



2025 IMPACT REPORT

Giving hope to people living with
secondary (metastatic) breast cancer.

INTRODUCTION



Samantha Dixon
Chief Executive

This was my first full year in post at Make 2nds Count and I am delighted by what we achieved and very grateful to all who helped make the year a success. Reading this impact report, you will notice that it reflects the five objectives which form our new strategy; 2025 formed the first year of that plan.

We have seen huge growth, reaching many more women and men with secondary breast cancer than ever before. This is reflected in the number of people supported through our Facebook and WhatsApp groups, as well as through services such as our Clinical Trials Service (CTS). This expansion has not come at the expense of quality, with 100% of patients who used the CTS rating it as "excellent" and would recommend it to others.

A strength of Make 2nds Count is our powerful extended community, which gives us ready access to the voice of people living with secondary breast cancer across the UK. This is a great privilege, allowing us to shape our strategy to the needs of patients living with the disease. We also feel the responsibility to use this voice to advocate for change, whether that is access to new treatments - ensuring that services and plans reflect the needs of patients - or awareness of secondary breast cancer, including its signs and symptoms. This year, we have strategically prioritised using our voice to make the changes which patients need and expect; this has either been alone or, more frequently, in partnership with like-minded charities.

None of this would be possible without resources. I am incredibly proud of the Make 2nds Count staff team; although small in number, they have great impact. Our reach is extended by our Community Ambassadors and volunteers who represent us in local communities, proudly 'flying the flag'.

Our ambition to deliver the very best we can for patients is only limited by our ability to raise funds. I would like to thank every person who has raised or donated money to us. I am particularly pleased that so much of our fundraising is undertaken by people who have experienced our services; that generosity of spirit, ensuring that we are here to help others in future, is inspirational - thank you.

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IMPACT FIGURES

3,800

people now
belong to our 2nds
Together
Facebook Groups

23

Tea & Chat
isupport groups
now established
across the UK

529

people attended
our Patient
Summit in person
and online

495

people supported
by our Clinical
Trials Service

100%

users rate Clinical
Trial Service as
'excellent'

427

Wellbeing group
attendees

£671k

committed to
secondary breast
cancer research
since 2017

500

people joined
our Tea & Chat
Whatsapp
Support Groups

257

supporters taking
part in challenge &
fundraising events

1 ACCELERATE RESEARCH TO EXTEND & IMPROVE LIVES.

Our free and confidential Clinical Trials Service has continued to expand in 2025. The service is run by our full-time Lead Clinical Trials Nurse, Mel, and Clinical Trials Coordinator, Corinne.

Our Clinical Trials Service helps people living with secondary breast cancer understand how clinical trials work as part of their treatment pathway and we are able to conduct a personalised trials database search to aid with clinician conversations.

In 2025, we have been able to support 495 patients - that's a total of 1,331 since we started the service as a pilot in 2021.

We held five round table discussions across the country (Cardiff, Aberdeen, Manchester, Leicester, Brighton) in 2025 with 61 clinicians discussing the barriers around clinical trials that are seen and felt by professionals in the sector. These findings will help us understand how we can help patients overcome barriers in taking part in a clinical trial as part of their treatment pathway.

We are one of a few organisations that currently invests fundraising money into secondary breast cancer research. Our focus is to fund research that contributes to advancing an increased quality of life for our community.

ESTABLISH Sleep Research Study £186,517

Led by Dr Leanne Fleming, University of Strathclyde, this study will look at the impacts of insomnia in secondary breast cancer patients and hopes to demonstrate the effectiveness of Cognitive Behavioural Therapy (CBT) as a tailored insomnia intervention.



To cope with the increasing demand, we have been through a recruitment process in the autumn and are excited to be welcoming a new part-time nurse to the team in 2026.

“

Thank you so much for your call. I've been all over the place and to speak to someone who understands and doesn't just close the door means so much.

HER2+ CNS Surveillance Study £219,560

Co-Chief Investigators Prof Carlo Palmieri, University of Liverpool, and Dr Sara Meade, University Hospitals Birmingham NHS Foundation Trust, will be leading a study that will investigate MRI screening for breast cancer which has spread to the brain, before patients become symptomatic.

2 USE OUR VOICE TO EDUCATE, EMPOWER PATIENTS & DEMAND BETTER CARE & TREATMENT.

Our aim is to provide a powerful, intentional voice for the community. By partnering with key coalitions, we advocate for improved data collection, equitable treatment access, and the removal of barriers to clinical trials.

Education

By working with our database of 121 healthcare experts, we aim to increase signposting to Make 2nds Count as a trusted source of support, allowing us to better understand the impact of engagement.

At the heart of our education programme is our Patient Summit - the only one of its kind in the UK - which continues to evolve to provide the latest developments in research and clinical care for our community.

Advocacy in Action

- We held our first members debate in the Scottish Parliament highlighting the lack of progress in counting patients in Scotland.
- We called on our community to write to their MSPs, pushing for answers on the lack of testing, targeted treatment and audit in Scotland.
- Our work in drug approvals continues to develop. 86 patients contributed to our NICE and SMC submissions this year. While we celebrate approvals for Elacestrant and Capivasertib (NICE), we continue to fight for Scottish access, successfully campaigning for both drugs to be resubmitted to the SMC.

In June 2025 we held our second patient-focused Secondary Breast Cancer Summit designed to empower our community through increased knowledge and understanding of research, treatments and options.

In partnership with The Clatterbridge Cancer Centre NHS Foundation Trust and ECMC, the event saw 109 women and men from our community come together to hear from leading experts, researchers, and clinicians about the latest treatments, clinical trials, and supportive care - all explained in clear, accessible language. We were also joined by over 416 people online.

Thank you to our sponsors Novartis, Gilead, Pfizer, AstraZeneca, Lilly, InsuranceWith, Paxman and Menarini Stemline. And to our friends at Maggie's Liverpool, UKTNBC, ABC Global Alliance, Breast Cancer Now, Independent Cancer Patients' Voice and Met Up UK for providing support and information in the exhibitors room.

“

Being able to attend this Summit was literally life changing. Any feeling of being alone with my diagnosis completely disappeared. I was there with others who completely understood. I also learnt so much from the experts who so generously shared their expertise.



3 EXPAND OUR SERVICES TO INCREASE ACCESS TO TAILORED SUPPORT.

Our Support Services team have continued to develop and expand our support and wellbeing provision for the secondary breast cancer community this year.

We held our '2nds Together' Retreats in all four nations, supporting 133 community members and launched eight new regional Tea & Chat support groups, bringing the total to 23. We also introduced the Tea & Chat Whatsapp groups helping to support over 500 people and our closed Facebook groups continue to grow supporting over 3,800 people.

Our Wellbeing programme expanded with two new and very popular offerings - Pilates with our Community Ambassador Janet, and CancerFit strength training with Exercise Prescription.

“

The live sessions help me to show up and exercise. They are a part of being 'seen' in a world that does not recognise hidden conditions like metastatic breast cancer.

We launched our Family Support Service pilot in Scotland in August, thanks to funding from National Lottery Scotland with two families signing up for EFT counselling.

Thirteen new patients joined our Community Ambassador programme so we now have over 40 people helping to shape our services with their insightful lived experience.



Rainhill Retreat



London Tea & Chat



Nantwich Tea & Chat

DAVID'S STORY

David, 61, lives in Greater Manchester – but is originally from Birmingham. He was diagnosed in 2019 with stage 3 invasive ductal carcinoma. He had a mastectomy, axillary clearance, chemotherapy, radiotherapy, and hormone treatment – all during Covid. Then in 2023, after being regularly out of breath walking, a scan revealed the cancer had spread to his lungs.

"I live on a hill and walk everywhere, and I started to notice it was getting harder and harder to climb. Eventually, I could barely make it up the stairs. I went to the GP, who sent me for an X-ray, then a CT scan, a PET scan, and finally a biopsy. That's when I was told the cancer had spread to my lungs. It all happened fast – a total whirlwind.

When I was first diagnosed in 2019, I already felt isolated – being a man with breast cancer. When it became secondary (metastatic) breast cancer, that feeling deepened. People didn't know how to talk to me. You spend most of the conversation explaining what secondary means. No-one really stops to ask, "How are you?"

The first thing men need to know is: you can get breast cancer. I told one man I had breast cancer, and he said, "You mean chest cancer?" No – it's breast cancer. Men have breast tissue too.

More importantly, people assume that secondary means you're about to die. That's not always true. Yes, it's incurable – but it can be treated. That's the key distinction. I might not be healthy, but I can still live a good life."

Make 2nds Count has supported me by including me. I've felt both accepted and heard from the moment I joined the group online which has left me feeling hopeful about the future."



“

I knew breast cancer could become secondary, but I sort of blocked it out of my thoughts, and in truth I didn't truly know the full details of what secondary cancer was.

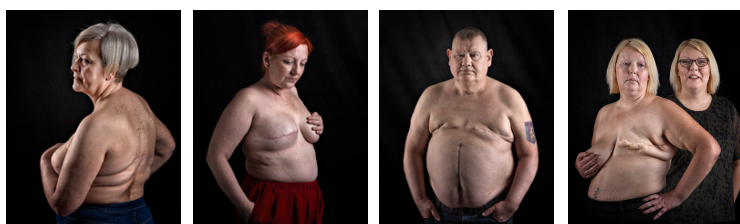
If you're a man newly diagnosed, find a way to express how you feel. That might be a support group, something online – anything. Men aren't good at talking about health. And many of your male friends will run a mile. But you need to talk. If you don't, it'll eat away at you.

4 RAISE OUR PROFILE SO NEEDS ARE MET AND VOICES ARE HEARD.

We've used our brand, channels and connections to raise even more awareness about secondary breast cancer and the signs and symptoms in 2025 - ensuring that our audiences are inspired, our community's voices and stories are heard and perceptions are challenged.

Breast Cancer Awareness Month: Truth Be Told

For Breast Cancer Awareness Month, our multi-channel campaign used national and regional YouGov stats on perceptions of secondary breast cancer, alongside a raw and inspiring collection of community portraits taken by photographer Jennifer Willis, to show the visible and invisible sides to living with the disease. Our social content had an incredible 2.8 million views across Facebook and Instagram and we had national press exposure in The Mirror, Sun, Express and Daily Record.



Stories of Hope

We launched our Stories of Hope blog on International Women's Day using real stories from women and men living with secondary breast cancer to encourage and give hope to our community. The Stories of Hope blog has had over 10,000 views in 2025 and continues to be a hub of inspiration for many. You can read them at: make2ndscout.co.uk/stories-of-hope

Secondary Breast Cancer Patient Summit

Our Patient Summit took place in June for three days with 416 attending live online. Our social content for the event had a reach of 46,601 and our recorded content was viewed 1,781 times on our YouTube channel.

Using our voice for change

We're now part of several coalitions driving a joined-up approach to achieving change across the cancer sector, including the Charities Medicine Access coalition (CMAC), NI Cancer coalition and Scottish Cancer Coalition. We stood with 60 other charities outside Westminster in August as part of One Cancer Voice to ensure our community was considered in the National Cancer Plan being launched in 2026.



We're thankful to the freelancers that have worked alongside us this year to raise our profile with those who need to know about us: Today agency, Broadcast Revolution, Bluebird PR, Purple Spider and designer Mhairi Campbell.

5 FUNDRAISING AND MAXIMISING OUR RESOURCES.

We are incredibly grateful to the amazing corporate partners, trusts and foundations, and supporters who have helped to raise money this year to help sustain and expand the work we do supporting those living with secondary (metastatic) breast cancer.

From taking on a half marathon and head shaves, to fashion shows and cold water swimming, we're amazed by the ways people have been raising money for us. Thank you to the 257 people who have taken on a challenge or held a community fundraising event for us this year.

Our successful Make 2nds Count 'Love Your Tribe' events took place again in Belfast and Manchester, bringing our community together for food, fun and entertainment, and raising vital funds. Our Walk4Hope events, held in both Scotland and London, raised over £17,000. Participants enjoyed a 5km stroll through beautiful parks whilst listening to inspiring speakers. The Hope Hive, run by Queen Bee Sam J Morris who led the fundraising for the BooBee campaign in 2024, continued to raise money with a number of fundraising events - included a ladies ascot day and a fashion show helping them to raise £11,633.31.

The beauty brand LAB FACTOR raised over £10,000 to support our work. This was achieved through a year-long partnership, which included the sale of The Beauty Mat.



Mid-Kent Golf Club Charity of the Year Partnership

Captain Andrew Lewis chose to support Make 2nds Count as his wife, Sarah, lives with secondary breast cancer. Sarah attended our Whitstable 2nds Together Retreat in 2024 and regularly attends the Chislehurst Tea & Chat support group. The partnership has raised an incredible £34,171.12 through several fundraising events, and both Sarah and Andy ran the Great North Run.



OUR TEAM



Professor David Cameron
Chair of Trustees

I am incredibly thankful as Chair of Trustees to the team of people that collectively have contributed to our achievements over the last year, alongside our individual supporters, funders and partners.

We will continue to use our passion, skills and positioning to inform, support, inspire and influence change so that the secondary breast cancer community is heard, and feel supported and empowered. Our community is

at the heart of Make 2nds Count and we are thankful to our Community Ambassadors for all they do to shape our service and raise awareness. We also give thanks to Heather Moffit, who has recently retired as trustee after three years as Vice Chair.

Community Ambassadors

Alexandra Moore
Rose Baker
Denise Bates
Elise Belsher
Joanna Bingham
Anne Blacklock
Kathryn Boulahia
Sammy Burrow
Janet Butler
Mhairi Campbell
Kelly Carson
Tracy Connolly
Carol Dugaid
Dianne Ellingham

Cheryl Graham
Nicola Harris-Simmonds
Lynsey Ann Harrison
Kate Harvey
Debra Hill
Lorraine Hodgson
Nicola Hughes
Marie Johnston
Amanda Jones
Kelly Kavanagh
Lorraine Landman
Joanne Magee
Tansy Main OBE (deceased)
David McCallion

Sarah McDiarmid
Emma McKay
Lorna McNaughton
Sam Morris
Janette Pashley
Su Pierce
Donna Sartain
Jacqui Shadrake
Mandy Smith
Kirsty Snare
Rachel Stewart (deceased)
Helen Swain
Diane Wildbur
Emma Winters

Trustees

Joanne Lacey (Vice Chair)
Heather Moffit (Vice Chair until Dec)
Chris Harden (Treasurer)
Dr Olubukola Ayodele
Ushi Baga
Amen Kaur
Ian Kilpatrick
Ian McCarlie
Lesley Stephen MBE (SBC patient)
Dr Peter Canney
Jenna Chick



Senior Leadership Team



Samantha Dixon, CEO
Emma Hall, Deputy CEO
Dr Sarah Thomas, Director of Research & Programmes
Clare Cox, Head of Marketing & Communications

Operational Team

Mel Tolson, Lead Clinical Trials Nurse
Corinne McDougall, Clinical Trials Service Coordinator
Claire O'Donnell, Patient Engagement Senior Coordinator
Ruth Harris, Corporate Partnerships Manager
Lianne Bryce, Fundraising Manager
Dr Alex Turner, Research & Education Content Creator



2025 IN PICTURES



A huge thank you to everyone who has donated or raised vital funds to continue our work giving hope to people affected by secondary breast cancer. We could not do it without you.

Individual givers over £5,000

- Andrew and Sarah Lewis
- Hope Hive Manchester
- Moondance Linlithgo
- SheUltra
- Lynsey Harrison - Breastie Ball
- Chris Harden
- Ian Kilpatrick
- Jamie McCarlie, & friends
- Natalie Birch & friends
- Beyond Limits

Patient Summit Sponsors

- Pfizer
- Gilead Sciences
- Novartis
- Astrazeneca
- Menarini Stemline
- Lilly
- InsuranceWith
- Paxman

Corporate Partners, Trusts and Foundations

- Pink Ribbon Foundation
- Qatalyst Partners
- Lab Factor
- TBC Leadership
- Blackford Trust
- Cunmount Trust
- National Lottery Community Fund (England, Scotland) for Retreats
- Macmillan for the Welsh Retreat
- National Lottery Strengthening Communities Fund (Scotland) for The Family Support Service
- Tesco Stronger Starts across seven Tea & Chat's
- Medicash Foundation for Rainhill Retreat
- Hugh Fraser
- Next plc



THANK YOU

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