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# ANNUAL REPORT 2022

Look Good Feel Better

A company limited by guarantee

Company no: 523636

Registered Charity No: 20081379 / CHY20507

[www.lookgoodfeelbetter.ie](http://www.lookgoodfeelbetter.ie)

Carmichael House, North Brunswick Street, Dublin 7, D07 RHA8



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## 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



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## MESSAGE FROM THE CHAIRPERSON

2022 marked another remarkable year for Look Good Feel Better Ireland. I am honoured to reflect on the incredible journey we've undertaken together as part of our shared commitment to putting smiles on the faces of those who need it most. As the Chairperson of Look Good Feel Better, I am continuously humbled by the dedication and generosity displayed by both our staff members, Annabel, and Margaret, as well as each of our volunteers which has been demonstrated throughout the year.

In 2022, we faced unique challenges that tested our resilience and determination. As we carefully moved back into the physical workshops, coming out of Covid. However, despite the uncertainties, our collective efforts have allowed us to achieve remarkable milestones and bring about tangible change in the lives of over seven hundred women facing the daunting effects of cancer treatments. Together, we have not only weathered the storm but have also emerged stronger and more united than ever before.

Our initiatives, through the support of our corporate partners within the beauty industry and funding, have left an indelible mark on the fabric of compassion and empathy. The impact we have made together is a testament to the power of collective action and the unwavering spirit of kindness and generosity that defines our organisation.

I want to express my deepest gratitude to each one of you – our corporate partners, volunteers, team members and our board – for your unwavering commitment and selflessness. Your time, resources, and passion have been the driving force behind every success we have achieved this year.

Looking ahead to 2023, I am filled with optimism and enthusiasm. Our shared commitment to making a difference and giving confidence back to those most vulnerable, and I am confident that, together, we will continue to build on the foundation we have laid in 2022. As we set our sights on new challenges and opportunities, let us approach the future with the same compassion, determination, and collaborative spirit that define the essence of Look Good Feel Better.

Once again, thank you for your unwavering support, and I look forward to achieving even greater heights together in the coming year.

Gillian Nealon, Chairperson



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### 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 2022.



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.



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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.



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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.



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### Public Relations & Communications Group

We would like to acknowledge the hard work, energy, commitment and enthusiasm of the members of the PR communications group, who provide support to the board. They met regularly throughout 2022 to provide advice and support regarding fundraising, marketing and communications. 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



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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.



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".





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Annabel O'Keefe 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.



Emma Fitzpatrick is Managing Director of 11PR and Events – a beauty and lifestyle PR agency based in Dublin.

Having been made redundant during the pandemic from a job she has for 17 years Emma decided to get the leap and set up her own PR and Events agency.

Having worked with global beauty brands Emma found a niche in beauty and lifestyle PR and Events.



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.



### Financial Review

The directors aim to present a balanced and comprehensive review of the development and performance of the organisation during the year and its position as at the year end. The Board's review is consistent with the size and non-complex nature of our organisation and is written in the context of the risks and uncertainties we face.

The directors are satisfied that the results for the year are consistent with expected levels. The surplus for the financial year amounted to €5,179 (2021 - €25,547). At the end of the financial year, the company has assets of €153,128 (2021 - €146,013) and liabilities of €7,472 (2021 - €5,536). The net assets of the company have increased by €5,179.

The Look Good Feel Better programme is available in 27 countries. Each year over 130,000 women and teenagers receive support with the help of over 20,400 volunteers and 600+ organisations. Since 1989, more than 2 million patients worldwide have received their unique and unparalleled support through their cancer treatment.

During 2021, the organisation moved to provide the same service virtually as opposed to face to face and continued the service in 2022.

As for many organisations of this size, the sector in which it operates continues to be challenging. With the risks and uncertainties faced in mind, the directors are aware that any plans for the future development of the organisation may be subject to unforeseen future events outside of the Board's control.

#### **Principal Risks and Uncertainties**

The directors consider that the following is the principal risk factor that could materially and adversely affect the organisation's future operating results or financial position:

- Cessation of financial support from the Irish cosmetics industry.

The organisation has policies and structures to limit some of these risks and the Board of Directors regularly review, reassess and proactively limit the associated risks insofar as possible.

#### **Reserves Policy**

The Operating Reserve Fund is defined as a designated fund set aside by action of the Board of Directors. The minimum amount to be designated as Operating Reserve will be established in an amount sufficient to maintain ongoing operations and the work of the association for a set period of time, measured in 12 month blocks. The Operating Reserve serves a dynamic role and will be reviewed and adjusted by the Board in response to internal and external changes.

The target minimum Operating Reserve Fund is equal to seven months of average operating costs (approximately €50,000)

#### **2023 Look Ahead**

The Board would like to acknowledge the dedication of its employees and volunteers, in supporting this organization whatever obstacles are in the way of conducting workshops, through good governance and practical solutions.

The Board is looking forward to 2023 when the organisation will be hosting its first events since the Covid-19 pandemic. The organisation has membership income each year which the Board is looking to grow. In addition, the Board will pursue other sources of income throughout 2023.



### Programme Review



Look Good Feel Better continued to put smiles on the faces of people going through cancer treatment in Ireland during the COVID-19 public pandemic by providing a combination of virtual online and in-person workshops at the cancer care centres situated across Ireland. Cosmetic kits were supplied to all of the people attending the service. In 2022 over 800 people attended our workshops. We had over 80 volunteers working remotely and we raised €38851 to enable us to reach as many people as possible.

During 2022 a total of 810 people including men, women and teenagers attended Look Good Feel Better workshops.

549 participants attended 62 in person workshops at 22 Cancer Centres or Hospitals, and 262 people attended 29 virtual workshops facilitated by our team of volunteers, all of whom are qualified Beauticians or Make-up artists.

Over 12000 products were donated by our corporate sponsors and over 1000 workshop cosmetic bags were supplied to workshops participants during or in advance of their workshops.

During **2022, Thanks** to our generous supporters we were able to deliver

<b>Over 12 000 beauty products donated by our corporate sponsors</b>		<b>Thank you</b> to our volunteers for helping us in so many ways. Together, we supported women all over Ireland by rebuilding their self- esteem and self-confidence, using the power of makeup.
	<b>62 beauty workshops in 22 locations and also 29 virtual workshops</b> <b>4000 Facebook Fans, 626 Twitter followers, 6000 Instagram followers</b>	We are very <b>grateful</b> to our volunteers who generously gave hours of time and always went above and beyond
	<b>We worked with over 800 inspiring women, men and teenagers during their cancer treatment.</b>	<b>Face to face workshops: 549 participants</b> <b>Remote workshops: 261 participants</b> <b>810 workshop participants in total</b>
<b>262 Beauty boxes containing products donated by our corporate sponsors were sold to the public to raise funds to continue to support people during cancer treatment.</b>		<b>We could not do all of this without the support of our partners – you have helped us to put smiles on the faces of people during cancer treatment. Thank you!</b>



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*Coming Together is a beginning, Staying Together is progress and Working Together is success.*

Muireann and Ann are two of our amazing, dedicated volunteers that facilitate Look Good Feel Better workshops in Co. Sligo and by working together give a sparkle of joy to so many.

Here is why they do what they do for Look Good Feel better .....



### *Ann Young Look Good Feel Better volunteer, Ireland*

I am a qualified Makeup Artist / Beauty therapist for over 25 years and have been volunteering with Look Good Feel Better for almost 8 years. I have loved every single minute of it. I enjoy giving back to the ladies of Sligo. I love the hands-on approach and I enjoy teaching them how to achieve and master makeup techniques while going through this challenging time for them. The ladies love it, and they generally feel amazing. It's a safe place where the ladies can chat amongst themselves, ask questions, and know they are not alone. For as long as I have my health I will continue to volunteer with this fantastic charity, and I would urge all Beauty Therapists and Makeup Artists to get involved. Two hours once a month can make an enormous difference in the lives of women going through so much like Cancer.

### *Muireann McDermot, Look Good Feel Better volunteer, Ireland.*

I am a beauty therapist in the Sligo area and have been volunteering with Look Good Feel Better for over 8 years. I was instrumental and was a key player with Look Good Feel Better in bringing this amazing workshop



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to Sligo after volunteering for a workshop in Donegal. I felt so passionate about it after being part of it in Donegal and felt the ladies of Sligo deserved something special too.

I absolutely love the work I do for Look Good Feel Better. I lived with a girl in college the same age as me and she went through cancer at a very young age and lost her battle with it like so many more. It impacted me and like everyone has someone effected by cancer in their family. I feel extremely lucky to able to give a small piece of joy to someone so that they can feel great at one of their lowest times in their lives. It's lovely to be able to give back something because of the trade I am in as a Beauty therapist. I love the workshops especially working alongside other volunteers like Ann. We work great together to bring something special to people at a very vulnerable time in their lives.



“

I volunteer for LGFB because everyone in my eyes is beautiful & deserves to feel beautiful. There are times when health issues & of course what's happening inside echo on the outside. That's why I adore bringing smiles back to those who deserve them most.

Nicola Rose

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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



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We would like to thank our generous sponsors:

Bank of Ireland Begin Together Fund

Benefit

Burgess Galvin

Hospital Saturday Fund

Health Services Executive National Lottery Fund

Kinvara Skincare

KPMG

L'Oreal

Loulerie Ltd.

McKesson Cork Business Solutions

National Cancer Care Programme

Procter and Gamble



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Thank you to our voluntary Board of Directors, the PR Comms Group, volunteers and staff for helping us to continue to deliver our gorgeous workshops to support people during cancer treatment.