



look good **feel better**

FACING CANCER WITH CONFIDENCE



ANNUAL REPORT 2020

LOOKGOODFEELBETTER.IE



look good
feel better

Our vision

That the Look Good Feel Better programme be an integral part of cancer care in Ireland supporting people with cancer.

Our mission

To help improve the well-being and confidence of people undergoing treatment for any type of cancer. We do this by providing free Look Good Feel Better workshops and advice, to help manage the visible side-effects caused by cancer and its treatment.

Our values

Integrity, Hope, Optimism, Empowerment, Community

MESSAGE FROM THE CHAIRPERSON

2020 was probably the most difficult year in the history of the organisation. As a result of the Covid-19 public health emergency, every part of the organisation was put under review. In terms of programme management, we reimagined the charity first to host one-to-one workshops remotely with the participants own make-up, then to work with cancer care centres once they had opened up to host workshops remotely with cosmetic kits, and lastly to host our own workshops over Zoom with cosmetic kits sent out individually to people's homes.

Unfortunately, more people are getting cancer than ever before in Ireland, Potentially, between 2015 and 2045, we could see a doubling of the number of cases diagnosed annually if current cancer rates continue (https://www.ncri.ie/sites/ncri/files/pubs/CancerIncidenceProjections_NCRI_fullreport_09042019_final.pdf). We want our programme to reach more participants and to work with the people who need us in every county in Ireland. Our research shows that 98% of participants would recommend the programme to a friend, and 9 in 10 leave feeling more confident about their appearance (the 2019 Look Good Feel Better Global Participant Survey gathered data from over 26,000 women with cancer in 16 countries). Bringing joy and smiles to the participants' faces and providing tips and techniques on skincare, grooming and make-up to those who need it, is something that we are very proud of and ultimately our driving force.

In terms of fundraising, our events were cancelled, which represented a significant loss of forecasted and budgeted income. Once again, the charity innovated, and we changed our fundraising strategy and operations to raise funds from trusts, foundations and government funding to ensure that we could keep reaching as many people as possible with our services. We are so grateful to everyone who helped us to reach as many people as we did in 2020.

I would like to sincerely thank Annabel and Margaret for their dedication and commitment to the charity. Their innovate ideas and how they were able to reimagine how we continued our services multiple times throughout the year, was inspirational. Also, none of this would have been possible without the support of our volunteers who made it possible to continue to deliver our service.

The vision outlined in this annual report is to continue to reach as many people as possible and bring joy, happiness and some tricks and techniques into the lives of those who need us. We continue to do this with passion and envisage a long future ahead.

Finally, I would like to thank the board who have led this charity in these troubled times with excellence, skill, hard work and vision.



Chairperson, Look Good Feel Better

MEET THE BOARD



We would like to thank the board for their continued dedication, time, energy, passion and unwavering confidence in the importance and relevance of Look Good Feel Better. They went above and beyond to make sure that Look Good Feel Better continued to deliver this service and demonstrated good governance throughout 2020.



Lisa Byrne

Lisa Byrne is the Regulatory Operations Manager in Oriflame Research & Development Ltd based in Bray, Co Wicklow. Lisa has been working in the cosmetics industry for 15 years and is passionate about colour cosmetics. Oriflame have a long standing relationship with Look Good Feel Better and Lisa has been involved in many of the charity's initiatives over the years. Lisa joined the board back in 2019 in order to play a bigger role in the great work that is being done by the charity. The experience so far has given Lisa a deeper appreciation of the importance of the workshops that Look Good Feel Better run, empowering women in their time of need.



Maureen Carolan

Maureen Carolan is an experienced Governance and Company Secretarial professional who has had a lengthy career in Bank of Ireland in various roles. Maureen has strong business acumen and extensive knowledge of corporate governance. As well as being the a Board Member and Company Secretary of Look Good Feel Better, Maureen is also a member of the Council of CORU, Regulating Health and Social Care Professionals. Maureen is a supporter of the work carried out by Look Good Feel Better and its volunteers in helping woman going through a challenging time in their lives. She says that it is an honour to be involved.



Kay Cornally

Kay Cornally is a well-respected and well-known member of the cosmetic industry with over thirty year's experience as chemist for a number of brands. At present, Kay is Principal R&D Chemist (Cosmetics) for Europharma Concepts. She lives and breathes cosmetics. She was one of the founding members of Look Good Feel Better and instrumental in setting it up as a registered charity. Previously Kay held the role of chairperson of Look Good Feel Better and she believes passionately in the charity and the good work that it does.



Alannah Coghlan

Alannah Coghlan is a Senior Account Manager with Procter & Gamble based in their Dublin office. She is a seasoned marketing and sales executive and inherited her passion for beauty and personal care from her grandmother Rita. Despite many challenging days with her health, Rita would never fail to put her powder and pink lipstick on. Alannah saw how important this simple action was for her and how it helped her face the day. This inspired Alannah to join the Look Good Feel Better family as she recognises the importance of their workshops and how they empower & build confidence of participants when they need it the most.



Lisa Gaynor

Lisa Gaynor has proudly worked in the beauty industry for the last 25 years. From working with big global corporates (Unilever, Coty, The Body Shop, Boots) to small start-ups brands, she still gets excited by every new trend, product, and campaign. Since moving back from the UK in 2016, she now runs her own marketing consultancy, working with several Irish and Swiss beauty clients. Lisa joined the board of Look Good Feel Better because she believes a little make-up and self-care can transform how you feel about yourself. When you are at your lowest anything that can give you even a little boost helps you get through the tough times.



Gillian Nealon

Gillian Nealon worked for over 11 years in the development and regulation of cosmetics before moving into the medical device and pharmaceutical industries. While working within the cosmetics industry, Gillian learned the true importance of how cosmetics can empower and bring confidence to women around the globe. When there was an opportunity to start to work with a charity that incorporated self-care for women who truly needed it, she knew she wanted to be involved. In 2012, with the help of industry colleagues, Gillian worked to set up Look Good Feel Better as an independent charity and continues to drive the charity forward to reach as many people as possible throughout Ireland.



Caoimhe Ruigrok

Caoimhe Ruigrok is a practising barrister, who was called to the Bar of Ireland in 2013 and is a member of the Law Library. She practices law in a number of areas, including; employment law, banking, commercial, chancery and planning and environmental matters and she practices in all courts. She is an experienced CEDR mediator, mediating in commercial, employment and family matters. Caoimhe was also called to the Bar of England and Wales and Northern Ireland and teaches and provides training to a number of different organisations.



Naomi
Zimmermann

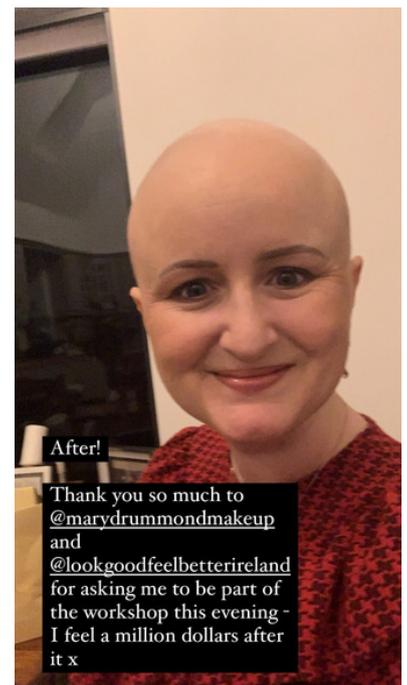
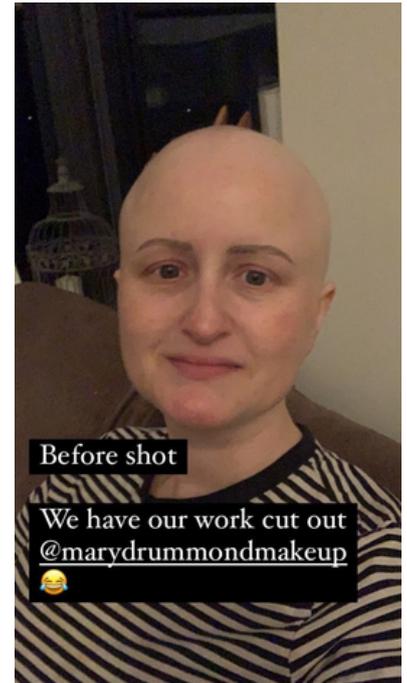
Naomi Zimmermann is a chartered accountant with extensive experience gained from a number of sectors including renewable energies, construction and retail in both Dublin and London. Having been involved in numerous processes of digitalisation and process improvements, Naomi was delighted to become a board member of Look Good Feel Better, to help ensure that all financial reporting mechanisms were functioning as efficiently as possible so that the charity can focus on its important work. As a professional woman, Naomi feels it is a privilege to be involved with Look Good Feel Better and is honoured to contribute to such a worthwhile cause.

DR BRID DUNNE

When I was diagnosed with breast cancer at age 36 in July 2020, I felt like my whole identity shifted. I discovered I would need surgery, chemotherapy and radiotherapy and that I wouldn't return to work for a year. As treatment progressed, it was like more and more of myself disappeared and I was entirely defined as a cancer patient. In particular, so much of what I associated with my femininity was disrupted by the treatment - losing my long dark hair and my eyelashes and brows, breast surgery, port scars, menopause, hot flushes, and fingernail loss.

When I read about Look Good Feel Better in the early stages of my diagnosis, I was really keen to participate. I LOVE make-up and products and was particularly attracted by the gorgeous goodie bag. I signed up for a workshop with Mary Drummond, which took place over video call three weeks into chemotherapy treatment when I had just lost my hair. What I really enjoyed about the workshop was it made me feel like a normal woman again. For a lot of cancer treatment, you have to hand over control of your body to clinicians. In this workshop, I felt an increased sense of control and it was great to interact with my body for pleasant reasons rather than the harsh treatment regime. Mary really worked with me - I love make-up and we had a great discussion about different products. She showed me really helpful techniques to fill in my thinning brows, disguise my lack of eyelashes, and address redness from facial flushing. The benefits were more than just helpful techniques however - the workshop made me feel like myself again. I forgot about cancer and how sick I was feeling and felt like a normal woman at a make-up lesson giggling about how much money I spend on products.

It's easy to dismiss make-up and skincare as a luxury or a frippery. In my clinical practice as an occupational therapist, I see the therapeutic value of engaging in self-care occupations. In participating in a Look Good Feel Better workshop, I have experienced the value of this first hand. It was a high point during an otherwise difficult time. I was delighted when Annabel asked me to become a patient ambassador for the charity - I really believe in the mission of Look Good Feel Better and want to help as many people as possible to learn about and support its work.



PADDI MULHOLLAND

My name is Paddi Mulholland. My cancer journey started with a letter from BreastCheck for what would have been a routine mammogram. I had had a check the year before and everything was fine, so I nearly didn't go, but something inside me thought I'd better. So, this time I went for the check and thought no more of it. Then the call back letter arrived in the door and again, because lots of my friends had had call backs and were fine, I thought nothing of it. I went to see a doctor and then a consultant. The consultant told me that I had two lumps. I was so lucky that I had my check up because I couldn't feel them or see them at all. I waited five weeks for my operation and when they went in the two lumps had grown and there were two more. I'm a very positive person and I felt very lucky that they had found these.

Sometimes with cancer you feel like a gerbil on a wheel and you're told where to go and what to do, with everyone else in control. You're so busy trying not to show everyone how scared you are and protecting them. So I was really delighted to hear about the cancer care centre Cuisle through a friend. I availed of their wonderful services and so did my husband. I'm very grateful to them, I feel like the consultants saved my life and physical health, and Cuisle my mental health. It was through them that I came to Look Good Feel Better.



I found the Look Good Feel Better experience fantastic. Emily, the volunteer was really great. I didn't have chemotherapy so I had the hair on my head, but I did have alopecia on my eyebrows. Learning how to draw on eyebrows was great, I still use the technique today. When I got the bag of goodies before the workshop, I Facetimed my daughter Ruth and took her through every product in the bag and she couldn't believe it.

Cancer impacts everyone, there's not a family in Ireland that hasn't been affected by it. I really believe everything happens for a purpose and I wouldn't have known about Cuisle and Look Good Feel Better or, have met the people I have met along, the way if I didn't have cancer.

To: Info

Thanks so much for letting me join in the makeup masterclass this morning. Emily made it very enjoyable and was very generous in sharing her expertise and tips with us.

Also thanks so much for the bag of products, much appreciated

Kind regards

Paddi

MEET OUR PR & COMMS

We would like to acknowledge the hard work, energy, commitment and enthusiasm of the members of the PR communications committee, who provide support to the board. They met almost every week throughout 2020 to ensure that the programme, fundraising, marketing and communications stayed on course. Our thanks go to each and every member of the group,



Mary Drummond is a make-up artist, beauty therapist and oncology aesthetics Therapist. She is a well-established and respected make-up artist and is lead artist with RTE's Dancing with the Stars. She has been volunteering with Look Good Feel Better for six years on nearly all aspects of the organisation, including programme support and fundraising, and she loves it. "The charity is growing all the time and I hope to keep on leading workshops, helping to fund raise and generating awareness about the amazing work we do".



Emily Dunne is a volunteer on the PR Comms committee of Look Good Feel Better, and also a PhD student in mediation and law. Volunteering has always been very important in her life and she says that the work of Look Good Feel Better is so wonderful to be involved with. "When there is so much that seems to be going out of control with a cancer diagnosis, Look Good Feel Better offers a little self-care and time out for yourself. It has always been a pleasure to work with Look Good Feel Better and also to volunteer in all aspects of the charity". Emily worked for Look Good Feel Better leading the organisation with Margaret Heffernan through a time of significant growth.



Margaret Heffernan came on board as a volunteer in 2005 and having volunteered passionately until 2014, she was delighted to take over as Programme Manager. She has witnessed the organisation grow from working with 9 to 15 hospitals, with 1,000 participants and up to 200 volunteers. She has worked with Annabel in reimagining the organisation throughout the COVID-19 public health emergency, by forging new partnerships, reformatting the programme and retraining the volunteers.



Celina Hogan joined Look Good Feel Better in November 2020. Celina helps create content for our social media along with supports fundraising for Look Good Feel Better through our different social media platforms. Her background is in business and tourism, but during the pandemic found her niche, which is social media marketing and content creation. Celina enjoys working with LGFB as she sees how much it means to women and men, and the little bit of joy one of the workshops can bring to a person going through one of the toughest journeys they can ever face.

MEET OUR PR & COMMS



Christina Killeen is a manager in Ireland's favourite shop, Penneys, and in her spare time is a fully qualified beautician with experience of oncology aesthetics. She has been volunteering with Look Good Feel Better for over four years and is a driving force of the fundraising efforts for the charity. Christina became part of the PR Comms committee last year and enjoys being part of a board of phenomenal ladies. Her only mission is to make people smile through her Look Good Feel Better workshops, because a smile is one of the prettiest things you can wear.



Sorcha McCabe joined Look Good Feel Better in 2019 after working with the organisation on a fundraising project, and seeing that the work of the organisation can make a huge difference to people! After over 20 years in the creative advertising industry, Sorcha set up her own creative project management company, and works with clients and individuals to, as she says in her own words, "get stuff done". Through her creative network and contacts, Sorcha helps us with concepts, logistics and delivery - basically "getting it done".



Annabel O'Keeffe is the General Manager of Look Good Feel Better and has led the organisation through the public emergency of COVID-19 by reimagining the organisation with the support and expertise of PR Comms and the board. Her area of expertise is general management, marketing and communications. Annabel is passionate about the work of Look Good Feel Better and its impact on the self esteem and confidence of people when they need it most. She believes that everyone receiving cancer treatment should have access to Look Good Feel Better's transformative workshops.



Elizabeth Whelan, Director of Zestivo, is a health and wellness expert, and a life and business coach. With over 30 years' experience in the beauty and holistic care industry, Elizabeth established Zestivo, a wellbeing company that offers individual's expert practical life-enhancing skills, which can be implemented into daily life to energise the body and mind while minimising the stresses of daily life. Through her work, Elizabeth has become a leading media commentator on skincare, beauty and wellness. She is an accomplished public speaker, specialising in motivational talks on skincare, health, wellbeing, mindfulness, meditation and manifesting techniques. Elizabeth devised FeelGoodFest and had the passion and drive to ensure it was a huge success for Look Good Feel Better.

Thanks to our supporters, we were able to deliver this **2020**

Over **12,000** beauty products donated over the past 12 months thanks to our corporate sponsors



- Launch of private consultation and remote workshop service
- 3,742 Facebook Fans, 529 followers on Twitter, 4,127 followers on Instagram

Thanks to all of you, who helped us in so many ways. Together, we supported women all over Ireland by rebuilding their self- esteem and self-confidence using the power of make-up

We are very **grateful** to our volunteers who generously gave hours of time and always went above and beyond

We worked with over **667** amazing women, men and teenagers during their cancer treatment

Face to face workshops: **226 participants**
Private consultations: **84 participants**
Remote workshops: **357 participants**

We launched new fundraising initiatives on social media and digitally. Get Glam on the Gram was supported by Leading influencers and raised funds to support the service.



We could not do all of this without the support of our partners– you have helped us to put smiles on the faces of women receiving cancer treatment. Thank you.



Overview of 2020 from Annabel O’Keeffe, General Manager

Look Good Feel Better continues to put smiles on the faces of women going through cancer treatment. In February 2020, we hosted our last in-person face-to-face workshops before we closed down due to the COVID-19 public health emergency - one in the Mater for women and one in Tallaght for men. We then worked with our partners, Benefit Cosmetics, to deliver one-to-one workshops with no cosmetic kits in order to keep reaching women when they needed us most. From here, in May we started to work with groups by partnering up with the newly opened cancer care centres. At this stage, we were in a position to offer cosmetic kits to all of the people coming to the service. We continued to work one-to-one and set up our own Look Good Feel Better remote workshops into 2021. Last year, we worked with 667 women; we had over 30 volunteers working remotely and we raised €99,399 to make sure we can continue to reach as many people as possible.



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Strategic objectives

- Build a robust network of volunteers nationally to support the service
- Ensure a wide footprint of workshops to increase participation overall
- Ensure financial stability in the long-term through development of a sustainable funding model
- Establish Look Good Feel Better Ireland as the charity of choice for the cosmetic industry in Ireland
- Raise awareness of charity in order to increase participants and recruit and retain volunteers
- Follow best practice in governance and regulatory compliance

High-level goal:

Build a robust network of volunteers nationally to support the service

Pre-COVID operational plan for 2020

Objective	Key action	Milestone	Completion date
Improve volunteer recruitment process	Review and amend recruitment process	Website complete	March/April
Re-engage existing inactive volunteers	Telemarketing/email to inactive volunteers	Campaign complete	May/June
Put in place lead volunteers in all areas	Assign lead volunteers	Lead volunteers in place	December
Increase volunteers by 10% in all areas	Volunteer recruitment	Social media campaign pilot and roll out complete	December
Increase productivity of volunteers	Develop programme for volunteers to increase productivity		December

Amended plan for duration of COVID-19 public health emergency

Key action	Milestone	Completion date	Results
Maintain contact with all volunteers	Monthly newsletter and quarterly call to lead volunteers	Ongoing	14 emails were sent out (every month except October and twice in June and March)
Train remote volunteers	4 training sessions between September and December	Ongoing	Training sessions were held for volunteers in September, October, November and December

High-level goal:

Ensure a wide footprint of workshops to increase participation overall

Pre-COVID operational plan for 2020

Objective	Key action	Milestone	Completion date
Increase participant levels by 5% every year	Roll out workshop plan	Calendar of activity complete	December
Expand into geographical areas with low LGFB coverage and high incidence of cancer	Expand into agreed identified area	New hospital in place	December
Maintain and develop partnerships with key stakeholders in healthcare sector (e.g Hospitals, HSE, ICS etc.)	Continue cancer care centre expansion	Secure 6 cancer care centres	December
Maintain and develop partnerships with key stakeholders in healthcare sector (e.g Hospitals, HSE, ICS etc.)	Work with hospitals to improve participant nos in key areas	Improved numbers in key areas	December

Amended plan for duration of COVID-19 public health emergency

High Level Goal: Ensure service provision continues throughout COVID

Key action	Milestone	Completion date	Results
Build relationship with cancer care centres	20 cancer care centres engaging with LGFB	December	37 workshops were hosted with 12 cancer care centres, 2 charities and 1 hospital during the COVID-19 Public Health Emergency in 2020
Build relationship with partners	Ongoing activity with ICS and MKF	December	Contact was maintained with both partners and Instagram Lives and workshops were held with Marie Keating Foundation

High-level goal:

Ensure financial stability in the long-term through development of a sustainable funding model

Pre-COVID operational plan for 2020

	Key action	Milestone	Completion date
Increase 10% of donations every year from sustainable sources	Maintain income from existing sources	Income generation	December
Reduce dependency on top donors	Increase income from existing sources	Increase income of FeelGoodFest and Browtober	November
Increase overall donations by 10% every year	Generate income from new sustainable source	Partnership with one new cosmetic company	December
Develop and communicate Funding model	Assess potential and develop fundraising strategy	Sustainable income generation	December

Amended plan for duration of COVID-19 public health emergency

High Level Goal: Ensure financial stability in the short and medium term through development of a sustainable funding model

Key action	Milestone	Completion date	Results
Develop fundraising plan	Fundraising plan in place	May 2020	We presented fundraising plans to the board at every meeting. We innovated and trialled new ways of fundraising and maximised opportunities with successful fundraising methods e.g trusts and foundations.
Implement fundraising plan	€80K raised in 2020	December 2020	€68,623 was raised in 2020

High-level goal:

Establish LGFB Ireland as the charity of choice for the cosmetic industry in Ireland

Pre-COVID operational plan for 2020

Key action	Milestone	Completion date
Develop communications plan for cosmetic industry	Calendar in place	March
Maintain communication with cosmetic industry	Roll out of calendar as planned	December

We changed our strategy in May to focus on income from trusts, foundations and government supports as we felt that the cosmetic industry was not in a position to assist us, due to the frequent shutdown of retail during 2020.

High Level Goal:

Follow best practice in Governance and Regulatory compliance

We focused on completing the first version of the Charities' Regulator's compliance record form and putting together necessary policies and procedures in place.

Our strategy to ensure good governance and compliance with all regulations did not change despite the COVID- 19 Public Health Emergency

High-level goal:

Raise awareness of charity in order to increase participants and recruit and retain volunteers

Pre-COVID operational plan for 2020

Key action	Milestone	Completion date
Grow social following	Increased numbers	December
Use PR as key communication tool	PR plan in place and rolled out	March-December

Amended plan for duration of COVID-19 public health emergency

Key action	Milestone	Completion date	Results
Grow social following	Steady increase of social numbers	December	Social following grew as did our engagement with Instagram and Facebook Lives, Competitions and Giveaways
Use PR as key communication tool	PR has been useful for promoting the organisation	March-December	PR supported the fundraising and recruitment of participants very effectively

WE WOULD LIKE TO THANK OUR GENEROUS SUPPORTERS

Bank of Ireland Begin Together Fund

Burgess Galvin

Community Foundation for Ireland

Elizabeth Whelan

Estee Lauder

Hospital Saturday Fund

HSE/National Lottery Fund

L'Oreal

Mary Galvin on behalf of Larry Gilmore

Oriflame

Pobal

Procter and Gamble

TanOrganic

Thanks to the PR Comms Committee, our board,
volunteers and staff for helping us to continue to
deliver our gorgeous workshops