



look good feel better

FACING CANCER WITH CONFIDENCE

CELEBRATING 30 YEARS



Impact Report

Facing cancer
together

2023

Visit our website lookgoodfeelbetter.co.uk



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Our vision



We aim 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.



**"The workshops
had a fundamental
impact on how I
care about myself."**

Skincare and make-up
online workshop beneficiary

LEANNE

Look Good Feel Better help people with the physical effects of cancer treatment.

We run free workshops across the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to others in a similar situation, whilst helping support people with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good and feel even better.





Introduction from Mark Flannery, CEO

I am delighted to share with you, Look Good Feel Better's Impact Report for 2023.

Whilst this is certainly a document of achievement and huge successes, it is only natural that as a national cancer support charity, that I talk about cancer.

Research from Macmillan Cancer Support tells us that there are over 3 million people in the UK living with cancer with over 390,000 people newly diagnosed every year. This alarming statistic highlights that on average, one person is diagnosed with cancer in the UK every 90 seconds.

We also know that the global cancer diagnosis rate is set to grow by over 50% in the next 15 years.

So, what does this mean for Look Good Feel Better? Quite simply, that there is a very realistic chance that the demand for our services is about to grow significantly and with increasing pressures on healthcare systems across the globe, screening waiting times are longer, diagnosis timescales are longer and treatment for many, is started later than it should be.

The charity sector in the UK is awash with challenges, with many, especially small charities, struggling to meet the significant rise in demand for services. This coupled with increasing operational costs and significant fundraising challenges, is creating a 'perfect storm' which has seen several well-established charities, sadly close their doors.

However, despite the challenges faced, Look Good Feel Better has had a very successful 2023. In March, we launched our 3-year strategy. This plan focussed on five key strategic areas, namely growing the number of beneficiaries that we serve, increasing our income, investing in our digital and web infrastructure, investing in our volunteer process and our highly skilled volunteer teams and ensuring that our services are available and accessible to all.

In 2023, Look Good Feel Better delivered £1.4m in income, a 40% increase from the previous year, whilst serving over 10,700 patients, an increase of over 30%. In 2023 we also opened 11 new venues, growing our physical footprint to allow us to deliver our vital services in even more communities across the UK.

“We help people to live during their treatment, to take opportunities, to thrive even during the toughest of times.”

In 2023 we also made some revisions to our brand and visual identity, whilst outsourcing our marketing and social media activity, to allow for maximum visibility of our work and progress, to inspire those living with cancer to reach out for our services and to inspire as many people as possible to support our work.

Look Good Feel Better is a personal charity. It helps people with cancer and it helps the people around them, family, friends, colleagues, the ripple effect of our work and support is significant. We operate from over 130 locations, deep in the heart of local communities.

The impact of our work is the most important part of what we do. We help people to live during their treatment, to take opportunities, to thrive even during the toughest of times. In 2024, the charity will celebrate its 30th anniversary, 30 years of delivering exceptional support, to help people to manage the cosmetic and physical impact of their cancer treatment.

We regularly receive wonderful feedback from those people who have used our services, which reminds us of the importance and necessity of our work – like Lorraine,

“One of the biggest parts of diagnosis and treatment is how your whole body image is altered. Going through the multiple examinations made me feel a massive loss of dignity, then loss of hair has made me lose so much self-esteem. Going out has become a mental torture. Just that little bit of advice on makeup and skin care in a room of other people going through similar experience has given me that confidence boost and I feel like me again for a little while.”

Mark Flannery
CEO





2023 at a glance

Last year, we supported



10,756
beneficiaries

An increase of 30.8% on 2022.



At 116
locations
across the UK

An increase of 23 on 2022.



Reach

1,641,418 people
reached across
our social
media channels

An increase of 163,567 on 2022.

Over 500,000
website sessions

£1,427,090
fundraised income

£1,528,287
expenditure

Workshops



1,596
face to face and
online workshops

Made up of



1,327
face to face skincare
and make-up workshops



246
online haircare, nailcare,
gentle exercise or styling
for confidence workshops



23
men's workshops

Volunteers



We have over
1,249 active
volunteers



Which totals
9,039 hours
donated



224,869
products donated
by the beauty industry
54,029 products less than 2022.



over 10,000
beneficiary gift bags
packed and distributed through
pro bono support from COTY.



Meet Zara, a beneficiary

Zara Barton was just 19 when she received her diagnosis of Stage 3 Hodgkin Lymphoma, a type of blood cancer.

When she started her treatment, Zara (pictured far right) was signposted to Look Good Feel Better's support resources and workshops by her teenage cancer nurse and attended one of our Young Adult Virtual Skincare & Makeup Workshops.

"My confidence was significantly impacted following my diagnosis. Chemotherapy had a huge impact on my appearance due to the hair loss it caused, which made me extremely self-conscious, and I always felt down about myself. I found it difficult because although I felt like myself on the inside, the physical effects of chemotherapy meant that others could see I was unwell.

I attended an online Teenage and Young Adult Make Up and Skincare workshop. Although I was feeling quite unwell on the day of the workshop, having just completed a chemo session, I was still able to take part and really enjoyed it.

Look Good Feel Better helped me by introducing me to other people of a similar age who were going through the same experience.



"It was extremely beneficial and gave me a real boost at a time when this was much needed."

ZARA

They also equipped me with the right beauty products to help me during and after my treatment. Overall, my experience with the charity was extremely beneficial and gave me a real boost at a time when this was much needed."

Zara is now giving back to the charity and recently took to the skies for the Look Good Feel Better Summer Skydive.

"The money I have raised means that more people are able to access the same brilliant services and support from Look Good Feel Better that I did and will help the charity to achieve its long-term goals.

When a loved one gets a cancer diagnosis, it's sometimes difficult to know who to turn to for advice and support.

Look Good Feel Better is a charity that is experienced in what they do, and really make a difference in helping people look good and feel better during the most challenging of times.

This is why it's so important to give your support to this charity. Thank you."





Volunteering to give back



**96.8% of our
volunteers**

said they would recommend
volunteering for Look Good
Feel Better to a friend



**89.8% of our
volunteers**

said they were very well
informed about the charity's
goals and objectives



**84.7% of our
volunteers**

felt extremely valued as a
Look Good Feel Better volunteer.



**89.4% of our
volunteers**

wanted to give back
to their community.



The future



The future for Look Good Feel Better is an exciting one. We are putting the foundations down to deliver the next 30 years of our work, helping more people, in more places, in more ways.

Thank you to everyone who has supported the charity in 2023 through fundraising, donating products, volunteering, providing services and advice or simply flying the flag for what we do, you have helped us to take the first steps on an exciting journey to our new future.

Until the day comes, that we all wish for, the day that cancer is cured, we will continue to face cancer together.



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Let us face cancer together.

For more information about the work we do visit our website [lgfb.co.uk](https://lookgoodfeelbetter.co.uk)



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