



20 
CELEBRATING 20 YEARS

Impact Report

2023 - 2024

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Introduction

I am really happy to share this year's Impact Report with you. This report doesn't just reflect a year of support and shared achievements—it marks the beginning of a milestone: our 20th anniversary year.

In March 2024, Yes to Life launched the celebrations of two decades of providing information and empowering people living with cancer and taking an integrative approach to their wellbeing. This is a celebration of every life we have touched, every barrier we've helped break, and every person who has been a part of this journey.

Twenty years ago, Yes to Life was just an idea fueled by a profound belief: that no one facing a cancer diagnosis should feel alone or without resources. Today, because of many unwavering support, we've transformed that belief into a lifeline for countless individuals and families.

Together, we have built a community that stands united in hope, compassion, and action, and this Impact Report is both a reflection of all we have accomplished together and a vision of what lies ahead.

Each page of this report is a testament to the impact that we have made possible over these two decades.

Each story you'll find here represents the countless lives impacted by Yes to Life, showing us all that the work we do together is indeed life-changing.

As you explore this Impact Report, I hope you see your role reflected on every page. The progress, the stories, and the lives touched—all of this has been made possible by our incredible supporters, volunteers, staff and Trustees.

Whether you have supported Yes to Life from the very beginning or have joined us in recent years, you are an integral part of our story. The belief of many in our mission has allowed us to transform lives, one act of kindness at a time, and I am profoundly grateful to all of them.

This year, as we celebrate 20 years of Yes to Life, we are also celebrating you. We are honoring the hope you have given, the impact you have made, and the legacy of compassion you are helping to build.

Thank you for standing with us through every challenge and every success. Together, we are making the world brighter for those who need it most.

With heartfelt gratitude,

Miquel Leon-Canete
Chief Executive
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 twenty 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 15,700
beneficiaries
in 2023–2024

22,6%

*more than in the previous
year*

Our 2023–24 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 20 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 CANCEARTALK 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.	• 99% 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.	• An increase of 35.8% in new visitors • 32% of visitors returning more than 4 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.	• 10 active groups created and running online or in person with an average of 12 members each • Weekly Wigwam Cafe set up • 1 Bookclub up and running with 9 people on average attending.
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,	• over 185 people benefiting from a peer mentor • 12 new 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.	• 2 conferences delivered • Over 680 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, researches and practitioners.	• 51 radio shows delivered • Over 51,000 listeners on average • 50 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.	• 12 Podcast • Over 4,000 plays
e-learning platform for Healthcare Professionals	Horizons is our e-learning platform that Yes to Life launched to help professionals achieve a better understanding of the potential of Integrative Oncology to improve quality of life and outcomes.	• Over 230 students registered • 14 modules active for accreditation
Wellbeing Sessions	Free Online Wellbeing sessions for cancer patients, carers and volunteers	• 6 weekly online wellbeing sessions • 3 monthly sessions • 4 quarterly sessions delivered • 35 people on average attend one or more sessions a week.

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.

Stories and Testimonials

"When I was first diagnosed, I felt completely overwhelmed. The Yes to Life helpline gave me the space to talk things through without judgement. They helped me understand options I didn't even know existed. It made such a difference to feel supported and informed rather than scared and alone."

Marie H.



"I came to Yes to Life looking for guidance on complementary approaches alongside my treatment. They didn't push anything — they listened and helped me find what felt right for me. The online peer groups were a real lifeline, especially during radiotherapy."

Just knowing others were out there who understood meant everything."

Alex.

"After my second round of chemo, I'd hit a wall. Through Yes to Life, I found out about nutritional support and mindfulness sessions. It wasn't just about the therapies — it was about feeling human again. I'm so grateful to everyone who makes this support possible."

Peter.





"I ran a Marathon for Yes to Life after seeing how they helped a close friend through her treatment. Every mile was tough, but thinking about the people they support kept me going. Knowing the funds go directly to help people access integrative support makes it all worthwhile."

Tom

"Our local yoga studio held a fundraising day for Yes to Life. Hearing first-hand how the money helps people access information and treatments they couldn't otherwise afford was really moving. It's not a big faceless charity — you can see exactly where your support goes."

Michelle



"We chose Yes to Life as our charity partner after a colleague shared how much they'd helped his sister. We did a few team fundraising events throughout the year — it brought us together in a really positive way, and it felt good knowing the funds make a real difference."

Alex



"My wife and I went to a Yes to Life event last year. I only went along to keep her company, but I ended up getting just as much from it. Hearing from others going through similar experiences was so grounding. We both left feeling calmer and more connected."

David

"Every call is different, but one thing's the same — people just need someone who will really listen. Yes to Life gives them that space, and it's a privilege to be part of it. You can feel the impact one conversation at a time."

Volunteer

Note: Pictures are from an image stock database to protect the privacy of our beneficiaries. Quotes are real but names and pictures have been changed to protect privacy.

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.

15,700

Beneficiaries
coming to Yes to
Life over last year

51

Radio Shows
delivered

1,300

Providers listed in our
Life Directory

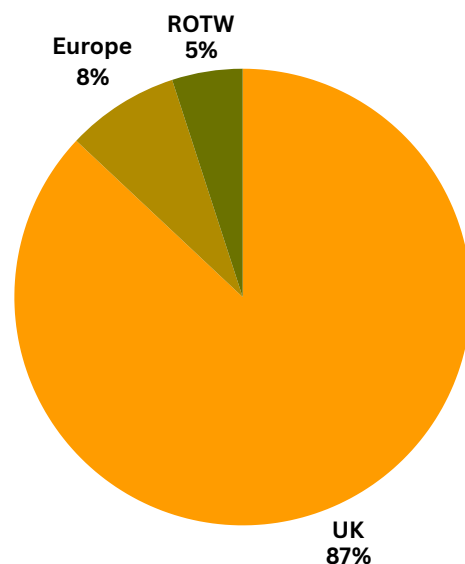
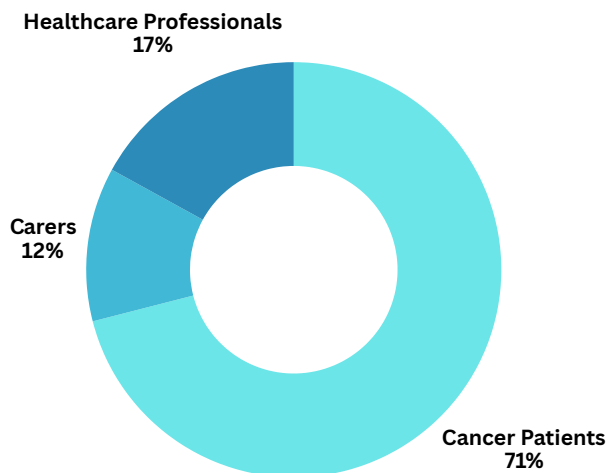
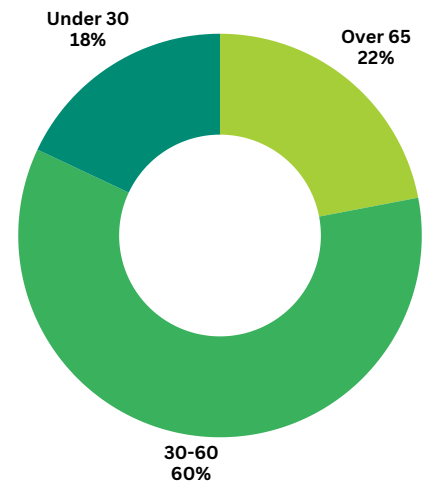
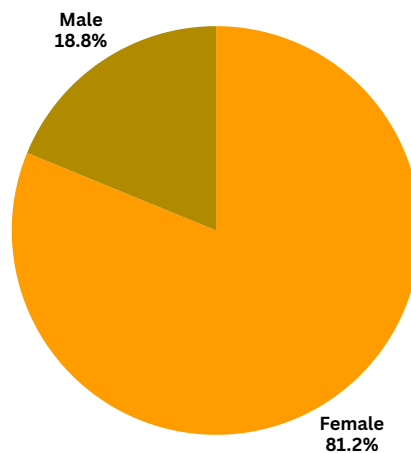
5

Events delivered

275

Healthcare
Professionals CPD
Accredited

Demographics



4

Weekly Wellbeing
Sessions delivered

680

Delegates attending
our conferences

480+

People benefitting
from our Wigwam
Cancer Support
Groups activities

38%

Increase in our social
media reach

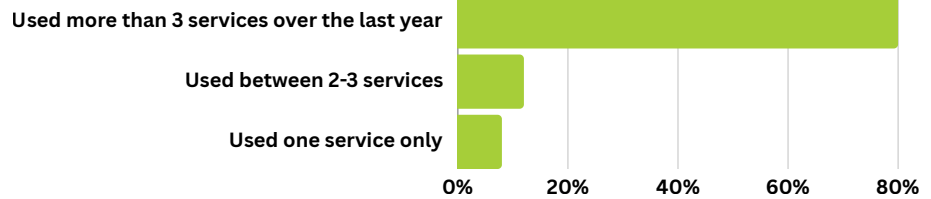
48%

Increase in the number
of calls and emails to
our Helpline

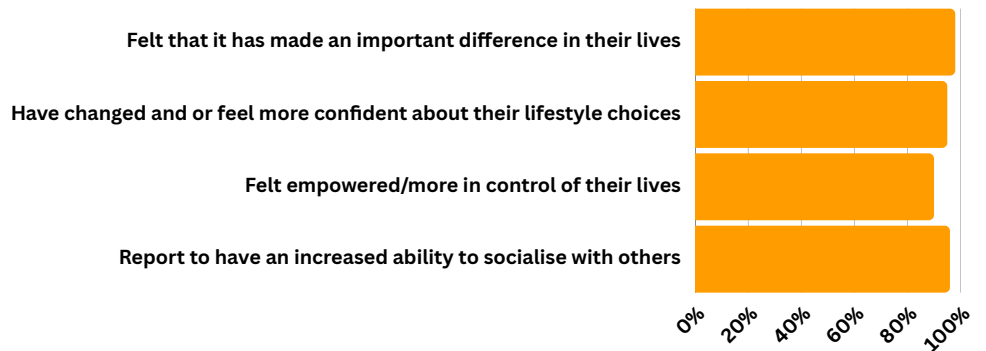
10.4K

Searches at our
LifeDirectory

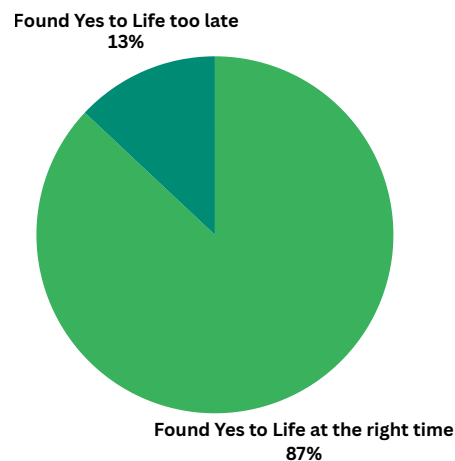
Services used over the last year



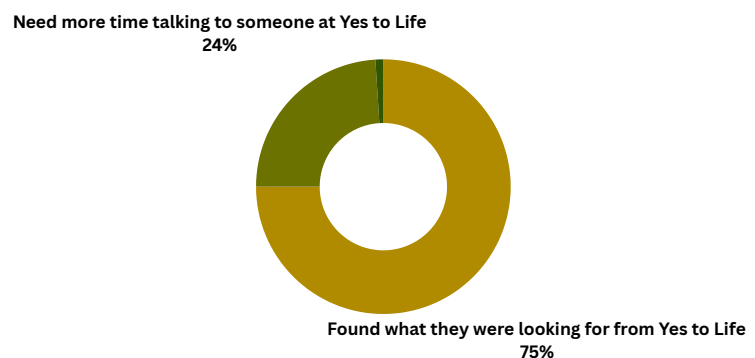
How our beneficiaries feel after using our services?



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

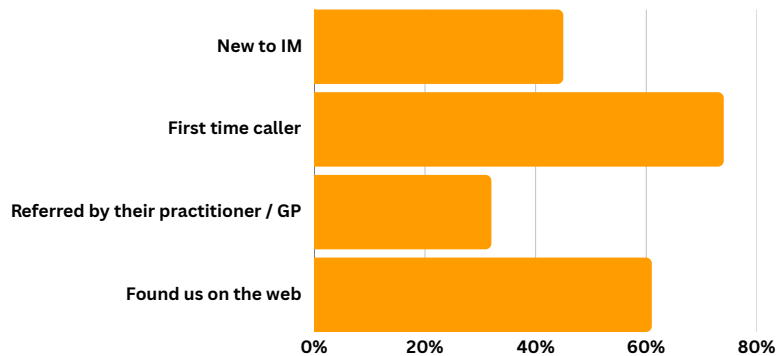
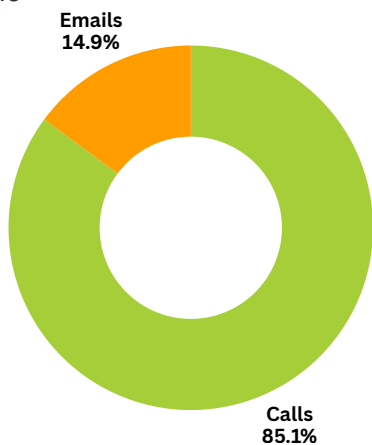


Did they find everything they needed from us?



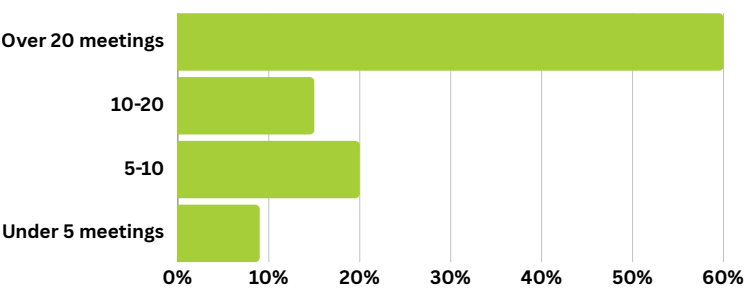
Outcomes and statistics from some of our services

Helpline

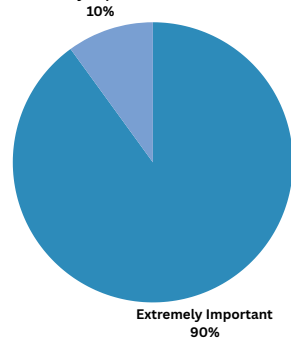


Wigwam Cancer Support Groups

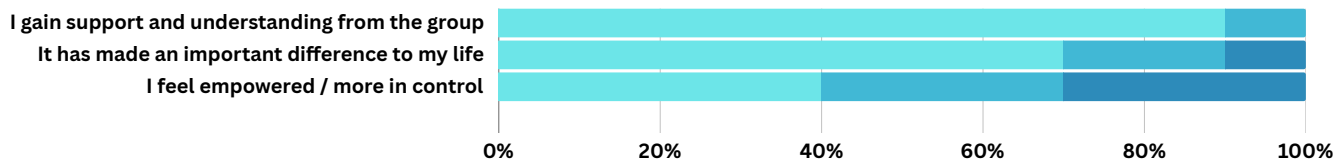
How many group meetings did you attend over the last year?



How important the group has been for you?

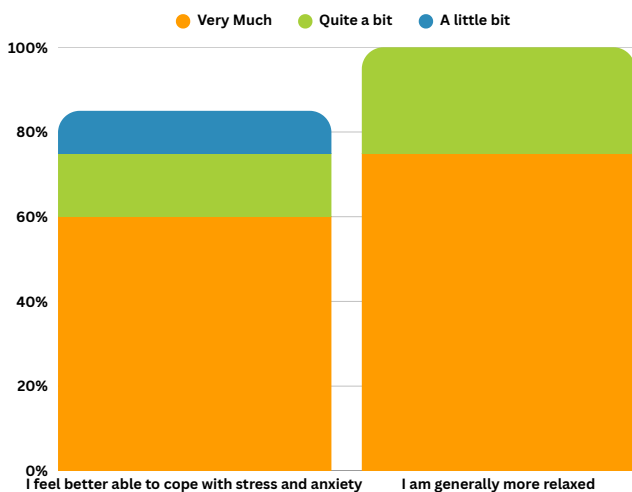
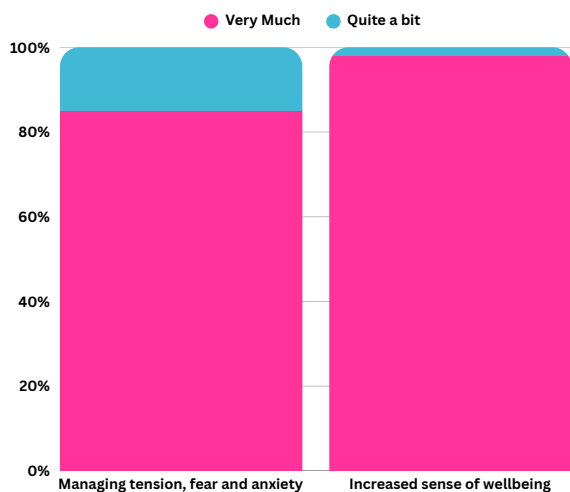


How the group has helped you?



Wellbeing Sessions

How has attending the Wellbeing sessions helped you?



Your Feedback

“Yes to Life helped me find my way through all the noise – I finally felt informed and supported, not alone.”

“The helpline was a lifeline at a really dark time. They treated me like a person, not just a patient.”

“I didn’t realise how many integrative options there were until I spoke to someone from Yes to Life – it gave me hope.”

“The peer support sessions made me feel understood for the first time since my diagnosis.”

“Yes to Life events are always so welcoming – you walk away feeling uplifted and full of useful information.”

“I’ve attended lots of health conferences, but none as inclusive and genuinely supportive as the Yes to Life ones.”

“Their information is clear, balanced and trustworthy – I know I’m getting honest guidance.”

“I love how Yes to Life brings together people from all walks of life – patients, carers and professionals learning side by side.”

“It’s not just about treatments – Yes to Life helps you rebuild confidence, purpose and peace of mind.”

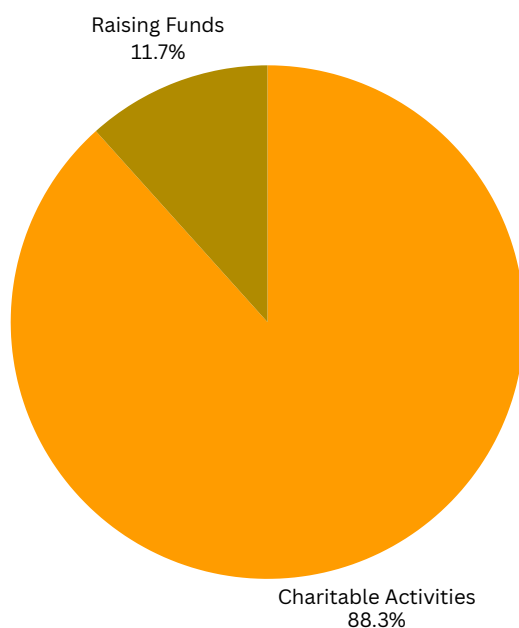
“Every interaction I’ve had with Yes to Life has been kind, thoughtful and full of care. They make you feel seen.”

Our Finances

Income



Expenditure



66%

Increase in expenditure for our direct service delivery from previous year

7

New partnerships

5

Grant makers investing in Yes to Life

£85K

Raised for personal fundraising schemes

6

New schemes set up thanks to private donations

We thank you for your ongoing support of our Charity

Acknowledgements

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

Trust and Foundations

National Lottery Community Fund Awards for All
Gerson Support Group

Supporters

Abundance and Health
AONM
ION
The Wellness Lab
Get Fitt
Cancer Options
Britt Superfoods
Hifas da Terra
LifeCode Gx
Quantum Clinic
Alliance for Natural Health
Weleda
Really Health Co
Chemothermia Clinic
The London Irish vintage Club

Yes to Life

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