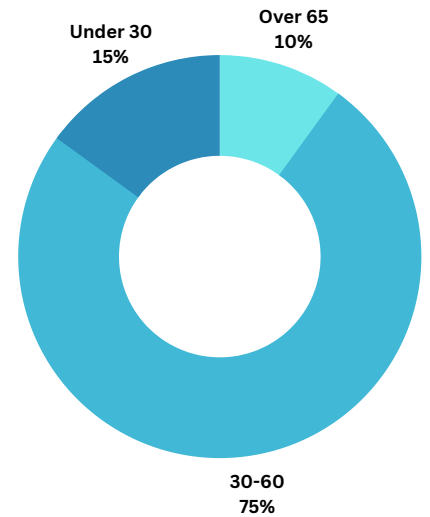
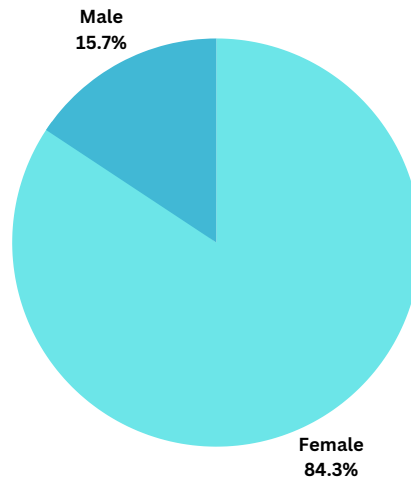
3

Online Conferences Delivered

180

Healthcare Professionals CPD Accredited

Demographics



Healthcare Professionals

19.5%

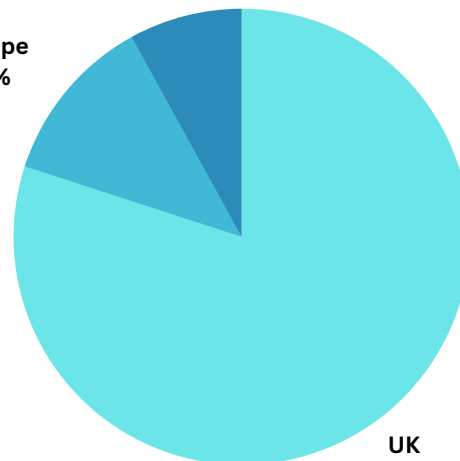
Carers
8%

Cancer Patients
72.5%

ROTW
8%

Europe
12%

UK
80%



5

Weekly Wellbeing Sessions delivered

450

Delegates attending our conferences

600+

People benefitting from our Wigwam Cancer Support Groups activities

85%

Increase in our social media reach

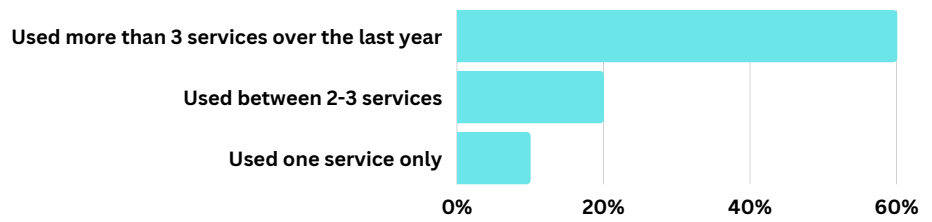
65%

Increase in the number of calls and emails to our Helpline

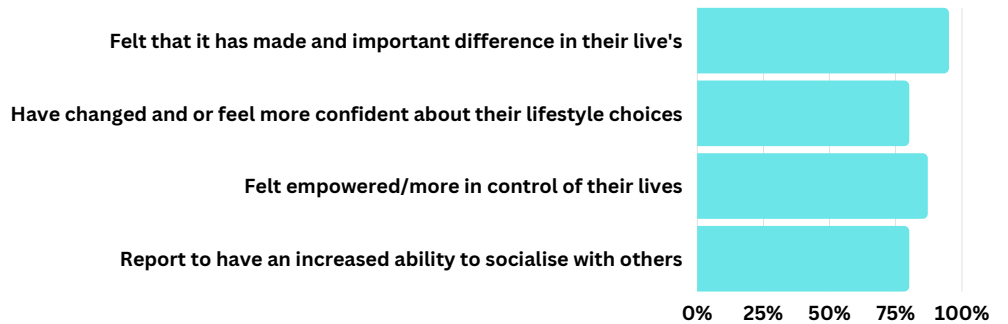
4.9K

Searches at our LifeDirectory

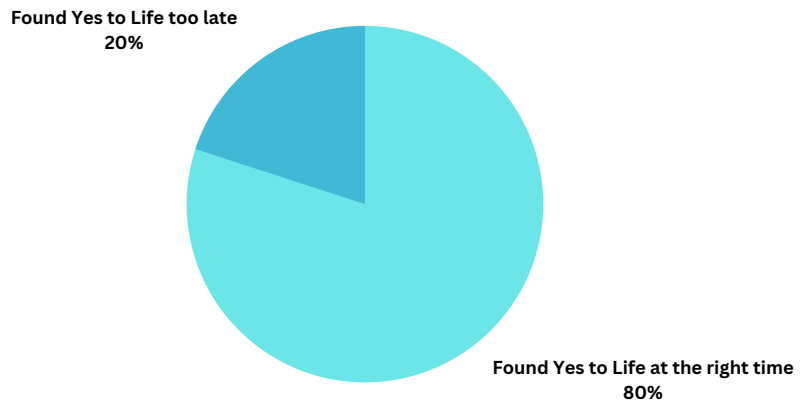
Services used over the last year



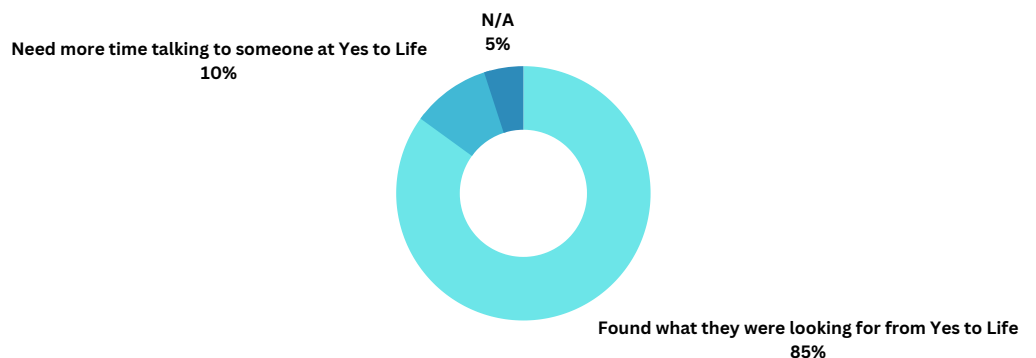
How our beneficiaries feel after using our services?



When did they find out about Yes to Life in their cancer journey?

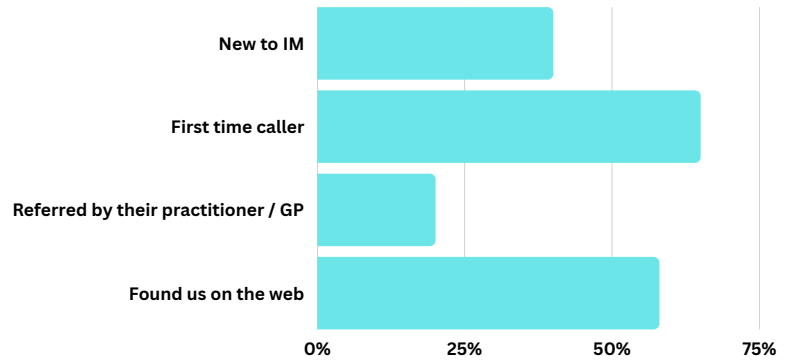
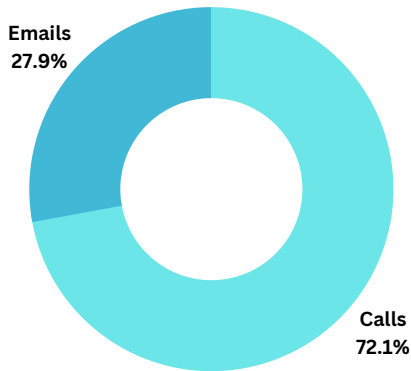


Did they find everything they needed from us?



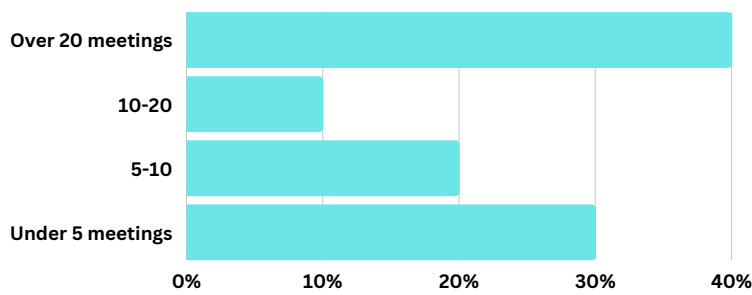
Outcomes and statistics from some of our services

Helpline

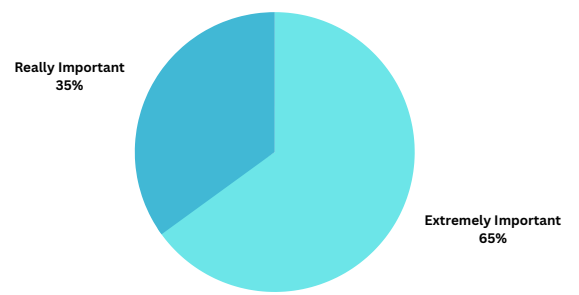


Wigwam Cancer Support Groups

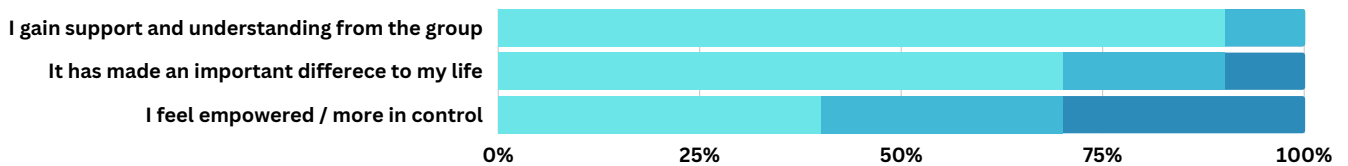
How many group meetings did you attend over the last year?



How important the group has been for you?

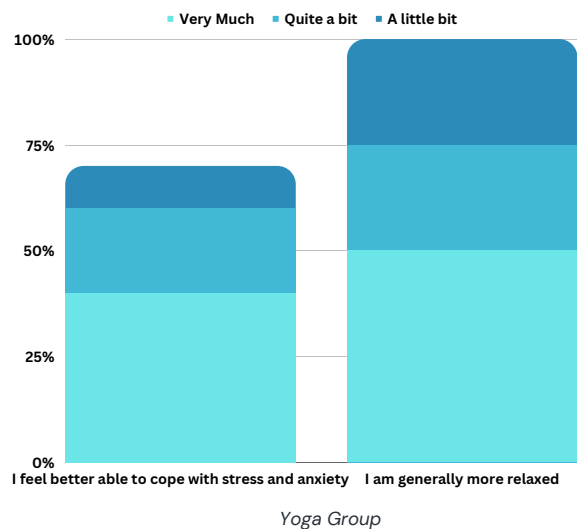
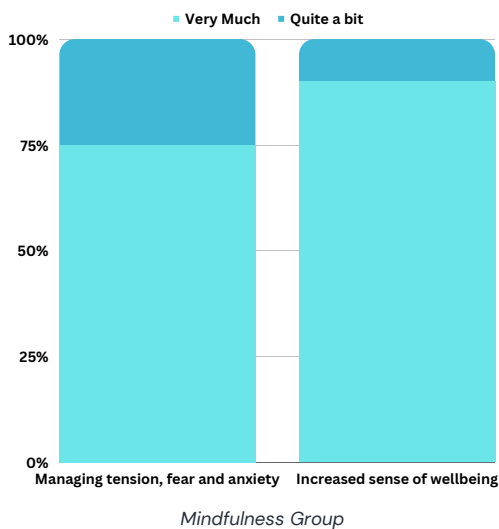


How the group has helped you?



Wellbeing Sessions

How has attending the Wellbeing sessions helped you?



Your Feedback

"It has changed my life and given me a way of trying to deal with the stresses of cancer"

"Helped me to accept the present moment even if it can be very challenging. And to share with other group members"

"I really needed to meet others on a similar path who would understand and empathise with my decisions at a really critical time in my life, and when I felt very alone. The group helped me through and offered something that a traditional cancer group would not have"

"To know that there is a functioning and vibrant community of like-minded people in the UK is such a huge relief. Many, many thanks"

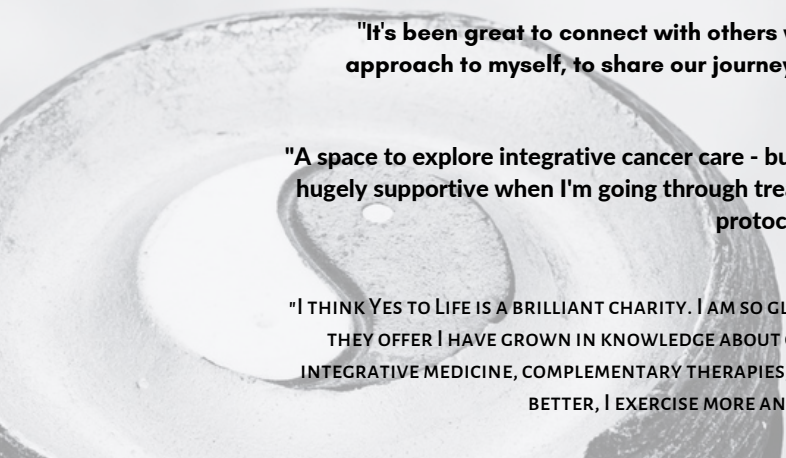
"The importance of self care - a very important reminder"

"It was really helpful and extremely kind"

"It's been great to connect with others who are taking a similar pro-active approach to myself, to share our journeys as well as to pool our knowledge"

"A space to explore integrative cancer care - but also with people who understand and are hugely supportive when I'm going through treatment or struggling to keep to a nutrition protocol"

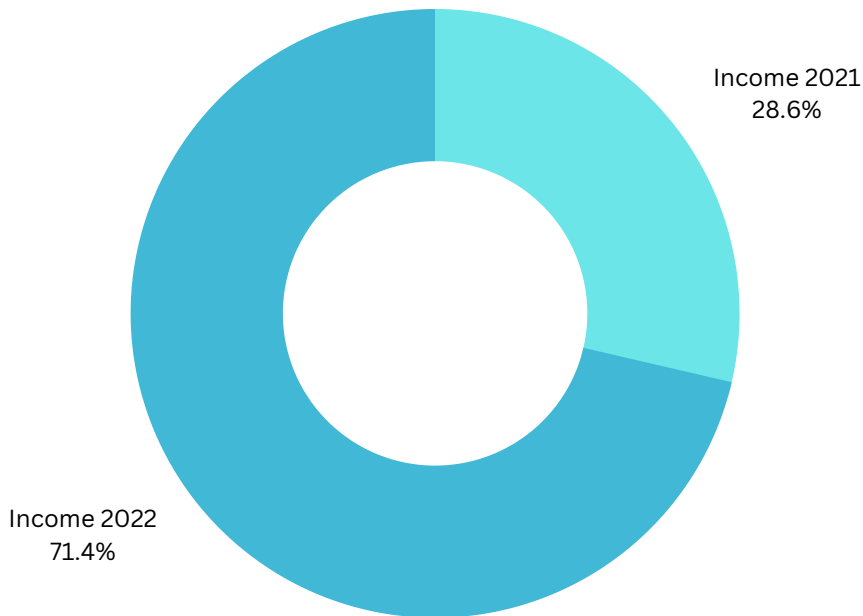
"I THINK YES TO LIFE IS A BRILLIANT CHARITY. I AM SO GLAD I FOUND OUT ABOUT IT. THROUGH ALL THE THINGS THEY OFFER I HAVE GROWN IN KNOWLEDGE ABOUT CANCER AND HOW TO SUPPORT MYSELF THROUGH INTEGRATIVE MEDICINE, COMPLEMENTARY THERAPIES, NUTRITION, MEDITATION AND SO MUCH MORE. I EAT BETTER, I EXERCISE MORE AND I MEDITATE. THANK YOU"



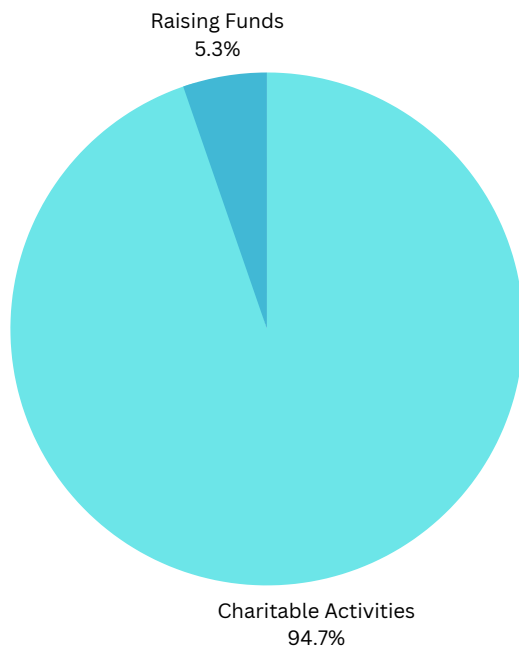
Our Finances

Our income has increased well over 70% from the previous year thanks to so many wonderful fundraisers, trust and foundations and individual donors who have supported us, which has enable us to create so many new projects and services that have helped reach more people living with cancer.

Income



Expenditure



71%

Increased in our income from the previous year

45%

Increase in our expenditure for our direct service delivery from previous year

6

New partnerships

6

Grant makers investing in Yes to Life

£100K

Raised for personal fundraising schemes

3

New schemes set up thanks to private donations

We thank you for your ongoing support of our Charity

Acknowledgements

Thank you to all the Trust and Foundations, supporters, sponsors and partners who have supported us during this year.

Trust and Foundations

Edward Gostling Foundation
National Lottery Community Fund Awards for All
Emergence Foundation
Garfield Weston Foundation
Gerson Support Group
Artemis Charitable Foundation

Supporters

Abundance and Health
AONM
ION
The Cancer Coach
The Wellness Lab
Get Fitt
Cancer Options
Britt Superfoods
Hifas da Terra
LifeCode Gx
Quantum Clinic
Alliance for Natural Health
Weleda
Association of Reflexologist
Really Health Co
Synthesis Clinic

Partnerships

Camellia's Tea House
The Plant Base
MatchingMind
FreeWills
Health and Wellbeing Trust

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