



My Cancer  
**My Choices**

Dedicated to wellbeing

# IMPACT REPORT 2025





# Message from the CEO

2025 was a landmark year for My Cancer My Choices. Ten years of providing free complementary therapies to people living with cancer across Berkshire. Ten years of making a real, palpable difference to thousands of people, by helping to reduce the side effects caused by cancer and its medical treatments. Ten years of volunteers donating their time, skills and compassion to ensure people diagnosed with cancer feel empowered and able to make their own choices about complementary therapies, to support and nourish their body and spirit. And ten years of our community coming together to enable that support to flourish.

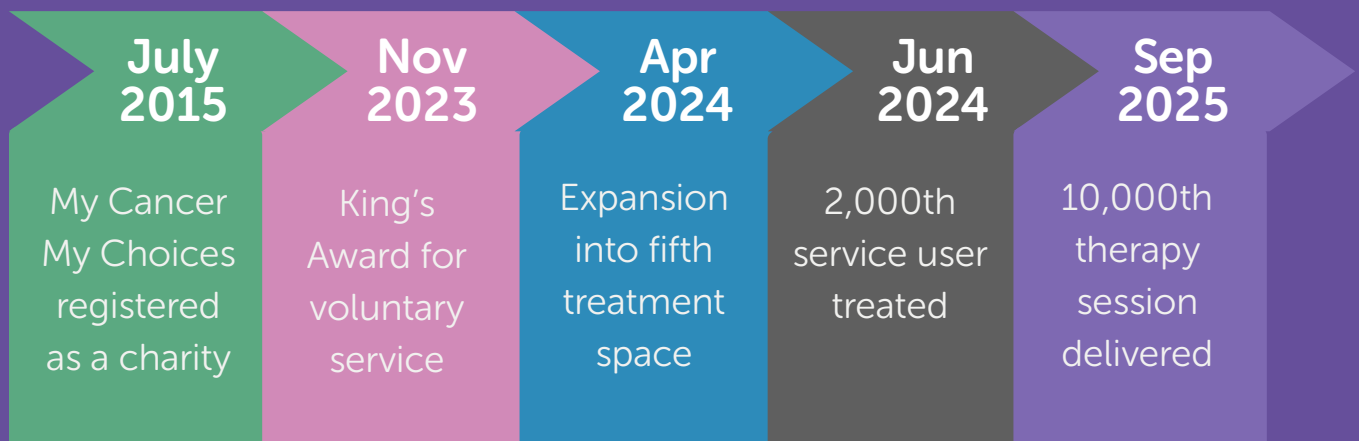


As we enter our next decade, I am immeasurably proud of what has been achieved before, and excited for what lies ahead. As the number of people needing our service grows, our ambition is to be there for everyone; to support them through their cancer journey, and to give them back a sense of control and wellbeing through the turbulent times.

Thank you for coming on this journey with us – your support and encouragement are a vital part of sustaining My Cancer My Choices' services into the future.

*Claire Rhodes, CEO*

## Major milestones achieved





# Our Vision and Values



## About My Cancer My Choices

At My Cancer My Choices, we understand the challenges that come with a cancer diagnosis. That's why we're passionate about providing access to complementary therapies that can help alleviate some symptoms, reduce stress, and improve overall wellbeing for individuals living with cancer and beyond in Berkshire and surrounding areas. From managing pain and fatigue to relieving anxiety and boosting mood, we walk hand in hand with you to offer holistic support to enhance conventional cancer treatments.

*Founded in 2015*

## Charity Vision and Values

### Our Vision

To provide complementary therapies, information and support to people living with cancer and beyond, in Berkshire and surrounding areas, empowering them to live well with cancer.

### Our Values

Empower | Compassion | Support | Respect | Excellence

# 2025 in numbers

*Our reach, and the difference we are making*

## ACUPUNCTURE

766 sessions delivered

## MASSAGE

542 sessions delivered

## REFLEXOLOGY

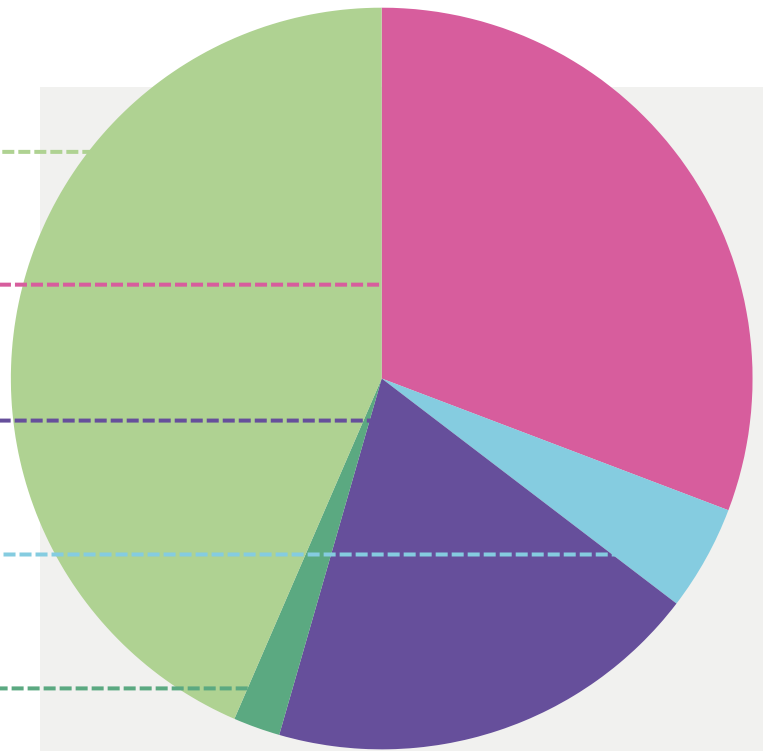
336 sessions delivered

## ART THERAPY

81 sessions delivered

## REIKI

36 sessions delivered



**2,410**

*people supported since 2015*

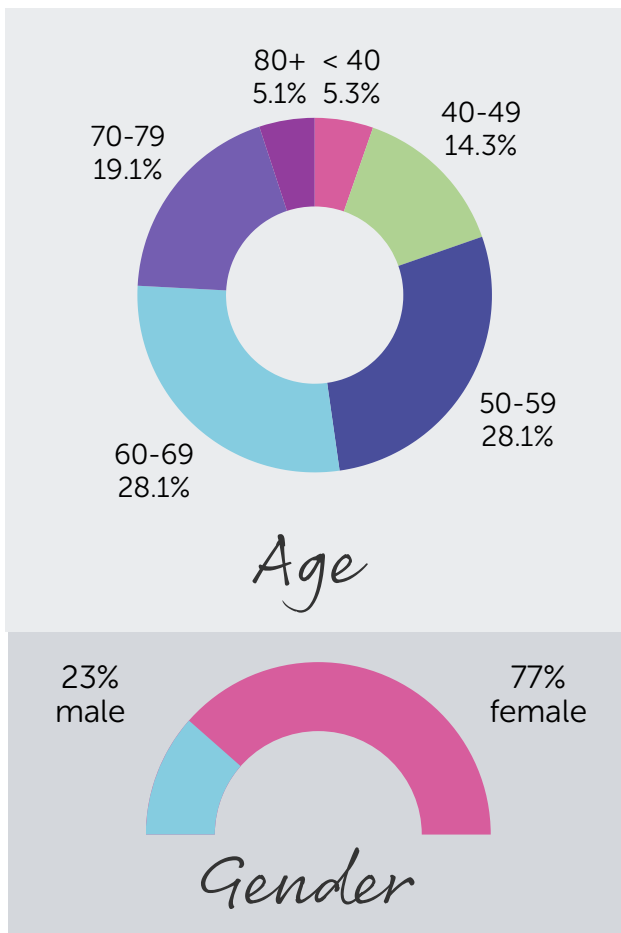
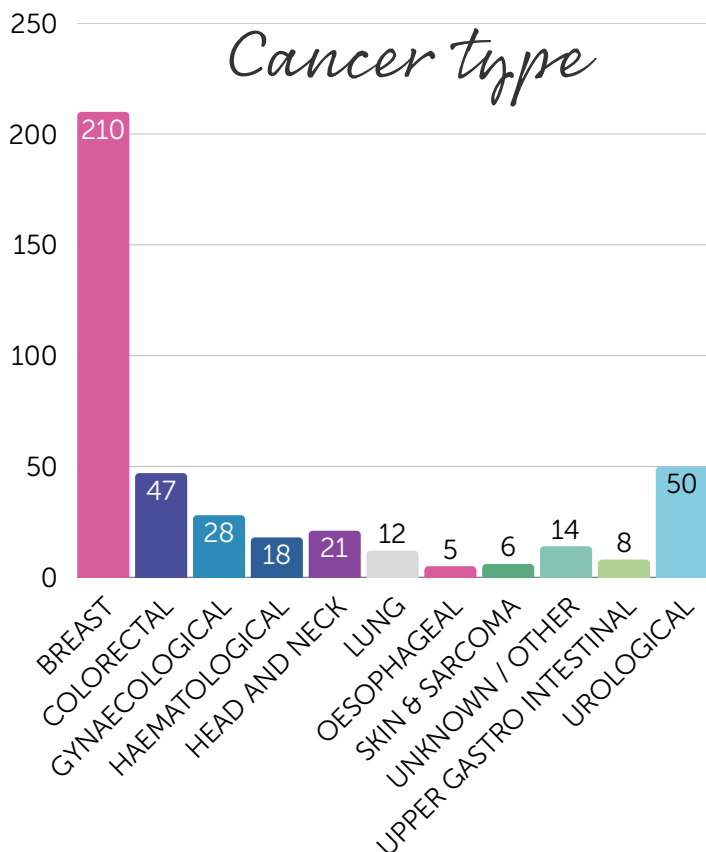
**98%**  
*positive feedback*

**89**

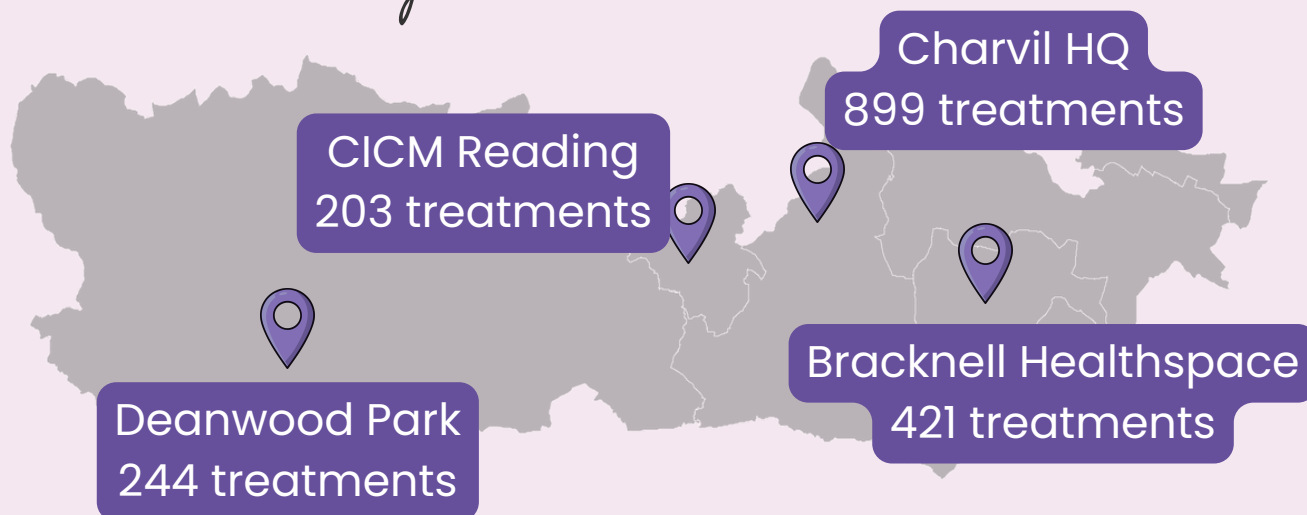
*volunteers in 2025*

*"My Cancer My Choices has been a beacon of light. Their compassionate care has given me strength, hope, and a sense of humanity."*

# Who we've supported



## Treatments by location

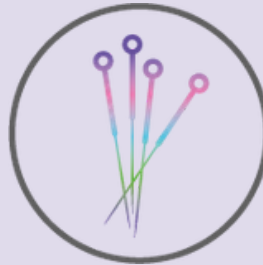


# Value of our services

*in 2025, compared to a private rate of £60 per hour*

Over  
**£700,000**  
*of care provided since 2015*

Mindfulness  
£17,500



Acupuncture  
£45,960

Art  
therapy  
£4,860



Reiki  
£2,160

Reflexology  
£21,960



Massage  
£32,520

Yoga, Tai Chi, Pilates  
£3,600

*We have provided 10,554 treatments over  
11,273 hours of therapy over the last 10 years*



# Meet Wendy

*Volunteer reflexology therapist since 2024*



Volunteering with MCMC has expanded my understanding of the cancer patient pathway and helped me learn more specifically about breast cancer treatments and managing side effects. I'd expected to learn new techniques to adapt reflexology for people living with cancer, but one of the surprises was discovering that wasn't needed. We use the same techniques and sequences as we would for any other client, whether that's helping with anxiety, pain, swelling or hot flushes. The key is to work with a gentler touch and an understanding of each person's cancer journey.

*“Volunteering with MCMC has been such a positive and enriching experience. The team is so friendly and appreciative – they're an absolute joy to work with. I feel proud to contribute to something that offers real comfort and connection to people navigating cancer, and grateful for the chance to learn and grow along the way.”*

## Impactful moment

One client I saw after her first reflexology session told me it was the first time since her diagnosis that she had been able to fully relax. When she returned for her next appointment, she said she'd had the best night's sleep in a long time after the session.

## Motivation to volunteer

Supporting a charity like MCMC felt like a natural step for me. I wanted to develop professionally as a reflexologist, so being able to use my skills to offer calm, relief, and comfort to clients during this time has been an incredibly rewarding part of my journey.

*Our volunteers give 700 hours a month to our charity, worth around £15,460 – or £185,520 per year.*

# Meet our service users

*Read about our impact from those we support*

## Geoffrey

In 2018, my life took an unexpected turn when I was diagnosed with prostate cancer. Following radiotherapy and years of monitoring, rising PSA levels necessitated further treatment.

During my treatment journey, I was introduced to My Cancer My Choices, an organisation that has provided me with invaluable support. Their therapies have helped me manage the symptoms related to my treatment, offering both physical relief and emotional comfort.

I am deeply grateful for the impact MCMC has had on my life and have become a vocal advocate for the organisation.



*“The kindness and professionalism of the MCMC team have been a constant source of reassurance. Their thoughtful words and practical advice have made such a difference throughout my journey.”*



## Holly

At 38, I was diagnosed with stage 3 tongue cancer, a life-altering experience that underscored the importance of holistic health. Cancer doesn't just affect the body; it impacts every facet of life. My Cancer My Choices became a beacon of support during this challenging time. The complementary therapies they offered provided moments of peace and relief amidst the whirlwind of hospital appointments. It was profoundly comforting to experience human contact that felt safe and nurturing rather than clinical.

*“The support I've received from MCMC has been life-changing. Their therapies provided me with more than just physical relief; they offered emotional healing and a sense of connection during a deeply isolating time.”*



## Dave and Anne

Diagnosed with aggressive prostate cancer in 2017, Dave has undergone numerous treatments and faced several recurrences. Struggling with hot flushes caused by hormone treatment, Dave turned to acupuncture, as suggested by a leaflet we found. The acupuncture sessions, conducted by a skilled therapist, not only alleviated his hot flushes but also provided therapeutic conversations, significantly boosting Dave's mental wellbeing.

*“Our story underscores the profound impact of My Cancer My Choices on our lives. The charity's complementary therapies have helped manage Dave's physical symptoms and also provided crucial emotional support.”*

## Dalia

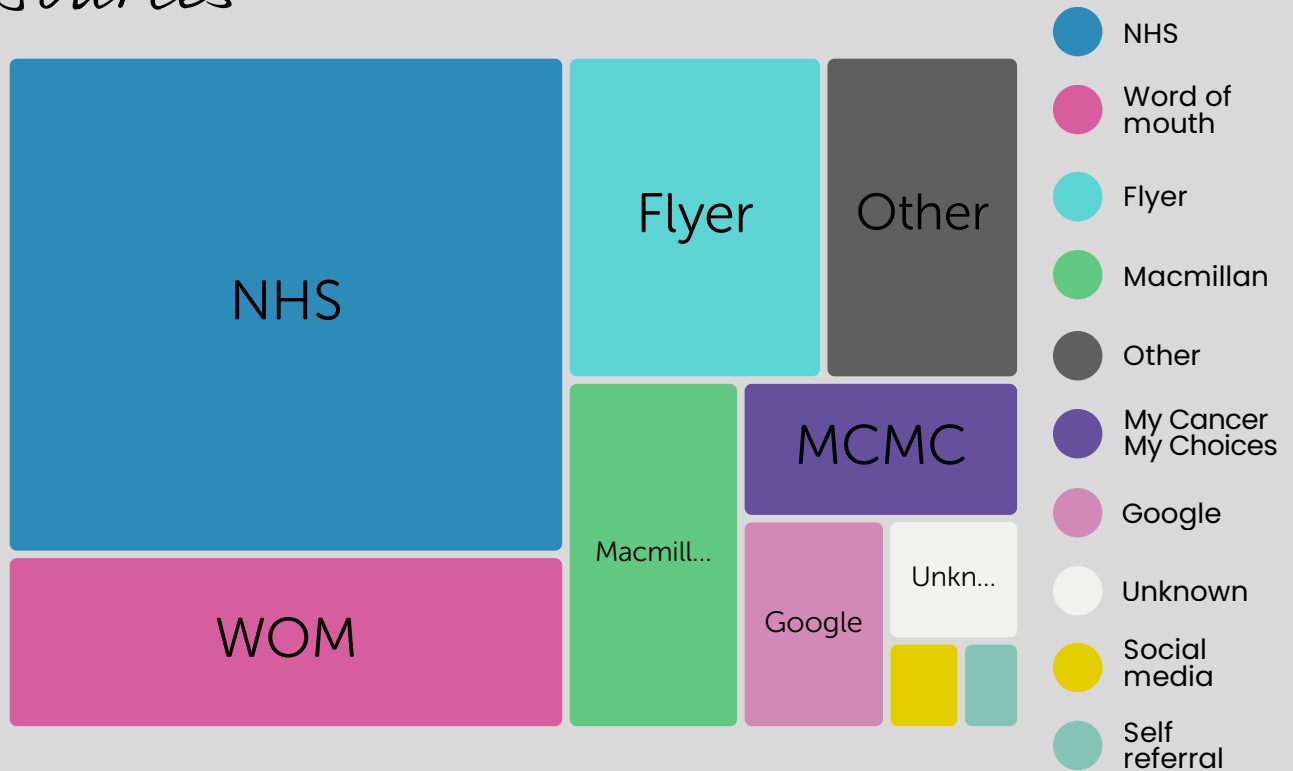
In January 2022, at the age of 33, my life took an unexpected turn, when I was diagnosed with breast cancer. Over the course of the year, I underwent intensive treatment, including surgeries, chemotherapy, and radiotherapy. I received various complementary therapies from MCMC. These treatments were incredibly effective in managing side effects like stress, fatigue, and pain in my muscles, joints, and bones.

*“My Cancer My Choices offers a safe haven and a reminder that you are never alone.”*

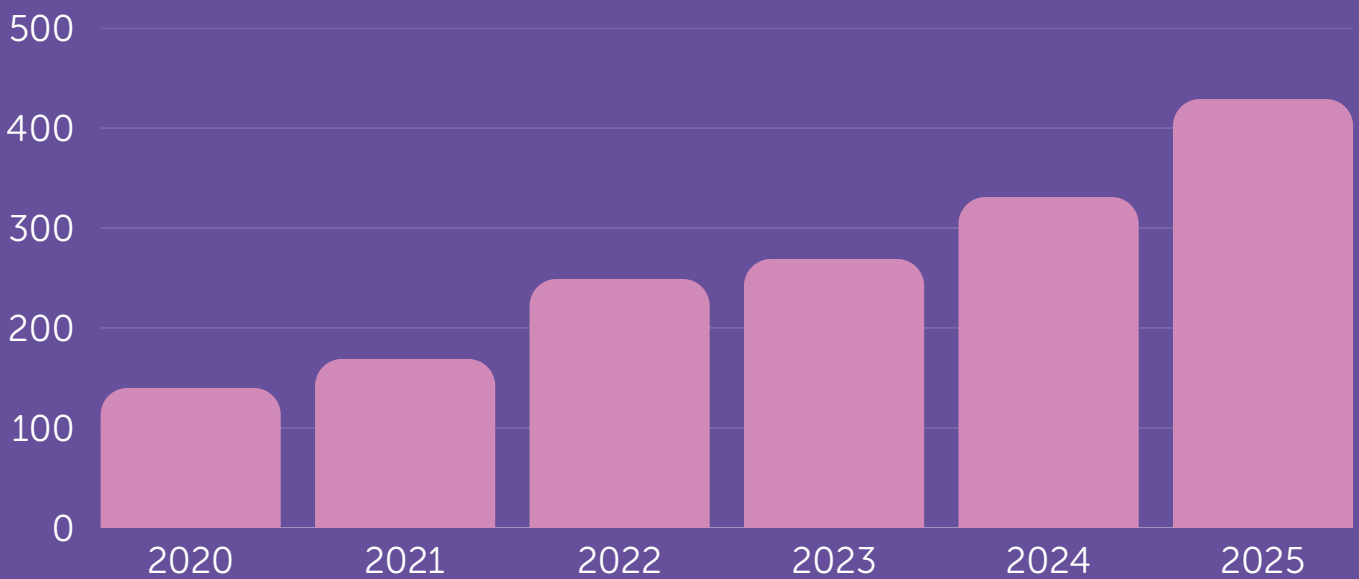


# Referrals

## Sources



## Referrals by year

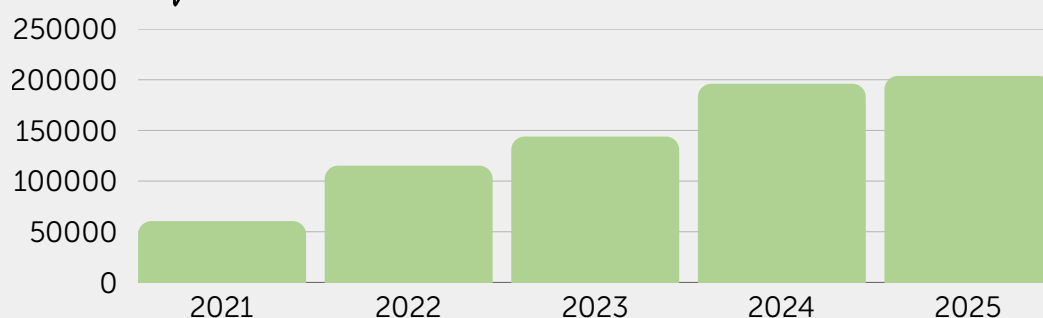




# Financial Overview

Income from donations/fundraising	£149,067
Income from grants	£49,129
<b>TOTAL INCOME</b>	<b>£203,754</b>
<b>TOTAL EXPENDITURE</b>	<b>£207,292</b>
<b>Closing reserves including designated funds</b>	<b>£177,147</b>

## Five year income trend



Cost per service user  
**£330**

## Funders

*You make our work possible - thank you*



Berkshire Nurses and Relief in Sickness Trust



# Fundraising activities

*Some highlights from the last year - heartfelt thanks to everyone who has raised funds for us*

Jan



## **Gala dinner - £48,279 raised**

Thank you to everyone who attended, donated, sponsored, spoke, supported, organised and volunteered - we had a record number of attendees. A special thanks to Voke Flooring and Interiors for their continued support of this flagship event.

Mar



## **Quiz night - £3,685 raised**

Our first ever charity quiz night was a sell-out success! Special thanks to our brilliant Quiz Master, Chris, and our fantastic team of staff and volunteers for making it all run smoothly, and to all the teams who took part.

May



## **10km Goring Gap walk - £7,331 raised**

A big shout out to everyone who laced up their walking shoes and joined us for our 10km walk at Mapledurham to celebrate 10 years of My Cancer My Choices. Thank you for helping us to support even more people with cancer across Berkshire.

May



## **12 hour football marathon - £13,588 raised**

Huge thanks to Ross O'Connor for organising an incredible football event for 50 people, bringing together people from across the UK to raise funds and support our charity.



12 June 2025 - 10<sup>th</sup> Anniversary

Jun



### Thames Trotters - £9,260 raised

Four intrepid volunteers took on a walking challenge covering 40 miles in just one day, to reach all four MCMC treatment locations. Despite awful, rainy conditions they completed their feat of endurance – thank you to the walkers and everyone who joined them or supported them.

Sep



### Fashion show - £3,401 raised

Ten amazing models - all people living with cancer who have been supported by us - took to the catwalk at John Lewis & Partners Reading. We feel so lucky every year to bring you this event and most importantly, to work with such inspiring people.

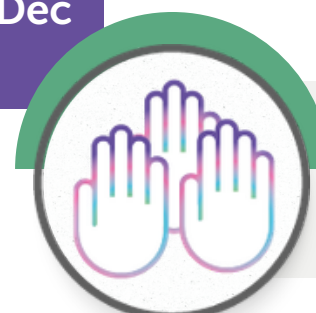
Oct



### Quiz night - £3,763 raised

Our second charity quiz night was even bigger and better than the first! Thank you to our Quiz Master Chris, all of our wonderful volunteers and everyone who joined us, donated, or helped make the event such a success.

Dec



### Christmas appeal - £2,310 raised

Our 'Wrap Someone in Care' online Christmas appeal ran throughout December, giving donors an opportunity to give a gift of care to our service users.

# Looking ahead

*Our plans for 2026 - and beyond*

<b>January</b>	Our fifth annual Gala Dinner, which continues to be one of our most loved annual events – a reminder of the compassion and community spirit that drives My Cancer My Choices.
<b>February</b>	Launch of auricular acupuncture (NADA) to groups of men struggling with hot flushes from prostate cancer treatment.
<b>March</b>	Casino Royale Charity Night 2026 - lose yourself in the atmosphere of live music, casino tables buzzing with action, and a crowd dressed to impress... all in support of a brilliant cause!
<b>April</b>	Our first London Marathon Golden Bond places – five of our amazing supporters will run 26.2 miles through the streets of London to raise funds for My Cancer My Choices.
<b>June</b>	Our Annual Volunteer Day, when we bring our volunteers together for training, collaboration and to celebrate all they have achieved. We are eternally grateful for their continuing support.
<b>Summer</b>	As we continue to expand to reach more people in need of our services, we are planning to open new treatment space and capacity, if we can secure additional therapy volunteers, this summer.
<b>November</b>	Our Christmas Appeal launches. Can you help us to reach our target of raising £288,000 this year to support cancer patients across Berkshire?
<b>December</b>	By December, we are hoping to deliver our 2,000 <sup>th</sup> session of complementary therapy of the year, making 2026 our busiest year ever.
<b>2027</b> <i>and beyond</i>	We aren't resting on our laurels, with big plans to expand our services, treatments and locations as we move into 2027.

*“Through holistic healing and compassionate care, we're not just treating cancer; we're transforming lives one session at a time.”*



# How you can help us

*We rely on support from our community – join us*



## Donate

We appreciate every pound you give us, and promise to use it wisely in delivering our vital services. You can donate online, by post, or directly from your bank. Setting up a regular monthly donation provides the steady support which makes long term change possible.

If you work for a company that supports corporate donations, please consider us when choosing your next charity.



## Fundraise

Every 90 seconds someone in the UK is diagnosed with cancer and whilst our therapies are provided free of charge, we rely entirely on fundraising, corporate partnerships and donations. Every penny you raise helps us to provide free complementary therapies to people living with cancer. Fundraising with our local community helps us to reach even more people.



## Volunteer

We couldn't do what we do without our wonderful volunteers. We offer a wide range of traditional volunteering roles as well as flexible support opportunities – you'll find all our current roles here.

If none of these fit your availability, you can still get involved through micro-volunteering. We always need more qualified therapists to join our fantastic team!



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**The King's Award  
for Voluntary Service**  
*The MBE for volunteer groups*

# Thank You!

To everyone who volunteers, leads, funds, supports, partners with us or uses our services — thank you.

My Cancer My Choices is only possible because of you.

Our contact information :

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 [www.mycancermychoices.org](http://www.mycancermychoices.org)

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Registered Charity Number: 1162165



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REGULATOR**