

IMPACT REPORT 2022



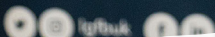
look good feel better
FACING CANCER WITH CONFIDENCE

FEEL BETTER

Look Good Feel Better
cancer support charity
at boosting the physical
emotional wellbeing
people living with c



www.lookgoodfeelbetter



info@lgfb.co.uk | 0372 747 500

Let us put a smile on your face.

LOOK GOOD FEEL BETTER

HELPING PEOPLE FACE CANCER WITH CONFIDENCE

A photograph of two women sitting at a table, smiling and looking down at something on the table. The woman on the left has long brown hair and is wearing a light blue sweater. The woman on the right has long dark hair and is wearing an orange turtleneck. There are coffee cups and a teapot on the table. The background is a plain, light-colored wall.

CONTENTS

- 01** Introduction from CEO
- 02** Charity mission and vision
- 03** 2022 at a glance
- 04** What our beneficiaries think
- 05** Long term benefits of our support
- 06** Beneficiary stories
- 07** Volunteering to give back
- 08** What our volunteers think
- 09** Working with our hospital partners
- 10** Partner spotlight
- 11** Our 2022 award winners
- 12** Looking forward

INTRODUCTION FROM MARK FLANNERY, CEO LOOK GOOD FEEL BETTER



Welcome to Look Good Feel Better's Impact Report 2022. In the report, we reflect on our achievements last year and review the feedback received from the many people involved with our charity: our beneficiaries, as well as our partners and volunteers. Next year, in 2024, we will be celebrating our 30th anniversary and despite the highs and lows of the last couple of years, demand for our services has never been needed more.

After my first five months as CEO, I am pleased to be leading the charity's growth with an aim to see its income and the number of beneficiaries supported double over the next three years. We recognise that demand for our services will continue to increase year on year and we are committed to a long-term growth strategy that will enable it to significantly upscale the

number of beneficiaries receiving support.

When we ask the volunteers who lead our workshops what stands out for them, the word that crops up time and time again is 'transformation', meaning that they are so proud to witness our beneficiaries undergoing a profound transformation throughout the workshops, gaining confidence, meeting new friends and being able to smile again. In fact, 99% of those who attended a workshop said that the charity had impacted positively on their sense of wellbeing, and every single one would happily recommend the experience to others.

It is thanks to our fantastic group of volunteers, supporters, partners and trustees, that we can look forward to an exciting future, dedicated to making a difference to people's lives while they are going through what is, no doubt, one of the most challenging times of their lives. We look forward to your continued support over the months and years to come.

Best wishes, Mark Flannery



> MISSION

We deliver cancer support services in local communities through a series of face to face and online group sessions along with video tutorials to help people face cancer with confidence, to regain their sense of normality, to make friends and most of all to Look Good and Feel Better.

> VISION

To be recognised as one of the UK's leading cancer support charities, and the only one dedicated to improving the physical appearance and overall wellbeing of people living with cancer.

2022 AT A GLANCE



8,648 beneficiaries supported



1,058 active volunteers and **6,585** volunteer hours donated



283,893 products donated by the beauty industry



1,477,851 people reached on social media



1,429 workshops and classes held



581 volunteer enquiries received

2022 AT A GLANCE



163,164 website sessions



93 face to face workshop locations across the UK



20,242 transactions via patient booking system & hospital portal



Over **8,500** beneficiary gift bags packed and distributed through pro bono support from Coty Bournemouth



Supported by **42** corporate partners



“Best digital communications during COVID-19” **SILVER AWARD** and “best use of digital by a charity, NGO, or NFP” **BRONZE AWARD**



WHAT OUR BENEFICIARIES THINK

100%

**WOULD RECOMMEND
LOOK GOOD FEEL
BETTER TO SOMEONE
GOING THROUGH
TREATMENT**

99%

feel the support from Look Good Feel Better has had a positive impact on their emotional wellbeing

98%

enjoyed the social setting and meeting other people facing cancer

637 beneficiaries who attended a workshop during 2022 were surveyed to obtain these statistics



THE LONGER TERM BENEFITS OF OUR SUPPORT

We asked beneficiaries who attended a workshop in 2021 how they felt about Look Good Feel Better one year later.

99%

feel that Look Good Feel Better workshops are a valuable part of someones treatment plan

97%

have felt supported by Look Good Feel Better during their cancer journey

97%

HAVE CONTINUED USING THE TECHNIQUES THEY LEARNT DURING THEIR LOOK GOOD FEEL BETTER WORKSHOP

SKYE'S STORY

Skye, 41, a mum of six from London, first discovered a lump on her breast when she stopped breast feeding her youngest child, 26- month-old Suraya.

She said “Physically it took a toll on my body. I wouldn't want to see anyone go through that. It's so disempowering. I lost my hair and I also put on weight because I was on steroids to manage the pain.”

During treatment, Skye attended a Look Good Feel Better Skincare and Makeup workshop. She said: “It really helped me in giving me the skills to look a bit more human if I wanted to go out to make me feel a bit more prettier. It made me feel special, a lot more special.

If you are diagnosed with cancer, I would recommend Look Good Feel Better's support to help you to keep some of yourself intact through treatment.”





ROLAND'S STORY

Roland Palmer, 62, was diagnosed with head and neck cancer and his treatment followed swiftly with numerous radio and chemotherapy sessions. After many months of suffering, Roland is now free of cancer and is slowly rebuilding his life with support of his partner.

Roland seized the opportunity to attend a Look Good Feel Better workshop. "Some of the men were reluctant to take part at first," he says. "But it really was incredibly helpful and I picked up some solid advice and tips which have made life that bit easier. Simple tips such as how to keep your shaving tools bacteria-free were actually a game changer.

Also, the men in the group all talked openly and were able to support each other. It certainly was an afternoon well-spent and I would recommend it to any other man in a similar situation."

VOLUNTEERING TO GIVE BACK

Chantelle from Manchester was living and working in London when her mum was diagnosed with secondary breast cancer. During a 14-month battle with cancer, Look Good Feel Better supported Chantelle's mum and she attended two workshops to lift her spirits.

Chantelle's mum sadly passed away in 2019 which led Chantelle to take a career break after working 17 years in financial services and retrain as a Makeup Artist with the hope of volunteering for Look Good Feel Better as a way of giving back in memory of her mum.

Fast forward to March 2022 and Chantelle has trained with the Cassie Lomas Makeup Academy, is working as a Makeup Artist for NARS and attended her very first Look Good Feel Better workshop at Maggie's Manchester as a volunteer, quickly being promoted to Lead Volunteer.

"I love bringing together women who are going through a similar experience and encouraging them to spend 2 hours focusing on themselves and their self-care. It's amazing being able to give them a bag full of amazing products and talk them through a skin care and make up routine. I try to make it as enjoyable as I can, so everyone leaves the room feeling a little bit brighter than when they walked in. Every session makes me feel like I've done my mum proud."

A portrait of Chantelle, a woman with long dark hair, smiling warmly at the camera. She is wearing a dark top. The background is a plain, light-colored wall.

**"EVERY WORKSHOP I RUN
MAKES ME FEEL LIKE I'VE DONE
MY MUM PROUD."**

WHAT OUR VOLUNTEERS THINK

100%

of our volunteers feel that volunteering for us improves their overall wellbeing and personal fulfilment

100%

of our volunteers would recommend volunteering with us to others

100%

of our volunteers feel proud to volunteer for us

“I feel so proud to be part of such an amazing charity, seeing how much the beneficiaries mood is lifted, their transformations during those fun 2 hours and big smiles on their faces at a workshop, but also as a volunteer just how much I get from them and how much better it makes me feel, double whammy.”

- LOOK GOOD FEEL BETTER VOLUNTEER



WORKING WITH OUR HOSPITAL PARTNERS



100%

of our hospital partners feel that Look Good Feel Better has a positive impact on a person's wellbeing

100%

of our hospital partners would recommended Look Good Feel Better to their patients

“We have hosted the Look Good Feel Better workshops every month at Barnsley Hospital for four years and the feedback that we always get is positive; ladies feeling a little more like themselves and enjoying the 2 hours that was just for them! Look Good Feel Better volunteers are at the heart of the programme, generously offering their time, professional advice and support to our patients.”

- ALISON SPENCER, HEALTH & WELLBEING LIAISON FACILITATOR, CANCER SERVICES, BARNSLEY HOSPITAL

80 venues were surveyed by Look Good Feel Better to obtain these statistics

PARTNER SPOTLIGHT - AVON

We are fortunate to work with a number of amazing corporate partners. Here we shine a spotlight on our partnership with Avon...



Jemah Brightman-White
*Purpose Partner – UK
Communications, **Avon***

“We are so proud to support Look Good Feel Better. For both of us we know that there’s more to a lipstick than meets the eye and at the centre of our partnership has been true collaboration, understanding and belief in the impact that we can have together.

We had many highlights last year and just to mention a few... Firstly being that we hosted a beauty and skincare workshop at Avon Head Office for LGFB beneficiaries and to be able to bring women together in that moment was incredible.

Of course, Breast Cancer Awareness Month was an exciting time, not only for raising funds but creating new collaborative content together has been a benefit for our partnership. It’s also been so great to see many Avon Associates volunteer with Look Good Feel Better. We’re looking forward to see what 2023 will bring for our partnership!”



OUR 2022 AWARD WINNERS

Gillian Kirton, Volunteer of the Year Award 2022



Gail Chisholm

Look Good Feel Better was there for Gail when she was receiving cancer treatment back in 2019. As a way of giving back to the charity following her recovery, she used her passion and experience as a Body & Style Consultant to help develop our new Styling for Confidence Workshop. Gail now gives up her free time to lead the workshops and has helped over 250 beneficiaries this year to explore colour, body shape, signature style and how to achieve and maintain body bliss.

Gerry Gough Outstanding Supporter of the Year 2022

Coty Bournemouth

Coty Bournemouth is the distribution centre for Coty UK Cosmetic and Fragrance businesses. Bournemouth has been supporting the charity for 27 Years. Coty's role is to receive, store, pack and distribute all of the donations given by the many organisations that support the charity. Every Item is checked and stored in their warehouse and they hold around 300,000 units of products and accessories.



LOOKING FORWARD



In conclusion, as the charity moves through 2023, we look forward to delivering our new bold and ambitious strategy, enabling us to provide our unique support to tens of thousands more people in the coming years.

We will be relentless in the pursuit of supporting more people facing cancer. We will be ever restless in the pursuit of new services and technologies to break down and remove barriers to access. We are committed to engaging more people in more communities. Most of all, we look forward to building on strong foundations to shape and grow a new, 'demand led,' beneficiary centric, Look Good Feel Better, fit for an ever-changing world.

Together, we can help more people living with cancer, face it with confidence.



look good **feel better**

FACING CANCER WITH CONFIDENCE

01372 747 500 | hello@lgfb.co.uk

www.lookgoodfeelbetter.co.uk



@lgfbuk



@lookgoodfeelbetteruk



@lgfbuk



@lookgoodfeelbetteruk

Look Good Feel Better, West Hill House,
32 West Hill, Epsom, Surrey, KT19 8JD

Company Registration No: 2850925

Charity Registration No: 1031728