



Background

[Macmillan Cancer Support](#) is one of the UK's largest charities, providing outstanding care, advice and support for people living with cancer (nearly 3 million peopleⁱ) delivering these services. Charities, like any organization, require a healthy, resilient supply chain that helps deliver all of these services. Over **98% of Macmillan's income** comes from donations, therefore it is vital that every penny raised is safeguarded.

It was crucial that Macmillan and their supporters have full confidence in the ability of each and every supplier to be able to deliver value and quality that Macmillan stakeholders deserve.

What did Macmillan require?

Tools that would quickly and effectively provide a thorough due diligence search across their key suppliers and systems.

- Every key supplier needed to be assessed inclusive of credit scores and other financial reviews
- Macmillan required robust financial stability ensured for the next 12- 24 months
- Macmillan reputation will be protected as over £70 Million is left in donor estate planning and wills
- Macmillan's supply chain reflects the values of its supporters and sponsors
- Macmillan have a clear view of suppliers with a forward-looking ability
- Have the tools and technology to manage key supply chain risk ongoing

The Solution

Although Macmillan perform thorough checks on every supplier, it was not until **REBIRTH ANALYTICS** provided tools and analysis for them to see over the future months how each company is predicted to perform.

Our process

- Using our proprietary AI-driven technology, we were able to rate each company providing Macmillan with clear insights to any potential risks.
- In doing so, **REBIRTH** identified a key supplier that was potentially moving into financial difficulties thus creating a potential threat to the vital service they delivered. Loss of this supplier could have reduced funding and impacted care and services that Macmillan would have delivered.

Results

- Macmillan was able to move quickly, work with the supplier and address all potential issues identified to ensure no further threat to the services.

To learn more about Macmillan or to get your company avoiding risk today, [contact us](#). We are excited to help you with your transformative and equitable risk solutions.

"Pre-COVID, Rebirth Analytics helped Macmillan maintain what is usually a figure in excess of **£20 Million** of vital funding. It is this funding that allows Macmillan to fulfil its sole purpose - support people living with cancer.

Moving forward Rebirth Analytics will be part of the way Macmillan ensures the efforts of our supporters are maximised."

- *Dave Sharp* | Head of Procurement and Category Management at Macmillan Cancer Support

ⁱ Analysis based on time-limited cancer prevalence published for each nation in the UK. The relationship to complete cancer prevalence is derived from 2013 complete prevalence (Macmillan-NCRAS Cancer Prevalence Project). This is projected forwards using the UK growth rates in Maddams J, Utley M, Møller H. Projections of cancer prevalence in the United Kingdom, 2010- 2040. Br J Cancer 2012; 107: 1195-1202. This includes all people who have ever had a cancer diagnosis, some people in this group may no longer consider themselves to be living with cancer. See also macmillan.org.uk/about-us/what-we-do/evidence/using-cancer-data/calculating-cancer-prevalence.html#355989