

WORLD CANCER RESEARCH FUND

England & Wales · Charity number 1000739

Details

Other names WCRF UK

Status Registered

Legal form Charitable company

Company number [02536180](#)

Registered 1990-10-30

Register [View on the Charity Commission register](#)

Contact

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Activities

Objects: TO PROMOTE, FUND, SUPPORT AND ENCOURAGE RESEARCH AS TO THE CAUSES AND TREATMENT OF CANCER FOR THE GENERAL BENEFIT OF THE PUBLIC

Activities: To raise awareness that the risk of cancer is reduced by healthy food and nutrition, physical activity and weight management. To fund cutting-edge research on how the foods we eat, the amount of physical activity we do and our body weight impact our cancer risk so that our diet and health recommendations for reducing the risk of cancer are based on current science.

Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, Other Defined Groups, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-09-30	£11,937,144	£12,108,387	£6,625,104	58
2024-09-30	£12,679,739	£11,569,496	£7,086,618	54
2023-09-30	£10,639,714	£11,104,765	£5,978,022	52
2022-09-30	£10,817,848	£10,955,316	£6,386,605	48
2021-09-30	£10,813,225	£10,755,132	£6,514,223	45
2020-09-30	£8,865,663	£8,813,912	£6,456,874	46

Trustees

Name	Role	Appointed
Alison Muriel Sinclair		2015-03-06
Antoinette Hunter		2019-05-01
Graham Peter Triefus		2025-05-08
Professor Ashley Ronald Cooper		2014-08-29
Professor John Mathers		2025-11-06
Roderick Power		2019-05-01

Accounts

ANNUAL REPORT AND ACCOUNTS 2024–25



**Preventing cancer.
Saving lives**



In 2024/2025, cancer prevention faced a noisy, crowded world of competing headlines, misinformation and growing pressure on public health.

World Cancer Research Fund met that challenge with what matters most: **trusted evidence, practical guidance** and the determination to turn our world leading cancer prevention and survival research into action for people.

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FOREWORD

Welcome to World Cancer Research Fund's Annual Report and Accounts for 2024/2025.

At a time when the burden of cancer continues to grow in the UK and around the world, the case for prevention has never been clearer.

And yet prevention research remains underfunded, making up only 5.5% of all cancer research funding.

As the leading charity in the UK focused on prevention, we know that there is a critical need to increase this investment, as stopping cancer before it starts is one of the most powerful ways to reduce its toll. It is the best way to ensure that fewer people and families have to hear the words "you have cancer".

Global cancer cases are continuing to rise, yet cancer prevention remains significantly underfunded compared with investment in cancer treatment and care, despite strong evidence that many cancers are preventable through modifiable lifestyle factors.

It has never been more important to back the science that can prevent cancer and to help people find clear, evidence-based information in a world crowded with confusing and conflicting health information.

That is why the work and evidence that World Cancer Research Fund has built over the past 35 years matters so much, and why this year has been such an important one for our supporters and stakeholders.

With your support, we funded seven excellent new science projects in five countries, and a further three projects through our INSPIRE Research Challenge for early-career researchers. Together, they are helping answer urgent questions in prevention and survivorship, and strengthening the evidence that shapes care, practice, policy and advice.

We were also proud to launch CANDO, our most ambitious science programme in years, to better understand how analysing nutrition, body composition and lifestyle can make breast cancer care much better and kinder for every patient. It is exactly the kind of practical, ambitious research we believe can change lives, and with your support we can continue to grow CANDO and achieve the most through its network of participating hospitals.

Just as importantly, we worked tirelessly to get trusted information into your hands. Our relaunched website reached 1.37 million unique visitors – a growth of 52% – and our communications generated more than 8,500 mentions in media, including strong growth in our TV, radio and quality print newspaper coverage.

Demand for our publications rose to 77,000, our public Cancer and Nutrition Helpline responded to almost 1,000 enquiries, and our workshops, classes and professional education helped translate evidence into support for people before, during and after cancer. Behind every one of those interactions is a person looking for clarity, reassurance or help to live well.

We campaigned hard this year to change public policy to help protect people from cancer. For our Cancer Prevention Action Week, we convened and led a coalition of more than 25 organisations that raised awareness of alcohol's role in cancer and helped secure a renewed UK Government commitment on mandatory alcohol health warning labels. That momentum will now carry into an ambitious three-year plan for Cancer Prevention Action Week beginning in June 2026, tackling the vast challenge of misinformation about cancer.

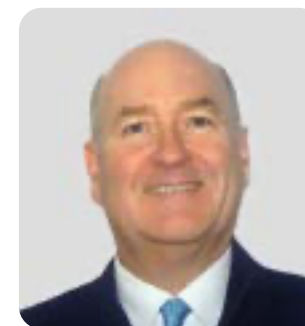
None of this would have been possible without our incredible supporters. In a challenging economic climate, your generosity enabled us to raise almost £12 million to invest in research, information and education. More than that,

it enabled us to keep prevention on the agenda and to keep building a future in which fewer lives are changed by cancer. We are deeply grateful for that trust.

As we look ahead, we do so with determination and hope. The challenge is urgent, but so is the opportunity.

In the year ahead, we will keep funding prevention research, strengthening the support we offer, and making the case for prevention where it matters most.

This year showed what is possible when evidence, partnership and public support come together behind a clear purpose – and it has strengthened our belief that there is much more we can achieve together to prevent cancer and save more lives.



Roderick Power
Chair



Rachael Hutson
Chief Executive Officer

WHO WE ARE

Our vision is to live in a world where no one dies of a preventable cancer.

World Cancer Research Fund has been part of the UK charity landscape since 1990 and we are proud to belong to a global network that has funded life-saving research and shaped public health policy for over 40 years.

Every day in the UK, about 1,100 people are told they have cancer. Yet research shows that around 40% of these cases could be prevented if we maintain a healthy weight, eat a healthy diet and move more.

While the search for cures continues, we focus on prevention and helping people live longer, healthier lives, free from the devastating effects of cancer.

We explore how diet, body weight and physical activity affect the risk of developing and surviving cancer. We fund research and turn it into clear, practical guidance and information for people to act on. And we use that evidence to push for wider change, helping to create environments that make healthier choices easier for everyone.

Our mission is to look at how diet, body weight and physical activity affect the risk of developing and surviving cancer, and share the evidence with the public, health professionals and policymakers.

Charitable information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990. The charity was registered by the Charity Commission on 30 October 1990. It is governed by up to 10 Trustees in accordance with the Articles of Association.

Public benefit

In reviewing our aims and objectives, and planning future activities, the trustees have taken into account the Charity Commission’s general guidance on public benefit. The trustees always ensure that the activities undertaken are in line with the charitable objectives and aims of World Cancer Research Fund (WCRF).

WCRF was established “to promote, fund, support and encourage research as to the causes and treatment of cancer for the general benefit of the public”. We do this by focusing on how diet, body weight and physical activity affect the risk of developing and surviving cancer. We fund research and provide clear and practical guidance and information, so people can make informed choices about their health. We also use our evidence to push for wider change, helping to create environments that make healthier choices easier for everyone.

- More research is crucial to helping people prevent and survive cancer.
- We need more education about cancer risk, to empower society to make evidence-based health decisions.
- We must work with decision makers to recognise that prevention is better than cure.
- We want everyone to take steps to help prevent and survive cancer by improving their diet and exercising.
- Cancer prevention is underfunded. We need to raise and seek more money to tackle the issue.

These core beliefs inform our strategy and are the foundation to our work. By working as part of an International network of charities, led by World Cancer Research International, we achieve much more than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so that our supporters can be confident in getting excellent value for the support they give.

The World Cancer Research Fund Network

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over 40 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

Our Science and Research programmes are delivered by World Cancer Research Fund International (WCRF International), these are funded by and for the benefit of all WCRF Network members.

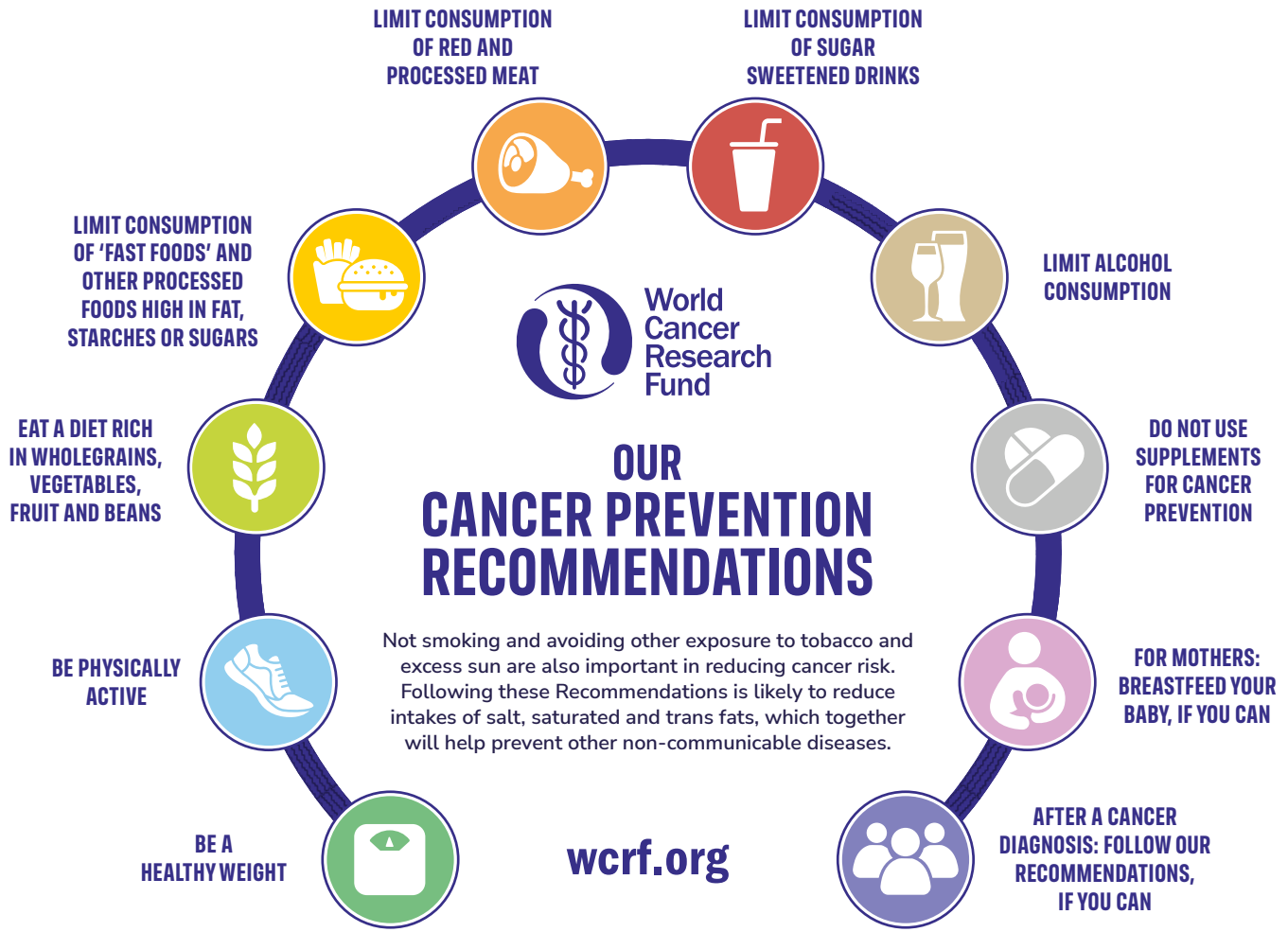
Our Cancer Prevention Recommendations

Many cases of cancer don’t need to happen. From massive population studies to laboratory research, the evidence suggests that around 40% of cancer cases could be prevented if people followed our Cancer Prevention Recommendations and if governments created environments where it’s easier to live healthily. This is what makes awareness of our Recommendations so critical.

Our Recommendations have been developed by experts and rigorously tested by independent scientists. They are a blueprint for individuals and societies to determine how they can reduce cancer risk and they are vital within our strategy, guiding our work to achieve our mission.

Our Recommendations can help people prevent and survive cancer, ultimately saving people’s lives.

Read more about the science behind our Recommendations:
wcrf.org/evidence-for-our-recommendations

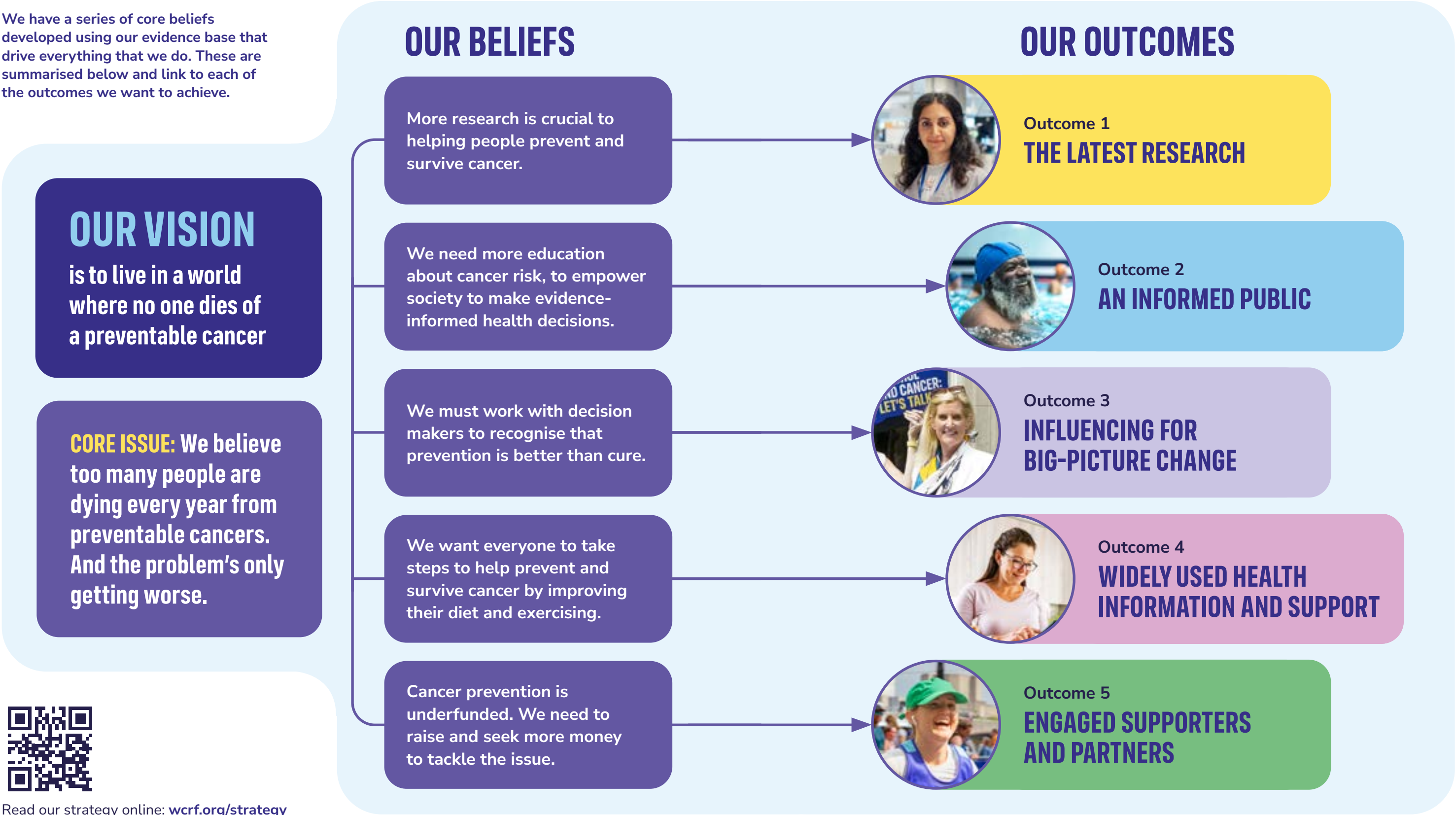


What we wanted to achieve in 2024/2025

2024/2025 was a year of strategic transition for World Cancer Research Fund in the UK. Building on our Theory of Change (in place since 2020), we used the month of March 2025 to shape our strategic plans for the next five years. Our strategic direction is driven by our determination to provide a solution to the core issue.

We have a series of core beliefs developed using our evidence base that drive everything that we do. These are summarised below and link to each of the outcomes we want to achieve.

We believe the cancer burden can be reversed – but it will take all of us; governments, health professionals and individuals, pulling together. Our work is organised around five strategic pillars that move us towards our goal.



Read our strategy online: wcrf.org/strategy

Our year in numbers

122,502

of you supported us with a donation
Thank you!



We raised almost

£12 million

to invest in lifesaving research, information and education

In 2024/2025, we invested around

£9.4 million

in vital research, education, and collaborations with health professionals



World Cancer Research Fund in the UK awarded

7 new grants

totalling

£1.2 million



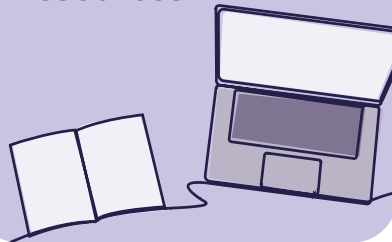
We had

925 enquiries

to our Cancer & Nutrition Helpline

77,000 people

requested our free health information resources

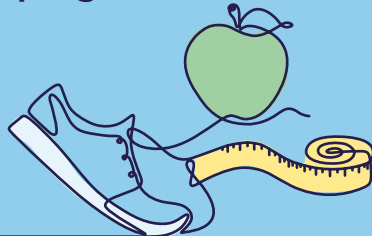


1.37 million

unique visitors to our relaunched website

3,070 people

signed up for Activ8 – our 8-week behaviour change email programme



24 incredible supporters

ran the London Marathon, raising

£84,000



8,755

mentions in newspapers, TV and other media

We could not achieve all of this without our incredible supporters who keep our vital work moving forwards and ever closer to achieving our mission

STRATEGIC REPORT

Strategic outcome 1

THE LATEST RESEARCH



Since inception, the World Cancer Research Fund network of charities has invested £165 million (2023/2024: £160 million) in research worldwide. Because cancer is complex, we fund everything from laboratory studies to large-scale evidence reviews, including our authoritative Global Cancer Update Programme (CUP Global). We then turn that evidence into guidance for scientists and Cancer Prevention Recommendations for policymakers and the public.

Our wider science and research programmes are delivered by World Cancer Research Fund International (WCRF International), which is funded by and for the benefit of all World Cancer Research Fund network members, including World Cancer Research Fund (WCRF) in the UK.

Grants funded by World Cancer Research Fund in 2025

In 2024/2025, via the grant programmes, World Cancer Research Fund in the UK funded 7 new grants in 5 countries (UK, France, Italy, Australia and Denmark), totalling £1.2 million, in addition to a further £1 million on existing projects.

Our grant programmes are managed by WCRF International on behalf of WCRF. We fund three different types of grants: Investigator Initiated Grants and Pilot and Feasibility Grants as part of our **Regular Grant Programme** and INSPIRE grants as part of our **INSPIRE Research Challenge**.

Our Regular Grant Programme accepts applications from anywhere in the world except the Americas (North America, Central America including the Caribbean, and South America), and the INSPIRE Research Challenge accepts applications from anywhere in the world, including the Americas. From 2026, both programmes will have no geographical restrictions.

Investigator Initiated Grants are powerful studies that tackle the most interesting and urgent questions in cancer prevention and survivorship.

In 2024/2025, examples of the studies we funded to further build our evidence base include:

Do cooking methods create harmful DNA building blocks that may increase bowel cancer risk? (Prof Skirmantas Kriaucionis, University of Oxford, UK)

If successful, this research can:

- Clarify how cooking practices influence DNA changes linked to bowel cancer.
- Support evidence-based guidance on healthier cooking and food preparation.

Does selenium influence biological pathways linked to lung cancer? (Prof Paolo Ceppi, University of Southern Denmark, Denmark)

Selenium is a trace mineral found naturally in foods and also in supplements.

If successful, this research can:

- Clarify how selenium influences pathways linked to lung cancer.
- Help determine whether selenium intake is protective, neutral or harmful.

Pilot and Feasibility Grants are an important way of testing ideas, methodology and interventions to see if a larger trial is possible.

Can exercise be safely delivered to people receiving immunotherapy for melanoma? (Dr Eva Zopf, Australian Catholic University, Australia)

If successful, this research can:

- Show whether exercise is a safe and realistic option during immunotherapy.
- Strengthen lifestyle guidance to improve cancer survivorship and quality of life.

Do different fatty acids change how lung tumours respond to immunotherapy? (Prof Chiara Riganti, University of Torino, Italy)

If successful, this research can:

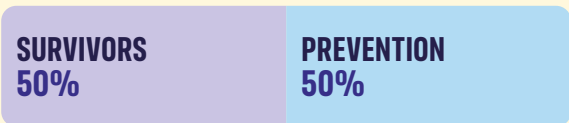
- Reveal how specific fatty acids impact immunotherapy effectiveness.
- Inform future strategies that combine diet with treatment to improve outcomes.

Regular Grants Programme 2025

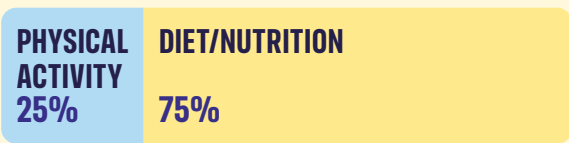
Cancer types



Research themes



Exposures



LONG-TERM IMPACT FINDINGS

How a lifetime of data provides lifelines for cancer research

The UK Women's Cohort Study (UKWCS) celebrated its 30th anniversary in 2025. Led by **Prof Janet Cade** at the University of Leeds, it is one of the UK's largest cohort studies exploring diet and cancer. It includes over 35,000 middle-aged women with a wide range of different eating patterns and follows them over time to examine how food and nutrient intake relates to long-term health, including cancer and coronary heart disease.

The first survey was funded by World Cancer Research Fund and the data produced from this research showed that:

- A high consumption of processed meat and total meat was associated with an increased risk of breast and endometrial cancer.
- A high intake of tomatoes and dried fruits was associated with a reduced risk of breast and endometrial cancer.
- Women, both pre- and post-menopausal, who consumed the most meat had the highest risk of breast cancer.

The study's impact has continued through collaboration with Dr Aurora Perez-Cornago from the University of Oxford, as part of our funded project on vegetarian diets. Researchers combined UKWCS data with information from other large cohort studies examining vegetarian diets and cancer risk, creating the largest global dataset so far for analysing vegetarian dietary patterns.

This strengthened the evidence supporting the importance of fruit and vegetable intake in cancer prevention.



The UK Women's Cohort Study was established in the very early days of World Cancer Research Fund. This funding has allowed us to develop one of the largest, longest studies of diet in relation to health in the UK. This investment is bearing fruit almost 30 years later.

Prof Janet Cade

Supporting future research leaders and innovating in cancer prevention and survivorship

Our **INSPIRE Research Challenge** helps promising early-career researchers to turn their bold ideas into real progress. By funding work that might not otherwise receive support, INSPIRE grants make space for fresh thinking and fast-moving innovation in cancer prevention, treatment and survivorship, while building capacity in nutrition and cancer research and supporting the next generation of leaders in the field.

In 2024/2025, WCRF funded three early-career scientists with the aim to answer the following questions:

Which blood proteins reveal early metabolic dysfunction linked to cancer risk? (Dr Komodo Matta, IARC, France)

If successful, this research can:

- Reveal new biological pathways linking metabolic dysfunction to cancer.
- Highlight potential early markers or targets for prevention.

Which inflammatory proteins link unhealthy body fat to myeloma development? (Dr Lucy Goudswaard, University of Bristol, UK)

If successful, this research can:

- Identify key body composition features that promote inflammation linked to myeloma.
- Provide clearer insights into how unhealthy body composition leads to cancer.

Does childhood intake of ultra-processed foods increase cancer risk later in life? (Dr Sherly (Xueyi) Li, Murdoch Children's Research Institute, Australia)

If successful, this research can:

- Provide strong evidence connecting childhood UPF intake with lifetime cancer risk.
- Shape earlier dietary guidance and policy to reduce UPF consumption in children.

INSPIRE Research Challenge 2025

Cancer types

HAEMATOLOGICAL 33%	MIXED CANCER TYPES 67%
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Research themes

CANCER PREVENTION 100%

Exposures

DIET/NUTRITION, PHYSICAL ACTIVITY, BODY COMPOSITION 33%	DIET/NUTRITION, EARLY LIFE EXPOSURES 33%	BODY COMPOSITION, IMMUNE FUNCTION 34%
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AN INSPIRE SUCCESS STORY: USING AI TO PROVIDE CANCER SUPPORT



In 2024, **Dr Micah Skeens** from The Research Institute at Nationwide Children's Hospital, US, was awarded a grant of £75,000 by WCRF through our INSPIRE Research Challenge. This was to fund the development of an AI chatbot called DAPHNE to support families of children with cancer by reducing the stress experienced by caregivers and enhance their overall wellbeing.

This transformative project represents a significant step forward in our ongoing fight against cancer, ensuring that the youngest among us receive the holistic care they deserve. We extend our heartfelt gratitude to World Cancer Research Fund for their unwavering dedication to this project and countless others that serve as a beacon of hope for enhancing the care of individuals battling cancer.

Dr Micah Skeens

Aims and objectives

DAPHNE was created to give families caring for a child with cancer quick, supportive help with the social and emotional challenges that can otherwise build up between appointments. The aim was to reduce caregiver stress and support wellbeing through timely, practical guidance.

Methods

Researchers co-designed DAPHNE with healthcare professionals, social workers, parents and community advocates, then tested it with 40 caregivers. Participants used the chatbot, completed usability surveys, and took part in interviews to share what worked, what didn't and what would make it more helpful.

Key findings

Caregivers rated DAPHNE highly for accessibility (83%), ease of use (83%), and usefulness (78%). Many described it as valuable (68.3%), praising its clear structure, quick responses and the way it recognised and responded to their needs.

Impact

Overall, the study indicates DAPHNE is an acceptable, user-friendly AI tool for supporting families with the social and emotional pressures of paediatric cancer. Larger studies will help confirm effectiveness and explore wider rollout.

The impact of our research – highlights from the year



In 2024/2025, results from **Professor Christopher Millett's** research at Imperial College London highlighted a link between food processing and bowel cancer risk.

Using data from over 450,000 participants and 6,155 bowel cancer cases, researchers classified foods by how processed they are and found that consuming more processed and ultra-processed foods was linked to a greater the risk of bowel cancer. A higher intake of unprocessed foods was linked to a lower risk.

The findings underline the potential value of choosing minimally processed foods as part of bowel cancer prevention.



Dr Emma Vincent
at the University of
Bristol published
findings on how fat
distribution affects
the risk of obesity-
related cancers.

Higher fat levels in the abdominal area

increased the risk of endometrial, liver and oesophageal cancer, while fat stored around the hips and thighs was linked to a lower risk of breast cancer and meningioma (a type of brain cancer). The study also found that fat stored in the liver and deep abdominal area increased liver cancer risk.

These results show why body fat distribution matters – not only overall body weight – when thinking about cancer prevention.

Our global impact

We strengthened
our global reach
by welcoming
Professor Anne Lee
as our new Hong
Kong Ambassador,
representing WCRF
International in Hong
Kong and across Asia.



Her appointment extends our reach and shines a light on how diet, nutrition, physical activity and body weight relate to cancer prevention.

We shared our science at major international conferences, raising our profile and distributing key resources such as executive summaries of the **Dietary and lifestyle patterns** report and our cancer survivorship guidance.



23rd International Congress of Nutrition,
Paris, France, August 2025



Chinese Congress on Holistic Integrative Oncology(CCHIO),
Xi'an, China, November 2024



Creating powerful connections at a local level

For the first time we have connected our grant holders with the MP in their constituency.

MP for Newcastle upon Tyne Central and West
Chi Onwurah met **Associate Professor Jill McKay, Professor Dianne Ford** and **Dr Jessica Saville** from Northumbria University, to discuss their groundbreaking cancer prevention research.

In 2022, World Cancer Research Fund awarded the team a £347,000 grant to investigate whether folate levels in expectant mothers are linked to the development of leukaemia in their children. Some studies suggest folic acid supplementation during pregnancy may help prevent childhood leukaemia; however, findings are not yet clear.

The researchers and MP discussed the study's potential to influence nutritional guidelines during pregnancy, reduce the risk of childhood leukaemia, and support earlier diagnosis. As Chair of the Science, Innovation and Technology Committee, Chi Onwurah MP was particularly interested in hearing about the study's progress, upcoming publications, and its future following its completion.

“ Rates of childhood leukaemia are slowly rising, which suggests some things in our environment may be contributing to this disease developing. Learning more about what factors can affect leukaemia and how they influence underlying biology can help us know which lifestyle changes we can make to aim to prevent and predict childhood leukaemia. However, none of this will be possible unless we liaise with policy makers, so we are delighted to meet with Chi today to share our exciting research.

Assoc Prof Jill McKay
Principal investigator, Northumbria
University



Dr Jessica Saville and Assoc Prof Jill McKay,
Northumbria University



The Global Cancer Update Programme (CUP Global)

CUP Global is the flagship research project of the World Cancer Research Fund network.

It is managed by WCRF International and funded by WCRF and the other members of the network. It provides a highly authoritative, independent assessment of how diet, nutrition, physical activity, and body composition affect cancer risk and survivorship.

Using transparent and rigorous methods, teams at Imperial College London and other world leading universities review the evidence, and an independent international panel convened by WCRF International judges its strength. Their influential conclusions underpin our Recommendations, inform policy and guidance worldwide and highlight gaps for future research.

CUP Global's report on Dietary and lifestyle patterns and cancer risk

In April 2025, WCRF International launched a major report demonstrating the importance of combined dietary and lifestyle behaviours, rather than single behaviours for cancer prevention. This represents a major step forward for understanding the key role that healthy lifestyle habits play in preventing cancer.

There was extensive media coverage in broadsheets and television. Since its launch, the report was downloaded over 1,200 times in April and the website news piece had 2,100 views and was the most engaged content on LinkedIn, Instagram and X (formerly Twitter).

Here, we make a major contribution to scientific understanding, spread our message to the public and raise the profile of the network.



Publications from CUP Global on lifecourse and colorectal cancer

In May 2025, CUP Global published its latest scientific paper in the International Journal of Cancer – the first to systematically review and formally assess the evidence across multiple early-life stages. The CUP Global Panel found strong evidence for a causal link between higher early-life body size and later colorectal cancer risk, underlining how early body weight can shape cancer risk decades later.

The publication generated strong international interest, with around 175 media mentions worldwide and more than 900 LinkedIn engagements. It will also contribute to future CUP Global guidance.

CUP Global continues to attract significant media attention, showing how scientific findings can travel beyond journals to have real world impact. Significant examples include:

- Dr Helen Croker was interviewed by Just Food on ultra-processed foods (UPF), reflecting strong public interest in this topic and reinforcing our position as a leader in evidence-based dietary guidance.
- Dr Giota Mitrou was quoted in media coverage on the link between processed meat, including ham and bacon, and cancer risk. This referenced World Cancer Research Fund's Cancer Prevention Recommendations and was picked up by prominent news outlets such as the Guardian.

Why it matters

This contributes to societal understanding and impacts policy and future research. It also ensures our own guidance and public messaging is based on scientific evidence.

Future research priorities in CUP Global

The CUP Global Panel met in January 2026 to discuss and assess the strength of the evidence on soft drinks, juices and sedentary behaviours and cancer risk. This enabled us to agree public recommendations where appropriate, and identify priorities for future research.

A further in-person meeting in July 2026 will review soy, tea/coffee and ultra-processed foods. Together these reviews will form future WCRF Recommendations so scientists, health professionals, policymakers and the public have access to the latest evidence on how these factors influence cancer risk.



A trusted voice in research

Our science teams ensure that we fund and support science to the highest quality. We work closely with expert Grant Panels to uphold these standards and maintain scientific rigour in the research we fund.

The Panels and Scientific Advisory Groups assess the scientific quality, novelty and relevance of proposals and recommend which projects to fund – supporting both our grant funding programmes and our wider research collaborations.

We collaborate with world-renowned independent experts spanning a variety of fields and expertise, to make sure that all our work is impartial and rigorous, and to challenge us to achieve the best results possible. More information on the names of experts we work with are detailed on our website: wcrf.org/experts-we-work-with



Regular Grant Programme Panel meeting
London, June 2025



CUP Global Panel Meeting
London, January 2026

PERSONALISING BREAST CANCER TREATMENT: ADVANCING RESEARCH TO IMPROVE LIVES

The **CANDO (Cancer: Nutrition and Dietary Origins)** programme in Southampton that we proudly fund was launched in October 2025 to a fanfare of media coverage on the BBC and across all the region's media.

This work is run by a research team at the University of Southampton and led by Professors Ramsey Cutress and Ellen Copson. The progress of this work is continuously reviewed by an external group of six scientists and clinicians, joined by our internal WCRF International science experts Dr Giota Mitrou, Dr Helen Croker and Dr Julia Panina.



The CANDO programme investigates how body composition (the distribution of our muscle and fat) influences how patients respond to cancer treatments and the side-effects they experience. This study will include measures for nutrition and lifestyle for those diagnosed with early or secondary breast cancer and undergoing different types of treatment. Rather than moving towards a single "discovery moment", this exciting programme is built as

an ongoing collaboration – one that is evolving as scientists and patients explore its full potential together.

This research provides an opportunity to develop and share evidence-based recommendations that we hope will optimise treatment outcomes and support long-term survivorship for people with breast cancer. Ultimately, it could help clinicians offer more tailored advice and support -making treatment more kind and effective.

Next, we will strengthen our ties with professionals at University Hospital Southampton to support patients with information and guidance. Work with the CANDO Patient Reference Panel will help us understand what information patients find most useful and shape future collaboration.

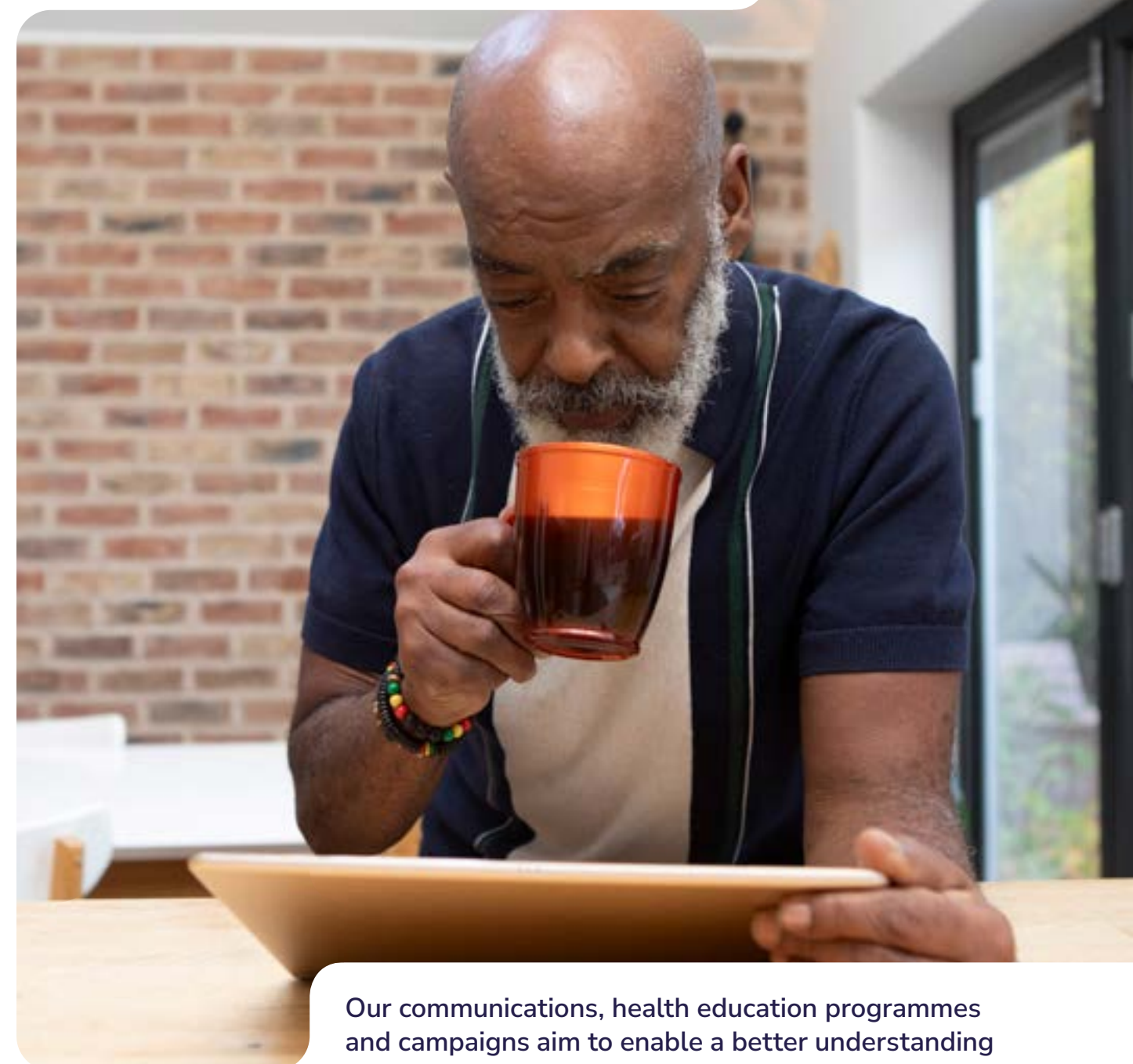


Why it matters

Every year the advances we make in research strengthen the evidence behind cancer prevention and survivorship. Supporter-funded programmes like CANDO can help clinicians tailor advice, reduce side-effects and support people to live well during and after breast cancer.

Strategic outcome 2

AN INFORMED PUBLIC



Our communications, health education programmes and campaigns aim to enable a better understanding of the links between diet, weight and physical activity and cancer.

We encourage behaviour change to reduce the occurrence of preventable cancers and to support people living with and beyond cancer to live well after their diagnosis.

Our high digital impact in numbers

People use their phones and computers to search for health information, so our digital reach is vital. In 2025, we treated our website and social media channels as a core public health service: a place to translate evidence into practical guidance people can return to, share, and act on.

At the end of 2024, we brought our previously separate UK and International websites together into a single wcrf.org domain, migrating all our information to one place. In 2025, 1.37 million unique visitors used the relaunched website – a 52% increase versus the combined traffic of the previous sites – and people engaged more deeply too with an engagement rate increase of 6.8%.

Increasingly, people are using websites where Artificial Intelligence has compiled information from a number of sources for them, so this is a great success in the face of these new pressures.

Our strategy focuses on a need to make sure we are where people are discovering and discussing health information. Therefore, we grew our presence where they are increasingly doing this – on social media. LinkedIn and Instagram – our two biggest channels – grew by 35% and 30% respectively.

On LinkedIn, our engagement rate reached 13.3% (well above typical charity benchmarks), showing that our content isn't just being seen – it's prompting people to read, click, react and share.

We used LinkedIn more strategically as an influencing tool by publishing thought leadership opinions from World Cancer Research Fund (WCRF) experts that help position us as a credible prevention voice with relevance to policy and global health conversations – not just day-to-day lifestyle advice.

Our digital channels also helped campaigns travel further and last longer than a single news cycle

During Cancer Prevention Action Week, the attention generated by broadcast and national press translated into people actively seeking out our evidence and guidance online. Visits to our campaign landing page rose by more than 120% week-on-week, and traffic to our alcohol and cancer information increased by 25%. On social, sharing surged too – particularly on Instagram, where shares jumped by more than 900% compared with the previous week. That matters because sharing is how prevention messages reach people who weren't looking for us in the first place.



Why it matters

This year our website visitor numbers increased more than 50%. As our evidence travels further online, it cuts through the noise of misinformation and helps people live safer, healthier lives.

Audience growth

LinkedIn
+35%
Instagram
+30%

LinkedIn engagement rate

13.3%
(vs ~3% sector benchmark)

Unique website visitors

1.37m
(+52% and +6.8% engagement rate)

Cancer Prevention Action Week

+120%
website campaign visits week-on-week

+25%
alcohol page traffic

+900%
Instagram shares

Keeping cancer prevention in the news

Every day, people are bombarded with health related headlines and it can be hard to know what to trust. Our Communications and Engagement team works with our internal experts to make sure that the public, healthcare professionals, scientists and policymakers have access to evidence-based information.

This year, we focused on growing recognition of World Cancer Research Fund as the leading charity on preventing and living with cancer through diet, body weight and physical activity.

We did that by telling clear, human stories grounded in science: from the everyday choices that can reduce risk, to the research discoveries that are shaping healthier futures. In the UK especially, but also globally, we keep prevention on the national agenda – through proactive media work, standout campaigns, and stronger digital storytelling.

8,755

media mentions

230

TV/radio mentions

25%

increase in print stories in broadsheet newspapers such as The Guardian, The Times and The Telegraph



Research making the headlines

A good research finding can change what scientists understand. But a great piece of communication can change what the public and other decision makers do with that understanding.

This year, some of our biggest moments came when our research “broke out” of the research world and into everyday conversation – on breakfast radio, in national newspapers, on regional TV, and across local news outlets that reach people where they live.

The following are three examples of campaigns we delivered to publicise important research that was only made possible due to the generosity of our incredible supporters.



Dietary and lifestyle patterns and cancer risk: a landmark study

The launch of the WCRF International landmark CUP Global Dietary and lifestyle patterns and cancer risk report in April became one of the strongest communications moments of the year for WCRF. In just the first few days, the report pages rose into our most-visited content and drove hundreds of downloads, while our LinkedIn post became our most engaged of the year so far.

The story achieved real cut-through in high-quality UK media, including full articles in The Guardian, The Times and others, backed by a wave of broadcast mentions across ITV regional news and Times Radio. Much of the coverage spotlighted an especially important finding – that any amount of alcohol increases breast cancer risk – but many outlets also carried its comprehensively wider recommendations about breast and colorectal cancer prevention.

- Over 1,200 downloads of the report in April
- Website news piece had 2,100 views
- LinkedIn: rapidly achieved 2,000+ engagements and 41 shares (88% engagement rate)
- 25 broadcast mentions (ITV regional news and Times Radio)

The work by World Cancer Research Fund's Global Cancer Update Programme in reviewing and synthesising the literature on the role of dietary and lifestyle patterns in relation to colorectal cancer risk and mortality represents an immense step forward in how healthy lifestyle habits are key to prevention of cancer.

Prof Edward L Giovannucci,
Professor of Nutrition and Epidemiology,
Harvard School of Public Health

Waistline and exercise combined: grant-funded and high impact

One of our grant-funded research projects highlighted the combined benefit of managing both our waistlines and physical activity together. Our experts worked with the Press Association Newswire to ensure this benefit was communicated widely and accurately to the public, and the result was one of our strongest 'all-at-once' media moments of the year.

We appeared across seven national newspapers – including The Independent, The Guardian, The Daily Mail, The Sun, The Metro and The Mirror, and we were picked up by almost 200 local newspaper sites across the UK.

On broadcast, our senior scientist Dr Helen Croker spoke live on LBC radio and across other popular radio stations. Millions of people were reached by research you funded, which highlighted why a crucial combination of both exercise and weight control (not one or the other) was needed to best reduce cancer risk.

- Featured in 7 national newspapers and Metro (print)
- Expert broadcast: LBC live and Sky News Radio interview syndicated to major stations



Childhood/young adult weight and colorectal cancer risk

The CUP Global Panel found strong evidence for a causal link between body size in childhood and young adulthood and colorectal cancer risk later in life. The findings were published in May in the International Journal of Cancer.

In the UK, we promoted it in a powerful one-day wave of coverage, with more than 160 mentions including high-profile national outlets such as The Times, alongside wide pickup across regional media (more than 40 outlets). The story also travelled internationally (for a total of 175 articles globally), with coverage in specialist and health-focused platforms including Triage Cancer and Oncology News Today, and further mentions across countries including the USA, Canada, Greece, Argentina and Romania.

Just as importantly, the coverage handled a sensitive topic responsibly. Working closely with media, we helped ensure reporting stayed accurate and balanced – explaining the significance of the findings without causing unnecessary alarm for families. The research also generated strong engagement on LinkedIn (more than 900 engagements), showing how supporter-funded science can reach both public and professional audiences.

Why it matters

More than 8,000 news articles and strong growth in TV, radio and quality print newspaper coverage – means decision makers can act on our evidence and the public are better informed about health.

CANCER PREVENTION ACTION WEEK: FROM MESSAGE TO IMPACT

Cancer Prevention Action Week (CPAW) 2025 was our most visible UK advocacy moment of the year. Building on years of evidence that alcohol causes seven types of cancer, we convened and led a coalition of more than 25 public health, cancer and civil society organisations behind a clear ask: a National Alcohol Strategy for England, with mandatory cancer warning labels emerging as the pressing issue.

At Westminster, we combined parliamentary engagement, public mobilisation, and media advocacy. We secured a dedicated parliamentary debate on alcohol and cancer, with 11 MPs speaking and a further 25 engaging through parliamentary activity, social media or direct correspondence. Cat Smith MP tabled an Early Day Motion calling for stronger action on alcohol harm, attracting support from MPs across parties, while Lord Krebs, Chair of WCRF's CUP Global Expert Panel, submitted five questions in the House of Lords to maintain pressure on Government.

Alongside parliamentary activity, WCRF coordinated a public-facing petition calling for action on alcohol labelling. Signed by more than 2,700 people, the petition – supported by campaigner, social influencer

and breast cancer surgeon Dr Liz O'Riordan – was delivered directly to 10 Downing Street, reinforcing the strength of public support for change.



The campaign achieved a significant policy outcome too, with the UK Government reiterating its commitment to introduce mandatory alcohol warning labels. While progress remains slow, this public recommitment represents a meaningful step forward and provides a platform for continued advocacy.

Importantly, CPAW also demonstrated our ability to work across the UK's devolved context. In Scotland, Alcohol Focus Scotland supported



parallel activity at Holyrood, including a photo call and the tabling of a Motion in support of CPAW, considered by MSPs. This extended the reach of the campaign and reinforced the relevance of alcohol policy as a UK-wide cancer prevention issue.

Achieving media coverage is vital for such an important campaign if we want to really drive change. We secured major national press coverage for CPAW including The Guardian, The Telegraph and The Times, while also reaching people through TV and radio such as Channel 5's Vanessa and Jeremy Vine, BBC 5 Live and LBC. The campaign also had a strong presence across radio, helping our message travel across regional stations and reach people in their everyday routines – not just those actively seeking health news.

Equally important, the coverage increased the campaign's momentum. Our Guardian exclusive on alcohol warning labels helped trigger a wider "snowball effect", with follow-on reporting and broadcast debate, while Telegraph features gave space for more nuanced public-health storytelling including different angles on alcohol risk for men and women. In other words, CPAW didn't just



create headlines – it encouraged a fuller national conversation, with WCRF positioned as a trusted source of evidence and context.

129
pieces of coverage during CPAW

+120%
website campaign visits week on week

+25%
alcohol page traffic

+900%
Instagram shares

GOVERNMENT COMMITMENT:
mandatory health warning labels on alcohol

This has been complemented by guest blogs published on partner platforms, including the Alcohol Health Alliance and the Institute of Alcohol Studies, maximising reach and reinforcing WCRF's position as a global leader on alcohol and cancer prevention.

CPAW 2025 also had impact beyond the UK. Learnings from the campaign have been captured in an international case study, developed to support cancer prevention and alcohol control advocates globally.

Why it matters
People deserve honest information about cancer risk. This year we helped push alcohol labelling further up the agenda achieving a real Government commitment on health warning labels.

Turning knowledge into care

Our Health Information Team developed support specifically aimed at UK health professionals. During CPAW a live CPD-accredited webinar for professionals co-delivered by our Health Information and Policy Teams explained the science behind alcohol and cancer risk, unpicked common myths and provided tips for professionals to pass on to help patients and clients reduce their drinking as well as outlining our UK policy position on alcohol. The webinar attracted strong engagement with 130 live attendees. All survey respondents said that it improved their awareness of the link between alcohol and cancer risk.

We also launched a short guide to help professionals hold supportive conversations with patients about alcohol use. It was produced in collaboration with Scottish Health Action on Alcohol Problems and gained the endorsement of the Alcohol Health Alliance.



Why it matters
This year the power of prevention climbed higher up the agenda of policymakers. Through campaigns, media and digital channels, we helped trusted advice cut through the noise and reach people with practical, evidence-based information they can act on.

Strategic outcome 3

INFLUENCING FOR BIG-PICTURE CHANGE



Our wider Policy and Public Affairs work is delivered by World Cancer Research Fund International, based in the UK and funded by World Cancer Research Fund (WCRF) and the other World Cancer Research Fund network members. This work includes activities in the UK but also around the world.

Influencing change at UK and global levels

In 2026, World Cancer Research Fund International (WCRF International) will have been in official relations with the World Health Organization (WHO) for 10 years. This privileged status is granted to civil society organisations who engage with and support WHO following a strict application procedure, allowing us to contribute to and influence the development of global public health policy relevant to cancer prevention.

Expanding our influence in the UK

Over 2024/2025, the Policy and Public Affairs team significantly strengthened WCRF's profile, credibility and influence within the UK policy landscape. Building on the publication of our *Policy Priorities to Prevent Cancer* ahead of the 2024 General Election, we shifted from agenda-setting to sustained political engagement across Parliament, Government and the wider public health ecosystem.

We maintained a consistent parliamentary presence through engagement with MPs from across parties, attendance at key political and policy events, and rapid, evidence-led responses to emerging policy developments. This included eight direct MP meetings across Labour, Conservative and Liberal Democrat benches – including an alcohol policy roundtable – enabling us to position WCRF as a trusted source of cancer prevention expertise at a time of significant policy change.

At the Labour Party Conference we spoke to MPs and public health organisations and explored the UK Government's prevention plans in more detail.

At the Association of Medical Research Charities (AMRC) Parliamentary Showcase we highlighted WCRF's contribution to the UK life sciences sector and shared grant funding information with MPs whose constituencies include research institutions receiving funding from WCRF.

In February, we joined the Obesity Health Alliance's parliamentary showcase event, where we presented our international diet and nutrition policy expertise to 11 MPs and 3 staff members, including the former Prevention Minister. We followed up with a letter to the new Prevention Minister, Ashley Dalton, to introduce our work and stress the importance of prevention.



Partnership and collaboration

Our partnerships were central to expanding our UK influence. Throughout the year, we worked closely with coalitions including the Obesity Health Alliance, Alcohol Health Alliance, Food Foundation, Health Equals and One Cancer Voice, ensuring that cancer prevention perspectives were embedded in collective advocacy.

These partnerships enabled WCRF to amplify its voice, align messaging across the sector and exert greater influence than would be possible alone.



Our collaboration with the Obesity Health Alliance was particularly impactful, including shared consultation responses and template submissions on food, diet and obesity policy.

WCRF’s expertise continued to be recognised through strategic partnerships and invitations to contribute at the highest levels. Engagement at the World Cancer Leaders’ Summit, collaboration with International the Agency on Research on Cancer and Union for International Cancer Control, and contributions to the Joint Action Prevent Non-Communicable Disease consortium reinforced WCRF’s position as a trusted partner for integrated cancer and NCD prevention.



Our Policy Advisory Group entered a new three year term, expanding its geographic and thematic expertise. We also contributed to the European Code Against Cancer, 5th Edition, both from a scientific and policy perspective.

Across 2024/2025, WCRF worked in close collaboration with UK coalitions, international agencies, academic institutions and civil society partners. These collaborations were critical to amplifying WCRF’s influence, strengthening policy coherence and ensuring UK and international work were mutually reinforcing.

The benefit to the UK was clear: stronger prevention narratives, increased political traction for cancer prevention, and greater visibility of WCRF-funded research within national and global policy debates.

Strengthening UK policy knowledge

Alongside external engagement, we strengthened our UK policy intelligence and responsiveness. Over the year, we submitted seven formal consultation responses, with further submissions in development on alcohol labelling and healthy food standards. These included responses on the National Cancer Plan for England, the Men’s Health Strategy, the Food and Weight Management Inquiry, the 10-Year Health Plan and licensing and planning reforms.

We also published 15 rapid responses to UK policy developments, bringing WCRF’s evidence and analysis into public debate at critical moments – including the House of Lords Food, Diet and Obesity Committee; The National Food Strategy; The CMA infant formula market study; The Spending Review and Autumn Budgets; Minimum Unit Pricing in Wales; The Soft Drinks Industry Levy; free school meals and junk food marketing restrictions; commercial baby foods guidelines; and the Health and Social Care Committee’s report on the first 1,000 days.

This steady, evidence-led cadence reinforced WCRF’s role as a go-to authority on cancer prevention policy in the UK.

What next for UK policy work?

Looking ahead, we will deepen our influence where decisions are being made. Priorities include holding the UK Government to account on alcohol labelling commitments; helping to shape the implementation of the National Cancer Plan and 10-Year Health Plan; strengthening work on early-life nutrition, infant feeding and ultra-processed foods; and deepening engagement with Select Committees and Ministers. We will also keep strengthening the link between WCRF-funded research and UK policymaking and supporting the non-commercial research ecosystem.



of the Political Declaration, with the final version recognising cancer as a global priority and supporting expanded multisectoral action and ongoing prevention efforts.

We continued to engage with the World Health Organization, with our attendance at the two annual governing body meetings. At the WHO Executive Board in February, we met with Member States and WHO departments. We delivered policy statements on key health issues in both February and May’s Assemblies, and we had our official relations status renewed for three years. This allows us to sustain engagement in global policy processes.

Knowledge in action

We turned our Recommendations into practical tools for policymakers. The **Policy Blueprint for Cancer Prevention**, launched in January 2025, brings together our evidence-based recommendations across key risk factors. It has been widely shared, with over 1,300 downloads and new collaboration opportunities, including a blog on human rights and cancer prevention. It was presented at the European Congress on Obesity in May 2025 and the International Conference on Nutrition in August 2025.



Advocacy leadership for prevention

We help set the agenda for prevention in the UK, but it’s also important that we do this globally because it impacts our work in the UK. In 2024/2025, WCRF International played a prominent role in shaping global cancer prevention policy too through sustained engagement across the United Nations, the WHO and international cancer and Non Communicable Disease communities.



In 2024/2025, WCRF International also played a leading role in global cancer prevention policy, engaging with the UN, WHO and the NCD community, particularly around the 4th UN High-Level Meeting on NCDs and Mental Health, and shaping advocacy through its Advocacy Brief and partnerships with organisations including UICC and the McCabe Centre. Several of its recommendations were reflected in early drafts

Strategic outcome 4

WIDELY USED HEALTH INFORMATION AND SUPPORT



Behind every booklet, web page and hour of training lies one aim: making cancer prevention feel personal, realistic and achievable. This year our Health Information team inspired thousands of people with messages rooted in our Cancer Prevention Recommendations.

Our health information brought our evidence to life in plain English, with practical ideas to fit our daily routines. Our care and expertise helped people living with cancer through challenging times. And our training empowered the professionals who support us to make healthy changes simple to start and easy to sustain.

Prevention resources for all

Publications

We updated our **Weight matters** booklet and created a simpler **The facts about weight** factsheet, so more people can use our guidance with confidence – including people with lower literacy.

We updated **Budget bites**, **Family flavours** and **Everyday eating** and created our second budget cookbook; **Budget-friendly recipes**. Registered Nutritionist Zoe Griffiths developed the recipes, alongside an introduction to our Cancer Prevention Recommendations. Over 4,400 copies were sent out.

// Thank you for my recently received cookbook, which is so attractively photographed, with ingredients and cooking methods so clearly laid out for healthy, tasty inspiration.

Pauline, Budget-friendly recipes user



More people reached for our resources this year and put them to work. Demand for our booklets, factsheets, cookbooks and posters reached

77,000

(up 9% on 2023/2024)

61,000

copies were sent out and

16,000

were downloaded

Digital information and support

Online, we made support easier to find and act on. We reshaped our breast cancer pages into a clear hub on causes, ways to reduce risk and living well after diagnosis, and we expanded our recipes so it's quicker to find healthy meals and snacks for everyday life.

For 7–11-year-olds, our **Eat Move Learn** website added four new junior-cook recipes, plus new pages answering common questions about healthy living.

Since its launch in 2023, 3,070 people have signed up for **Activ8**, our eight-week behaviour change email programme – to build healthy habits that lower cancer risk. Three months after completing the programme, 80% told us they had stuck with their healthy habits.

Future plans for our prevention programmes

Next, we'll refresh our physical activity content in print and online. We've listened to people who face barriers to moving more – especially groups most affected by health inequalities – so our updated guidance reflects real life. We'll also update our popular **Men's health guide** and launch an updated **Changing behaviours guide** for health professionals.



// Just brilliant! A great resource to have at my fingertips. I have a strong family history of breast and other cancers so Activ8 was just what I needed to motivate me to be proactive regarding my health. I have saved all your emails and will return to them to retain my motivation.

Josephine, Activ8 subscriber

Working with health professionals

We equip health professionals with clear, evidence-based tools for cancer prevention and clinical conversations. That way, our guidance reaches far beyond our own channels.

We ran 11 live CPD accredited cancer prevention workshops, blending evidence on diet, physical activity and weight with practical behaviour change techniques. Almost 300 health professionals attended. Afterwards, over 90% reported increased awareness of lifestyle-related cancer risk factors, and over 85% felt more confident giving cancer prevention advice.

Workshop participants said:

This training has given me the confidence to promote health and wellbeing information relating to cancer in my daily practice.

It was very informative regarding potential carcinogens and how to mitigate their impact with healthy lifestyles – this will be very helpful in my clinical practice.

We also piloted our first in-house workshop for a local authority public health team with very positive feedback. Next, we're preparing to scale up our workshops with freelance nutritionist trainers and to deliver more in-house workshops – helping embed cancer prevention into standard practice in a cost-effective way.

Why it matters

Our resources for health professionals are accredited for Continual Professional Development (CPD), the ongoing training that keeps their skills up to date. CPD accreditation adds credibility and helps us reach more professionals, so more patients can benefit from our Cancer Prevention Recommendations.



Conference attendance

To raise awareness of our offer and connect with professionals working in cancer prevention and support, we exhibited at the UK Oncology Nursing Society Annual Conference in Manchester, Nursing in Practice in London and the British Society of Lifestyle Medicine Annual Medical Conference in Brighton. In our first speaking slot at Nursing in Practice, we shared a platform with an experienced general practice nurse, together speaking on 'Cancer prevention and survivorship: evidence into clinical practice'.

We kept professionals up to date with the latest evidence through our quarterly Informed newsletter and monthly e-newsletters. This year we focused on making our support easier to find and use – many professionals tell us they value it and wish they had known about it earlier. Next, we'll work with professional bodies and NHS Trusts so World Cancer Research Fund support becomes a go-to part of how different roles build knowledge and improve practice.

Future plans

Looking ahead, we'll run further free CPD-accredited webinars, responding to requests for deeper training on specific areas of cancer prevention. We'll also explore how to adapt practical healthy living advice for our diverse communities and provide clearer overviews of our guidance for people living with and beyond breast and colorectal cancers. Working in partnership will strengthen our expertise and widen the reach of our education.

Supporting people living with cancer

We strengthened trusted support during treatment. Collaborating closely with the British Dietetic Association (BDA) Oncology Specialist Group, we updated **Eat well during cancer** – our most popular booklet – and sent out 6,200.

This is a valuable resource that is evidence based and peer reviewed, and will benefit many patients undergoing cancer treatment... It will be utilised by many oncology dietitians.

The British Dietetic Association

The booklet answers common questions about diet during cancer and treatment, covering side effects such as weight changes, mouth problems and nausea. It offers practical ways to manage these challenges and shares recipes designed to help people enjoy food again.



In June, we exhibited at the Royal Surrey Hospital Community Open Day, showcasing resources like **Eat well during cancer** and raising awareness of our support for people living with cancer.

Professionals have told us they use the booklet as a handout and value how it lands with patients:

I ordered these booklets as a shared resource for staff here where we run an oncology support service for the county.

Huge amount of positive feedback for professional, glossy presentation, easy wording and able to digest information given in a clear and concise way.

I have a table displaying all the leaflets and staff are able to look through the resources to familiarise themselves with them to know which particular resources patients would benefit from.



Future plans

Next, we'll make our support even more accessible. We'll update our website FAQs so our nutrition information works for people living with cancer from different backgrounds, working closely with the BDA Oncology Specialist Group and the NIHR Cancer and Nutrition Collaboration Patient and Public Involvement group. Building on growing evidence about staying active after diagnosis, we also plan a new booklet to help people be as active as they can during treatment.

Cancer and Nutrition Helpline

Our **Cancer and Nutrition Helpline** helps people living with and beyond cancer manage treatment-related side effects, through a free phone and email service staffed by Oncology Specialist Dietitians. We responded to 925 enquiries: most people were seeking support for themselves, and around a quarter of people wanted advice to help support a spouse or partner.

Almost 100% of survey respondents rated the service ‘excellent or good overall’ and said they felt ‘more or much more confident’ managing their diet, or treatment-related side effects. Many told us how much the helpline mattered to them:

Without your helpline, it could have been up to 10 weeks before I got help from a dietitian. You’ve saved me weeks of stress and worry about how much weight I’ve been losing and what I can do to stay healthy during my treatment.

Clinicians trust the service and refer patients to it. More than 40% of helpline users tell us they were signposted to the helpline by a health professional and NHS Trusts such as the Royal Marsden include the helpline in patient information. We are also working with NHS Greater Glasgow and Clyde to provide essential nutrition information to their newly diagnosed bowel cancer patients.



We are planning to grow professional support for the helpline throughout the oncology and primary care workforce. We have ambitious plans to expand the number of people living with cancer that we can help, especially as access to specialist dietetic support can be very limited:

We have found referring to the dietitian helpline very beneficial for our patients struggling to access local resources.

Cook Through Cancer classes

We brought practical, confidence-building support into people’s kitchens. We ran two series of monthly online **Cook Through Cancer classes** designed to help people living with cancer manage issues such as taste changes, appetite loss and nausea, and make food more palatable. Led by a professional chef and supported by an Oncology Specialist Dietitian, the classes taught simple, specially-designed dishes, shared practical tips and gave participants the chance to ask an expert questions about nutrition and cancer.



People living in the remote Scottish Highlands and Islands and other areas with limited access to cancer support were among 120 people who benefitted from our Scottish series, kindly funded by James Sim Trust.

A breast cancer-focused series, funded by Walk the Walk, supported 160 people. 97% rated their overall experience ‘excellent or good’ and 91% felt more confident managing their diet and side effects afterwards. We promoted the classes with NHS organisations, oncology staff groups and Future Dreams, and many people found them so useful they chose to attend more than one class.

We continue to run Cook Through Cancer classes for people with any cancer, anywhere in the UK. We’re also planning on-demand cooking videos, so we can support more people to have easier, nutritious mealtimes.



I like the combination of a chef and dietitian. It provided a tasty, nutritional approach to food. I also liked the flexible approach they took suggesting changes and alternatives. I can cook well and I take an interest in the latest, science-based nutritional research, but I still learnt and benefited from the workshop. Thank you.
Elizabeth, Cook Through Cancer class participant

925 people used our Cancer and Nutrition Helpline

280 people took part in our Cook through Cancer classes

Medical education

We helped close a gap in medical training. Supported by the NIHR Cancer and Nutrition Collaboration, we worked closely with Lincoln Medical School to develop teaching materials that address the lack of nutrition in undergraduate medical training, building on the Association for Nutrition (AfN) Undergraduate Curriculum in Nutrition for Medical Doctors (launched in 2021).

We created ready-to-teach slide sets (with lecturer notes) and short videos featuring scientific and clinical speakers, including Sir Michael Marmot, Professor Ellen Copson and Dr William Bird.

The materials are due to be ready for use in Lincoln from Autumn 2026. Next, we’ll develop undergraduate materials for independent study with the University of Southampton. Much of this content will also be relevant for educational resources for a wide range of practising health professionals.

External assurance strengthened our credibility further. We achieved AfN Content Assurance for a new stand-alone educational resource; a webinar on our Cancer Prevention Recommendations with assessment questions. We are one of the first organisations to gain this accreditation, endorsing the webinar as suitable to help medical schools incorporate the AfN Undergraduate Curriculum into their own courses.



Why it matters
The 9% increase this year in people’s use of our resources means more people are being supported before, during and after cancer.

NIHR CANCER AND NUTRITION COLLABORATION

We expand our reach by working with the people who shape and deliver care. Our strategic partnership with the **National Institute for Health and Care Research (NIHR) Cancer and Nutrition Collaboration** strengthens understanding of nutrition, activity and lifestyle in cancer prevention and treatment – through knowledge exchange, capacity building and collaborative multidisciplinary research. It also helps ensure a consistent, credible voice for information and training.

We contribute across many workstreams, including Charities and Prehabilitation and play an active role in the Health Professionals workstream. This supports a workforce with the knowledge, skills and competencies to deliver nutrition advice and care as part of cancer prevention and management.

Through this, we built a network across healthcare disciplines who are keen to promote our information and support. We also co-badged new guidelines to improve prehabilitation services for people living with cancer:

Prehabilitation for people with cancer: Clinical and implementation guidelines.

As the NIHR brings cancer charities together to provide better support, we help to ensure collective resources on nutrition, physical activity and psychological support reach more people living with cancer – and that charities learn from each other's practice. This is already helping each organisation support its beneficiaries more effectively.

Prevent and Thrive event

During Cancer Prevention Action Week 2025, World Cancer Research Fund and NIHR brought together 100 leaders from healthcare, academia and the third sector to encourage innovative ways of working together for the benefit of patients. Chaired by Professor Alan Jackson, our panel of speakers comprised oncologist and Move Against Cancer Co-founder Dr Lucy Gossage, International Agency for Research on Cancer Director Dr Elisabete Wiedepass, Emeritus Professor of Supportive and Palliative Medicine, Sam Ahmedzai, and NIHR Collaboration Chair Dr Vicky Coyle.

Hosted at the Royal College of Nursing in London, delegates explored three key priorities: workforce development, evidence-based support, and sustainable partnerships. Feedback highlighted the value of cross-sector networking, fresh approaches and new collaboration. The event helped reset shared goals and strengthened awareness of the role of nutrition and physical activity in cancer care.



Why it matters

This year, WCRF helped push prevention higher up the agenda. By bringing evidence into policy conversations in the UK and globally, we worked to make healthier choices easier for more people and shape a healthier environment for all.

Strategic outcome 5

ENGAGED SUPPORTERS AND PARTNERS



Supporter generosity powers everything we do. Building long-term income and growing awareness of our Cancer Prevention Recommendations were key strategic focuses in 2024/2025.

By understanding our supporters better and speaking to what matters most to them, we're able to fund life changing research and deliver practical health information at scale.

Advancing our mission, powered by your support

With thanks to the incredible generosity of our supporters we have raised almost **£12 million (£11,937,144 (2023/2024: £12,679,739))** this year to invest into our cancer prevention and survivorship research and health education programmes.

Despite a challenging fundraising environment, we saw continued growth across our legacy and in memory giving, as well as our digital and events income streams. Looking ahead, pressures linked to the geopolitical climate, the cost-of-living crisis and rising demand on community services may continue to affect charitable giving. In response, we are testing new fundraising products, strengthening our messaging, and embracing technology and new channels – so we can grow sustainable income and keep reaching the people who need our work most.

Direct marketing

Direct marketing helps the public engage directly with our charity and support. It remains one of our largest and most successful income streams helping us share clear practical cancer prevention information and raise essential funds while strengthening awareness of World Cancer Research Fund (WCRF).

In 2024/2025, we focused on making our direct mail more relevant, engaging and supporter-led. We reviewed our current supporters and people we believe may be interested in supporting us, using campaign insights to understand what resonates most. This helps us share the information supporters value, and grow this income stream sustainably.

hundreds of ideas and the overall message was 'more of the same, please'. Healthy You helps ensure people stay connected with our work and brims with science, lifestyle and nutrition information to say thank you for their support.

Growing our supporter base

We grew our community of supporters. This year 22,000 donors supported us through direct mail for the first time (2023/2024: 22,687) and 563 direct mail donors became regular committed givers (2023/2024: 555).

Christmas continues to be a time of the year when people remember those they have lost and in December 2024, 1,185 supporters donated to our Christmas bauble appeal raising £22,997.

We received gifts from 158 people who generously included a gift in their Will after providing for family and friends. In total 3,172 supporters have shown an interest in leaving a gift, or have told us they have already done so. Gifts in Wills help us plan ahead and protect the future of our life-changing work – a lasting legacy for cancer prevention that benefits us all.



In August 2025 we conducted our reader survey in our Healthy You newsletter, which goes to 105,000 supporters' letterboxes each quarter. More than 1,000 readers gave hand-written responses describing their enjoyment of this magazine and our work, as well as offering



Together we make prevention possible

We held three supporter events in 2024/2025. It's a real privilege to be able to thank our committed supporters in person, share what we've achieved and explain our priorities – and it helps supporters see the impact of their generosity. We plan to do more of this in 2026, with a further four events planned.



We offer our supporters a free Will writing service and track performance and inclusion rates against sector averages. Wills written by WCRF supporters include an 81% gift inclusion rate, compared with a sector average of 74%.

One of our most popular events has been the London Marathon. In 2024/2025 this was no exception with our team proving once again that this is a key income stream for us. Our team of 24 runners raised more than £84,000. The success of this event has led us to look at other Marathon Majors including the Chicago and Sydney Marathons which are also proving to be incredibly popular. We will continue to offer opportunities for our supporters to fundraise through these bucket list events and are delighted to have been able to secure additional places in the 2026 London Marathon which will increase the number of places we have available to supporters to 48.



Our Fundraising Ambassador and advocate, James Radford, began fundraising for WCRF when he joined our London Marathon team eight years ago. He has taken part in countless events since and raised over £15,000 in that time. In June we were delighted to welcome James and his wife Becky to our offices to thank him for his ongoing support.

Creating new fundraising products to appeal to new audiences

We have tested new approaches to donor recruitment in our direct mailing programme. In July 2025, we engaged a telephone marketing agency, Unity 4, to trial a telephone fundraising campaign aimed at recruiting new regular donors. The test began in August 2025 and will continue into the next financial year, when results will be fully evaluated. Early indications suggest this could be scaled up into an important new income stream.



To attract new audiences we have continued to embrace the trend for virtual challenges and have invested in developing this income stream. January 2025 saw our most successful iteration of our signature digital challenge: Walk 100 Miles in February.

The campaign implemented learnings from previous campaigns and had much bolder messaging which would appeal to the target audience of women aged 35 to 65. It also focused on a specific area of our work, raising money for CANDO – our breast cancer research programme in Southampton.

We will continue to look at how we can engage new audiences with different and innovative ways of raising money for our work.

Embracing technology

In June 2025 we launched a new fundraising platform on our website called Funraisin'. Automated event registration and supporter journeys are already helping us manage participants more effectively. We hope gamification features will support people with their fundraising and enable them to raise more.

Our in-memory campaigns are supported online through a mobile-first remembrance page, and our direct mail appeals always include an option to donate online.

We use a range of social media platforms to promote our campaigns and have launched a self-referral free Will writing service on our website. This removes the need for a paper-based process and helps supporters access local solicitors more quickly.

Growing higher value and multi-year partnerships to secure longer-term, restricted funding and ensure a sustainable future for WCRF

In a highly competitive fundraising climate, competition for funding has increased. For example, some Trusts and Foundations are disbursing smaller amounts or tightening criteria, which can make charities ineligible to apply.

Despite this, we were delighted to secure significant gifts from the Greendale Charitable Foundation and PF Charitable Trust towards the CANDO project.

In November 2024 we received a generous gift from Schecter guitars, who in conjunction with the band – The Cure – auctioned off a set of limited edition guitars in aid of WCRF.

We continue to engage with companies and actively explore opportunities for partnership to further our work.

If you're interested in partnering with us, taking part in an event or raising money for World Cancer Research Fund, we'd love to hear from you. Please contact the team at fundraising@wcrf.org



Working collaboratively and transparently

We collaborate with our cancer prevention community to share the stories behind supporters' impact. Research grant holders attend supporter engagement events to present their findings and answer questions. Feedback shows that supporters value seeing the full scope of their contribution – and the chance to speak directly with the researchers and scientists their support makes possible.

We work closely with our research and health information colleagues to make sure our fundraising activities are tied to the latest insight into our work and demonstrate the value of donations.

Through our stewardship programme, we work with supporters who choose to share their stories – helping inspire others and bring our impact to life. Expanding our library of case studies remains a priority, because real stories help show what supporters' generosity makes possible.



Ian, who is remembered by his partner, children and their families, through gifts in his memory and through a legacy gift included by his partner

I believe that the more awareness we raise about the links between physical activity, diet, weight, and cancer, the more people will make positive changes to protect their health.

Helen, Legacy supporter

Supporting our supporters

Our dedicated Supporter Services team responds to enquiries and feedback from our supporters, the public and health professionals every day. In 2024/2025 they answered 8,842 telephone calls from our generous donors.

To get in touch supporters can call our team on 020 7343 4205.

Why it matters

In a challenging fundraising environment, supporter loyalty and strong partnerships makes progress possible. Your support powers the research, information and influence that run through every chapter of this report.

With thanks to...

In alphabetical order:

- Basil Samuel Charitable Trust
- JTC Group
- PF Charitable Trust
- Schecter Guitars
- ShareGift
- The Cure
- Walk the Walk

If you are interested in partnering with us email partnerships@wcrf.org

SUPER STRENGTH, SUPER CAUSE

Our amazing supporter John Steventon has raised over £2,000 by undertaking HYROX races. But facing a skin cancer diagnosis has proved to be one of his biggest challenges.

John is our very own superhero. In 2024/2025, he completed 3 HYROX challenges and ran The Grid competition dressed as comic book character Wolverine.



HYROX combines both running and functional workout stations, where participants run 1km, followed by one functional workout station – such as rowing, sled pulling and weighted lunges – repeated eight times. The Grid is an equally challenging race-based team sport.

John says: "Everything I've done in life, I've wanted to share with others. As a DJ, I taught aspiring musicians and even wrote DJing for Dummies. In my TV career, I mentor new editors. When I was racing in indoor rowing, I launched the RowAlong YouTube channel to help home rowers stay motivated. So, when I started competing in HYROX, I wondered how I could use this platform to make a difference."

"I knew I'd never be a podium finisher, but after my skin cancer diagnosis, I found a purpose: racing as Wolverine to raise money for World Cancer Research Fund. The response from the HYROX community has been incredible – not just in donations, but in the conversations I've had. Nearly everyone I meet has been touched by cancer in some way, whether personally or through friends and family."

Even though the doctor said, "Don't worry", when I heard the words "That's skin cancer" the last hope that I was indestructible fizzled away. I'd always thought I was invincible – after all, I like to dress up as Wolverine – but skin cancer reminded me that none of us are."

John's diagnosis helped him become more aware of the importance of cancer prevention. "I remember being 7 years old, resisting my Mum's attempts to put sun cream on me. I often opted for the lowest SPF possible, thinking sunburn was just a fast track to a tan. Coming from Scotland, where sunshine is a rarity, I've always craved the sun's warmth. But now, I never go without factor 30 or 50. If only I had learned that lesson earlier."

The guidance from the World Cancer Research Fund has been invaluable in helping me understand the importance of proper nutrition and lifestyle choices in cancer prevention and overall health. Exercise alone isn't enough – we need to fuel ourselves properly and protect ourselves from preventable risks like excessive sun exposure.

How we fundraise

We are deeply grateful for the support we receive. Without our supporters' generosity, we could not deliver our life-changing work. We are registered with the Fundraising Regulator (FR) and are open about how we raise our funds. We continually strive to adhere to the Code of Fundraising Practice and the Fundraising Promise and we are also a member of the Direct Marketing Association (DMA).

Partnership working is a crucial route to achieving our mission. We have safeguards in place internally and with our partners to ensure that we do not compromise any of our independence.

Some of our fundraising activity is conducted on our behalf by carefully selected fundraising agencies who ask people if they would like to make a regular donation.

We work to ensure our current agency Unity 4 (CIOF Corporate Member) represents our work and our organisation to the very highest standards. We monitor agencies regularly to ensure that everyone working on our behalf adheres to our high standards.

Our website outlines our complaints process. In 2024/2025, we received no complaints about our fundraising. We ensure that we resolve issues, learn from them and take action to prevent problems happening again. We report the number of complaints we receive each year to the FR.

We work in accordance with our Child and Vulnerable Adult Safeguarding Policy.

Opt-out instructions are included in all direct marketing communications, giving supporters an easy way to easily stop receiving messages should they wish. We are also signed up to the Fundraising Preference Service, enabling people to tell us they do not want to receive fundraising communications. We received 89 requests via this service last year.

The Board receives regular reports on our plans and any compliance issues, alongside close oversight of our financial performance.

Financial information

Management of risk

The Trustees recognise that effective risk management is essential to achieving the charity's objectives and safeguarding its beneficiaries, staff, volunteers, reputation, assets and finances. The Trustees have overall responsibility for ensuring that appropriate systems and controls are in place to identify, assess and manage the principal risks facing the charity.

A formal risk management framework is maintained and reviewed regularly by the Trustees and senior management team. Risks are assessed according to their likelihood and potential impact, and mitigating actions are identified and monitored. The risk register is reviewed periodically throughout the year and updated to reflect changes in the charity's operating environment and strategic priorities.

The principal risks identified by the Trustees include financial sustainability, fundraising performance, regulatory compliance, cyber and data security, operational resilience, reputational risk, and the recruitment and retention of skilled staff. The Trustees also consider external risks arising from economic conditions, changes in public policy, and developments affecting the wider charitable sector.

To mitigate these risks, the charity maintains appropriate financial controls and reserves policies, monitors income and expenditure closely, invests in staff training and governance, and operates robust policies and procedures relating to safeguarding, data protection, health and safety, and internal controls. The charity also maintains appropriate insurance cover and business continuity arrangements.

The Trustees are satisfied that the systems and procedures in place provide a reasonable level of assurance that the major risks facing the charity are being appropriately managed and mitigated.

Principal sources of income

The charity's principal sources of income during the year were voluntary donations from members of the public, grants and contributions from corporate partners and charitable trusts, and income received from affiliate organisations. These funds were applied in furtherance of the charity's objectives and to support the delivery of its charitable activities and operational costs.

The Trustees continue to monitor and diversify the charity's income streams to support its long-term financial sustainability.

Grant Making Policy

World Cancer Research Fund awards scientific research grants only following a formal and rigorous application process designed to ensure that funding is directed towards high-quality research that supports the charity's objectives.

The grant application and assessment process is managed by WCRF International on behalf of the World Cancer Research Fund network and its member organisations, including WCRF in the UK. Applications are subject to a comprehensive independent peer review process involving expert scientific reviewers and advisory panels with relevant specialist knowledge and experience.

Funding decisions are based on a number of factors, including scientific quality, relevance to the charity's mission, potential public health impact, value for money, and the ability of the proposed research to advance understanding of cancer prevention and survival through diet, nutrition, physical activity and weight management.

The Trustees are satisfied that appropriate procedures and controls are in place to ensure that grants are awarded fairly, transparently and in accordance with the charity's charitable objectives.



Use of volunteers

The charity benefited from the support of two volunteers during the year. Their contribution assisted the organisation in delivering its charitable activities and supporting day-to-day operations. The Trustees recognise the valuable role volunteers play in helping the charity achieve its objectives and are grateful for the time, skills and commitment they provided.

Financial review

Income

Total income in 2024/2025 decreased by £742,595 to £11,937,144 (2023/2024: £12,679,739). Legacies were £2,439,070 (2023/2024: £2,772,208) a decrease of £333,138. Donations from individual donors decreased by £219,846 to £5,388,721 (2023/2024: £5,608,567).

Our headline KPIs for the year were to raise £11,645,947 (2023/2024: £11,177,213) in income and to fund over £1 million (2023/2024: £1 million) in research grants, both of these were exceeded.

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Expenditure

In financial year 2024/2025, total expenditures increased by £538,891 to £12,108,837 (2023/2024: £11,569,496).

Expenditure on raising funds increased by £205,519 to £3,165,080 (2023/2024: £2,959,561). Charitable expenditure on research increased by £97,463 to £4,037,254 (2023/2024: £3,939,791). Charitable expenditure on information and education increased by £235,909 to £4,906,053 (2023/2024: £4,670,144).

Net income

Net movement in funds in 2024/2025 was a deficit of £461,516, a decrease of £1,570,113 (2023/2024: Surplus of £1,108,597).

Investment policy

Currently WCRF holds no investments. All reserves are held in cash, split between easy access accounts and higher interest longer term accounts.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the Trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain minimum free reserves of one half of the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by planning for a small surplus in the compilation of the annual budget.

As of 30 September 2025, unrestricted reserves decreased by £423,500 to £6,625,103 (2023/2024: £7,048,603). Free reserves at 30 September 2025 are £2,870,759 (2023/2024: £5,597,096). This equates to 3 months of the current year's expenditure (2023/2024: 7 months).

On 8 January 2025, WCRF purchased their office at 140 Pentonville Road, London for £3,200,000 plus £640,000 in VAT paid from free reserves. The purchase has been secured on a 999-year leasehold.

In September 2025, the Board of Trustees approved the budget for financial year 2025/2026 which included a surplus of £4,560 which will increase total free reserves to £2,875,322.

The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £6 million. WCRF's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if income targets fall short. As of 30 September 2025, total reserves were £6,625,103 (2023/2024: £7,086,618). These reserves have been reduced by our January property purchase.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for 2025/2026 and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by recent economic uncertainty, increased inflation and cost of living increases.

However, management is monitoring current fundraising activities, programme spending, and staff needs and making adjustments as necessary. In addition, the financial forecast for the 2025/2026 financial year and budget planning for the year 2026/2027 take into consideration the possibility of declining income due to inflation and/or economic turndown.

The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that

so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by:



Roderick Power
Trustee

140 Pentonville Road
London
N1 9FW

TRUSTEES REPORT

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity.

This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. Consolidated accounts are not produced and WCRF (trading) Ltd produces a separate annual report and audited financial statements.

Governance information

The Trustees are responsible for the overall strategic direction and management of the organisation and for ensuring that the charity pursues its charitable objectives in accordance with its governing document and applicable law and regulation. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity.

Recruitment and Appointment of Trustees

Trustees are recruited on the basis of the skills, knowledge and experience required to support the effective governance and management of the charity. Potential Trustees may be identified

through recommendations, professional networks and open recruitment processes where appropriate. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment.

New Trustees are appointed in accordance with the provisions set out in the charity's governing document. The Board seeks to maintain an appropriate balance of skills and experience to meet the current and future needs of the charity.

Induction and Training of Trustees

All new Trustees receive an induction to familiarise them with the charity's activities, governance structure, strategic objectives, policies and procedures, and their legal responsibilities as Trustees. Trustees are provided with relevant key documents, including the governing document, recent annual reports and accounts, and Charity Commission guidance.

Trustees are encouraged to undertake ongoing training and development to support them in fulfilling their duties effectively and to ensure that the Board maintains appropriate knowledge of charity governance and regulatory requirements.

Our Trustees

- Mr Roderick Power (Chair)
- Prof Ashley Cooper
- Ms Antoinette Hunter
- Ms Alison Sinclair
- Ms Susan Pepper
(resigned 23 September 2025)
- Mr Graham Triefus F.C.A.
(appointed 8 May 2025)
- Prof John Mathers
(appointed 6 November 2025)
- Mr Frank Hill
(resigned 31 October 2024)

The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Rachael Hutson, Chief Executive Officer
- Dr Giota Mitrou, Executive Director of Research and Policy
- Vickie Gregory, Executive Director, Network Operations
- Gwen Chiteme, Director of Human Resources
- Steven Greenberg, UK Director
- Gerard Cousins, Director of Mass Giving
- Colin Smith, Director of Communications and Engagement
- Steven Hollock, Director of Finance
- Dr Helen Croker, Assistant Director of Research and Policy

Senior staff structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has a UK Director who delivers the UK Strategy, and directly manages our Fundraising and Health Information division. This works alongside the Communications and Engagement division and UK Operations, each of whom have a director reporting to the CEO.

WCRF's staff works closely with colleagues in WCRF International, and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Research and Policy programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Communications and Engagement and Operations including Human Resources and IT.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each

employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XpertHR salary surveys to ensure competitiveness in the marketplace, with the latest benchmarking project completed in May 2024.

Why it matters

Strong governance keeps impact on track. This year's oversight and stewardship helped protect our mission, safeguard supporters' trust and support confident long-term decisions.



OUR STAFF AND OUR VALUES

World Cancer Research Fund aims to model best practice in governance and leadership. We do this through ensuring that our staff have the opportunity for continual development and by adopting the latest technologies available.

- **Our Values** – we have a core set of organisational values for how we work. Our values not only define who we strive to be, but also how we want to work. They apply to how we work both internally and externally, underpinning our organisational culture and brand.
- **Staff engagement and job satisfaction** are critical for us to succeed and are supported by development and rewards alongside the alignment of the organisational values.
- **An empowering and inclusive approach to staff engagement** will continuously evolve and be encouraged through different approaches.
- **Diversity, equality and inclusion** are embedded and committed to in all of our practices. We aim to establish an inclusive culture that celebrates diversity, is free from discrimination, and is based on the values of dignity and respect.
- **Best practice in governance and compliance** will be modelled by the management team and throughout our work. We are registered with the Charity Commission in England and Wales alongside all the relevant regulatory bodies including the Fundraising Regulator. We are fully committed to all our practices being open, fair, honest and legal.



OUR VALUES



EVIDENCE-BASED

We are the authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.



INCLUSIVE

Everyone counts – we value, respect and trust each other.



INFLUENTIAL

We are collaborative, engaged and focused on maximising impact in all that we do.



INNOVATIVE

We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.



EMPOWERING

We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES OF WORLD CANCER RESEARCH FUND

The trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WORLD CANCER RESEARCH FUND

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2025 which comprise the Statement of Financial Activities (incorporating Income and Expenditure account), the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "*The Financial Reporting Standard applicable in the UK and Republic of Ireland*" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 54, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, remaining alert to new or unusual transactions which may not be in accordance with the governing documents.

The most significant laws and regulations that have an indirect impact on financial statements are those in relation to the General Data Protection Regulations. We performed audit procedures to inquire of management whether the charitable company is in compliance with these laws and regulations.

The audit engagement team identified the risk of management override of controls and the recognition of legacy income as the areas where the financial statements were most susceptible

to material misstatement due to fraud. Audit procedures performed included but were not limited to testing journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates including in relation to legacy income recognition.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kelly Adams

Kelly Adams (Senior Statutory Auditor)

For and on behalf of RSM UK AUDIT LLP,
Statutory Auditor
Chartered Accountants
Third Floor
2 Semple Street Edinburgh
EH3 8BL

Date

04/06/26

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

for the year ended 30 September 2025

	Notes	Unrestricted funds 2025 Total £	Restricted funds 2025 Total £	Total funds 2025 Total £	Total funds 2024 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	11,536,675	206,956	11,743,631	12,415,550
Investment income		193,513	–	193,513	264,189
Total income		11,730,188	206,956	11,937,144	12,679,739
Expenditure on:					
Raising funds	4	3,165,080	–	3,165,080	2,959,561
Charitable activities	5	8,698,335	244,972	8,943,307	8,609,935
Total expenditure		11,863,415	244,972	12,108,387	11,569,496
Net losses on investments	11	–	–	–	–
Currency (loss)		(273)	–	(273)	(1,646)
Gains/(losses) on revaluation of fixed assets		(290,000)	–	(290,000)	
(Deficit)/net surplus		(423,500)	(38,016)	(461,516)	1,108,597
Transfer to Unrestricted					
Fund balances brought forward at 1 October 2024		7,048,603	38,016	7,086,619	5,978,022
Fund balances carried forward at 30 September 2025		6,625,106	–	6,625,106	7,086,619

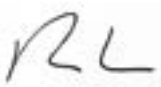
WCRF has not recognised gains or losses other than the net movement of funds in the year.
The notes on pages 61 of 75 form part of these financial statements.

BALANCE SHEET

as at 30 September 2025

	Notes	2025 £	2024 £
Fixed assets:			
Tangible assets	10	3,754,344	266,918
Investments	11	–	–
Total fixed assets		3,754,344	266,918
Current assets:			
Debtors	12	3,557,311	2,697,143
Cash at bank and in hand		3,774,521	8,958,024
Total current assets		7,331,832	11,655,167
Liabilities:			
Creditors: amounts falling due within one year	13	(2,514,801)	(2,596,270)
Net current assets		4,817,031	9,058,897
Total assets less current liabilities		8,571,375	9,325,815
Creditors: amounts falling due after one year	14	(1,946,271)	(2,239,197)
Total net assets at 30 September		6,625,104	7,086,618
The funds of the charity:			
Unrestricted funds	20	6,625,103	7,048,603
Restricted funds	21	–	38,015
Total funds		6,625,103	7,086,618

These financial statements were approved by the board of trustees on 26 May 2026 and were signed on its behalf by:



Roderick Power
Trustee

The notes on pages 61 to 75 form part of these financial statements.

STATEMENT OF CASH FLOWS

For the year ended 30 September 2025

	2025 £	2024 £
Cash flows from operating activities:		
Net cash (used in) / provided by operating activities:	(1,531,753)	282,992
Dividends and interest from investments	193,513	264,189
Purchase of equipment PPE	(3,845,265)	(12,178)
Net cash (used in) / provided by investing activities	(3,651,752)	252,011
Change in cash and cash equivalents in the reporting period	(5,183,505)	535,003
Cash and cash equivalents at the beginning of the reporting period	8,958,025	8,423,022
Cash and cash equivalents at the end of the reporting period	3,774,520	8,958,025
Reconciliation of net Income/(Expenditure) to net cash flow		
Net expenditure for the reporting period	(461,516)	1,108,597
Depreciation charges	67,839	96,597
Dividends and interest from investments/cash	(193,513)	(264,189)
Loss (gain) on fixed assets valuation	290,000	–
(Increase) in debtors	(860,168)	(383,244)
(Decrease) in creditors	(374,395)	(274,769)
Net cash (used in) / provided by operating activities	(1,531,753)	282,992

NOTES TO THE FINANCIAL STATEMENTS

World Cancer Research Fund (“WCRF”) is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1. Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Functional and presentation currency

These financial statements are presented in British Pound, which is the Company’s functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its forecasted surplus for 2025/2026 and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. Due to the charity’s structure, future plans and strong cash position, the Trustees believe that WCRF is well placed to manage the business risks successfully. Management monitor current fundraising activities, programme spending and staff needs. Much of the income from individual donations comes from direct marketing and legacies, both of which show trends that can be monitored, should those trends show cause for concern, management make adjustments as necessary.

In addition, the financial forecast for the 2025/2026 financial year takes into consideration the possibility of declining income due to inflation and/or economic turndown by being conservative with income estimates and associated spending. Budget planning for the year 2026/2027 will follow a similar path. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 50. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations which have been provided by donors for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt if probable and the amount is measurable with sufficient reliability, this is normally when the donation is received.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the original donations were received.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the

amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received. Legal and administrative costs for managing legacy income are budgeted each year and are kept to a minimum by having an in-house Legacy management team.

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accrual basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues and subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible fixed assets and depreciation

Tangible fixed assets with a cost of more than £2,000 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £2,000 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery

and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current

liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA.

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently, WCRF has no liability to tax and no deferred tax.

2. Key judgements and estimations

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

3. Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2025 Total £	2024 Total £
Donations	5,200,265	188,456	5,388,721	5,608,567
Legacy income	2,439,070	–	2,439,070	2,772,208
Committed giving	1,235,531	–	1,235,531	1,300,738
Gift Aid	933,064	–	933,064	1,155,850
Grants from affiliates	1,728,744	–	1,728,744	1,133,004
Grant revenue	–	18,500	18,500	445,173
Other income	296	–	296	9
	11,536,970	206,956	11,743,926	12,415,549

Restricted income in 2025 was £206,956 (2024: £222,510).

4. Expenditure on raising funds

	Direct costs £	Support costs* £	2025 Total £	2024 Total £
Fundraising activities	319,165	–	319,165	260,850
Direct mail fundraising	1,682,216	–	1,682,216	1,658,916
Human resources	–	872,772	872,772	719,068
Premises	–	53,393	53,393	140,676
Other	–	237,534	237,534	180,051
	2,001,381	1,163,699	3,165,080	2,959,561

*see note 7 for more information.

5. Expenditure on charitable activities

	Direct costs £	Support costs* £	2025 Total £	2024 Total £
Research:				
Research grants**	2,228,156	–	2,228,156	2,122,909
Other direct costs	262,202	–	262,202	218,160
Human resources	–	1,242,022	1,242,022	1,122,535
Premises	–	76,100	76,100	222,773
Other	–	228,774	228,774	253,414
	2,490,358	1,546,896	4,037,254	3,939,791
Information & education:				
Programme grants to affiliates	582,112	–	582,112	389,354
Publications	1,940,631	–	1,940,631	1,992,176
Consulting fees	368,268	–	368,268	439,319
Other direct costs	509,311	–	509,311	337,232
Human resources		1,210,536	1,210,536	1,035,459
Premises		75,185	75,185	224,018
Other	–	220,010	220,010	252,586
	3,400,322	1,505,731	4,906,053	4,670,144
Total costs of charitable activities	5,890,680	3,052,627	8,943,307	8,609,935

*see note 7 for more information.

**includes grant refunds.

Expenditure on charitable activities was £8,943,307 (2024: £8,609,935) of which £8,698,335 (2024: £8,510,970) was unrestricted and £244,972 (2024: £98,965) was restricted.

6. Grants and grants payable

The below grants were awarded in the year to 30 September 2025 to institutions:

		2025 £
University of Oxford	Modified Nucleic Acids in Diet and Bowel Cancer Risk	489,531
University of Southern Denmark	Reducing dietary selenium for lung cancer prevention	384,944
Murdoch Children's Research Institute	Ultra-processed food intake in childhood and their link to future risk of cancer	75,000
University of Bristol	Characterising the role of body composition and inflammation in multiple myeloma	74,951
International Agency for Research on Cancer (IARC)	Understanding the role of metabolic health in lifestyle related cancers through proteomics	74,100
University of Torino	Polyunsaturated fatty acids improve immunotherapy efficacy in non-small cell lung cancer	60,000
Australian Catholic University	Safety and feasibility of exercise in patients with melanoma undergoing adjuvant immunotherapy with immune checkpoint inhibitor therapy	59,519
Total research grants (new)		1,218,045
Imperial College London	Evaluation of biological mechanisms linking diet, lifestyle and cancer (extension #1)	98,000
International Agency for Research on Cancer (IARC)	Evaluation of biological mechanisms linking diet, lifestyle and cancer (extension #2)	16,000
Imperial College London	Global Cancer Update Programme	609,270
Southampton University Hospital	The CANDO Programme, Nutrition, body composition, metabolic health and clinical outcomes in breast cancer	247,610
National Institute for Health and Care Research	NIHR Cancer and Nutrition Collaboration	74,912
Total research grants (ongoing)		1,045,792
Total grants		2,263,837
Grant Refunds		(12,958)
Total grants (including refunds)		2,250,880

2023/2024 Grants total: £2,122,909.

6. Grants and grants payable (continued)

	2025 £	2024 £
Beginning grants payable	4,291,975	4,384,893
New grant funding	2,263,837	2,057,893
Grant adjustment	7,938	(22,005)
Grant payments	(2,723,487)	(2,128,806)
Ending grants payable	3,840,264	4,291,975
Due within one year (note 13)	1,893,985	2,052,778
Due after one year (note 14)	1,946,278	2,239,197

7. Support costs

	Fundraising	Information & education	Research	2025 £	2024 £
Human resources	872,772	1,210,536	1,242,022	3,325,330	2,877,062
Premises	53,393	75,185	76,100	204,678	587,467
Other	237,534	220,010	228,774	686,317	686,051
	1,163,699	1,505,731	1,546,896	4,216,325	4,150,580

Support costs are allocated based upon time spent on each function – fundraising, information and education, and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs – audit fees of £46,000 (2024: £44,000) include fees in respect of WCRF Trading Ltd of £3,200 (2024: £3,131) and board meeting expenses of £28,451 (2024: £25,745) are included in Other above.

8. Operating costs

	2025 £	2024 £
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	67,839	96,597
Hire of plant and machinery	8,377	15,359
Hire of other assets – office lease	–	364,292
Hire of other assets – office equipment leases	8,247	43,761
	2025 £	2024 £
Auditor's remuneration:		
Audit of these financial statements	42,800	40,869
Audit of financial statements of subsidiaries	3,200	3,131
	46,000	44,000

9. Human resources

	2025 £	2024 £
Salaries	2,831,690	2,469,869
Social security costs	327,265	253,851
Pension costs – defined contribution scheme	135,732	113,804
	3,294,687	2,837,524

The average number of persons employed during the year, analysed by category, was as follows:

	2025 £	2024 £
Fundraising	16	15
Research	15	15
Education	16	15
Administration	11	9
Total	58	52

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2025 £	2024 £
£60,000–£70,000	2	0
£70,000–£80,000	0	0
£80,000–£90,000	2	1
£90,000–£100,000	0	1
£100,000–£110,000	0	1
£110,000–£120,000	1	0
£140,000–£150,000	1	1

In respect to staff paid over £60,000, the pension contribution was £61,717 (2024: £72,256).

The key management personnel of the WCRF are the trustees, the President and the CEO.

The Trustees, who are considered the key management personnel, received no remuneration (2024: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. Four Trustees (2024: 6) received an out-of-pocket travel reimbursement totalling £5,598 (2024: £8,749) for expenses incurred directly. In 2025 and 2024 there were no related party transactions with the Board of Trustees. The President was compensated by affiliate organisations.

10. Tangible fixed assets

	Building £	Leasehold Improvements £	Fixtures & fittings £	Machinery & equipment £	Total £
Cost					
At 1 October 2024	–	482,449	64,676	237,665	784,790
Additions	3,840,000	–	–	5,265	3,845,265
Revaluation (loss)	(290,000)	–	–	–	(290,000)
At 30 September 2025	3,550,000	482,449	64,676	242,930	4,340,055
Depreciation					
At 1 October 2024	–	248,575	60,766	208,531	517,872
Charge for year	–	49,237	1,819	16,783	67,839
At 30 September 2025	–	297,812	62,585	225,314	585,711
Net book value					
At 30 September 2024	–	233,874	3,910	29,134	266,918
At 30 September 2025	3,550,000	184,637	2,091	17,616	3,754,344

11. Investments

	2025 £	2024 £
Investment in subsidiary	2	2
At 1 October	2	2

12. Debtors

	2025 £	2024 £
Accrued legacies	2,389,128	1,296,523
Amounts owed by affiliates*	238,961	659,564
Prepayments	749,621	399,634
Amounts owed by group undertakings	6,371	6,479
Trade debtors	173,230	238,343
Other debtors		96,600
	3,557,311	2,697,143

*amounts owed by affiliates are interest free and repayable on demand.

13. Creditors: amounts falling within one year

	2025 £	2024 £
Trade creditors	328,013	265,086
Grants payable	1,893,986	2,052,778
Other creditors	230,560	71,973
Deferred Income	62,242	206,433
	2,514,801	2,596,270

14. Creditors: amounts falling due after one year

	2025 £	2024 £
Grants payable	1,946,271	2,239,197

15. Guarantees and other financial commitments

Operating lease commitments – land, building and equipment

	2025 £	2024 £
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
– not later than one year	–	257,400
– later than one year and not later than five years*	–	1,930,500
– later than five years	–	–
	–	2,187,900

* Premises at 140 Pentonville Road were purchased by WCRF in January 2025 and the outstanding lease cancelled.

16. Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £135,732 (2024: £113,804).

17. Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

18. Related parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd carried on trading activities to raise net revenues which are contributed to WCRF. The registered address is 1 Blossom Yard, London, E1 6RS.

Summary balance sheet is as follows:

	2025 £	2024 £
Cash	6,371	6,479
Due to WCRF:		
Beginning balance	(6,477)	(6,597)
Net value of transactions	108	120
Amounts owed by subsidiary	(6,369)	(6,477)
Total net assets	2	2

During the year, royalty fees, £20,664 (FY2023/2024: £0) were paid to the President, Marilyn Gentry, in respect of the use of her name in connection with the charity's promotional activities. The transaction was conducted under a contractual arrangement approved by the Trustees.

19. Affiliated charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations – national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WKOF); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications, and best

practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2025 and 2024 is as follows:

Description	2025			Totals £
	WCRF International £	AICR £	WCRF Hong Kong £	
Beginning balance	399,820	216,802	42,942	659,564
Net value of transactions	(287,328)	(133,274)	–	(420,602)
Amounts owed by affiliates	112,492	83,528	42,942	238,962

Description	2024			Totals £
	WCRF International £	AICR £	WCRF Hong Kong £	
Beginning balance	492,583	(106,732)	42,942	428,793
Net value of transactions	(92,763)	323,534	–	230,771
Amounts owed by affiliates	399,820	216,802	42,942	659,564

20. Analysis of Net Assets between Funds

Description	2025				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
	£	£	£	£	£
Unrestricted funds	3,754,344	–	4,817,031	(1,946,271)	6,625,104
Restricted funds	–	–	–	–	–
Total funds	3,754,344	–	4,817,031	(1,946,271)	6,625,104

Description	2024				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
	£	£	£	£	£
Unrestricted funds	266,918	–	9,020,881	(2,239,197)	7,048,602
Restricted funds	–	–	38,016	–	38,016
Total funds	266,918	–	9,058,897	(2,239,197)	7,086,618

21. Restricted donations

In financial year 2024/2025, WCRF received donations from 71 Trusts totalling £119,662, of these £68,400 were restricted to various projects. A further £138,556 was raised via a digital campaign focussing on breast cancer. This gave a total of £206,956 in restricted funds. £187,056 was used for research projects at universities around the country, including the CANDO project at University of Southampton. The remaining £19,900 was used for health information outreach projects. In financial year 2024/2025, £38,016 was from prior year restricted donations and this was also used for health information outreach projects.

As of financial year 2024/2025, the restricted fund balance is £0 (2023/2024: £38,016).

	Balance at 1 Oct 2024 £	Income £	Expenditure £	Balance at 30 Sept 2025 £
Grants from Trusts & Foundations				
Cancer & Nutrition Helpline	–	7,800	(7,800)	–
Cancer & Nutrition Helpline – Glasgow Prehab Pilot		7,100	(7,100)	–
CANDO Project, University of Southampton		168,556	(168,556)	–
Cook Through Cancer Cookery Classes	38,016	–	(38,016)	–
Health Information Programmes	–	5,000	(5,000)	–
Research – Professor Adam Frampton, University of Surrey	–	3,500	(3,500)	–
Research – Dr Raoul Reulen, University of Birmingham	–	15,000	(15,000)	–
	38,016	206,956	(244,972)	0

22. Post balance sheet events

There were no post balance sheet events.

LEGAL AND ADMINISTRATIVE DETAILS

World Cancer Research Fund

Charity no.
1000739

Company no.
2536180

Registered office
140 Pentonville Road
London
N1 9FW
www.wcrf.org

Trustees
Mr R Power (Chair)
Ms A Sinclair
Prof A Cooper
Ms A Hunter
Ms S Pepper
Mr G Triefus (joined May 2025)
Mr F Hill (resigned October 2024)

President
Ms Marilyn Gentry

Chief Executive Officer
Ms Rachael Hutson

Secretary
Reed Smith Corporate Services Limited

Auditor
RSM UK Audit LLP
Chartered Accountants
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2 Semple Street
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Bankers
Barclays Bank Plc
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GL1 2EH

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More information and to donate

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Partnership enquiries
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Sign up to our e-newsletter:
wcrf.org/newsletters

To donate

Online
wcrf.org/donate

By Phone
020 7343 4205

By post
140 Pentonville Road, London N1 9FW



Our UK strategy 2026–2030

Our strategy builds on our past and uses our strengths and uniqueness with clear goals for the future. It boldly sets out how we will significantly reduce the number of people dying from preventable cancers.

Read it online: wcrf.org/strategy





We want to live in a world where no one dies of a preventable cancer.

We look at how diet, body weight and physical activity affect the risk of developing and surviving cancer, and share the evidence with the public, health professionals and policymakers.

World Cancer Research Fund

140 Pentonville Road, London N1 9FW

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[wcrf.org](https://www.wcrf.org)

Preventing cancer. Saving lives

Registered with the Charity Commission in England and Wales
(Registered Charity No: 1000739).

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Accounts

World Cancer Research Fund
Trustees' report, strategic report and
financial statements
Registered Charity No: 1000739
Registered Company No: 2536180
30 September 2024

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO:	1000739
COMPANY NO:	2536180
REGISTERED OFFICE	140 Pentonville Road London N1 9FW www.wcrf.org
TRUSTEES	Mr R Power (Chairman) Ms A Sinclair Prof A Cooper Ms A Hunter Ms S Pepper Mr G Triefus (joined May 2025) Mr F Hill (resigned October 2024)
PRESIDENT	Ms Marilyn Gentry
CHIEF EXECUTIVE OFFICER	Ms. Rachael Hutson
SECRETARY	Reed Smith Corporate Services Limited
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Report of the Trustees
for the year ended 30 September 2024

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2024. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity.

This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. Consolidated accounts are not produced and WCRF (Trading) produces a separate annual report and audited financial statements.

Strategic Report**Who We Are**

World Cancer Research Fund examines how diet, weight and physical activity affect your risk of developing and surviving cancer. As part of an international network of charities, we have been funding life-saving research, influencing global public health policy and educating the public since 1982.

To date, we have invested around £160 million (FY23 £154 million) into research across our network. As part of this, we created the Global Cancer Update Programme – the world's largest and most authoritative source of up-to-date scientific research on cancer prevention.

Every day in the UK, around 1,100 people will hear the words 'you have cancer', but we know that 40% of cancers are preventable. That's why we turn our findings into easy-to-understand advice so everyone can reduce their cancer risk through informed decisions around healthy living.

While society continues searching for a cure, our prevention and survival work is helping people to live longer, happier and healthier lives – free from the devastating effects of cancer.

Public Benefit

It is estimated that one in two people in the UK will develop cancer in their lifetime but around 40% of cancers in the UK could be prevented – that's 158,000 cases every year. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk.

We think it is vital that all research on cancer prevention is pieced together to give a clear picture on what people can do to help prevent cancer. We are proud to achieve this and provide clear, consistent, science-based messages about what people can do to reduce their cancer risk.

We confirm that we have complied with public benefit guidance from the Charity Commission (in England and Wales). In particular, the Trustees consider how planned activities will contribute to the aims and objectives set, and the effect that these will have on our beneficiaries.

The World Cancer Research Fund Network

In a world dominated by funding for cancer treatments and cures, we've relentlessly promoted the importance of prevention. For 4 decades, we've been dedicated to helping healthcare professionals, policymakers and the academic community understand the role diet, weight and physical activity play in our chances of developing cancer. And to help all of us to understand how the choices we make and the environment we live in can affect our overall risk of developing the disease.

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over 40 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Our message was echoed in February 2014 when the World Health Organisation came out strongly in support of urgent implementation of effective prevention strategies to curb the disease.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

We believe that it is possible to reverse the cancer burden, but it will take all of us – governments, health professionals and individuals - pulling together to make this happen.

Charitable Information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990 (the charity was registered by the Charity Commission on 30 October 1990). It is governed by up to 10 Trustees in accordance with the Articles of Association.

Governance Information

The Trustees are responsible for the overall strategic direction and management of the organisation. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity. The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Marilyn Gentry – President, World Cancer Research Fund Network
- Rachael Hutson - Chief Executive Officer (CEO), World Cancer Research Fund (WCRF)

Periodically, new Trustees are recruited to ensure the charity has access to a comprehensive range of skills and on the basis of the specific needs of WCRF. New Trustees are invited to attend a board meeting prior to their appointment. New Trustees receive key documents relating to the charity and a complete induction programme. Training needs of the Trustee Board are assessed and met as necessary on an ongoing basis.

Senior Staff Structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has three key divisions: Communications & Engagement; Fundraising & Health Information; and Finance & Operations and each have a director, who reports to the Chief Executive Officer and manages each team's staff and activities.

WCRF's staff works closely with colleagues in WCRF International, and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Science and Research programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Human Resources, IT and general operational logistics.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XpertHR salary surveys to ensure competitiveness in the marketplace, with the latest benchmarking project completed in May 2024.

Here is an overview of our main achievements for the year 1 October 2023 to 30 September 2024:

Since inception, the WCRF Network has invested £160 million in research worldwide. As cancer is a complex disease, to understand the bigger picture, every year we invest in a variety of research projects. Some are the more traditional laboratory-based projects, while others, such as the Global Cancer Update Programme, analyse research findings from around the world and translate information into usable advice for the scientific community and our Cancer Prevention Recommendations for the general public.

Our wider Science and Research programmes are delivered by World Cancer Research Fund International (WCRF International), funded by and for the benefit of all World Cancer Research Fund Network members, including World Cancer Research Fund in the UK.

Interpreting the latest research and the Global Cancer Update Programme

World Cancer Research Fund's Global Cancer Update Programme analyses global research on how diet, nutrition and physical activity affect cancer risk and survival.

The Global Cancer Update Programme (CUP Global), our flagship portfolio of research, was originally established as the Continuous Update Project (CUP). The work undertaken within the CUP informed the development of our groundbreaking Second and Third Expert Reports.

Guidance on breast cancer and colorectal cancer

As part of our CUP Global work, we released two new reports (one on breast cancer and the other on colorectal cancer) that synthesise the latest evidence on diet, nutrition, physical activity and body weight and offer guidance for patients, carers, healthcare professionals and recommendations for future research. The reports also discuss the limitations of the existing research and make recommendations for future research to strengthen the evidence base. These are available on the WCRF website (www.wcrf.org).

The CUP Global Secretariat has been working with members of our Cancer Survivors Expert Committee and Panel to develop draft guidance for dietary and lifestyle factors where evidence is not strong enough for formal recommendations. The recommendations and guidance are outlined below.

Breast cancer survivorship

Recommendation

- Overall, the results showed that physical activity improved quality of life. This was seen for global quality of life and specific quality of life domains (including physical and emotional functioning).

The evidence was less clear on how frequency and amount of physical activity made a difference to quality of life.

Guidance

- People should consider increasing their dietary fibre intake.
- There is no need to stop consuming soy foods
- Suggest that people who are not underweight aim to avoid gaining weight during and after treatment.
- No specific guidance about vitamin D supplements to improve outcomes after a breast cancer diagnosis.

Colorectal cancer survivorship

Overall, the evidence was less strong and so there were no recommendations put forward by the panel but we were able to develop guidance.

Guidance

- To consider increasing the intake of wholegrains
- Increasing coffee intake
- Decreasing the intake of sugary drinks

CUP Global Research Dissemination

In September 2024, we promoted the reports at the World Cancer Congress (WCC) in Geneva to a global audience, including: researchers; policymakers; cancer survivors; oncology-related healthcare; fundraising and communications professionals.

- Two oral presentations about CUP Global supporting the launch of the reports and promoting CUP Global Recommendations
- Interviews for the Union for International Cancer Control (UICC), The Lancet Oncology and e-Cancer UK.
- Over 100 executive summaries of the reports were handed out to conference attendees via our stand

Promoting CUP Global in Asia

Professor TH Lam, WCRF International Hong Kong Ambassador, presented CUP Global survivorship work at the Chinese Anti-Cancer Conference in Xi'an in November 2024. This was for the epidemiology session and had a talk titled: The Role of Diet, Nutrition, Physical Activity, and Body Weight in Cancer Survivorship: New Reports from the World Cancer Research Fund International's Global Cancer Update Programme. Prof TH Lam disseminated

physical copies of the report to our network in Asia. He has also given the reports to the Chairperson and CEO of the Hong Kong Anti-Cancer Society.

Life Course Reviews

We finalised evidence conclusions which were outstanding for review on colorectal cancer and early life anthropometry. Anthropometry 'body fatness' focuses on measuring and analysing various physical characteristics of the human body such as shape, size and strength.

We have completed a systematic review on breast cancer and early life anthropometry as epidemiological evidence to formulate the draft evidence conclusions. Draft evidence conclusions were presented to the CUP Global Panel to formulate recommendations for early life anthropometry and later life risk of developing breast cancer in women.

We developed a new process to objectively judge the strength of the mechanistic evidence reviewed by the International Agency for Research on Cancer (IARC) for CUP Global. This has enabled the development of conclusive statements on the strength of the mechanistic evidence. Alongside the epidemiological evidence, the CUP Global Panel will consider the mechanistic evidence when deciding the recommendations for the Life Course work. From our conclusions, we have written an academic paper on colorectal cancer and early life anthropometry which is near completion.

Dietary and lifestyle patterns reviews

Our Cancer Prevention Recommendations are widely used and provide a blueprint for cancer prevention. However, data were previously insufficient for recommendations on whole diet and lifestyle.

We developed globally relevant evidence-based recommendations on dietary and lifestyle patterns for preventing breast cancer and colorectal cancer and cancer overall and to consider the policy implications. This work emphasises the importance of considering the whole diet/lifestyle rather than focusing on individual foods/behaviours.

This work was presented at the World Cancer Congress 2024, at the 4th Nutrition and Cancer Conference in Newcastle, in The Netherlands in the Wageningen Nutrition Masterclass and to colleagues at Wereld Kanker Onderzoek Fonds (WKOF/WCRF Netherlands).

The abstracts were published in the International Journal of Cancer. As part of this we also presented an abstract titled 'Integrating Food and Nutrition into Oncology Care Through Food is Medicine Interventions', which highlighted the growing need to integrate food and nutrition into health care.

Dietary and lifestyle patterns have a clear role in the development of breast cancer and colorectal cancer. We have published two academic papers (one on breast cancer and the other on colorectal cancer), and dietary and lifestyle factors. Both are under review. A report is being developed for scientific, policy, civil society, and public audiences. This will summarise the recommendations and evidence, and outline policy implications.

Continuation CUP Global and ICL Work Programme

Our collaborators at Imperial College London (ICL) have completed a data scanning and prioritisation exercise of the literature on modifiable factors affecting cancer. The findings from this, along with consideration of organisational priorities, led to the prioritisation of 6 new topics to be further investigated, with the view of being able to provide robust recommendations for the public. This year we developed a work plan with ICL to investigate these 6 new topics over 2025:

- Tea, coffee, sugary drinks (including artificial sweeteners), ultra-processed foods (UPFs), soy (isoflavones) and sedentary behaviour.

Tea/coffee have historically been subject to biased scientific studies that have led to public misconceptions on their association with cancer. Sedentary behaviour is not mentioned in detail in the Third Expert Report, after completing the work plan, we hope to be able to make specific public health recommendations on this topic. Therefore, there is a need to review the literature on these topics and provide robust evidence judgements.

- The expected output at the end of the year is the completion of 5 reviews and 1 review of reviews (for tea) from ICL.

In March 2025, WCRF and WCRF International began planning their strategy for the next 5 years. Part of this strategic plan is to maximise the impact of research conducted via CUP Global and translate it into public health messages.

We will seek for the outputs from the workplan to be endorsed by global leaders via our partner organisations, such as the World Health Organization (WHO), this will add to our credibility when delivering public health messages.

Other highlights and figures from the year:

- Six CUP Global collaborations, with over 30 collaborators
- We updated our global cancer incidence statistics which are extensively quoted across different media.
- Provided extensive scientific support for other UK-based teams, both specifically in relation to CUP Global and on wider cancer-related issues, including checking for scientific accuracy within publications.
- Continued to collaborate with over 50 experts in the fields of epidemiology, oncology, public health and biology.
- Professor John Mathers (previous WCRF grant holder), Newcastle University presented his research that supports CUP Global at the WCRF Fundraising Legacy event in Manchester, April 2024. Professor Sarah Lewis supported the 2nd legacy event in Exeter in September 2024.
- 1 blog post on nutrition for mynurtiweb
- 3 University lectures including Oxford Brookes University, University College London and an Oncology Professional Care conference

Other CUP Global published papers:

- Post-diagnosis physical activity and sedentary behaviour and colorectal cancer prognosis: A Global Cancer Update Programme (CUP Global) systematic literature review and meta-analysis: <https://onlinelibrary.wiley.com/doi/10.1002/ijc.34903>
- Post-diagnosis adiposity and colorectal cancer prognosis: A Global Cancer Update Programme (CUP Global) systematic literature review and meta-analysis: <https://onlinelibrary.wiley.com/doi/10.1002/ijc.34905>
- Post-diagnosis dietary factors, supplement use and colorectal cancer prognosis: A Global Cancer Update Programme (CUP Global) systematic literature review and meta-analysis: <https://onlinelibrary.wiley.com/doi/10.1002/ijc.34906>
- Summary paper detailing the evidence gradings: <https://onlinelibrary.wiley.com/doi/10.1002/ijc.34904>

Funding new and innovative research

Our Regular Grant Programme, managed by WCRF International and funded by World Cancer Research Fund and our network partner Wereld Kanker Onderzoek Fonds (WKOF/WCRF Netherlands), provides funding of up to £500,000 per project, enabling us to invest in varied projects worldwide; these can be Investigator Initiated Grants (IIG) or Pilot and Feasibility Grants (PFG).

In September 2024, newly-awarded grants broadened our reach to 3 new countries (Ghana, Mexico and Iceland) and, for the first time for include research into brain cancer.

The Regular Grant Programme 2023-24 cycle in numbers:

- 143 outline applications from 35 different countries
- 118 applications were successful after an initial internal triage that reviewed eligibility and relevance, and these applications were reviewed by the RGP Panel at the January 2024 Panel meeting
- 49 applications (41 IIGs, 8 PFGs) proceeded to the Full Application stage and were judged by the Grant Panel
- 12 applications were shortlisted for funding (11 IIGs, 1 PFG)
- 12 grants were approved by the WCRF and WKOF boards in September 2024
- Sum of funding: £3,501,209
- Research areas: 9 Cancer Prevention, 3 Cancer Survivorship
- Research themes: 5 Host Factors/Individual Susceptibility, 7 Biological Mechanisms
- Cancer types: 4 breast, 4 general cancer, 1 haematological, 1 skin, 1 brain, 1 endometrial
- Locations: 2 Netherlands, 2 United Kingdom, 2 Australia, 1 Germany, 1 Ghana, 1 France, 1 Spain, 1 Japan, 1 Iceland

Regular Grant Programme 2023-24 newly awarded grants:

- Assistant Professor Kalijn Bol, Radboud University Medical Center, Netherlands: *Dietary fibre to induce gut microbiota-mediated response to immunotherapy in melanoma (FIGURE-IM)*
- Associate Professor Kara Britt, University of Melbourne, Australia: *Mapping the impact of obesity on the normal breast*
- Dr Laure Dossus, International Agency for Research on Cancer, IARC, France: *Role of perturbations of cholesterol metabolism in breast cancer development*

- Dr Tammy Tong, University of Oxford, United Kingdom: *ProMAP: Mapping diet to cancer through the proteome*
- Professor Roger Milne, Cancer Council Victoria, Australia: *Diet, weight and physical activity and risk of glioma: an international cohort study pooling project*
- Dr Sarah Abe, National Cancer Center Japan, Japan: *Evaluation of the 2018 WCRF/AICR cancer prevention recommendations for use in Asia using pooled data from the Asia Cohort Consortium*
- Dr Charlotte Le Cornet, German Cancer Research Center (DKFZ), Germany: *Dietary related persistent organic pollutants (POPs) circulating concentration, BMI, endometrial and breast cancer risk*
- Dr Emma Vincent, University of Bristol, United Kingdom: *How does adiposity distribution influence risk of obesity-related cancers? – Exploring causality and mechanisms*
- Professor Reginald Annan, Kwame Nkrumah University of Science and Technology, Ghana: *Metabolic Syndrome, Gut Microbiome, and Breast Cancer risk among Sub Saharan African women: The African Breast Cancer Screening (ABCS) study*
- Dr Anouk Hiensch, University Medical Centre (UMC) Utrecht (UMCU), Netherlands: *Uncovering the underlying mechanisms: Deciphering exercise's impact on cancer-related fatigue in patients with metastatic breast cancer*
- Dr Sæmundur Rögnvaldsson, University of Iceland, Iceland: *Understanding the role of obesity and nutrition in the development of multiple myeloma from its precursors*
- Dr Lorena Arribas, Bellvitge Biomedical Research Institute - IDIBELL, Spain: *Weight Management in obese cancer patients during curative active treatment (CANOBES study)*

INSPIRE Research Challenge 2024

Launched in 2023, the INSPIRE Research Challenge prioritises innovative, bold and creative proposals with the potential to catalyse rapid and impactful advances in cancer prevention, treatment and survivorship.

This grant call aimed at early career investigators and runs in parallel with our existing grant programmes and is open to investigators worldwide. These are smaller grants, up to a maximum grant amount of £75,000.

The INSPIRE Research Challenge 2023-24 cycle in numbers:

- 56 outline applications from 24 different countries
- 19 applications were successful after an initial internal triage that reviewed eligibility and relevance, and after approval from the INSPIRE Panel Chair, were invited for the Full Application stage
- 11 applicants were invited for virtual Video Interviews with the INSPIRE Panel
- 7 applications were shortlisted for funding
- 7 grants were approved by the WCRF and WKOF boards in September 2024
- Sum of funding: £509,665
- Research areas: 3 Cancer Prevention, 4 Cancer Survivorship
- Research exposures: 2 stress, 1 sleep, 1 physical activity, 1 pathogens, 2 combination of exposures
- Cancer types: 2 breast, 2 colorectal, 2 mixed cancer type, 1 haematological
- Locations: 2 Netherlands, 2 France, 1 United States, 1 China, 1 Mexico

INSPIRE Research Challenge 2024 newly awarded grants:

- Dr Fernanda Mesa Chávez, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico: *Online mindfulness-based stress reduction intervention for patients with breast cancer receiving chemotherapy*
- Dr Felix Onyije, IARC, France: *Occupational night shift work and sleep imbalance and the risk of testicular germ cell tumours in men and ovarian cancer in women*
- Dr Forrest Baker, University of Arizona, United States: *Harnessing $\gamma\delta$ T-cell Therapies with Exercise to Treat Multiple Myeloma*
- Dr Baoting He, University of Hong Kong, China: *Gut microbiota and cancer risk in East Asians: A two-sample Mendelian randomization study*
- Dr Yahya Mahamat-saleh, IARC, France: *Identification of novel metabolic signatures related to stressful life events and breast cancer risk and survival*
- Dr Evertine Wesselink, Wageningen University, Netherlands: *Connecting the Dots: Examining the Relationship Between Lifestyle, Immune-related Tumour Characteristics and Colorectal Cancer Recurrence*
- Dr David van Dijk, Maastricht University, Netherlands: *Insulin resistance as driver of myosteatosis in colorectal cancer*

Working with patients and the public to shape our research

In line with our aims from last year, we have strengthened Patient and Public Involvement and Engagement (PPIE) in the RGP and introduced PPIE in the IRC grant calls. This included producing detailed PPIE guidelines with the help of our Lay Panel Members and for the 2024-25 grant cycle, amending the IRC application form to include a detailed question about PPIE, and recruiting two new Lay Panel Members, one for the RGP Panel and one for the IRC Panel.

Monitoring of active grants and ensuring strong science communications of grant outputs

We implemented the Impact Framework to assess the impact of all active grants in our portfolio between April 2021 and July 2024. The result of this analysis is compiled in the Grant Impact Overview report, that has been shared internally. The report outlines the impact of the grants in the 5 impact indicator categories:

1. Inclusivity and reach of our work
2. Translation of our research into policy, clinical practice and CUP Global
3. Increasing public awareness, our visibility, value and contribution to the public
4. Empowering new generations of researchers within the field of nutrition and cancer
5. Continuity of our work – our funding at the core of big ideas

We have updated our grant record on the Dimensions and International Cancer Research Partnership (ICRP) databases, ensuring accurate and timely reporting of the grants we are funding. We have also made steps to synchronise our publication record between the Grant Tracker system and the Altmetric database, however, this work is still in progress due to technical setbacks.

Funding large, long-term studies outside of our regular funding schemes, aligning with organisational priorities and supporting the establishment of new cohorts that will power future research in cancer survivorship

In May 2024, WCRF approved a five-year project to be carried out at the University of Southampton. The CANDO study is led by Prof Ramsey Cutress and Prof Ellen Copson and investigates how body composition (the amount of muscle and fat) influences how patients respond to cancer treatments and the side-effects they experience. This study will include measures for nutrition and lifestyle for those diagnosed with early or secondary breast cancer and undergoing different types of treatment.

This research will provide a valuable opportunity to establish and share evidence-based recommendations that optimise treatment outcomes and support long-term survivorship in breast cancer patients. Ultimately, this will allow clinicians to provide more bespoke advice and support for people living with breast cancer, improving their response to treatment and their chances of survival.

Supporting Early Career Researchers

- For many years WCRF have supported early career scientists and have leveraged established monitoring initiatives and collected data on early career researchers supported through our grant programmes. In March 2024, the government announced a £45 million package to support the UKRI's Medical Research Charities Early Career Researchers Support Fund. As WCRF was funding nine early career researchers, we successfully secured £327,769 from the Fund.
- This year we have been actively involved in establishing the Cancer Prevention Europe Early Career Network (CPE-ECN). This network aims to bring together early career scientists, health promoters, and cancer prevention advocates. Its mission is to foster collaborations and offer networking and career development opportunities for professionals focused on cancer prevention.

Supporting Researchers from Low- and Middle-Income Countries (LMICs)

- WCRF is a founding member and continuous supporter of the International Collaboration on Nutrition in relation to Cancer (ICONIC), which continues to provide a grant-writing course to improve the grant-writing capabilities of researchers working in Nutrition and Cancer epidemiology-related fields in Africa. Through this work we continue our efforts to support researchers in low- and middle-income countries (LMICs) and early-career scientists.
- This year for the first time, an attendee of this grant writing course, Prof Reginald Annan, has successfully secured funding from WKOF via the RGP, marking the first time the WCRF Network have funded a study led by an African principal investigator and conducted entirely in Africa.
- To help support researchers from LMICs, we have also recruited a new Corresponding Panel Member for LMICs, Dr Calistus Wilunda from the African Population and Health Research Center (APHRC) in Nairobi, Kenya. Dr Wilunda provides detailed feedback to applicants from LMICs to support them in successful future applications.

Influencing at the highest level

Our wider Policy and Public Affairs work is delivered by WCRF International, based in the UK and funded by WCRF and the other WCRF Network members. This work includes activities in the UK but also around the world.

Nurturing global relationships

In 2016, World Cancer Research Fund International entered into official relations with the World Health Organization (WHO). Official relations is a privileged status granted to civil society organisations who engage with and support WHO following a strict application procedure, so we contribute to and influence the development of global public health policy relevant to cancer prevention. This year we submitted our application to renew our WHO official relations status for our continued collaboration from 2025-2027, this was approved at the WHO Executive Board meeting in February 2025.

As part of our relationship with WHO, we held eight key meetings with WHO officials working on nutrition, physical activity, cancer control and commercial determinants of health, and by actively participating in WHO Executive Board (EB) and World Health Assembly (WHA) meetings and meeting key contacts in and around official business.

At EB 154, we delivered two individual statements on social determinants of health (SDoH) and maternal, infant and youth nutrition. We signed three constituency statements (developed and signed jointly by several civil society organisations) on the follow up to the political declaration of the third high level meeting of the general assembly on the prevention and control of NCDs, universal health coverage (UHC), the WHO's draft 14th general programme of work. We also signed two joint statements on wellbeing and health promotion and social determinants of health.

At WHA 77, we co-signed three constituency statements on UHC, on the follow up to the political declaration of the third high level meeting of the general assembly on the prevention and control of NCDs and on social determinants of health. We also delivered 3 individual statements on social determinants of health, health promotion and wellbeing, and maternal, infant and youth nutrition.

We developed a mission briefing for the first time for all Member States outlining our policy asks, which was warmly received by member states for its clarity and conciseness. We were also able to share a draft of our forthcoming Policy Blueprint for cancer prevention which garnered warm initial reactions.

We also attended and promoted the launch of the WHO EURO's report on Commercial determinants of health (CDOH) in Brussels which we contributed two case studies, and we supported the dissemination of other WHO products across our social media channels and monthly newsletter.

We have also increased our focus on directly engaging with Member States to influence their work on cancer prevention. At the WHA, we met with representatives from Mexico, Slovenia and France. Later in the year, we met with Canada, Brazil, Argentina, United States and Ireland.

Expanding our Policy portfolio

We have continued to strengthen our existing policy work and expand our policy portfolio into new areas. We have also developed several collaborations thanks to our policy work with international organisations.

European Code Against Cancer (ECAC)

The PPA team continues to contribute to the ECAC Lifestyles Working Group to develop policy recommendations to accompany the code, which will be launched in October 2025.

Alcohol

We have expanded our policy portfolio more formally into alcohol and launched an alcohol policy section on our website. We developed a policy position on Alcohol and Cancer Risk which was reviewed by international experts from WHO and civil society. We have met with key International and UK alcohol stakeholders including WHO, Movendi International, the CEO of Alcohol Action UK, Alcohol Balance and Fresh Balance. We also supported European Awareness Week on Alcohol related harm through social media engagement. Our Alcohol and Cancer Risk policy position was launched at the World Cancer Congress (WCC) 2024 in a rapid-fire presentation and a strong social media dissemination plan. It was also shared with key stakeholders and through our online channels. It has been downloaded over two thousand times. The new policy position was also covered in a podcast with alcohol focussed NGO Movendi International.

Ultra processed foods (UPFs)

Recognising the increasing interest in UPFs, we developed a comprehensive organisational position, collating evidence on the links to cancer, including policy recommendations. We joined the Soil Association's civil society interest group to exchange insights and published a blog about UPF and myths. An FAQs was created to guide website content. We also joined the UK Chief Medical Officer's funders forum to discuss research investments in UPFs and were interviewed by TIME magazine on promoting healthier food choices.

Policy research collaborations

Building on our CO-CREATE project success, we've supported various policy research initiatives. We advised the EU-funded Healthy W8 Consortium on food-based dietary guidelines and contributed to the Food Systems Countdown Initiative's Dashboard using our NOURISHING framework. We also reported our progress on increasing numbers in our NOURISHING databases part of our commitment to the Global Nutrition Report's (GNR) Nutrition Accountability Framework, which meet and exceeded our committed target. We have also participated in a meeting of the advisory group for a Cochrane systematic review of social and economic policy intervention and their impact on food insecurity. Estonian policymakers reproduced our nutrition policy snapshot in their national Public Health yearbook.

Policy Blueprint for Cancer Prevention

This new project was under development throughout 2024 and launched in January 2025 – a new advocacy tool that organises our policy recommendations against our cancer prevention recommendations. The new resource has been through several rounds of expert review by our trusted contacts and our Policy Advisory Group.

Meeting and engaging with Policymakers in the UK

Alongside the international policy work, we have expanded our UK policy and public affairs activities. This has seen a significant increase in engagement in obesity and health policy spaces and increased engagement with policymakers.

We attended the New Statesman Future of Health Conference, with sessions on Labour party health missions, NHS reform in England, health inequalities, innovation and in the life science sector – all of which were helpful introductions to policies of the Labour party. We responded to the Autumn Budget statement on social media guided by the Association of Medical Research Charities and supported a brand advertising project review with Obesity Health Alliance (OHA) and BiteBack 2030.

As part of Cancer Prevention Action Week (CPAW), we contacted all UK Parliamentarians as well politicians in devolved administrations with a two-page briefing, a social media toolkit and other resources encouraging them to support the campaign. We had a very good response to the campaign with support on social media from:

- 15 MPs including Health Secretary Victoria Atkins MP and Labour Shadow Public Health Minister Preet Gill MP
- 5 MSPs (Scottish Parliament) Labour Shadow Mental Health Minister Paul Sweeney
- 2 MLAs (NI Assembly)
- 4 MS's (Welsh Senedd), with one MS securing media coverage in his local paper
- Conservative MSP Alexander Stewart submitted a motion to the Scottish Parliament on CPAW which has been signed by 30 MSPs

We also met with the All-Party Parliamentary Group on Obesity to learn about their work and future priorities, and we made a submission of written evidence to the House of Lords Select Committee inquiry on Food, diet and obesity to outline our position on UPFs.

Once the UK General Election was called, we developed our "Policy Priorities to prevent cancer", which outlined our key asks across five priority areas, including making cancer prevention a priority for government, improve the nation's diet and get everyone moving more. This was shared across our digital platforms and with supporters. Copies were also sent to the Prime Minister, the Secretary of State for Health and Social Care, and Minister for State on Prevention and Public Health.

We also met with our CUP Global Panel Chair, Lord Krebs to discuss the latest obesity policy developments as well as how disseminate our research to policy makers. For the first time we attended the Labour Party Conference and attended a range of fringe events on a range of issues including healthy and sustainable diets, forthcoming Labour Health mission and met a range of stakeholders including the Public Health and Prevention Minister Andrew Gwynne MP.

We attend regular meetings and undertake other activities with:

- OHA policy and public affairs groups, including contributing to the development of their obesity treatment position statement
- Alcohol Health Alliance (AHA)
- Association of Medical Research Charities (AMRC) Public Affairs Working Group and Heads of Policy Group
- UK Working Group on NCDs
- Children's Food Campaign
- One Cancer Voice, supporting advocacy activities to call for a national cancer plan

We responded to four government consultations:

- Government consultation on Low and No Alcohol
- Scottish Government's MUP consultation
- Contributed to the OHA response to the Advertising Standards Authority consultation on less healthy food.
- National Planning Policy Framework

We have co-signed 7 letters to the chancellor and PM by the OHA, AHA, Biteback 2030, Sustain and Food Active, and supported initiatives such as Sugar Awareness Week. We contributed to the House of Lords POST Science briefing on Diet and Cancer.

Communicating healthy lifestyle messages

Our communications, health education programmes and campaigns aim to enable a better understanding of the links between diet, weight, physical activity and cancer. We aim to encourage behaviour change to reduce the occurrence of preventable cancers and to support people living with and beyond cancer to live well after their diagnosis. We do this by offering high-quality evidence-based information and services to empower people to make healthy choices.

Our team of health information experts has continued to support cross-charity projects, ensuring all our content is up-to-date and in line with our Cancer Prevention Recommendations.

Our projects cover the areas of cancer prevention, ensuring that as many people as possible not only know that 40% of cancers can be prevented but also what they can do to reduce their risk. We also support people living with and beyond cancer, providing practical guidance on diet and exercise. We connect with the public directly and with health professionals so that they can give the most up-to-date information to their patients.

Reaching people with our publications

Each year we try to increase the reach of our healthy living publications so we can support more people to reduce their risk of developing a preventable cancer or live well after a cancer diagnosis.

This year, we sent out 3% more free healthy living publications, 62,431 copies compared to 61,616 in 2022-23. Health professional orders remain key to our health information dissemination. Since our publications became free to order in small quantities in 2021, we have gradually increased the size of the bulk orders we send at no cost to health professionals. This is in recognition of the valuable role they play in getting our health messages and practical tips out to the general public. We also know that few professionals have a publications budget and we want to avoid creating barriers to using our information.

Helping people living with and beyond cancer

In May 2023, we launched a pilot for our Cancer and Nutrition Helpline with the aim of helping more people living with and beyond cancer to cope with the side-effects of treatment or of their cancer itself. Helpline enquiries are answered by freelance Oncology Specialist Dietitians.

We aimed to support 1,100 people through the Cancer & Nutrition Helpline in its pilot year, May 2023 to May 2024. Sadly we did not reach that target, the helpline was operational for 212 hours and received 192 enquiries – 169 emails and 23 calls. However 88% of helpline users rated their experience of the helpline 'excellent' and 12% rated it 'good' and these ratings were echoed in the highly appreciative comments we received.

This feedback, and feedback from oncology professionals, demonstrated that the helpline is meeting a clear need for reliable nutritional information for people living with cancer, a group who often face long waits to see a specialist dietitian or who cannot access this support at all. No changes are needed to its operating model, but we are now scaling up our marketing of the helpline, particularly to oncology staff, as signposting by healthcare professionals is the most common way that helpline users hear about the service.

Engaging with healthcare professionals

We provide education and information for professionals who are either supporting people to reduce their cancer risk or to live well during and beyond cancer treatment. This work is important to improve their clinical practice and update their research knowledge. Their trusted role also makes them a valuable conduit to reaching the general public and people living with cancer with our information and services.

By using healthcare professional conferences to encourage sign-ups to our health professional membership package, we have been able to further develop greater awareness of WCRF's support for professionals and build our reputation with relevant professional groups.

Building on the success of our first conference speaking slot in 2023, we invested in a high-profile presence at Oncology Professional Care, a 2-day conference in London, and delivered a talk which attracted over a hundred delegates from a wide range of oncology roles. WCRF staff outlined key findings from our new reports on breast cancer and colorectal cancer survivorship and an Oncology Specialist Dietitian gave practical insight on how nutritional advice for cancer patients can vary throughout their cancer journey. At this conference, we gained 160 sign-ups to our professionals' network, distributed over 1,000 health resources and had numerous productive conversations. Many professionals had heard of WCRF, but not of the extent of our offer.

We also exhibited at Nursing in Practice, London; NHS Oncology South Forum and the Nutrition Society Winter Conference.

To provide nutrition education to health professionals and raise awareness of the support we offer, we delivered a webinar on nutrition and cancer myths in partnership with MyNutriWeb, watched by 654 professionals, and ran an online session attended by 43 professionals and members of the public as part of London Global Cancer Week. This featured a panel of Oncology Specialist Dietitians and people living beyond cancer as well as a demonstration of one of our recipes. We also ran five cancer prevention workshops, attended by 278 professionals, with all attendees reporting increased confidence in cancer prevention and dietary knowledge.

Enabling behaviour change

902 people signed up for Activ8, our eight-week behaviour change email support programme. Now in its second year, Activ8 aims to inspire and support subscribers to build healthy habits to help lower their risk of cancer. In our most recent analysis, at the end of the 8-week programme, 93% of those who completed our feedback survey said they had been able to stick to their original behaviour change goal. 89% were able to follow our advice over the 8 weeks and 90% said that Activ8 had made them more aware of WCRF's Cancer Prevention Recommendations.

Providing information to different communities

Funded by Love Hope Strength Foundation, we produced a Bengali translation of one of our most popular cancer prevention resources, 5 simple steps to a healthier you. We chose this booklet to translate into Bengali because its brevity makes it suitable for readers with lower health literacy. Our original plan was to disseminate the translated booklet in the North East of England, the region with the highest number of cancer cases, with Bengali chosen as the most used South Asian language in the North East. However, our dissemination work with contacts from the Nutrition Society Special Interest Group on Diet and Health for Ethnic Minority Groups presented a number of opportunities to reach Bengali speakers via existing community events in the North West and South Coast. This work is ongoing.

Collaborating with key players to educate the next generation of medical and healthcare professionals

WCRF has a strategic partnership with the National Institute for Health and Care Research (NIHR) Cancer and Nutrition Collaboration focused on more widely delivering consistent, credible information and training about the links between cancer and diet.

Supported by NIHR, we are embarking on work with Lincoln Medical School to address the lack of nutrition content in the undergraduate medical curriculum. This builds on the Association for Nutrition (AfN) Undergraduate Curriculum in Nutrition for Medical Doctors, launched in 2021, and will involve the development of learning materials for lectures and independent study.

- This year, we successfully achieved AfN Content Assurance for a new stand-alone educational resource, a webinar on our Cancer Prevention Recommendations accompanied by assessment questions. This confirms that it has been designed to help medical schools incorporate the AfN Curriculum into their own core curriculum. We are one of the first organisations to gain this accreditation.
- We also presented our research and health information work to 15 charities at an NIHR workshop. The charities are now meeting regularly to share information and WCRF has brought in Cancer Care Map who

specialise in mapping support for cancer patients across the UK. Taking part in this charities group has also provided us with contacts who are happy to promote our living with cancer services to their audiences.

- A similar gain has arisen from our involvement in the Collaboration's Professionals workstream that focuses on the sharing of knowledge between oncology professionals and developing standards of practice. While our joint work with the Specialist Oncology Group of the British Dietetic Association goes from strength to strength, we are now building links with the UK Oncology Nursing Society and are keen to extend our collaboration with allied health professionals such as Speech and Language Therapists working with head and neck cancer patients.

Working with the Media to reach the public and raise awareness

The media here in the UK and also around the world, play a key part in helping us to raise awareness of charity and our messages. Our dedicated Press and Communications team have relationships with a number of national news outlets and we are often called upon for quotes on relevant stories on cancer prevention and related statistics.

There were 8,969 pieces of press and broadcast media coverage in the period October 2023 - September 2024, around 10% down compared to the previous year. However, this picked up over the 6-month period April-September 2024, with more than 5,400 articles – a 3% increase in coverage compared to April - Sept 2023.

The team secured press coverage through press releases of WCRF network-funded research, providing expert quotes from WCRF to external stories and pitching feature stories.

Highlights included:

- Two front pages in The Guardian about the need for public-facing awareness campaigns on cancer risk.
- We released an extended media briefing for the CUP Global colorectal cancer survivorship papers. The Press Association, the Independent, the Evening Standard, MailOnline, The Express, The Mirror, along with many regional outlets covered this story.
- A press release on the publication of two studies that showed a healthy lifestyle can offset the effects of 'bad genes' and lengthen lifespan by up to five years. This received widespread pickup in the Guardian, Daily Mail, the Independent and across regional media.
- A press release on the link between type 2 diabetes and breast, bowel and pancreatic cancer was picked up by the Independent, Radio 4, The Standard, and widespread regional coverage.
- A World Health Organization (WHO) report exposed the tactics of powerful companies. WCRF contributed an expert quote, which was covered by the Guardian and MailOnline. We also contributed an expert comment to another WHO study on exercise, which was picked up by MailOnline, The Independent, the Express & Star, and 150+ regional outlets.
- By developing a relationship with the media team there, we proactively secured a full-length article in the MailOnline on healthy eating.

The team continues to develop strong relationships with journalists across major media outlets, including the Telegraph, the Daily Mail, the Press Association, and Time magazine. Our aim is to continue to develop these partnerships to proactively place more content in these outlets over the 2024/25 period.

Engaging the public with Cancer Prevention Action Week

Held in February 2024, the theme of Cancer Prevention Action Week 2024 was 'Make Your Move'. Our key message was that even small amounts of physical activity throughout the day can reduce the risk of cancer.

During Cancer Prevention Action Week 2024, the media team proactively galvanised support with over 100 organisations across the UK actively promoting the campaign. We received a good response across different social media channels, including high profile individuals extensively sharing the campaign (including Sarah Ferguson, Duchess of York). 15 MPs and 5 MSPs shared or mentioned the campaign on social media. Engagement on all platforms was up by over 200% on the previous year and link clicks on posts increased by over 500%. We had over 30 radio interviews across the UK including with the Press Association, ITN Business Hub, BBC Radio and Sky News.

Bringing together our websites and branding

Following a brand refresh last year, 2024 saw us develop a new website that consolidated the websites of WCRF and WCRF International into one, reducing overlapping content and hopefully increasing our brand awareness.

The project involved a complete redesign and overhaul of the Information Architecture – structuring the site in a way that works best for its users. We amalgamated a combined 1,600 pages across the site and took the opportunity

to carry out a substantial rewrite of our Health Information content, as well as ensuring that our Research and Policy content is represented in a meaningful and helpful way for all stakeholders. The new site went live in November 2024.

Making digital channels work for us

Websites and social media are key information providers and influencers and it's important that we don't fall behind in these areas, they give us a platform to disseminate our healthy lifestyles messages, share information on our life saving research and to encourage supporters to give.

During 2024, we have been undergoing a project to improve our email marketing with the help of an external consultant. We carried out a survey with more than 1,100 of our eNews subscribers to help understand what we're doing well and where we can improve. Based on the feedback, we're now overhauling our automated journeys and planning more targeted campaigns over the next 12 months, based on subscribers' preferences.

Social media is an important tool for our public reach and in 2024, we have been developing our presence on social media channels and embracing regular paid activity in support of our products. These included promotions for Activ8, the Cancer & Nutrition (C&N) Helpline, Cook Through Cancer and online cookery classes, HP webinars and workshops, fundraising events for sign-ups (e.g. challenge and running events, skydiving, lottery), general brand awareness. Testing took place for some of the programmes to ascertain which content (imagery and supporting text) had the greatest click-through/conversions.

During the year, we grew our total social media followers to 61,500 – an increase of 3,500, compared with the figure as of 30 September 2023, representing a 6.5% increase. This figure has been achieved in spite of challenges with X, where we have seen our audience flatline.

Conversely, our audiences (and engagement) on LinkedIn and Instagram have gone from strength to strength, with increases of 28% and 18% respectively.

We have supported various campaigns and promotions with both longer-form and short-form video outputs that we've shared via social media channels and on the website. Including: C&N Helpline TV advert, CPAW 24 – production of a series of short videos with social media influencer (Kate Oakley) on exercise snacking, responding to the media interest in coffee and colorectal cancer research (interviews with researchers) and shorter videos for social media: mocktail recipes, activity tips, HI booklet and events promo, awareness days.

Engaging and supporting our supporters

Getting to know our loyal supporters better and diversifying our supporter base has been a key strategic objective for us in 2023/24. We know that growing loyalty and increasing the lifetime value of our supporters will be key to us being able to achieve the £15m target by 2030.

We have continued to focus on building meaningful relationships where we can and this has been particularly evident in our growing legacy, in memory, digital and community fundraising income streams.

However, the fundraising environment continues to provide us with challenges. Across the sector we understand that fewer people are giving to charity due to the continuing cost of living crisis and global conflict and humanitarian emergencies remain high on the media agenda impacting the causes that people choose to give to. The next generation of supporter is supporting charities in a different way, with less disposable income available to them, they are more inclined to hand raise in support, than give financially.

We must continue to respond to the changes in the environment with a view on the future if we want to create sustainable income growth. We need to develop new ways of fundraising, being bolder in our messaging and tapping into the risk of cancer as a global crisis if we want to compete in the UK fundraising market. While investment may be necessary to achieve our income growth goals we also continue to focus on the return on investment of our fundraising activities.

However, we continue to enjoy great loyalty from our existing and older supporters and so provide opportunities for them to be more deeply engaged in our work and meet them face-to-face at events across the UK.

As always thanks to the incredible generosity of our supporters we have raised £12.4 million this year, to invest into our cancer prevention and survivorship research and health education programmes.

Direct Marketing

Direct marketing is an important tool for us as a charity, increasing awareness of our Recommendations, raising vital funds for our cause and explaining how donations are used. We continue with our wider aim for DM campaigns to provide healthy living messages and advice to our supporters and the public. This provides cancer prevention information as directly as possible and helps readers to better understand the links between diet, weight, exercise and the risk of cancer, whilst raising vital funds and increasing our brand awareness.

Making connections with trusts, foundations and the commercial sector

We have seen income growth of 92% year on year in Trusts, despite the trust and foundation landscape being a challenging environment, with large grant-giving bodies closing or taking a break from funding while reviewing their strategies.

Our Trusts team secured 110 donations during the year. Here are some highlights:

- A £47k grant from Walk the Walk towards our Cook Through Cancer programme to provide specific classes for people living with breast cancer
- A £25k grant from the Basil Samuel Trust towards our Cancer and Nutrition Helpline – a final gift as they are winding up
- £10k from PF Charitable Trust was towards the second year of our research at the University of Leeds, which is looking to understand the impact of diet in the response to chemotherapy in women with triple negative breast cancer
- A £7k grant from the Biswas Foundation towards our research at Aberdeen University into stomach cancer in India

We hosted our first corporate breakfast at 100 Queen's Gate Hotel in Kensington in April. We had 26 attendees from 13 companies who came to find out more about our work and in particular our Cancer and Nutrition Helpline. We are still in the process of cultivating some of the relationships developed as a result of this event and in the coming year, we will focus more on converting these relationships and already have proposals to the value of £600k pending response for 2024/25. Examples of significant gifts received this year include £11k from Sapiens and £5,5k from Merch Traffic as a result of the support from Robert Smith of The Cure and the sale of Bunny Lake design cards and t-shirts.

Meeting our supporters face to face

We held a Supporter Engagement event in Manchester in April 2024 and our second in Exeter in September both focussing on long-term donors. Both events were well responded to and allowed us to showcase our work past and present, as well as our ambitions for the future and underlined the importance of gifts in Wills to make this happen. Due to the age of many of our supporters, we received a lot of acknowledgements saying that they would have liked to attend but were unable to. We are working on a follow-up newsletter to showcase and present the contents from the day to maximise income and secure longer-term support of our work.

Our Head of Legacy and In-Memory Development went to Glasgow to meet and visit Janis and her family, who have supported WCRF in memory of her partner, Ian. Ian's story has featured in our supporter magazine, Healthy You, and in a campaign for gifts in Wills. This has resonated with our audience and already led to more than 100 existing supporters contacting us about supporting us with a gift in their Will.

Working with supporters taking part in events

The London Marathon continues to be a great income generator for us, achieving £76k against a target of £67k. With the London Marathon making changes to the way they allocate Golden Bond places so that every charity has a reduced allocation and very limited scope or opportunity to buy more, we can only grow this income stream through 'own place' runners which will rely on our brand awareness and strategic recruitment processes. It is therefore imperative that we respond by diversifying our portfolio. We are trialling different events such as; the Paris, Berlin or Chicago Marathons and other UK runs and challenges.

Our community fundraising income has grown this year thanks to a modest mailing to community groups and churches asking for their support and a great response to our Christmas card mailing which went to 7,500 people. We sold a record-breaking 1,650 packs of cards and raised £6k.

Creating new fundraising products to appeal to new audiences

We continue to build on the successes of last year's digital fundraising challenges. We held our second Walk100 Facebook fundraiser in February 2024 and raised £48k.

We took a much bolder approach to our Facebook Challenges this Summer and ran a test of propositions. We trialled Dump the Junk and Run 50km in August, running ads simultaneously throughout July.

Overwhelmingly the Run 50km challenge outperformed Dump the Junk in terms of income and raised £48k against the £11k raised by Dump the Junk. Dump the Junk performed well in terms of recruiting leads with over 6.6k people joining the Facebook group.

This test has been very helpful and the learnings we have will help us as we further develop this income stream. We need to use much bolder language and messaging to engage a new audience and create some differentiation in what is an increasingly competitive market.

Securing longer-term, restricted funding to ensure a sustainable future for WCRF

As a team we work collaboratively across the organisation so that we can help our supporters fully understand the impact of their donations.

This year we have supported our colleagues in the Health Information team to develop their programmes so that we can increase our reach with our work. We have secured significant gifts (noted below) to increase the reach of our Cook through Cancer classes and Cancer and Nutrition Helpline. We hope to develop the strategies for these programmes even further so that we can support more people living with and beyond cancer and secure multi-year gifts to provide sustainability and opportunities for development.

We have also been working with the Research team to develop a case for support for a large multi-year programme of research together with the University of Southampton Hospital, the CANDO programme will transform care for people with breast cancer and spans 5 years. Costing just under £1.2M this is the first time we have been able to go out to companies with a project of this size to ask for multi-year funding.

Looking forward we will need to consider how we can develop our Health Information programmes and package our research work so that we can secure larger sums from Corporates and Trusts and Foundations.

Supporting our Supporters

Our Supporter Care team, who respond to enquiries and feedback from supporters, the general public and health professionals every day, continue to go from strength to strength. Their remit is to build meaningful, long-term relationships with our supporters as well as working closely to support other departments with initiatives and on-going projects. They are the 'voice' of WCRF on the telephones. This year they answered 9,682 telephone calls and also responded to and followed up on 2,600 email queries.

Future Plans

In March 2020, we developed a Theory of Change model to propel us through the next 3-5 years. This was created to help us to understand ourselves better and to ensure we are more able to focus resources on the most important activities. Little did we know at that point that the world would change so dramatically due to the pandemic.

Luckily we were not adversely affected by the pandemic but our plans and strategies did need to change. We reviewed our Theory of Change and associated strategy documents that accompany it each year with a more in-depth review in 2023, where the Theory of Change was found to still be valid. The accompanying strategies were updated to remove items that had been achieved and to add any new opportunities that had arisen.

Starting in March 2025, we will be kicking off a new strategic planning cycle to update the Theory of Change and to set our strategic plans for the next 3 years.

In summary

This year saw WCRF experience another year of steady progress from both a programme and financial perspective. Alongside our network affiliates, we were able to fund all the grants that our Grant Panel deemed fundable, as well as invest further in our CUP Global programme and our other science and policy programmes. We also realised some long-term goals by partnering with Southampton University on the CANDO project which has the potential to improve outcomes for breast cancer patients across the country and by launching our Cancer and Nutrition helpline which can help people living with cancer improve their quality of life and their ability to enjoy food. Financially, we kept a sound bottom line, increased our income and also invested in new technologies that should help bring in more money in the future.

We thank our staff and our supporters for their tremendous dedication and flexibility and look forward to achieving more successes next year.

FINANCIAL INFORMATION

Management of risk

The Trustees have approved, implemented and regularly reviewed WCRF's risk management plan, which is operated by staff on a day-to-day basis. Senior staff, heads of department and Trustees work together to revise the risk management plan annually, identifying emerging risks, prioritising them in terms of potential impact and likelihood of occurrence.

The risk management plan covers governance, financial, operational, IT, and other risks. Internal control procedures are in place to provide assurance against identified risks in order to uphold the integrity and reputation of the charity. These include: a 3-year Strategic Plan reviewed periodically through the year annual operational plans and budgets which are approved by the Trustees; regular review by the Trustees of financial results, variance from budgets and financial targets; risk management, segregation of duties, policies and procedures. Additionally, Trustees are kept up to date with any changes in governance requirements to ensure they are fully informed of best practice.

During the financial year, we identified the potential impact of economic recession and rising cost of living as a major risk to WCRF. As a result, we reviewed our annual budget compared to actual performance, strategic plans and the reserves policy during the year to ensure we can maintain our research funding projects over a long-term period. Prompt financial reporting procedures were followed in order to respond to shifts in the economic environment.

Financial Review

Income

Total income in 2023/2024 increased by £2,040,025 to £12,679,739 (2022/2023: £10,639,714). Legacies were £2,769,761 (2022/2023: £2,156,119) an increase of £613,642. Donations from individual donors increased by £425,567 to £5,608,567 (2022/2023: £5,183,000).

Our headline KPIs for the year were to raise £11,177,213 in income and to fund over £1 million in research grants, both of these were exceeded.

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Trading activities, if any, represent revenue produced by WCRF's wholly owned subsidiary, WCRF (Trading) Ltd. The company did not trade during the year.

Expenditure

In financial year 2023/2024, total expenditures increased by £464,732 to £11,569,496 (2022/2023: £11,104,765).

Expenditure on raising funds increased by £221,564 to £2,959,561 (2022/2023: £2,737,997). Charitable expenditure on research increased by £76,294 to £3,939,791 (2022/2023: £3,863,497). Charitable expenditure on information and education increased by £166,874 to £4,670,144 (2022/2023: £4,503,270).

Net Income

Net movement in funds in 2023/2024 was a profit of £1,108,597, an increase of £1,517,180 (2022/2023: (£408,583)).

Investment Policy

Currently WCRF holds no investments. All reserves are held in cash, split between easy access accounts and higher interest longer term accounts.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain a minimum reserve at one half the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by providing a goal in the annual budget.

As of 30 September 2024, unrestricted reserves increased by £1,100,569 to £7,086,618 (2022/2023: £5,948,433). Free reserves at 30 September 2024 are £5,597,096 (2022/2023: £5,597,096). This equates to 7 months of the current year's expenditure (2022/2023: 6 months).

In June 2023, the landlords of the WCRF office at 140 Pentonville Road went into administration. In early 2024, the office was offered for sale by the administrators at a purchase price of "offers over £4,000,000 excluding VAT". In May 2024, we were advised by the agent acting for the sale that they would accept lower offers due to no interest in the property. At the WCRF Board meeting in May 2024, the Trustees asked management to negotiate to try to purchase the property.

After protracted negotiations and legal discussions, we purchased the property on 8th January 2025 for the reasonable price of £3,200,000 plus £640,000 in VAT paid from free reserves. The purchase has been secured on a 999-year leasehold.

In September 2024, the Board of Trustees approved the budget for financial year 2024/2025 which did not include a surplus meaning the total free reserves were planned to remain at £7,086,618. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £5.5 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2024, total reserves were £7,086,618 (2022/2023: £5,978,022). These reserves have been reduced by our January property purchase however we now have a fixed asset that if, ever needed, could be used as collateral for any line of credit.

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by recent economic uncertainty, increased inflation and cost of living increases. However, management is monitoring current fundraising activities, programme spending, and staff needs and making adjustments as necessary. In addition, the financial forecast for the 2024/2025 financial year and budget planning for the year 2025/2026 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by

Signed by:

EE983FC898604ED...

Roderick Power
Trustee

28 May 2025

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

The trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of World Cancer Research Fund

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 22, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document, tax legislation and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, remaining alert to new or unusual transactions which may not be in accordance with the governing documents.

The most significant laws and regulations that have an indirect impact on financial statements are those in relation to the General Data Protection Regulations. We performed audit procedures to inquire of management whether the charitable company is in compliance with these laws and regulations.

The audit engagement team identified the risk of management override of controls and the recognition of legacy income as the areas where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RSM UK Audit LLP

NICHOLAS SLADDEN (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB

Date 16 June 2025

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2024

		Unrestricted funds 2024 Total £	Restricted funds 2024 Total £	Total funds 2024 Total £	Total funds 2023 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	12,193,040	222,510	12,415,550	10,472,772
Investment income		264,189	-	264,189	166,942
Total income		12,457,229	222,510	12,679,739	10,639,714
Expenditure on:					
Raising funds	4	2,959,561	-	2,959,561	2,737,997
Charitable activities	5	8,510,970	98,965	8,609,935	8,366,768
Total expenditure		11,470,531	98,965	11,569,496	11,104,765
Net losses on investments	11	-	-	-	-
Currency (loss)/gain		(1,646)	-	(1,646)	56,468
Net surplus/ (deficit)		985,052	123,545	1,108,597	(408,583)
Transfer to Unrestricted		115,118	(115,118)	-	-
Fund balances brought forward at 1 October 2023		5,948,433	29,589	5,978,022	6,386,605
Fund balances carried forward at 30 September 2024	21	7,048,603	38,016	7,086,619	5,978,022

WCRF has not recognised gains or losses other than the net movement of funds in the year.

The notes on pages 29 of 40 form part of these financial statements.

Balance sheet

at 30 September 2024

		2024	2023
		£	£
Fixed assets:			
Tangible assets	10	266,918	351,337
Investments	11	-	-
Total fixed assets		<u>266,918</u>	<u>351,337</u>
Current assets:			
Debtors	12	2,697,143	2,313,899
Cash at bank and in hand		<u>8,958,024</u>	<u>8,423,022</u>
Total current assets		11,655,167	10,736,921
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(2,596,270)</u>	<u>(2,377,107)</u>
Net current assets		<u>9,058,897</u>	<u>8,359,814</u>
Total assets less current liabilities		9,325,815	8,711,151
Creditors: amounts falling due after one year	14	<u>(2,239,197)</u>	<u>(2,733,129)</u>
Total net assets at 30 September		<u>7,086,618</u>	<u>5,978,022</u>
The funds of the charity:			
Unrestricted funds	20	7,048,603	5,948,433
Restricted funds	21	<u>38,015</u>	<u>29,589</u>
Total funds		<u>7,086,618</u>	<u>5,978,022</u>

These financial statements were approved by the Board of Trustees on 28 May 2025 and were signed on its behalf by:

Signed by:

EE983FC898604ED...

Roderick Power
Trustee

The notes on pages 29 to 40 form part of these financial statements.

Statement of Cash Flows

For the year ended 30 September 2024

	2024	2023
	£	£
Cash flows from operating activities:		
Net cash provided by/ (used in) operating activities	282,992	(1,930,872)
Cash flows from investing activities:		
Dividends and interest from investments	264,189	166,921
Purchase of equipment	(12,178)	(29,801)
Net cash provided by/(used in) investing activities	252,011	137,120
Change in cash and cash equivalents in the reporting period	535,003	(1,793,752)
Cash and cash equivalents at the beginning of the reporting period	8,423,022	10,216,774
Cash and cash equivalents at the end of the reporting period	8,958,025	8,423,022
Reconciliation of net Income/(Expenditure) to net cash flow		
Net expenditure for the reporting period	1,108,597	(408,583)
Depreciation charges	96,597	102,254
Dividends and interest from investments	(264,189)	(166,921)
Loss on sale of fixed assets	-	940
(Increase) in debtors	(383,244)	(1,248,788)
(Decrease) in creditors	(274,769)	(209,774)
Net cash provided by investing activities	282,992	(1,930,872)

Notes to the financial statements

World Cancer Research Fund ("WCRF") is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Functional and presentation currency

These consolidated financial statements are presented in British Pound, which is the Company's functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. Due to the charity's structure, future plans and strong cash position, the Trustees believe that WCRF is well placed to manage the business risks successfully. Management monitor current fundraising activities, programme spending, staff needs. Much of the income from individual donations comes from direct marketing and legacies, both of which show trends that can be monitored, should those trends show cause for concern, management make adjustments as necessary.

In addition, the financial forecast for the 2024/2025 financial year takes into consideration the possibility of declining revenues due to inflation and/or economic downturn by being conservative with income estimates and associated spending. Budget planning for the year 2025/2026 will follow a similar path. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 3. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations made for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt is probable and the amount is measurable with sufficient reliability.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the original donations were received.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received. Legal and administrative costs for managing legacy income are budgeted each year and are kept to a minimum by having an in house Legacy management team.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accrual basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues & subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible Fixed Assets and Depreciation

Tangible fixed assets with a cost of more than £2,000 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £2,000 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over the life of the lease, which is ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand and deposits repayable on demand less overdrafts payable on demand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently, WCRF UK has no liability to tax and no deferred tax.

2 Key judgements and estimations

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

Notes to the financial statements *(continued)*

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2024 Total £	2023 Total £
Donations	5,492,501	116,066	5,608,567	5,183,000
Legacy income	2,772,208	-	2,772,208	2,156,119
Committed giving	1,300,738	-	1,300,738	1,271,088
Gift Aid	1,155,850	-	1,155,850	773,919
Grants from affiliates	1,133,004	-	1,133,004	1,030,612
Grant revenue	338,729	106,444	445,173	55,816
Other income	9	-	9	2,218
	<u>12,193,039</u>	<u>222,510</u>	<u>12,415,549</u>	<u>10,472,772</u>

Restricted income in 2024 is £222,510 (*FY23:£84,316*).

4 Expenditure on raising funds

	Direct costs £	Support costs £	2024 Total £	2023 Total £
Fundraising activities	260,850	-	260,850	177,074
Direct mail fundraising	1,658,916	-	1,658,916	1,681,069
Human resources	-	719,068	719,068	614,995
Premises	-	140,676	140,676	131,439
Other	-	180,051	180,051	133,420
	<u>1,919,766</u>	<u>1,039,795</u>	<u>2,959,561</u>	<u>2,737,997</u>

Notes to the financial statements *(continued)*

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2024 Total £	2023 Total £
Research:				
Research grants*	2,122,909	-	2,122,909	2,204,847
Other direct costs	218,160	-	218,160	267,260
Human resources	-	1,122,535	1,122,535	976,799
Premises	-	222,773	222,773	208,126
Other	-	253,414	253,414	206,465
	<u>2,341,069</u>	<u>1,598,722</u>	<u>3,939,791</u>	<u>3,863,497</u>
Information & education:				
Programme grants to affiliates	389,354	-	389,354	373,051
Publications	1,992,176	-	1,992,176	2,064,071
Consulting fees	439,319	-	439,319	389,890
Other direct costs	337,232	-	337,232	290,928
Human resources	-	1,035,459	1,035,459	973,742
Premises	-	224,018	224,018	208,199
Other	-	252,586	252,586	203,390
	<u>3,158,081</u>	<u>1,512,063</u>	<u>4,670,144</u>	<u>4,503,271</u>
Total costs of charitable activities	<u>5,499,150</u>	<u>3,110,785</u>	<u>8,609,935</u>	<u>8,366,768</u>
*includes grant refunds				

Expenditure on charitable activities was £8,609,935 (2023: £8,366,768) of which £8,510,970 (2023: £8,144,602) was unrestricted and £98,965 (2023: £222,166) was restricted.

Notes to the financial statements (*continued*)

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2024 to institutions:

		2024
		£
University of Iceland	Can we prevent multiple myeloma through lifestyle and nutrition?	340,297
University of Oxford	ProMAP: Mapping diet to cancer through the proteome	317,552
University of Bristol	How does adiposity distribution influence risk of obesity-related cancers? - Exploring causality and mechanisms	288,578
The CANDO Programme Southampton University	Nutrition, body composition, metabolic health and clinical outcomes in breast cancer	251,486
IARC	Collaborative project between IARC and WCRF International: Evaluation of biological mechanisms linking diet, lifestyle and cancer within the new phase of the CUP	77,756
Instituto Tecnologico y de Estudios Superiores de Monterrey	Online mindfulness-based stress reduction intervention for patients with breast cancer receiving chemotherapy	75,000
University of Hong Kong	Gut microbiota and cancer risk in East Asians: A two-sample Mendelian randomization study	75,000
National Institute for Health and Care Research	NIHR Cancer and Nutrition Collaboration	67,827
Bellvitge Biomedical Research Institute	Weight Management in obese cancer patients during curative active treatment (CANOBESE study)	60,000
Union for International Cancer Control	Partnership for Advocacy Support	39,325
International Union of Nutritional Sciences (IUNS)	International Collaboration on Nutrition in relation to Cancer (ICONIC)	4,471
	Total research grants	1,597,292
Imperial College London	Global Cancer Update Programme	526,407
	Grant Refunds	(790)
	Total grants	2,122,909

Notes to the financial statements *(continued)*

6 Grants and grants payable *(continued)*

	2024 £	2023 £
Beginning grants payable	4,384,893	4,088,982
New grant funding	2,057,893	1,562,790
Grant adjustment	(22,005)	-
Grant payments	<u>(2,128,806)</u>	<u>(1,266,879)</u>
Ending grants payable	<u><u>4,291,975</u></u>	<u><u>4,384,893</u></u>
Due within one year (note 13)	2,052,778	1,651,764
Due after one year (note 14)	2,239,197	2,733,129

7 Support costs

	Fundraising	Information & education	Research	2024 £	2023 £
Human resources	719,068	1,035,459	1,122,535	2,877,062	2,565,536
Premises	140,676	224,018	222,773	587,467	547,764
Other	<u>180,051</u>	<u>252,586</u>	<u>253,414</u>	<u>686,051</u>	<u>543,275</u>
	<u><u>1,039,795</u></u>	<u><u>1,512,063</u></u>	<u><u>1,598,722</u></u>	<u><u>4,150,580</u></u>	<u><u>3,656,575</u></u>

Support costs are allocated based upon time spent on each function – fundraising, information & education and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs - audit fees of £44,000 (2023: £45,833) include fees in respect of WCRF Trading Ltd of £3,1 (2023: £3,100) and board meeting expenses of £25,745 (2023: £11,535) are included in Other above.

8 Operating costs

	2024	2023
	£	£
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	96,597	100,163
Hire of plant and machinery	15,359	7,592
Hire of other assets - office lease	364,292	323,062
Hire of other assets - office equipment leases	43,761	38,987
	2024	2023
	£	£
<i>Auditor's remuneration:</i>		
Audit of these financial statements	40,869	42,733
Audit of financial statements of subsidiaries	3,131	3,100
	44,000	45,833

9 Human resources

	2024	2023
Salaries	2,469,869	2,167,474
Social security costs	253,851	234,917
Pension costs - defined contribution scheme	113,804	98,044
	2,837,524	2,500,436

The average number of persons employed during the year, analysed by category, was as follows:

	2024	2023
Fundraising	15	10
Research	15	15
Education	15	15
Administration	9	12
Total	54	52

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2024	2023
£70,000 - £80,000	0	3
£80,000 - £90,000	1	1
£90,000 - £100,000	1	1
£100,000 - £110,000	1	1
£140,000 - £150,000	1	0

In respect to staff paid over £60,000, the pension contribution was £72,256 (2023: £75,735).

The key management personnel of the WCRF are the trustees, the President and the CEO.

The Trustees, who are considered the key management personnel, received no remuneration (2023 nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. Six Trustees (2023: five) received an out-of-pocket travel reimbursement totalling £8,749 (2023: £7,808) for expenses incurred directly. In 2024 and 2023 there were no related party transactions with the Board of Trustees and WCRF. The President was compensated by affiliate organisations.

Notes to the financial statements *(continued)*

10 Tangible fixed assets

	Leasehold improvements	Fixtures and fittings	Machinery and equipment	Total
	£	£	£	£
Cost				
At 1 October 2023	482,449	64,676	225,487	772,612
Additions	-	-	12,178	12,178
	<u>482,449</u>	<u>64,676</u>	<u>237,665</u>	<u>784,790</u>
At 30 September 2024	<u>482,449</u>	<u>64,676</u>	<u>237,665</u>	<u>784,790</u>
Depreciation				
At 1 October 2023	199,338	50,184	171,754	421,276
Charge for year	49,237	10,582	36,777	96,596
Disposals	-	-	-	-
	<u>248,575</u>	<u>60,766</u>	<u>208,531</u>	<u>517,872</u>
At 30 September 2024	<u>248,575</u>	<u>60,766</u>	<u>208,531</u>	<u>517,872</u>
Net book value				
At 30 September 2023	<u>283,111</u>	<u>14,492</u>	<u>53,733</u>	<u>351,336</u>
At 30 September 2024	<u><u>233,874</u></u>	<u><u>3,910</u></u>	<u><u>29,134</u></u>	<u><u>266,918</u></u>

11 Investments

	2024	2023
	£	£
Investment in subsidiary	<u>2</u>	<u>2</u>
At 1 October	<u><u>2</u></u>	<u><u>2</u></u>

12 Debtors

	2024	2023
	£	£
Accrued legacies	1,296,523	1,245,031
Amounts owed by affiliates*	659,564	535,525
Prepayments	399,634	274,293
Amounts owed by group undertakings	6,479	6,599
Trade debtors	238,343	161,251
Other debtors	96,600	91,200
	<u>2,697,143</u>	<u>2,313,899</u>

*amounts owed by affiliates are interest free.

Notes to the financial statements *(continued)*

13 Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	265,086	404,609
Grant payable	2,052,778	1,651,764
Amounts owed to affiliates*	0	106,732
Other creditors	71,973	205,595
Deferred Income	206,433	8,407
	2,596,270	2,377,107

*amounts owed to affiliates are interest free.

14 Creditors: amounts falling due after one year

	2024	2023
	£	£
Grant payable	2,239,197	2,733,129

15 Guarantees and other financial commitments Operating lease commitments - land, building and equipment

	2024	2023
	£	£
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	257,400	312,000
-later than one year and not later than five years*	1,930,500	1,801,800
-later than five years	-	386,100
Total	2,187,900	2,499,900

* Premises at 140 Pentonville Road were purchased by WCRF in January 2025 and the outstanding lease cancelled

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £113,804 (2023: £75,735).

17 Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

Notes to the financial statements *(continued)*

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd carried on trading activities to raise net revenues which are contributed to the WCRF UK. The registered address is 1 Blossom Yard, London, E1 6RS.

Summary balance sheet is as follows:

	2024	2023
	£	£
Cash	6,479	6,599
Due to WCRF:		
Beginning balance	(6,597)	(6,657)
Net value of transactions	120	60
Amounts owed by subsidiary	(6,477)	(6,597)
Total net assets	2	2

19 Affiliated Charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations - national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WKOF); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications, and best practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2024 and 2023 is as follows:

2024						
Description		WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£	492,583	(106,732)	-	42,942	428,793
Net value of transactions		(92,763)	323,534	-	-	230,771
Amounts owed by affiliates	£	399,820	216,802	-	42,942	659,564
2023						
Description		WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£	382,609	(532,887)	-	42,942	(107,336)
Net value of transactions		109,974	426,155	-	-	536,129
Amounts owed by affiliates	£	492,583	(106,732)	-	42,942	428,793

Notes to the financial statements (continued)

20 Analysis of Net Assets between Funds

		2024				
		Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£	266,918	-	9,020,881	(2,239,197)	7,048,602
Restricted funds		-	-	38,016	-	38,016
Total funds	£	266,918	-	9,058,897	(2,239,197)	7,086,618

		2023				
		Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£	351,337	-	8,330,225	(2,733,129)	5,948,433
Restricted funds		-	-	29,589	-	29,589
Total funds	£	351,337	-	8,359,814	(2,733,129)	5,978,022

21 Restricted Donations and Grants

In May 2017, WCRF received restricted funds with a consortium of 13 other organisations to deliver a European Commission project. The restricted fund relates to a five-year, €10 million study ‘Confronting Obesity: Co-Creating policies with youth’ – CO-CREATE – which focused on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process.

In financial year 2023/2024, a final closing payment of £106,444 was received. A portion of that payment was spent (£5,915) and at the end of financial year 2023/2024, the unspent balance of that grant was £115,118. As the project completed in October 2023 and there was no requirement for this balance to be returned, those funds were transferred to unrestricted funds.

Donations from 20 Trusts and Foundations were received in financial year 2023/2024 (£116,066). Of these £37,850 were for research projects at universities around the country, the remaining £78,216 is to be used for health information outreach projects. In financial year 2023/2024, £15,000 was from prior year restricted donations.

As of financial year 2023/2024, the restricted fund balance is £38,016 (2022/2023: £29,589).

	Balance at 1 Oct 2023	Income	Expenditure	Transfer to Unrestricted	Balance at 30 Sept 2024
EC Co-Create Grant	£ 14,589	106,444	(5,915)	(115,118)	-
Grants from Trusts & Foundations					
Cancer & Nutrition Helpline	£ 15,000	31,200	(46,200)	-	-
Cook Through Cancer Cookery Classes	-	47,015	(9,000)	-	38,015
Research - Professor Adam Frampton, University of Surrey	-	1,350	(1,350)	-	-
Research - Dr Aravinda Guntupalli, University of Aberdeen	-	15,000	(15,000)	-	-
Research - Dr Tilman Kühn, Queen's University Belfast	-	2,000	(2,000)	-	-
Research - Dr Simon Lord, University of Oxford	-	1,500	(1,500)	-	-
Research - Dr Jill McKay, Northumbria University	-	2,000	(2,000)	-	-
Research - Dr Raoul Reulen, University of Birmingham	-	6,000	(6,000)	-	-
Research - Dr James Thorne, University of Leeds	-	10,000	(10,000)	-	-
	£ 29,589	222,509	(98,965)	(115,118)	38,015

22 Post Balance Sheet Events

In January 2025, WCRF purchased their premises at 140 Pentonville Road, London. The purchase price was £3,840,000, including VAT. This was purchased from unrestricted cash funds.

Accounts

World Cancer Research Fund
Trustees' report, strategic report and
financial statements
Registered Charity No: 1000739
Registered Company No: 2536180
30 September 2023

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO: 1000739
COMPANY NO: 2536180
REGISTERED OFFICE 140 Pentonville Road
London
N1 9FW
www.wcrf.org

TRUSTEES Mr R Power (Chairman)
Ms A Sinclair
Prof A Cooper
Ms A Hunter
Ms S Pepper
Mr F Hill
Mr J Bunn (resigned on 3 August 2023)

PRESIDENT Ms Marilyn Gentry

CHIEF EXECUTIVE OFFICER Ms Rachael Hutson

SECRETARY Reed Smith Corporate Services Limited

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Chartered Accountants
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SOLICITORS Reed Smith LLP
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Report of the Trustees
for the year ended 30 September 2023

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2023. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity. This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

Who We Are

World Cancer Research Fund examines how diet, weight and physical activity affect your risk of developing and surviving cancer. As part of an international network of charities, we have been funding life-saving research, influencing global public health policy and educating the public since 1982.

To date, we have invested around £154 million into research across our network. As part of this, we created the Global Cancer Update Programme – the world's largest and most authoritative source of up-to-date scientific research on cancer prevention.

Every day in the UK, around 1,100 people will hear the words 'you have cancer', but we know that 40% of cancers are preventable. That's why we turn our findings into easy-to-understand advice so everyone can reduce their cancer risk through informed decisions around healthy living.

While society continues searching for a cure, our prevention and survival work is helping people to live longer, happier and healthier lives – free from the devastating effects of cancer.

Preventing cancer. Saving lives

Public Benefit

It is estimated that one in two people in the UK will develop cancer in their lifetime but around 40 percent of cancers in the UK could be prevented – that's nearly 155,000 cases every year. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk.

We think it is vital that all research on cancer prevention is pieced together to give a clear picture on what people can do to help prevent cancer. We are proud to achieve this and provide clear, consistent, science-based messages about what people can do to reduce their cancer risk.

We confirm that we have complied with public benefit guidance from the Charity Commission (in England and Wales). In particular, the Trustees consider how planned activities will contribute to the aims and objectives set, and the effect that these will have on our beneficiaries.

The World Cancer Research Fund Network

In a world dominated by funding for cancer treatments and cures, we've relentlessly promoted the importance of prevention. For 4 decades, we've been dedicated to helping healthcare professionals, policymakers and the academic community understand the role diet, weight and physical activity play in our chances of developing cancer. And to help all of us to understand how the choices we make and the environment we live in can affect our overall risk of developing the disease.

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over 40 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Our message was echoed in February 2014 when the World Health Organisation came out strongly in support of urgent implementation of effective prevention strategies to curb the disease.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

We believe that it is possible to reverse the cancer burden, but it will take all of us – governments, health professionals and individuals - pulling together to make this happen.

Charitable Information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990 (the charity was registered by the Charity Commission on 30 October 1990). It is governed by up to 10 Trustees in accordance with the Articles of Association.

Governance Information

The Trustees are responsible for the overall strategic direction and management of the organisation. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity. The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Marilyn Gentry – President, World Cancer Research Fund Network
- Rachael Hutson - Chief Executive Officer (CEO), World Cancer Research Fund (WCRF)

Periodically, new Trustees are recruited to ensure the charity has access to a comprehensive range of skills and on the basis of the specific needs of WCRF. New Trustees are invited to attend a board meeting prior to their appointment. New Trustees receive key documents relating to the charity and a complete induction programme. Training needs of the Trustee Board are assessed and met as necessary on an ongoing basis.

Senior Staff Structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has three key divisions: Communications and Health Information; Fundraising; and Finance & Operations and each have a director, who reports to the Chief Executive Officer and manages each team's staff and activities.

WCRF's staff works closely with colleagues in WCRF International, and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Science and Research programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Human Resources, IT and general operational logistics.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XperthHR salary surveys to ensure competitiveness in the marketplace, with the latest benchmarking project completed in May 2024.

Here is an overview of our main achievements for the year October 2022 to September 2023:

Since inception, the WCRF Network has invested £154 million in research worldwide. As cancer is a complex disease, to understand the bigger picture, every year we invest in a variety of research projects. Some are the more traditional laboratory-based projects, while others, such as the Global Cancer Update Programme, analyse research findings from around the world and translate information into usable advice for the scientific community and our Cancer Prevention Recommendations for the general public.

Our wider Science and Research programmes are delivered by World Cancer Research Fund International (WCRF International), funded by and for the benefit of all World Cancer Research Fund Network members, including World Cancer Research Fund in the UK.

Research Interpretation and the Global Cancer Update Programme

Key goals and achievements:

1. Launch of Global Cancer Update Programme and inaugural Expert Panel meeting

Achievements:

Webinar launch

The Global Cancer Update Programme (CUP Global) was formally launched with a 90-minute webinar on 13 October 2022. All CUP Global Expert Panel members were present, including the Panel's chair, Lord John Krebs, and Sir Professor Michael Marmot, a world-renowned expert on health inequalities.

The webinar included introductions from the CUP Global Secretariat, presentations from Panel members, including Professor Lord John Krebs and the Panel's Deputy Chair, Professor Matty Weijenberg, and a live Q&A session along with Dr Kostas Tsilidis (Co-Principal Investigator, Imperial College London).

Key stakeholders from World Health Organisation (WHO), American Cancer Society, and Cancer Council Australia attended the webinar, along with over 200 others from all over the world. Hundreds of people have subsequently watched the webinar online.

Panel meeting

The inaugural Expert Panel meeting was held in London over three days (30 Nov 2022 - 2 Dec 2022). We brought together the CUP Global Panel, along with collaborators, and the CUP Global Secretariat. There were over 50 attendees including formal observers and collaborators, the CUP Global Secretariat and our patient representative.

WCRF International worked closely with the Panel to formally judge the evidence from 5 systematic reviews. This included discussion around how the evidence could best be judged; the mechanistic evidence underpinning how diet, nutrition and physical activity influence cancer, and inequalities in cancer outcomes. We reviewed and interpreted the data and systematic literature reviews and worked with our experts in advance of the meeting to develop all the documentation that the panel needed to be able to judge the evidence.

"It has been truly inspiring and encouraging to work together with such a dedicated team of renowned scientists during the panel meeting and contribute to the aim of the WCRF International Global Cancer Update Programme, to synthesize the most authoritative evidence for cancer prevention".

Professor Matty Weijenberg (Deputy Chair of the Panel)

2. Breast cancer survivors' outputs, 5 academic papers plus draft cancer survivors' guidance developed

Achievements:

Five scientific papers reporting the outcomes from the systematic reviews on breast cancer survivors carried out by Imperial College London were published in Oct-Dec 2022. Since then, these have been cited 35 times in academic journals with over 22,000 full text views. Four papers published in the International Journal of Cancer reported the impact of diet, nutrition and body weight on medical outcomes like mortality and cancer recurrence. Another paper was published in JNCI Cancer Spectrum, this reported how physical activity impacts quality of life.

Since the Inaugural CUP Global Panel meeting, the CUP Global Secretariat have been working with members of our Cancer Survivors Expert Committee and Panel to develop draft *Guidance* for dietary and lifestyle factors where evidence is not strong enough for formal *Recommendations*. We have incorporated feedback from health professionals working in cancer care, as well as people living with and beyond breast and bowel cancer, to ensure that the guidance helps meet their needs as well as possible. Draft guidance has been developed; this will be published later in 2023.

3. Provide science support for the wider organisation

Achievements:

Last year WCRF International provided extensive scientific guidance and support for other UK-based teams, particularly in relation to media and campaigning work, major donation asks, web and health information content, and on understanding wider cancer-related issues.

Some wider impactful figures:

- Seven scientific lectures at different universities
- Three webinars presenting on CUP Global

- Six CUP Global collaborations, with over 30 collaborators
- Four blogs on global cancer incidence, health inequalities in cancer outcomes, our prevention work, and ultra processed foods.
- Last year WCRF International provided extensive scientific support for other UK-based teams, both specifically in relation to CUP Global and on wider cancer-related issues, including checking for scientific accuracy within publications.

Other notable achievements from the year:

- WCRF International had a presence at the World Cancer Congress in October 2022 - we led a symposium entitled 'Early-life exposures and future cancer risk' with eminent speakers, Professor Alan Jackson, Professor Ellen Kampman, Dr Jennifer Lyn Baker, and Dr Trudy Voortman contributing. We ran a side event on innovation, had a stand and met many of our major stakeholders.
- We worked with our Expert Committee on cancer mechanisms and collaborators from IARC to develop a new mechanisms framework for systematically evaluating the complex evidence on the biological mechanisms underlying the development of cancer. Until now, these data have not been looked at in a systematic way, limiting our understanding of this important area.
- We followed up the successful inaugural CUP Global Expert Panel meeting, holding two virtual half-day meetings with our experts in July.
- We disseminated the findings from our work through online presentations at prominent events, webinars, blogs, university lectures, numerous live radio and TV appearances plus other media work. This included presenting as part of an expert roundtable for the European Cancer League/ European Public Health Alliance during European Week Against Cancer in May 2023.
- **European Code Against Cancer**
WCRF International partnered with International Agency for Research on Cancer (IARC) on updating the European Code against Cancer (ECAC). This is the first time that policy development work has been included. The working group is chaired by Elio Riboli and met on 22 June 2023 to start the work.
- **UICC nomination**
WCRF International was one of the three shortlisted for the UICC Outstanding Contributions to Cancer Control Awards. These awards help bring visibility and due recognition to extraordinary individuals and organisations whose work has made a meaningful difference for people living with cancer. As part of our nomination, we received letters of support from Professors Alan Jackson, Linda Bauld and Professor Sir Michael Marmot.

The award ceremony was held in Long Beach, California in October 2023, sadly we did not win but from being nominated, we did garner a great deal of exposure at the World Cancer Leaders Summit where the awards ceremony was held.

Key Global Cancer Update Programme partnerships

During the year there were five key collaborations, in addition to our central partnership with Imperial College London. These were with:

- Dr Dora Romaguera from the Health Research Institute of the Balearic Islands (Spain), who reviewed the evidence on *dietary and lifestyle factors and breast cancer*. This review is currently being written up for scientific publication.
- Professor Ed Giovannucci from Harvard T.H. Chan School of Public Health (United States) who is reviewing the evidence on *dietary and lifestyle factors and colorectal cancer*. This review has been completed and the evidence from it will be formally judged at the Panel meeting later this year.
- Drs Dieuwertje Kok and Franzel van Duijnhoven from Wageningen University (Netherlands) who are conducting three reviews on the impacts of *lifecourse factors on cancer risk for three cancers (breast, colorectal and prostate cancers)*. The evidence judgements from the review on colorectal cancer are currently being finalised by the Panel and the review on breast cancer is underway and will be discussed at a Panel meeting in early 2024.
- Dr Laure Dossus from IARC (WHO, France), with Professor Marc Gunter from Imperial College London, who are reviewing *mechanistic evidence to support the epidemiological reviews carried out by these collaborators*. They are currently undertaking a review on colorectal cancer and a dietary and lifestyle

patterns review, and they have completed the first lifecourse review. They have developed a new protocol for the incidence reviews and will then be working on a brand-new protocol for the survivorship reviews.

- A newly established collaboration being led by Dr Pau Erola from The University of Bristol. He is leading a team and collaborating with Imperial College London *to develop new methods for automating the CUP Global reviews*. This state-of-the-art computer science work will facilitate more efficient work for CUP Global and beyond.

Regular Grant Programme

Our Regular Grant Programme, managed by WCRF International and funded by World Cancer Research Fund and Wereld Kanker Onderzoek Fonds (WCRF in the Netherlands), provides funding of up to £350,000 per project, enabling us to invest in varied projects worldwide; these can be Investigator Initiated Grants or Seed Grants.

Key goals and achievements

1. To successfully run the 2022/2023 Research Grants Programme

In the 2022/2023 Regular Grant Programme (RGP) cycle, we received a total of 115 outline applications; 45 of these were shortlisted by the Panel at the January 2023 Grant Panel meeting. They included 30 Investigator Initiated Grants (IIGs) and 15 Pilot and Feasibility Grants (PFGs).

Achievements:

The Grant Panel meeting to review the 44 full applications was held face-to-face in June 2023. After fruitful discussions on the applications, and taking into consideration the peer reviewers' comments, 20 applications were shortlisted for funding (14 IIGs and 6 PFGs). The WCRF International Board approved 16 of these grants for funding in September 2023.

Summary statistics for newly funded RGP grants:

- Total Network RGP funding: £3.8m
- By funder: 11 grants funded by WKOF (€2.9m (£2.5m)), and five by WCRF (£1.3m)
- Research area: five Cancer Prevention grants, and 11 Cancer Survivorship grants
- Research theme: eight Evidence for Cancer Survivors, four Host Factors/Individual Susceptibility, and four Biological Mechanisms
- Cancer types: five mixed, three colorectal, two childhood, two breast, two prostate, one oesophageal, and one neuroendocrine tumours
- Locations: five Australia, four Netherlands, three United Kingdom, and one each in Belgium, Denmark, France and Palestine

We are also continuing the funding partnership with Cancer Australia (CA) for a third year. As part of this partnership, CA co-funds grants based in Australia, raising our profile as a funder there as well as promoting good research.

2. To support capacity building and early career scientists through the Academy.

The Academy began in 2009 by offering fellowships for young researchers to undertake courses at Imperial College London. Since its inception there have been a series of activities including webinars, lectures and travel bursaries for conference attendances. These activities enabled the Academy to grow its network to 41 alumni, most of whom have progressed to more senior roles, working within the remit of WCRF.

Achievements:

In 2023 we re-engaged with 9 Academy alumni through a series of calls, where potential plans for the Academy and for collaboration were presented.

3. To develop and implement new processes for evaluating the impact of the Research Grant Programme.

Achievements:

We have been working on new methods to evaluate the impact of the research funded by WCRF through the Research Grant Programme. This includes developing an Impact Evaluation Framework for the systematic analysis of the actively running grants, and applying the methods described in the Framework to assess our current impact.

Regular Grants Programme highlights

Between 2016 and 2022 the WCRF International Network has funded 69 grants, totalling £17.9 million. 63 of which are active and six were completed in 2023.

From the 69 reviewed grants, 24 (35%) focus on nutrition, 19 (28%) investigate a combination of nutrition, physical activity and/or body composition, 16 (23%) look at body composition and 10 (14%) target physical activity.

Newly funded studies

The newly awarded grants - funded by WCRF Int are:

- Prof Sarah-Maria Fendt, VIB-Flemish Institute for Biotechnology, Belgium, £350,000: *Defining the role of diet and age in how breast cancer spreads.*
- Dr Evelyn Monninkhof, University Medical Centre Utrecht, Netherlands, £349,848: *Breast cancer: effect of yoga on endocrine-related musculoskeletal symptoms.*
- Dr Pekka Keski-Rahkonen, International Agency for Research on Cancer, France, £349,807: *Understanding the link between colorectal cancer and obesity through metabolic profiling.*
- Dr Raoul Reulen, University of Birmingham, UK, £349,792: *Investigating lifestyle factors and survivors of childhood cancers.*
- Prof Adam Frampton, University of Surrey, UK, £348,030: *Exercise and outcomes in advanced oesophageal cancer.*
- Dr Rachel van Leeuwen, University Medical Centre Utrecht, Netherlands, £339,000: *Investigating the role of lifestyle in neuroendocrine tumours.*
- Dr Dieuwertje Kok, Wageningen University, Netherlands, £324,060: *Non-metastatic colorectal cancer: liver fat, treatment tolerance & prognosis.*
- Dr Alina Vrieling, Radboud University Medical Center, Netherlands, £305,263: *Reducing sedentary behaviour after colorectal and renal cancer.*
- Prof Daniel Galvão, Edith Cowan University, Australia, £299,578: *Trialling exercise alongside radiotherapy for prostate cancer patients.*
- Dr Simon Lord, University of Oxford, UK, £270,394: *Impact of obesity on cancer survival using the Systemic Anti-Cancer Therapy Dataset.*
- Ms Lene Møller, Danish Cancer Society Research Centre, Denmark, £243,467: *Body composition and risk of obesity-related cancers.*
- Prof Robert Newton, Edith Cowan University, Australia, £65,609: *MYEX exercise trial for patients with prostate cancer.*
- Dr Rania Abu Seir, Al-Quds University, Palestine, £60,000: *Colorectal cancer survival in Palestine: a feasibility study on lifestyle factors.*
- Prof Ruth Hubbard, Princess Alexandra Hospital, Australia, £60,000: *Older adults with cancer: designing a diet and activity model of care.*
- Prof Stewart Graeme Trost, University of Queensland, Australia, £58,268: *Feasibility study using exercise for survivors of paediatric sarcoma.*
- Dr Jasmine Menant, Neuroscience Research Australia £29,981: *Feasibility study for helping patients with chemo-induced peripheral neuropathy.*

Details on all of our funded grants can be found at <https://www.wcrf.org/research-we-fund/what-we-are-funding/>

INSPIRE

As part of the continued commitment to enhancing our research portfolio, earlier in the year WCRF International (in partnership with AICR, WCRF and WKO) launched the 'Inspire Research Challenge'. This new grant call is aimed at Early Career Investigators worldwide and runs in parallel with our existing Grant Programmes.

The Inspire Research Challenge prioritises innovative, bold, and creative proposals with the potential to catalyse rapid and impactful advances in cancer prevention, treatment and survivorship. The research areas covered are cancer prevention and survivorship, addressing lifestyle (diet, nutrition, physical activity) and environmental (pollution/contaminants, pathogens) factors. Particular interest was expressed for research into novel lifestyle exposures, such as stress, sleep and immune function.

Key INPIRE statistics:

- 48 applications received
- 14 applicants invited to submit full application
- 6 grants funded
- Total Inspire funding: £397,331
- Funders: three funded by WKO (£208,732) and three funded by WCRF (£188,600)

- Research areas: Cancer Prevention (2) and Cancer Survivorship (4)
- Cancer types: childhood cancer (2 grants), skin cancer (1), breast cancer (1), reproductive cancers (1), and mixed cancers (1)
- Locations: United States (2), Hong Kong (1), Spain (1), Greece (1), and Denmark (1)

The newly awarded Inspire Research Challenge grants, funded by our network of cancer prevention charities - which includes World Cancer Research Fund in the UK and Wereld Kanker Onderzoek Fonds in the Netherlands - are:

- Dr Julie Aarestrup, Bispebjerg and Frederiksberg Hospital, Denmark, £69,700: *Early life infections: pathways to prevent adult cancers?*
- Dr Christos Chalitsios, University of Ioannina, Greece, £69,700: *The impact of sleep on the development of reproductive system cancers.*
- Dr Micah Skeens, The Research Institute at Nationwide Children's Hospital, US, £69,700: *Using AI chatbots to support families of children with cancer.*
- Dr Shan Luo, The University of Hong Kong, Hong Kong, £69,619: *Exploring links between sleep patterns and breast cancer risk.*
- Dr Dong Woo Kang, Dana-Farber Cancer Institute, US, £69,412: *How exercise and fibre affect immunotherapy outcomes for melanoma patients.*
- Dr Alice Chaplin, Consorcio Centro de Investigación Biomédica en Red, Spain, £49,200: *Life S-Can: a new clinical tool to improve cancer survivorship care.*

Partnerships

WCRF supports the International Collaboration on Nutrition in relation to Cancer (ICONIC), which continues to provide a grant training course to improve the grant-writing capabilities of researchers working in Nutrition and Cancer epidemiology-related fields in Africa. Our work with ICONIC supports our continued efforts to support researchers in low- and middle-income countries (LMICs) and early career scientists.

WCRF has also supported Dr Elom Aglago to attend the AORTIC 2023 conference in Senegal to showcase ICONIC and our CUP Global work.

Policy and Public Affairs

Our wider Policy and Public Affairs work is delivered by WCRF International and funded by WCRF network members, including World Cancer Research Fund in the UK.

In 2022/23 we continued to implement the Policy and Public Affairs strategy developed and adopted in 2021.

Key goals and achievements:

1. Finalise and disseminate remaining CO-CREATE outputs

WCRF was part of the EU Horizon 2020 funded CO-CREATE project on child and adolescent obesity. Its key aim was to reduce childhood obesity by working with young people to create nutrition and physical activity policy actions to promote healthier environments.

Achievements:

Our CO-CREATE work involved developing a suite of tools to help monitor, benchmark and assess the nutrition and physical activity policies of 30 European countries. The key outputs, the NOURISHING and MOVING policy indexes, were finalised and launched at two webinars in early May.

The final outputs of two policy briefs and 60 country snapshots were also completed, and we then presented the CO-CREATE findings at six conferences during the year:

- Oral presentations of MOVING policy index at International Society for Behavioural Nutrition and Physical Activity (ISBNPA) conference & Health Enhancing Physical Activity Europe (HEPA Europe).
- Poster presentations of NOURISHING & MOVING findings at European Congress on Obesity (ECO), UK Congress on Obesity (UKCO) and UK Prevention Research Conference.
- An interactive session at the Youth School of Advocacy and Health Policy conference.
- The findings were further shared via various other conferences and stakeholders and their communications channels. This included being featured on the Union for International Cancer Control website in June.

2. *Maintain and strengthen relations with the World Health Organisation*

We are in official relations with the World Health Organisation (WHO), a status that is granted to civil society organisations which engage with and support WHO following a strict application procedure. This privileged status enables us to contribute to and influence the development of global public health policy that is relevant to cancer prevention.

Achievements:

We have maintained and strengthened our relations with WHO through five key meetings with WHO officials working on nutrition, physical activity, cancer control and commercial determinants of health, and by actively participating in WHO Executive Board (EB) and World Health Assembly (WHA) meetings.

Our WHA and EB representation involved two joint statements and one constituency statement at EB 152, along with four constituency statements and five meetings with representatives of national governments from WHO countries at or for WHA 76.

At EB 152, we signed statements on non-state actor engagement ('civil society engagement' in WHO's terminology), social determinants of health (SDoH) and nutrition.

At WHA 76 we co-signed constituency statements (developed and signed jointly by a number of civil society organisations) on NCDs, UHC, well-being, and social determinants of health (SDoH).

We also submitted a joint response with NCD Alliance to the consultation on fiscal policies to support healthy diets, and an individual response to the consultation on the digital marketing of breastmilk substitutes.

3. *Building Momentum report on policies to promote physical activity in primary healthcare*

We launched our fourth report in the Building Momentum series, designed to help policymakers to overcome barriers to implementing evidence-based policies. It was the first Building Momentum report on physical activity policy; previous reports addressed nutrition policy.

Achievements:

The report was finalised and an additional four-page summary was created. Country snapshots for USA, UK and Netherlands were completed and included.

A report launch webinar took place on 21 June 2023 and attracted 65 participants from key organisations including WHO, Organisation for Economic Co-operation and Development, cancer charities across Europe, national governments and academia. The findings were presented at the Health Enhancing Physical Activity Europe (HEPA Europe) conference in September. The report was shared by EuropeActive, the European fitness industry body, the Dutch Knowledge Centre for Sports and Movement and the EU Health Policy Portal.

Supporting the policy activities of WCRF in the UK

We attend regular meetings and undertake other activities with:

- Obesity Health Alliance (OHA)
- Alcohol Health Alliance (AHA)
- Association of Medical Research Charities (AMRC) Public Affairs Working Group and Heads of Policy Group
- UK Working Group on NCDs
- Children's Food Campaign
- International Coalition for Advocacy on Nutrition (ICAN) UK

We responded to three parliamentary consultations: a Department for Health and Social Care major conditions strategy consultation; a Health and Social Care Select Committee Prevention inquiry, and an OFCOM consultation on advertising restrictions for HFSS (high in fat, salt and sugar) products.

Other activities included:

- Co-signing an AHA letter to Chancellor Jeremy Hunt asking for increase to alcohol excise duty in February.
- Helping to promote the One Cancer Voice petition on the need for a long-term cancer strategy in March.
- Co-signing an OHA letter to party leaders on childhood obesity in May.
- Contributing to the development of an AMRC general election manifesto in July.

- Co-signing a Sustain and OHA letter asking retailers to join Sainsbury's and Tesco in implementing multi-buy promotion restrictions on foods high in fat, salt and sugar (HFSS) after the UK government delayed mandatory measures in September.

Developing an alcohol policy focus

We undertook meetings with a number of alcohol policy stakeholders including NordAn and Movendi as well as regular meetings of the AHA. We also attended the Eurocare Lancet conference on alcohol policy and the International Agency for Research on Cancer's (IARC) Summer School on alcohol and tobacco, both in June.

Policy Partnerships

We expanded our network of nutrition and physical activity policy verification contacts across the 30 European countries addressed in the CO-CREATE project. Verification contacts are national experts, either civil servants/government officials or researchers in public universities or public research institutes who are able to verify policies for inclusion in our NOURISHING (nutrition policy) or MOVING (physical activity policy) database.

The CO-CREATE NOURISHING and MOVING databases also continued to grow, with:

- 1,213 policy actions and 110 evaluations from 134 countries in the NOURISHING database.
- 720 policy actions and 12 evaluations from 28 countries in the MOVING database.
- 115 people attending a NOURISHING policy index webinar.
- 60 people attended a MOVING policy index webinar.

We have continued our partnership with UICC, agreeing a new work programme in late 2022 and undertaking quarterly meetings during 2023. We also participate in the UICC global advocacy coordination group and contributed to the development of a UICC position on universal health coverage in early 2023.

Looking ahead

We were one of the few civil society organisations in the health field to attend the UN Food Systems (UNFSS) stock-taking meeting in Rome in July. We met with the Food and Agriculture Organisation of the UN, WHO, Consumers International, World Food Programme and UNICEF. These are relationships we intend to build upon over the coming year.

The PPA team is now represented on the European Code Against Cancer Lifestyles Working Group, which began its work in June. The 5th European Code Against Cancer is being updated and the work is being coordinated by the International Agency for Research on Cancer (IARC).

Communicating healthy lifestyle messages

All our communications, health education programmes and campaigns aim to enable better understanding and to encourage behaviour change to reduce the occurrence of preventable cancers. We do this by offering high-quality evidence-based information and health tools to empower people to make healthy lifestyle choices.

Our team of nutrition experts has continued to support cross-charity projects, ensuring all our content is up-to-date and in line with our cancer prevention recommendations.

Our projects cover the areas of cancer prevention, ensuring that as many people as possible not only know that 40% of cancers can be prevented but know what they can do to reduce their risk and also cancer survival, providing support, advice and guidance on diet and exercise to people who are living with and beyond cancer. We connect with the public directly and also with health professionals so that they can give the most up to date information to their patients.

Key goals and achievements

1. Increase the reach of our healthy living publications so we can support more people to reduce their risk of developing a preventable cancer.

Achievements:

105% more free healthy living publications were requested or downloaded this year (74,420 in total, compared to 36,213 in 2021-22).

Our new Budget Bites cookbook accounted for 11,692 print orders alone. Its timeliness in the cost-of-living crisis and successful promotion across channels combined to make this the most popular resource produced by the Health Information Team.

As our cookbooks are a great entry point for our messages to people new to WCRF, with this cookbook we incorporated health information such as tips and myth busting alongside the recipes, an approach we will continue.

Budget Bites' recipe writer, Zoe Griffiths, was instrumental in promoting the resource on social media and it was featured by several freebie websites. Its launch also gained media coverage in The Independent (linked to a co-funded research story), on Times Radio and across regional print press. Useful contacts were made with not-for-profit Veg Power and the public health departments of local authorities who promoted the cookbook to their users.

2. Launch a nutrition helpline which enables people living with and beyond cancer to get their questions answered by a specialist oncology dietitian, to help them cope with the side effects of treatment or of their cancer itself.

Achievements:

The pilot Cancer and Nutrition Helpline launched in May 2023 and over the next six months to November 2023, the service was open four hours a week, totalling 106 hours and receiving 122 enquiries. The most common reason for contact was for requests for information based on our current evidence.

100% of users completing our feedback survey rated both their overall experience of the helpline and the information they received as excellent or good.

74% said they felt 'much more confident' managing their diet or any side effects associated with cancer after using the helpline; 22% 'more confident'

The helpline's first months have demonstrated that the service meets a real need so the focus now is to spread the word about it via health professionals so many more people can benefit.

3. Increase the reach of our support through growth of our health professional membership package, to provide education and information for professionals who are supporting people to reduce their cancer risk or to live well during and beyond cancer treatment.

Achievements:

Membership of our package for health professionals reached 6,214, an increase of 408 since last year.

A busy year of conference attendance accounted for 304 sign ups to our health professional package with visitors to our stand introduced to our new brand and impressed by the range of our resources.

We launched *Activ8*, our eight-week behaviour change email support programme to inspire and support subscribers to make healthy habits to help lower their risk of cancer. To date, 1,527 people have signed up.

New/updated publications for the year:

- Budget Bites cookbook
- Three factsheets (on fibre, processed meat and alcohol)
- Men's Health guide
- Protect yourself against bowel cancer guide
- Women's Health guide
- 5 A DAY portion poster

We completed our *Junior Cooks Club* pilot project in several schools in Brent, London, an area chosen for its high rates of both childhood obesity and people living in poverty. Through a series of video cooking lessons for 7–10-year-olds, we reached around 1,300 children, improving their understanding of healthy eating and increasing their cooking skills and confidence.

To provide nutrition education to professionals and raise awareness of the support we offer, we: delivered webinars for the British Dietetic Association Specialist Oncology Group and the UK Oncology Nursing Society (with 79 live attendees); ran a webinar for the dietetic department of the Royal Marsden Hospital and joined a MyNutriWeb round-table panel discussion on sweeteners (267 live attendees).

We successfully trialled a speaking slot at Nursing in Practice in Liverpool with a Registered Dietitian speaking for us on 'Teachable moments for cancer prevention'.

We ran five online cancer prevention workshops, supported by Pfizer and Merck Serono, with 170 professionals attending during the year. Every attendee said they felt more confident about cancer prevention, lifestyle and dietary factors and that they would attend another WCRF workshop.

Typical comments were:

"Very good, informative update on cancer prevention".

"I feel more confident to promote health and well-being relating to cancer".

There were 81,272 visits made to our Eat Move Learn web pages for 7-11 year olds (a decrease on last year: 123,040).

We had 854 active users register for our cancer prevention e-learning, reaching a total of 1,526 user accounts created to-date.

Key partnerships

Our strategic partnership with the National Institute for Health and Care Research (NIHR) and its Cancer and Nutrition Collaboration is focused on delivering consistent, credible information and training about the links between cancer and diet more widely.

Discussion at our three steering group meetings led us to make links with a range of valuable academic and clinical contacts such as the Nutrition Society Special Interest Group on Diet and Health for Ethnic Minority Groups.

We also attended the NIHR Cancer and Nutrition collaboration meeting at the Oncology Forum in Birmingham where we spoke about ways we support professionals.

One aspect of our joint work with NIHR aims to address the lack of nutrition content in the undergraduate medical curriculum, an acknowledged deficiency. We aim to develop and embed learning materials on nutrition and cancer prevention for medical students, building on a 2021 curriculum statement from the Association for Nutrition, and, with medical schools, develop exemplars for teaching and learning around nutrition.

We reviewed our existing learning materials to establish how well they fitted against curriculum requirements and prepared a suggested learning package for use alongside conversations with stakeholders in medical schools. Our ideas have received an initial positive response and this engagement has also given us useful feedback on how medical teaching is organised and students' preferred learning styles.

We have also joined the Collaboration's reconvened Professionals workstream which will focus on professionals sharing knowledge and developing standards of practice, with a specific objective on supporting our Living with Cancer FAQs project.

We will also be joining a new NIHR Prehabilitation group. Prehabilitation is an area of growing interest to oncology professionals and we will be considering the role WCRF might play in preparing cancer patients to cope with treatment.

Working with the Media to reach the public and raise awareness

The media here in the UK and also around the world, play a key part in helping us to raise awareness of charity and our messages. Our dedicated Press and Communications team have relationships with a number of national news outlets and we are often called upon for quotes on relevant stories on cancer prevention and related statistics.

Key goals and achievements

1. Continue to grow our reach in traditional media highlighting WCRF's work

Achievements:

- During the year we achieved a total of 6,272 mentions and articles across the media.
- Our yearly YouGov awareness poll was picked up by national and broadcast media including The Independent, The Daily Telegraph, Times Radio, BBC Radio Scotland, as well as over 200 regional outlets.
- We press released a number of our research findings, including a study on overweight being linked to at least 18 cancers. In July 2023, the study gained coverage across national and international media such as The Evening Standard, Mail Online, The Independent and The New York Post, as well as getting picked up by over 250 regional media outlets.
- In September 2023, Director of Research, Innovation and Policy, Dr Panagiota Mitrou, took part in a roundtable with The Guardian, following its report on the cost of preventable cancers. This resulted in WCRF being included in two separate articles (as well as featuring on the front page of The Guardian's newspaper). The [first](#) piece included our 40% preventability stat, and the [second](#) follow-up piece included our evidence on risk factors.

- In the exclusive piece in The Guardian, quotes from Dr Mitrou were included on another front page, discussing the need for impactful campaigns to reduce preventable cancers. Following the news, our Assistant Director of Research and Policy, Dr Helen Croker, appeared live on LBC, and WCRF was also mentioned on multiple radio stations including BBC Radio 4, GB News & Talk TV.

2. Disseminate and ensure the organisation incorporates new set of organisational key messages and tone of voice into their communication.

Achievements:

After delivering a brand-new set of key messages, including tone of voice, the various WCRF teams then worked to integrate them into their communications. We continue to champion these among staff to ensure our communication is as impactful as possible.

3. Deliver a successful Cancer Prevention Action Week campaign with an increased reach from the previous year.

Held in February 2023, the theme for 2023 was 'The Great British Sarnie Swap'. Our key message was that there is a link between processed meat and bowel cancer, and to prevent bowel cancer people can reduce the amount of processed meat they eat. The Great British Sarnie Swap encouraged everyone to swap the processed meat in their sandwich for a healthier, cheap alternative once during the week.

Partners secured for the week included Man vs Fat, Clubbercise and talent who leant their name to, and tweeted about the week, included Charlene White, Lisa Riley, Dame Arlene Philips and Gaby Roslin.

Achievements:

A campaign press release resulted in 52 pieces of UK-based editorial, and approximately 176 overall when including global editorial and syndicated radio.

National coverage included 13 media articles, including Metro (print), Daily Express, The Sun, Daily Star and Saturday Times; 14 broadcast mentions, including BBC Radio Oxford; five mentions in lifestyle publications; and 14 broadcast pieces (with WCRF spokespeople).

The quality of the consumer story coverage was high, with good key message delivery. The majority contained a quote from one of our main campaign spokespeople.

Looking ahead

We will continue to develop WCRF's supporter stories to bring more person-centred stories to help highlight WCRF's work. We will also seek to deliver a successful Cancer Prevention Action Week in February 2024, built around our Recommendation on physical activity.

Looking the part – ensuring our products are eye catching as well as informative

Branding is a key element of any organisation, WCRF is no different. As well as our products being scientifically accurate and informative, we want them to be easy to read and also pleasing to the eye. During 2021/22, and after a decade since we had last reviewed our look and feel, we carried out an important brand audit and brand review project. This resulted in a refresh of our visual identity with new colours, new fonts, a new approach to our imagery and photography, new illustrations and iconography, along with work to identify key messages and an appropriate tone of voice for each of our major audience groups.

Key goal and achievement

1. Implement a new brand identity for the organisation

Achievement:

During 2022/23, we set about implementing the brand work. On the digital side, this included implementing newly designed templates for our UK website, social media pages and e-newsletters. In terms of print then as and when any new publications, fundraising materials, HI guides and leaflets or corporate collateral for our events were required, these were all produced using our new visual identity.

The switch over to our new look and feel has been slow but sure, and all the feedback from our supporters and partners so far is that our key aims at the start of the process - of being more easily recognisable, of standing out more, and of communicating who we are and what we do more clearly - are being achieved.

Making digital channels work for us

Websites and social media are key information providers and influencers and it's important that we don't fall behind in these areas, they give us a platform to disseminate our healthy lifestyles messages, share information on our life saving research and to encourage supporters to give.

Key goals and achievements

1. To re-evaluate our social media channels and evolve regular paid activity in support of our products

Achievements: During the year, we grew our total social media followers to 57,975 – an increase of 3,005, compared with the figure at 30 September 2022, representing a 5% increase. This is despite some streamlining work across two of our platforms and a generally volatile social media landscape.

We made some significant changes to our channels over the past 12 months. In order to improve prioritisation of our communications, we took the decision to merge the Facebook profiles of WCRF and also WCRF International, many of our followers were similar as well as the content, having two of everything only diluted the impact.

Meanwhile, on Instagram and LinkedIn, we have seen both our audiences and engagement increase. Overall, our total impressions (which means the number of people who will have seen our content in their social media feeds) has dropped. However, the number of people who have actively engaged with our content has increased, proving that we're producing content that is more relevant for the audience. For example our engagement rate is up by 64.4% from last year.

Most platforms saw an increase on engagement except for Twitter which could be due to the shift from Twitter to X. Otherwise Facebook was up by over 56% and LinkedIn by 15%.

We also boosted the amount of product-specific social advertising during 2023 – particularly promoting our interactive email programme Activ8.

As we move into a new financial year, we're going to focus on using paid social media advertising to promote our key cancer prevention work, with a view to taking more people on a journey to improving their health and, ultimately, supporting and championing our cause.

2. To incorporate refreshed branding on the UK website and look further into merging the UK and International websites

Achievements:

- We successfully incorporated the refreshed branding onto the UK website – giving it a cleaner look and feel
- We introduced a new donation mechanism to drive increased online revenue.
- Carried out two pieces of work to better understand if and how we might want to merge the UK and International websites.
- The UK website had over 479k unique users during the year with over 1m page views and a 65% engagement rate; the international website had 621k unique users with 1.4m page views and a 57% engagement rate.'

Website traffic

It's been a strong year for website traffic on both sites, compared with the previous year. We're now measuring the traffic in slightly different ways, because the Google analytics tool changed during 2023, with a greater focus on engagement – meaning we get a better sense of whether visitors to the site are actively using and engaging with the content. A higher rate implies that people actually are interested in what we do.

On the UK site, we're focussing less on driving what we term as 'empty' traffic to some of our health tools, such as the BMI calculator. Very few of those users are interested in our cancer prevention messages – viewing the tool as a means to an end and not paying attention to the reason we host the tool.

A combined website for WCRF and WCRF International?

For some time, we've been looking at whether it makes sense to run two separate websites – UK and International – particularly given that there is overlapping content, in terms of the preventing cancer and cancer types information.

However, rather than make a decision to merge the two into one, we decided to carry out some audience insight work. We partnered with a specialist audience insight agency, The Culture Studio, to carry out some research into user needs, behaviours and expectations from a site, such as World Cancer Research Fund.

The aim was to understand how to increase the relevance of the WCRF website, in order to drive awareness and engagement with us and our aims. We used an online research hub that – over the course of 5 days – allowed the research participants to give their thoughts on health and wellbeing, in general, working up to how WCRF fits into it.

This piece of work has not only given us some excellent insight into how we might develop the scope and content of the website, but it also reinforced the message that – for most of the general public and health professionals – having two sites is both confusing and unnecessary. Subsequently, we worked with The Culture Studio again on a separate project to help us think about how we might want to order the topics and content, when we combine the two sites.

The focus during 2023-24 will be to move closer towards (and hopefully complete) a combined website that works for all parties.

Looking ahead

We will work towards bringing the UK and International websites together under a single URL. This will require substantial rewriting of our Health Information content, as well as ensuring that our Research and Policy content is represented in a meaningful and helpful way for all stakeholders.

We will embark upon a concerted paid social marketing campaign, to increase engagement and bring people along our supporter journey.

With planned improvements to our internal databases, we will aim to carry out better, targeted email marketing and encourage supporters to interact more.

Engaging and supporting our supporters

With a strategic aim to grow income to £15m by 2030, we know that we must adapt the way we fundraise and work differently to maximise the return of our investment. Throughout 2022/23 we have been working to build our audiences so that more people are aware of, and adopting, our Cancer Prevention Recommendations (Recommendations). We have launched new ways of fundraising this year and are adapting the way we engage with our supporters, so that we are building meaningful two-way relationships based on their motivations for supporting us. This in turn will develop loyalty and make potential advocates and WCRF ambassadors in communities across the UK.

The fundraising landscape remained a challenging one in 2022/23 with the cost-of-living crisis, global conflicts and emergencies affecting how much people can afford to give and the causes they choose to support. However, we have continued to see great generosity from our loyal supporters, and it was wonderful to meet some of them in person at our first Supporter Engagement Event in March 2023.

We are continuously reviewing our fundraising activities and ensure a reasonable return on investment while also adhering to the guidelines set by the Fundraising Regulator.

As always thanks to the incredible generosity of our supporters we have raised £10.7 million this year, 2022 £10.8 million this meaning we have been able to invest 44% into our cancer prevention and survivorship research and health education programmes.

Direct Marketing

We have continued to go from strength to strength over recent years with our Direct Marketing (DM) campaigns, increasing awareness of our Recommendations, raising vital funds for our cause and explaining how donations are used. The wider aim of our DM campaigns is to provide healthy living messages and advice to our supporters and the public, providing cancer prevention information as directly as possible and helping readers to better understand the links between diet, weight, exercise and the risk of cancer.

Key goals and achievements:

1. To grow income from community, events, corporate, trusts and digital

Across Community, Events, Corporate, Trusts and Digital our goal was to raise £536,100.

Achievements:

Despite being a very tough year for Trusts due to increases in demand for funds from across the third sector we saw growth in Corporate fundraising and continued to grow our pipelines of support so that we might benefit moving forward. The London Marathon continues to be a great income generator for us and our new 'Walk 100 miles in

February" product provided a great boost to digital income. Across all of these areas we achieved an income of just over £400,000, an increase of approximately £60,000 on last year.

2. To improve stewardship of our donors to maximise income and develop supporter journeys to ensure we're maximising their lifetime value.

Achievements:

We held our first face to face event since the Covid19 pandemic and welcomed 82 loyal supporters, corporate partners and Trust prospects to join us for an event in Westminster. This gave us the opportunity to meet and engage with some of our most loyal and long-standing supporters as well as better understand what people know about us and what they think we stand for. Professor John Mathers gave an inspiring presentation demonstrating the impact our Recommendations have on our cancer risk when followed.

We are planning to do more face-to-face events in 2023/24 in London and other areas of England, with the first one planned for April 2024 in Manchester.

In addition to face-to-face activities, our marketing plans and processes have been under constant review. This is to ensure that our supporters receive timely and appropriate information, acknowledging and demonstrating the impact of their support. We will continue to improve and automate our procedures where we can. This will help to improve our fundraising capacity, an example of which is our recent partnership with FundraiseUp which has streamlined our online donation process and made this simpler and easier for the donor.

We have automated our welcome messaging and journeys for supporters, helping to deepen engagement by ensuring they get appropriate, regular communications. We are also working on an upgrade of our internal databases which will enable us to segment our data more effectively based on supporter needs, motivations and behaviour.

3. To create new fundraising products to appeal to new audiences

Achievements:

We continue to innovate and develop our existing fundraising products, testing new activities to attract new audiences. In December 2022, we introduced a new digital fundraising product, Walk 100 miles in February. This initiative was developed to raise awareness for WCRF and our Recommendations in a unique and challenging way, encouraging participants to be active while raising vital funds for our research and health information work. The campaign resulted in over 3,000 new leads from which 469 went on to raise £54,750. We are looking forward to building on this success next year.

In June 2023 we ran our Dump the Junk campaign on Facebook and Instagram. We used an agency to manage this campaign directly and in doing so learnt a lot about how to further develop this campaign for next year.

Other key successes:

As a charity we signed up to a number of third-party challenge events during the year in which supporters of ours took part whilst also fundraising for us, including the Berlin Marathon, Vitality 10k and the London Marathon. Our recruitment and stewardship for the London Marathon resulted in 30 participants - some coming from as far afield as Kazakhstan and Australia - who raised an amazing £73,000.

Our Trusts team secured 62 donations during the year. Here are some highlights:

- One grant from PF Charitable Trust was towards the second year of our research at the University of Leeds, which is looking to understand the impact of diet in the response to chemotherapy in women with triple negative breast cancer.
- A £20k grant from the Love Hope Strength Foundation will enable us to develop and pilot a healthy living guide, translated into Bengali, and work to promote excellence in cancer and nutrition research and practice in Africa via our partnership with The International Collaboration on Nutrition in relation to Cancer (ICONIC).

Legacies and in-memory donations are a large part of our annual income, this year was no exception. We raised £2.16m from legacy gifts, £4,965 from donations in response to our legacy stewardship programme, and £56,251 from In-memory donations. We end the year with a legacy pipeline in excess of £1m being brought forward into next year. Legacy receipts and accrued income remained stable and less affected than many others in the sector due to the delays with the probate registry and wider economic problems, especially within the housing market.

We trialled an In-memory specific direct mail piece at Christmas 2022 which performed well (with an ROI of 1:1.75), and which will allow us to develop our In-memory offering and strategy over future years. This will help to steward supporters through a more bespoke supporter journey and re-define and increase our asks. This was our new 'Memorial Christmas Bauble Appeal' which meant our supporters could honour and remember their loved ones while contributing to our life-saving work, and we are excited to see how this initiative develops next year.

57 of our committed supporters told us that they had included a gift in their Will to World Cancer Research Fund. This means we are now stewarding 10,308 people who have enquired about legacy giving, plus a further 3,053 who have told us that they have included a gift. This figure should be noted against a backdrop of an average of 100 people dying per year in the UK leaving a gift (2018-2023).

Corporate partnerships allow us to engage with people who might not always know of us, here are some highlights of our work in that area:

- We are particularly grateful for Tecan raising over £20k for World Cancer Research Fund. *Tecan Gives Back* is an employee-driven initiative supporting charities that help to improve people's health and quality of life. The scheme gives employees the opportunity to earn 'kilometres' for their chosen charity by engaging in fitness and wellness activities, or by volunteering. These are then pooled and converted into cash donations at the end of the month-long challenge.
- 16 corporate prospect contacts attended our supporter engagement event.
- We were thrilled to receive £24k from the Blackstone Group whose employees raised funds through their 'Cycle for Life' event.
- We are extremely grateful for the £10k gift towards our Junior Cooks Club pilot from Tesco Groundworks' community engagement programme, where customers vote for their favourite community project, and were invited to attend a celebratory reception at the Houses of Parliament.

Supporting our Supporters

WCRF has a small devoted and friendly Supporter Care team who respond to enquiries and feedback from supporters, the general public and health professionals every day. Their remit is to build meaningful, long-term relationships with our supporters as well as working closely to support other departments with initiatives and on-going projects. They are the 'voice' of World Cancer Research Fund on the telephones. This year they answered 8,966 telephone calls and also responded to and followed up on 2,800 queries.

Finally, and as always, thanks to the enormous generosity of our supporters and the ongoing hard work of our staff and volunteers, we raised a total of £10.7 million. This meant that we were able to invest 44% of our income into our cancer prevention research and health information programmes.

Looking ahead

In FY2023/24 and beyond we have the goal of raising £15 million very firmly in our minds. Our plans include increased engagement with supports, a focus on securing longer term, restricted funding and the development of programmes and projects to ensure a sustainable future for WCRF.

In summary

In FY2023/23 WCRF experienced another year of steady progress. We launched a new Grant programme supporting the next generation of researchers, we were also able to fund almost all the grants that our Grant Panel deemed fundable, we met goals from our strategic plans, we kept a sound bottom line, spread the word ever further regarding our key messages, and worked together with WCRF International to ensure our life changing information reached more people.

We thank our staff and our supporters for their tremendous dedication and flexibility and look forward to achieving more successes next year.

FINANCIAL INFORMATION

Management of risk

The Trustees have approved, implemented and regularly reviewed WCRF's risk management plan, which is operated by staff on a day-to-day basis. Senior staff, heads of department and Trustees work together to revise the risk management plan annually, identifying emerging risks, prioritising them in terms of potential impact and likelihood of occurrence.

The risk management plan covers governance, financial, operational, IT, and other risks. Internal control procedures are in place to provide assurance against identified risks in order to uphold the integrity and reputation of the charity. These include: a 3-year Strategic Plan reviewed periodically through the year annual operational plans and budgets which are approved by the Trustees; regular review by the Trustees of financial results, variance from budgets and financial targets; risk management, segregation of duties, policies and procedures. Additionally, Trustees are kept up to date with any changes in governance requirements to ensure they are fully informed of best practice.

During the financial year, we identified the potential impact of economic recession as a major risk to WCRF. As a result, we reviewed our annual budget compared to actual performance, strategic plans and the reserves policy during the year to ensure we can maintain our research funding projects over a long-term period. Prompt financial reporting procedures were followed in order to respond to shifts in the economic environment.

Financial Review

Income

Total income in 2022/2023 decreased by £178,133 to £10,639,714 (2022: £10,817,847). Legacies were £2,156,119 (2022: £2,312,783) a decrease of £156,664. Donations from individual donors decreased by (£1,557,590) to £5,183,000 (2022: £6,740,590).

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Trading activities, if any, represent revenue produced by WCRF's wholly owned subsidiary, WCRF (Trading) Ltd. Revenue is raised from the rental of WCRF's donor lists and Christmas card sales. The company did not trade during the year.

Expenditure

In financial year 2022/2023, total expenditures increased by £108,578 to £11,063,894 (2022: £10,955,316).

Expenditure on raising funds increased by £215,555 to £2,737,997 (2022: £2,522,442). Charitable expenditure on research decreased by (£70,646) to £3,863,497 (2022: £3,934,143). Charitable expenditure on information and education increased by £4,539 to £4,503,270 (2022: £4,498,731).

Net Income

Net movement in funds in 2022/2023 was a loss of £408,583, a decrease of £280,965 (2022: £127,618).

Investment Policy

The policy was developed to assist WCRF to effectively supervise and monitor its investments and achieve the highest return on investments within an acceptable level of risk utilizing a sound investment strategy.

The principal reason for holding investments is to provide funds in case of unexpected shortfalls in fundraising income and to ensure research, educational programmes and operational expenditures are not subject to short-term cuts to the detriment of the long-term vision.

Investments are managed prudently and in full compliance with all policies, applicable laws and regulations and must reflect the philosophy and objectives of the Charity. Any investments held by WCRF are acquired in accordance with powers available to the trustees or by way of legacy. The trustees allow excess cash balances to be invested in UK Treasury Gilts and government insured corporate bonds to maximize investment returns, while maintaining minimal investment risk.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain a minimum reserve at one half the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by providing a goal in the annual budget.

As of 30 September 2023, unrestricted reserves decreased by £270,733 to £5,948,433 (2022: £6,219,166). Free reserves at 30 September 2023 are £5,597,096 (2022: £5,794,436). This equates to 6 months of the current year's expenditure (2022: 6 months).

In September 2023, the Board of Trustees approved the budget for financial year 2023/2024 which did not include a surplus meaning the total free reserves is planned to remain at £5,978,022. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £5.5 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2023, total reserves were £5,978,022 (2022: £6,386,605).

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its deficit for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by residual effect of the COVID-19 pandemic in year 2022/2023. However, management is monitoring current fundraising activities, programme spending, and staff needs and making adjustments as necessary. In addition, the financial forecast for the 2023/2024 financial year and budget planning for the year 2024/2025 take into consideration the possibility of declining revenues due to inflation and/or economic turndown. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by

DocuSigned by:

EE983FC898604ED...

Roderick Power
Trustee

24 June 2024

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

The Trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and the charitable company will continue its activities.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of World Cancer Research Fund

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2023 which comprise the Statement of Financial activities, Statement of financial position, Statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 22 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;

- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document, tax legislation and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, remaining alert to new or unusual transactions which may not be in accordance with the governing documents and evaluating advice received from internal advisors.

The most significant laws and regulations that have an indirect impact on financial statements are those in relation to the General Data Protection Regulations. We performed audit procedures to inquire of management whether the charitable company is in compliance with these laws and regulations.

The audit engagement team identified the risk of management override of controls as the area where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RSM UK Audit LLP

NICHOLAS SLADDEN (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB

Date 26 June 2024

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2023

		Unrestricted funds 2023 Total £	Restricted funds 2023 Total £	Total funds 2023 Total £	Total funds 2022 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	10,388,456	84,316	10,472,772	10,799,617
Investment income	11	166,942	-	166,942	18,231
Total income		10,555,398	84,316	10,639,714	10,817,848
Expenditure on:					
Raising funds	4	2,737,997	-	2,737,997	2,522,442
Charitable activities	5	8,144,602	222,166	8,366,768	8,432,874
Total expenditure		10,882,599	222,166	11,104,765	10,955,316
Currency gain		56,468	-	56,468	9,850
(Expenditure)		(270,733)	(137,850)	(408,583)	(127,618)
Fund balances brought forward at 1 October 2022		6,219,166	167,439	6,386,605	6,514,223
Fund balances carried forward at 30 September 2023	20	5,948,433	29,589	5,978,022	6,386,605

WCRF has not recognised gains or losses other than the net movement of funds in the year.

The notes on pages 29 of 41 form part of these financial statements.

Balance sheet

at 30 September 2023

		2023	2022
		£	£
Fixed assets:			
Tangible assets	10	351,337	424,730
Investments	11	-	-
Total fixed assets		<u>351,337</u>	<u>424,730</u>
Current assets:			
Debtors	12	2,313,899	1,065,111
Cash at bank and in hand		<u>8,423,022</u>	<u>10,216,774</u>
Total current assets		10,736,921	11,281,885
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(2,377,107)</u>	<u>(2,591,244)</u>
Net current assets		<u>8,359,814</u>	<u>8,690,641</u>
Total assets less current liabilities		8,711,151	9,115,371
Creditors: amounts falling due after one year	14	<u>(2,733,129)</u>	<u>(2,728,766)</u>
Total net assets at 30 September		<u><u>5,978,022</u></u>	<u><u>6,386,605</u></u>
The funds of the charity:			
Unrestricted funds	20	5,948,433	6,219,166
Restricted funds	21	<u>29,589</u>	<u>167,439</u>
Total funds		<u><u>5,978,022</u></u>	<u><u>6,386,605</u></u>

The financial statements on pages 26 to 41 were prepared in accordance with the special provision applicable to companies subject to the small companies' regime and under this exemption a strategic report is not required. These financial statements were approved by the Board of Trustees on 24 June 2024 and were signed on its behalf by:

DocuSigned by:

EE983FC898604ED...
Roderick Power
Trustee

Statement of Cash Flows

For the year ended 30 September 2023

		2023	2022
		£	£
Cash flows from operating activities:			
Net cash (used)/provided by operating activities	A	(1,930,872)	2,235,146
Cash flows from investing activities:			
Dividends and interest from investments		166,921	18,231
Proceeds from sale of equipment		-	400
Purchase of equipment		(29,801)	(33,393)
Net cash provided by/(used in) investing activities		137,120	(14,762)
Change in cash and cash equivalents in the reporting period		(1,793,752)	2,220,384
Cash and cash equivalents at the beginning of the reporting period		10,216,774	7,996,390
Cash and cash equivalents at the end of the reporting period		8,423,022	10,216,774
Reconciliation of net expenditure to net cash flow from operating activities			
Net expenditure for the reporting period		(408,583)	(127,618)
Depreciation charges		102,254	101,509
Dividends and interest from investments		(166,921)	(18,231)
Loss on sale of fixed assets		940	225
(Increase)/decrease in debtors		(1,248,788)	1,093,976
(Decrease)/increase in creditors		(209,774)	1,185,285
Net cash (used)/provided by operating activities	A	(1,930,872)	2,235,146

Notes to the financial statements

World Cancer Research Fund ("WCRF") is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Functional and presentation currency

These consolidated financial statements are presented in British Pound, which is the Company's functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its deficit for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. Due to the charity's structure, future plans and strong cash position, the Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by any post COVID-19 effects in year 2022/2023. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2022/2023 financial year and budget planning for the year 2023/2024 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 3. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations made for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt is probable and the amount is measurable with sufficient reliability.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the claim is submitted.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accrual basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues & subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible Fixed Assets and Depreciation

Tangible fixed assets with a cost of more than £2,000 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £2,000 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over the life of the lease, which is ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand and deposits repayable on demand less overdrafts payable on demand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently, WCRF UK has no liability to tax and no deferred tax.

2 Key judgements and estimations

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

Notes to the financial statements *(continued)*

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2023 Total £	2022 Total £
Donations	5,098,684	84,316	5,183,000	5,446,329
Legacy income	2,156,119	-	2,156,119	2,312,783
Committed giving	1,271,088	-	1,271,088	1,293,807
Gift Aid	773,919	-	773,919	877,422
Grants from affiliates	1,030,612	-	1,030,612	674,924
Grant revenue	55,816	-	55,816	182,577
Other income	2,218	-	2,218	11,775
	<u>10,388,456</u>	<u>84,316</u>	<u>10,472,772</u>	<u>10,799,617</u>

Restricted income in 2022 was £185,072.

4 Expenditure on raising funds

	Direct costs £	Support costs £	2023 Total £	2022 Total £
Fundraising activities	177,074	-	177,074	162,738
Direct mail fundraising	1,681,069	-	1,681,069	1,566,280
Human resources	-	614,995	614,995	557,589
Premises	-	131,439	131,439	129,385
Other	-	133,420	133,420	106,450
	<u>1,858,143</u>	<u>879,854</u>	<u>2,737,997</u>	<u>2,522,442</u>

Notes to the financial statements *(continued)*

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2023 Total £	2022 Total £
Research:				
Research grants*	2,204,847	-	2,204,847	1,977,475
Other direct costs	267,260	-	267,260	126,978
Human resources	-	976,799	976,799	859,616
Premises	-	208,126	208,126	199,469
Other	-	206,465	206,465	770,605
	2,472,107	1,391,390	3,863,497	3,934,143
Information & education:				
Programme grants to affiliates	373,051	-	373,051	442,540
Publications	2,064,071	-	2,064,071	2,022,395
Consulting fees	389,890	-	389,890	402,161
Other direct costs	290,928	-	290,928	345,933
Human resources	-	973,742	973,742	911,463
Premises	-	208,199	208,199	210,251
Other	-	203,390	203,390	163,988
	3,117,940	1,385,331	4,503,271	4,498,731
Total costs of charitable activities	5,590,047	2,776,721	8,366,768	8,432,874
*includes grant refunds				

Expenditure on charitable activities was £8,366,768 (2022: £8,432,874) of which £8,144,602 (2022: £8,355,867) was unrestricted and £222,166 (2022: £77,007) was restricted.

Notes to the financial statements (*continued*)

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2023 to institutions:

		2023 £
University of Birmingham	Effect of body composition, metabolic syndrome, physical activity, alcohol and smoking on long-term adverse health outcomes in survivors of childhood cancer	349,792
University of Surrey	Optimising prehabilitation exercise to enhance tumour outcomes in advanced oesophageal cancer	348,030
University of Oxford	The impact of obesity on survival outcomes following drug treatment for advanced malignancy recorded within the SACT database	270,394
Edith Cowan University	Exercise medicine as adjunct therapy during radiation for cancer of the prostate to improve treatment efficacy	299,578
Neuroscience Research Australia	Integrated balance and cognitive training to improve symptoms, balance and quality of life in cancer survivors with chemotherapy-induced peripheral neuropathy	29,981
The Research Institute at Nationwide Children's Hospital, USA	Supporting Families of Children with Cancer: DAPHNE, the Conversational Companion for Social Needs and Toxic Stress Reduction	69,700
Health Research Institute of the Balearic Islands	Life S-Can: a novel clinical tool to effectively assess individual needs in cancer survivorship care and improve quality of life in cancer survivors	49,200
University of Ioannina	Investigating the impact of sleep on the development of reproductive system cancers	69,700
University of Southampton	CANDO-3 - Body composition and chemotherapy toxicity in women with early breast cancer	30,000
University of Bristol	How does physical activity lower the risk of cancer?	19,440
IUNS	International Collaboration on Nutrition in relation to Cancer (ICONIC)	14,388
UICC	Partnership for Advocacy Support	41,716
IARC	Cancer Prevention Europe Project	13,370
NIHR	NIHR Cancer and Nutrition Collaboration	70,419
	Total research grants	1,675,708
Imperial College London	Global Cancer Update Programme	533,935
	Grant Refunds	(4,796)
	Total grants	2,204,847

Notes to the financial statements *(continued)*

6 Grants and grants payable *(continued)*

	2023 £	2022 £
Beginning grants payable	4,088,982	3,591,512
New grant funding	1,562,790	1,442,813
Grant adjustment	-	40,869
Grant payments	(1,266,879)	(986,212)
Ending grants payable	4,384,893	4,088,982
Due within one year (note 13)	1,651,764	1,360,216
Due after one year (note 14)	2,733,129	2,728,766

7 Support costs

	Fundraising	Information & education	Research	2023 £	2022 £
Human resources	614,995	973,742	976,799	2,565,536	2,328,668
Premises	131,439	208,199	208,126	547,764	539,105
Other	133,420	203,390	206,465	543,275	1,041,044
	879,854	1,385,331	1,391,390	3,656,575	3,908,817

Support costs are allocated based upon time spent on each function – fundraising, information & education and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs - audit fees of £30,500 (2022: £28,000) include fees in respect of WCRF Trading Ltd of £3,131 (2022: £3,000) and board meeting expenses of £11,535 (2022: £4,285) are included in Other above.

Notes to the financial statements (*continued*)

8 Operating costs

	2023	2022
	£	£
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	100,163	101,509
Hire of plant and machinery	7,592	14,779
Hire of other assets - operating leases	323,062	313,000
Hire of other assets - lease operating expenses	38,987	68,656

	2023	2022
	£	£
<i>Auditor's remuneration:</i>		
Audit of these financial statements	30,700	27,500
Audit of financial statements of subsidiaries	3,200	3,000
	33,900	30,500

9 Human resources

	2023	2022
	£	£
Salaries	2,113,771	1,895,608
Social security costs	234,917	216,960
Pension costs- defined contribution scheme	98,044	86,860
Employee benefits	53,703	48,076
Recruitment	41,073	63,110
	2,541,508	2,310,614

Salaries in 2022 included £4,080 in termination payments (*2023: nil*).

The average number of persons employed during the year, analysed by category, was as follows:

	2023	2022
Fundraising	10	12
Research	15	13
Education	15	13
Administration	12	10
	52	48

Notes to the financial statements (*continued*)

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2023	2022
£60,000 - £70,000	0	1
£70,000 - £80,000	3	4
£80,000 - £90,000	1	0
£90,000 - £100,000	1	1
£100,000 - £110,000	1	0

In respect to staff paid over £60,000, the pension contribution was £75,735 (2022: £62,384).

The key management personnel of the WCRF are the trustees, the President and the CEO.

The Trustees, whom are considered the key management personnel, received no remuneration (2022 nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. Five Trustees (2022: one) received an out-of-pocket travel reimbursement totalling £7,808 (2022: £2,506) for expenses incurred directly. In 2023 and 2022 there were no related party transactions with the Board of Trustees and WCRF. The President was compensated by affiliate organisations.

10 Tangible fixed assets

	Leasehold improvements	Fixtures and fittings	Machinery and equipment	Total
	£	£	£	£
Cost				
At 1 October 2022	482,449	64,676	199,204	746,329
Additions	-	-	29,802	29,802
Disposals	-	-	(3,519)	(3,519)
At 30 September 2023	482,449	64,676	225,487	772,612
Depreciation				
At 1 October 2022	150,101	38,204	133,294	321,599
Charge for year	49,237	11,980	41,037	102,254
Disposals	-	-	(2,577)	(2,577)
At 30 September 2023	199,338	50,184	171,754	421,276
Net book value				
At 30 September 2022	332,348	26,472	65,910	424,730
At 30 September 2023	283,111	14,492	53,733	351,336

Notes to the financial statements *(continued)*

11 Investments

	2023 £	2022 £
Investment in subsidiary	<u>2</u>	<u>2</u>
	2	2
Movements during the year		
At 1 October	2	2
Additions	-	-
Disposals	-	-
Net losses on investments	<u>-</u>	<u>-</u>
	2	2

There were no investment charges for 2023 (2022: nil).

12 Debtors

	2023 £	2022 £
Accrued legacies	1,245,031	107,035
Amounts owed by affiliates	535,525	425,551
Prepayments	274,293	487,517
Amounts owed by group undertakings	6,599	6,659
Trade debtors	161,251	38,349
Other debtors	91,200	-
	<u>2,313,899</u>	<u>1,065,111</u>

13 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	404,609	461,761
Grant payable	1,651,764	1,360,216
Amounts owed to affiliates*	106,732	532,887
Other creditors	205,595	236,380
Deferred Revenue	8,407	-
	<u>2,377,107</u>	<u>2,591,244</u>

*amounts owed to affiliates are interest free.

Notes to the financial statements *(continued)*

14 Creditors: amounts falling due after one year

	2023	2022
	£	£
Grant payable	<u>2,733,129</u>	<u>2,728,766</u>

15 Guarantees and other financial commitments Operating lease commitments - land, building and equipment

	2023	2022
	£	£
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	312,000	468,000
-later than one year and not later than five years	1,801,800	2,113,800
-later than five years	<u>386,100</u>	<u>386,100</u>
Total	<u>2,499,900</u>	<u>2,967,900</u>

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £75,735 (2022: £86,860).

17 Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd carried on trading activities to raise net revenues which are contributed to the WCRF UK. The registered address is The Broadgate Tower, Third Floor, 20 Primrose Street, London, EC2A 2RS.

Summary balance sheet is as follows:

	2023	2022
	£	£
Cash	6,599	6,659
Due to WCRF:		
Beginning balance	(6,657)	(6,750)
Net value of transactions	60	93
Amounts owed by subsidiary	<u>(6,597)</u>	<u>(6,657)</u>
Total net assets	<u>2</u>	<u>2</u>

Notes to the financial statements (*continued*)

19 Affiliated Charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations - national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WKOF); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications, and best practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2023 and 2022 is as follows:

Description	2023				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 382,609	(532,887)	-	42,942	(107,336)
Net value of transactions	109,974	426,155	-	-	536,129
Amounts owed by affiliates	£ 492,583	(106,732)	-	42,942	428,793

Description	2022				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 212,399	192,036	180,653	42,942	628,030
Net value of transactions	170,210	(724,923)	(180,653)	-	(735,366)
Amounts owed by affiliates	£ 382,609	(532,887)	-	42,942	(107,336)

Notes to the financial statements (continued)

20 Analysis of Net Assets between Funds

2023					
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 351,337	-	8,330,225	(2,733,129)	5,948,433
Restricted funds	-	-	29,589	-	29,589
Total funds	£ 351,337	-	8,359,814	(2,733,129)	5,978,022

2022					
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 424,730	-	8,523,202	(2,728,766)	6,219,166
Restricted funds	-	-	167,439	-	167,439
Total funds	£ 424,730	-	8,690,641	(2,728,766)	6,386,605

21 Restricted Donations and Grants

Since financial year 2017/2018, WCRF has received grant payments with a restriction for a specific project. The restricted fund relates to the EC grant, a five-year, €10 million study 'Confronting Obesity: Co-Creating policies with youth' – CO-CREATE – focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process. In financial year 2022-2023, an additional grant of £35,316 was received. A portion of that grant was spent (£99,671) and released from restriction. At the end of financial year 2022/2023, the unspent balance of that grant was £14,589. This project was completed in October 2023.

Donations from eight Trusts and Foundations were received in financial year 2022/2023 (£49,000). Of these £27,000 were for research projects at universities around the country, the remaining £22,000 is to be used for health information outreach projects. In financial year 2022/2023, £88,495 from prior year restricted donations.

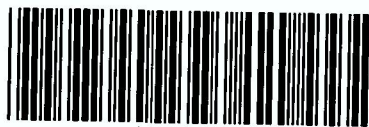
As of financial year 2022/2023, the restricted fund balance is £29,589 (2022: £167,439).

	Balance at 1 Oct 2022	Income	Expenditure	Balance at 30 Sep 2023
Restricted funds				
EC Co-Create Grant	£ 78,944	35,316	(99,671)	14,589
Trusts/Foundations	88,495	49,000	(122,495)	15,000
	£ 167,439	84,316	(222,166)	29,589

Accounts

World Cancer Research Fund
Trustees' report, strategic report and
financial statements
Registered Charity No: 1000739
Registered Company No: 2536180
30 September 2022

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO: 1000739
COMPANY NO: 2536180
REGISTERED OFFICE 140 Pentonville Road
London
N1 9FW
www.wcrf.org

TRUSTEES

Ms. A Sinclair (chairman)
Mr J Bunn
Prof A Cooper
Ms A Hunter
Ms S Pepper
Mr R Power
Mr. F. Hill (as of 11 May 22)

PRESIDENT

Ms Marilyn Gentry

CHIEF EXECUTIVE OFFICER

Ms. Rachael Hutson Gormley

SECRETARY

Reed Smith Corporate Services Limited

AUDITOR

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Chartered Accountants
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Report of the Trustees
for the year ended 30 September 2022

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2022. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity. This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

Who We Are

Our vision is to live in a world where no one develops a preventable cancer.

Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk and improve outcomes of cancer survivors.

The cornerstone of our research programme is the Global Cancer Update Programme (CUP Global), which informs our work. It is the world's largest source of scientific research on cancer prevention and survival through diet, weight and physical activity.

We translate this science into accurate, accessible, understandable information so that you can have the best available cancer prevention advice at your fingertips in our Recommendations for Cancer Prevention.

By funding research and delivering health information programmes – such as cookery classes for cancer survivors, and Eat Move Learn for children and families – we empower people to make healthier lifestyle choices.

Public Benefit

It is estimated that one in two people in the UK will develop cancer in their lifetime but around 40 per cent of cancers in the UK could be prevented – that's nearly 147,000 cases every year. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk.

We think it is vital that all research on cancer prevention is pieced together to give a clear picture on what people can do to help prevent cancer. We are proud to achieve this and provide clear, consistent, science-based messages about what people can do to reduce their cancer risk.

We confirm that we have complied with public benefit guidance from the Charity Commission (in England and Wales). In particular, the Trustees consider how planned activities will contribute to the aims and objectives set, and the effect that these will have on our beneficiaries.

The World Cancer Research Fund Network

Worldwide the burden of cancer continues to increase and it won't be dealt with by treatment alone. As a cancer prevention charity, we know only too well that effective cancer prevention measures are critical to dealing with the cancer crisis.

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over almost 40 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Our message was echoed in February 2014 when the World Health Organisation came out strongly in support of urgent implementation of effective prevention strategies to curb the disease.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

We believe that it is possible to reverse the cancer burden but it will take all of us – governments, health professionals and individuals - pulling together to make this happen.

Together we can prevent cancer.

Charitable Information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990 (the charity was registered by the Charity Commission on 30 October 1990). It is governed by up to 10 Trustees in accordance with the Articles of Association.

Governance Information

The Trustees are responsible for the overall strategic direction and management of the organisation. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity. The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Marilyn Gentry – President, World Cancer Research Fund Network
- Rachael Hutson Gormley - Chief Executive Officer (CEO), World Cancer Research Fund (WCRF)

Periodically, new Trustees are recruited to ensure the charity has access to a comprehensive range of skills and on the basis of the specific needs of WCRF. New Trustees are invited to attend a board meeting prior to their appointment. New Trustees receive key documents relating to the charity and a complete induction programme. Training needs of the Trustee Board are assessed and met as necessary on an ongoing basis.

Senior Staff Structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has three key divisions: Communications and Health Information; Fundraising; and Finance & Operations and each have a Director, who reports to the Chief Executive Officer and manages each team's staff and activities.

WCRF's staff works closely with colleagues in WCRF International and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Science and Research programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Human Resources, IT and general operational logistics.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XperthHR salary surveys to ensure competitiveness in the marketplace.

Here is an overview of our main achievements for the year October 2021 to September 2022:

Since inception, the WCRF Network has invested £145 million in research worldwide. As cancer is a complex disease, to understand the bigger picture, every year we invest in a variety of research projects. Some are the more traditional laboratory-based projects, while others, such as the Global Cancer Update Programme, analyse research findings from around the world and translate information into usable advice for the scientific community and our Cancer Prevention Recommendations for the general public.

Our wider Science and Research programmes are delivered by World Cancer Research Fund International, funded by and for the benefit of all WCRF Network members.

Research Interpretation and the Global Cancer Update Programme

Key goals and achievements:

1. To produce a strategy for the new Global Cancer Update programme (CUP Global)

To develop a strategy and work plan for 2022-2025 for CUP Global. This strategy brought together and made operational the outputs from the Continuous Update Project (CUP) Transition process, which took place over 18 months from 2019-2021. Alongside this strategy, a new name (Global Cancer Update Programme) and accompanying branding were developed to better represent the new work.

Achievements – The strategy (available on the WCRF International website) was completed and launched in August 2022. It provides a detailed overview of CUP Global, including the rationale for the work, aims and benefits, methods, an outline of the four key areas of work (cancer incidence, cancer survivors, cancer mechanisms, obesity), outputs and timelines, and expert input into the work (CUP Global Panel, four Expert Committees, Formal Observers, collaborators).

2. To convene a new CUP Global Panel and four new Expert Committees to provide expert input into the work

To identify the range of expertise that would benefit CUP Global and convene a new expert Panel who would be responsible for overseeing the work and formally judging the evidence identified in CUP Global systematic literature reviews. Since CUP Global includes many new and innovative aspects, additional expertise will come from four Expert Committees that cover the four key areas of work (cancer incidence, cancer survivors, cancer mechanisms, obesity). Formal Observers will facilitate dialogue and two-way learning between CUP Global and other key cancer organisations.

Achievements – A Panel of global experts has been convened, comprising a Chair (Professor Lord John Krebs, UK), Deputy Chair (Professor Matty Weijenberg, NL), experts representing each of the four work areas (Professor Monica Baskin, US; Dr Ellen Copson, UK; Professor Sarah Lewis, UK; Professor Jaap Seidell, NL) and a global representative (Professor Rajiv Chowdhury, US), along with a public representative. Formal Observers represent key cancer organisations (World Health Organization, International Agency for Research on Cancer, Union for International Cancer Control, National Cancer Institute). Four Expert Committees have been convened with 35 experts from diverse backgrounds; they will provide specific expertise on the work areas in CUP Global. Additionally, Professor Sir Michael Marmot is a special advisor to CUP Global on health inequalities.

The first three CUP Global Expert Committee meetings were held remotely in June for Cancer Incidence, Cancer Survivors and Cancer Mechanisms. Key aims and objectives were to officially introduce members to CUP Global, alongside an opportunity for members to meet each other.

3. To formalise and initiate work for new CUP Global collaborations

The novel nature of much of the new programme necessitates new collaborations, facilitating the work to extend beyond that from the previous CUP. Specific work areas being explored through collaborative projects include dietary and lifestyle patterns, life course and biological mechanisms. The CUP Global team at Imperial College London continues to undertake the core systematic literature reviews for CUP Global, working closely and supporting these new collaborations.

Achievements: Four collaborations have been formalised and detailed work plans developed for each. Work is now underway, with the WCRF International Research Interpretation team facilitating interactions between the CUP Global Panel, Expert Committees, Imperial College London team and the new collaborations.

Some wider impactful figures:

- 45 external experts formally contributing to CUP Global as Panel members, Expert Committee members, formal observers and special advisors.
- 5 CUP Global collaborations, with over 20 collaborators.
- 500,000 page views of our cancer statistics section on our website – most popular pages on our site.

Other notable achievements from the year:

- The five academic manuscripts from the breast cancer survivors evidence reviews were updated, and the CUP Transition Panel reconvened to formally judge the new evidence; the papers were resubmitted for peer review.

- A review and update of the cancer statistics on the international and UK websites were completed and received considerable media attention.
- The first science intern placement with the Research Interpretation team was successfully completed; they were required to submit a project from their placement as part of their degree resulting in a high grade being attained.
- Preliminary findings from the first of a series of systematic scoping reviews - as part of the work to update the obesity findings from the Third Expert Report - were presented at the European Congress on Obesity held in Maastricht in May 2022. This was published in Obesity Facts in May 2022.
- A letter to the Lancet was co-authored in collaboration with the Academy of Nutrition Sciences in response to the publication of new research from the Global Burden of Diseases, Injuries, and Risk Factors Study. This was published in August 2022.
- Three reports from the Third Expert Report were published on the AMRC's Health Open Research online portal: a Summary of the Third Expert Report; Future research directions, and Recommendations and public health and policy implications.
- A webinar on 'Alcohol & Cancer Risk - Time for Action' was delivered in collaboration with the Alcohol Health Alliance UK and MyNutriWeb in November 2021. This received high viewing figures and extremely positive feedback.
- A series of lectures for University College London were successfully delivered on the findings from CUP Global.

Key partnerships

The ongoing collaboration with Imperial College London continues. In addition, several new collaborations have been established as part of CUP Global, awarded by the WCRF Network. These are:

- Drs Dieuwertje Kok and Franzel van Duijnhoven (Wageningen University and Research) on Lifecourse (colorectal cancer, breast cancer and prostate cancer)
- Dr Dora Romaguera (Health Research Institute of the Balearic Islands) on Dietary and lifestyle patterns (cancer incidence work); dietary and lifestyle patterns and breast cancer
- Professor Ed Giovannucci (Harvard T.H. Chan School of Public Health); Dietary and lifestyle factors and colorectal cancer
- Dr Laure Dossus, IARC on Cancer mechanisms
- Dr Pau Erola, Professor Tom Gaunt, Professor Richard Martin (University of Bristol) and CUP Global Team (Imperial College London) on Automation of CUP Global reviews

Looking ahead to deliverables in 2022/2023

- Five breast cancer survivors' scientific papers publications to be published.
- Three colorectal cancer survivors' scientific papers to be drafted by Imperial College London.
- Scientific papers to be drafted on dietary and lifestyle patterns, life-course, and biological mechanisms.
- Several other academic manuscripts from the CUP Transition work to be developed, including concept papers on the planned life-course and mechanisms work.
- The formal launch of CUP Global with a webinar in Autumn 2022.
- Presence at the World Cancer Congress in Autumn 2022, including convening a symposium on life-course risk factors for cancer.
- New CUP Global collaboration being finalised with Bristol University, aiming to automate the CUP Global review process.
- The inaugural meetings of the Expert Committee on Obesity and the CUP Global Panel in Autumn 2022, with evidence being judged from five systematic reviews (dietary and lifestyle patterns and breast cancer incidence; life-course and colorectal cancer incidence; colorectal cancer survivors and physical activity/ diet/ body weight).
- Update of the research on the effects of adhering to the WCRF Recommendations on cancer incidence/ other outcomes.
- Complete systematic scoping reviews on behavioural risk factors for obesity in adulthood and childhood.
- Development of methodology for data prioritisation as part of the work to keep cancer incidence evidence up to date.

Regular Grant Programme (RGP)

Our Regular Grant Programme, managed by WCRF International and funded by World Cancer Research Fund and Wereld Kanker Onderzoek Fonds (WCRF in the Netherlands), provides funding of up to £350,000 per project, enabling us to invest in varied projects worldwide; these can be Investigator Initiated Grants or Seed Grants.

Key goals and achievements

1. To successfully run the 2021/2022 Research Grants Programme (RGP)

This included dealing with applicant queries, working with the Grants Panel and ensuring the assessment process followed AMRC peer reviewer policies, while also planning the RGP 2022/2023 Call for Grants, updating the programme and application forms and developing relevant documentation for our partnership with Cancer Australia.

Achievements:

We updated the WCRF International RGP 2021/2022 call: based on discussions with the Grants Panel to narrow the remit and receive a reduced number of applications and projects. This was successful.

As part of the 2021–22 WCRF International grant programme, we partnered with Cancer Australia for a second time to co-fund three cancer prevention research grants. This brings the total number of grants to six since the collaboration was established.

We have also updated our guidance to applicants to include a point around Patient and Public Involvement (PPI), based on recommendations from the Grant Panel.

Key statistics:

- Between 1 October 2021 and 30 September 2022, we dealt with approximately 1,000 enquiries from applicants, grant holders and reviewers.
- We approached more than 320 scientists and clinicians to review the applications and received 97 reviews.
- The Panel submitted more than 270 reviews for the 34 applications shortlisted.

2. To manage the portfolio of active grants and working more closely with grant holders

This also included: reviewing progress reports and monitoring the projects; dealing with requests from the grant holders; working with other teams to promote the funded research; providing opportunities for WCRF staff to understand better the research we fund as well as additional monitoring of the grants funded due to Covid19 pandemic.

Achievements:

- Based on the liaison visit with researchers from Bristol University, Dr Emma Vincent authored a blog on obesity and cancer.
- We published a blog post by Marina Plyta, Senior Research Funding Officer on Mendelian randomisation.
- Two press releases on work funded by WCRF, one on bowel and breast cancers and one on bladder cancer, generated considerable media coverage.
- We worked closely with the WCRF Communications & Engagement Team to promote the outcomes of our research.

Key statistics:

- Overall, the WCRF Network funded 18 grants to the value of £2 million in September 2022.
- From October 2021 to September 2022 the Network had 64 active or live grants, supporting 63 researchers and organisations.
- Within the fundable applications there was a good split between our different research areas and themes. We had 8 studies on cancer prevention and 10 on cancer survivors.
- Of the 18 grant applications that were fundable, 9 projects focused on understanding the mechanisms that link diet, physical activity and body weight with cancer, 4 on host factors and genetic susceptibility and 5 on evidence for impact on cancers survivors.

Newly funded studies

In September 2022, WCRF funded five new innovative research projects (four Investigator Initiated grants and one Pilot and Feasibility grant) that will contribute to filling gaps in our scientific knowledge about cancer.

Full list of all the grants that were funded by the WCRF Network:

- **Associate Prof Tina Skinner**, University of Queensland, Australia: Rebuilding bone with exercise in multiple myeloma
- **Prof Terence Dwyer**, Murdoch Children's Research Institute, Australia: Body mass index in childhood and risk of pre-menopausal breast cancer
- **Assistant Prof Jill McKay**, Northumbria University, UK: The role of maternal folate in childhood leukaemia initiation; understanding the molecular mechanisms
- **Dr Emma Allott**, Queen's University Belfast, UK: Periprostatic adipose tissue and aggressive prostate cancer risk: a prospective study
- **Dr Georgia Zadra**, Italian National Council of Research, Italy: Integrating tissue-based spatial information to elucidate how obesity-induced tumour metabolites drive prostate cancer progression
- **Assistant Prof Gennaro Napolitano**, Telethon Institute of Genetics and Medicine, Italy: Targeting metabolic vulnerabilities in pancreatic cancer
- **Dr Pietro Ferrari**, International Agency for Research on Cancer, France: How do social inequality and sex impact the relationship between lifestyle and cancer (SILICA)?
- **Prof Julie Redfern**, University of Sydney, Australia: Bridging the gap in physical activity and diet support for breast cancer survivors: a randomised controlled trial in primary care
- **Dr Alina Vrieling**, Radboud University Medical Center, Netherlands: Vitamin D and bladder cancer: associations with tumour recurrence and quality of life
- **Dr Mark Schmitt**, University of Marburg, Germany: Intestinal stem cell plasticity in western-style diet induced colon cancer development
- **Associate Prof Harindra Jayasekara**, Cancer Council Victoria, Australia (grant co-funded with Cancer Australia): Establishing dietary and body size-related risk factors for oesophageal cancer to inform prevention: a pooled analysis of prospective studies
- **Dr Joseph Rothwell**, Centre for Research in Epidemiology and Population Health, INSERM, Institut Gustave Roussy, France: Metabolic signatures of dietary exposures and their association with gastrointestinal cancers
- **Prof Luc van Loon**, Maastricht University, Netherlands: The impact of dietary energy restriction versus exercise on prostate tumour and muscle tissue protein synthesis in vivo in prostate cancer patients
- **Prof Steven Olde Damink**, Maastricht University, Netherlands: Body composition, nutritional status, and inflammatory status as host phenotypes to predict outcome in pancreatic cancer
- **Dr Sita Vermeulen**, Radboud University Medical Center, Netherlands: Body size and non-muscle invasive bladder cancer outcome: what do the genes say?
- **Dr Aravinda Guntupalli**, University of Aberdeen, UK: The feasibility and acceptability of conducting a randomised controlled trial to improve Body Composition and Quality of Life of stomach cancer patients after gastrectomy in India (EASE IN)
- **Dr Ben Rattray**, University of Canberra, Australia (grant co-funded with Cancer Australia): Cognitive impairment in survivors of prostate cancer: combining cognitive and physical activity for a brain fog fix
- **Prof Anthony Okely**, University of Wollongong, Australia (grant co-funded with Cancer Australia): Assessing physical activity, sedentary behaviour, and weight status in young children in low- and middle-income countries: The SUNRISE Fiji, SUNRISE Botswana, and SUNRISE Kenya Pilot Studies

More details about these projects will be available on our website at: www.wcrf.org/research-we-fund

Also, a contribution was made to AICR, our network affiliate, to support the funding of grants managed through our grant programme in the Americas and covering a variety of research projects.

Sharing scientific research

Over the past year we have attended a mixture of virtual, hybrid and in-person conferences, enabling us to showcase our work globally and network with key stakeholders in the field of cancer prevention and survival. These have included:

- 3rd Crick International Cancer Conference
- European Federation of the Associations of Dietitians (EFAD) Congress
- 7th Annual World Cancer Series: Europe
- World Cancer Leaders Summit (WCLS)
- National Cancer Research Institute Conference (NCRI)

- European Public Health Conference
- European Meeting on Nutrition & Cancer Research
- European Congress in Obesity (ECO)
- International Society of Behavioural Nutrition and Physical Activity (ISBNPA) Annual Conference
- Health Enhancing Physical Activity (HEPA) Europe

Encouraging the next generation of new scientists As a continuation of our Academy activities and involvement in the International Collaboration on Nutrition in relation to Cancer (ICONIC), of which we are a *founder member*, we have worked with Professors Ellen Kampman and Cora Bussstra at Wageningen University in the Netherlands and the ICONIC group to develop an online distance learning course to help with successful grant proposal writing in low- and middle-income countries (LMICs).

The course was piloted in East Africa in late Autumn 2021 with nine participants. Faculty received positive feedback via evaluation surveys with suggestions to improve future courses. It is now being piloted in other African regions and revised based on the surveys. This work contributes to our LMIC capacity-building strategy at WCRF International. The ultimate aim is to improve the amount of data from LMIC that is captured by the CUP Global database and therefore contributes to our global conclusions and recommendations on cancer prevention and survival.

Looking ahead

We are in the early stages of establishing a new partnership with the IARC to collaborate on a new World Code Against Cancer project. This will enable our Cancer Prevention Recommendations to be used in a number of regional codes against cancer, such as European, Asian and African codes. We are currently in the process of finalising a memorandum of understanding with the IARC.

We continue our involvement with the National Cancer Institute on the WCRF/AICR score work and we published two papers on this topic, one on the WCRF/AICR score and mortality in the NIH-AARP study and a second paper on the score and cancer risk. We also participated in a workshop organised by Professor John Mathers at the University of Newcastle to discuss how the WCRF/AICR score can be applied to a UK population. This important work further demonstrates that the WCRF/AICR Cancer Prevention Recommendations are effective in reducing the risk of cancer and other non-communicable diseases in real-world settings in global populations.

Stress and cancer: although the evidence that stress can directly influence cancer incidence, or progression, recurrence or survival is inconsistent; it has been shown that stress can affect health related behaviours including diet and physical activity, which themselves are linked to cancer and can affect biological markers of stress that might influence mechanisms related to cancer. WCRF will therefore be developing a scientific paper on the review of the association between stress and cancer.

Policy & Public Affairs

Our wider Policy and Public Affairs work is delivered by World Cancer Research Fund International, and funded by WCRF Network members.

We continued to implement the new Policy and Public Affairs strategy developed and adopted in 2021.

Key goals and achievements:

1. Maintain strong relations with the WHO through our official relations status – to continue to influence the development of global policy addressing nutrition and physical activity

Achievements:

We successfully renewed our WHO official relations status at the 150th WHO Executive Board in January 2022. This renewed status reflects our global leadership in the field of nutrition, weight, physical activity and cancer. We made several interventions at the Executive Board meeting and at the 75th World Health Assembly held in May 2022. Our interventions addressed new global obesity targets and recommendations, maternal, infant and young child health, a new Global Alcohol Strategy Action Plan and WHO reform.

We were delighted to be a reviewer on two WHO reports, the WHO European Regional Obesity Report 2022 and the WHO Global Status Report on Physical Activity.

2. Deliver our work in the EU funded Co-Create project – this project aims to reduce childhood obesity by working with young people to create policy actions promoting healthier environments. This work is critical as obesity is set to overtake smoking as the number one cause of cancer if current trends continue.

Achievements:

We continued to produce our contracted deliverables for this project and to make further progress:

- The NOURISHING (nutrition) and MOVING (physical activity) databases continued to grow as more policies from a greater number of countries were added to both. In September 2022, we reached the milestone of 1,000 policies (<https://www.wcrf.org/nutrition-in-europe-policy-database-nourishing-moving/>) in our NOURISHING database.
- We started to finalise the benchmarking tools which will be applied to the nutrition and physical activity datasets of 27 European countries to assess the design of their policies against aspirational criteria. The physical activity tool was also presented to the WHO's Physical Activity Unit.
- Preliminary findings from the benchmarking tools were presented in late 2021 at the International Society for Physical Activity and Health (ISPAH) Congress and the European Public Health Conference. We also presented the Co-Create project at a symposium in NCD policy in Brussels, the 2022 European Congress on Obesity and the 2022 HEPA Europe conference.
- Our paper on the development of the MOVING policy framework was published in the Journal of Physical Activity and Health in March 2022.

3. Support the policy activities of the WCRF network of charities

Achievements: We continue to have regular meetings with WCRF network charities to discuss policy issues in the respective countries and facilitate knowledge exchange. We supported a consultation response to the UK Government's proposed 10-year cancer plan in May 2022. We also provided technical support on alcohol labelling and supported network colleagues with influencing opportunities such as the US Cancer Summit. We also act as spokespeople for UK media work on policy stories.

Other wider successes

We attended the first United Nations Food Systems Summit in October 2021, which brought together a wide range of stakeholders to seek agreement on transforming how food is produced, transported, sold and consumed. Our focus was on strengthening the connections between food, health and non-communicable diseases (NCDs), which we highlighted through an article published in advance of the summit. Post-summit, we shared our thoughts on whether the transformation needed would be achieved, and published a follow up piece on how good governance will underpin the delivery of global targets agreed.

To mark World Obesity Day in March 2022 we published a blog on cancer prevention and obesity as well as supporting an EU civil society initiative to strengthen EU food marketing restrictions.

We also responded to the EU consultation on the labelling of alcoholic beverages.

Looking ahead

We started developing a new Building Momentum report in late 2022, this will be released in late June 2023. This will be the fourth report of its kind and will address the promotion of physical activity in primary health care.

As alcohol rises up the NCD and cancer prevention policy agenda, we plan to explore this issue in more detail and further develop our alcohol policy work during late 2022 and 2023.

The Co-Create project plans further peer reviewed papers including on the development of the policy benchmarking tool, the piloting of our policy indexes, and challenges associated with our comprehensive scan for physical activity policies.

Communicating healthy lifestyle messages

All our communications, health education programmes and campaigns aim to enable better understanding and to encourage behaviour change to reduce the occurrence of preventable cancers. We do this by offering high-quality evidence-based information and health tools to empower people to make healthy lifestyle choices.

Our team of nutrition experts has continued to support cross-charity projects, ensuring all our content is up-to-date and in line with our cancer prevention recommendations.

Our projects cover the areas of cancer prevention, ensuring that as many people as possible not only know that 40% of cancers can be prevented but know what they can do to reduce their risk and also cancer survival, providing support, advice and guidance on diet and exercise to people who are living with and beyond cancer. We connect with the public directly and also with health professionals so that they can give the most up to date information to their patients.

Key goals and achievements:

1. To increase the reach of our healthy living publications - so we can better provide information and support to the general public and help people reduce their risk of developing a preventable cancer.

Achievements:

With our publications now free to order, the number requested significantly increased to 25,731 this year. 33% more healthy living publications were requested or downloaded than in 2020-2021. Our cookbooks have consistently proved our most popular publications and generated the most donations due to the volume of orders made.

We continue to ensure that our publications are accessible, engaging, current, expert-reviewed and evidence-based and are designed to increase understanding of the ways people can reduce their risk of preventable cancers and support them with practical behaviour change advice.

New/updated publications for the year:

- Sciex cookbook: global cuisine – recipes from around the world
- Alfresco dining cookbook
- 5 simple steps to a healthier you
- What is a healthy portion-size? poster

Junior Cooks Club - we launched our Junior Cooks Club pilot programme in several schools in Brent, London, an area chosen for its high rates of both childhood obesity and people living in poverty. Through a series of video cooking lessons for 7-10 year olds, the programme aimed to improve children's understanding of healthy eating and increase their cooking skills and confidence, at school and at home. Anecdotal feedback was encouraging, but a full evaluation of programme impact will follow in 2023.

2. To develop more inclusive and accessible projects and products for people living with and beyond cancer - to help them live well, reduce their risk of cancer recurrence and improve their chances of survival

Achievements:

To make our monthly support sessions more inclusive, we created a set of healthy recipes from African Caribbean and South Asian cuisines specifically designed for people living with cancer from diverse backgrounds.

To diversify the ways that people can access practical, expert nutritional advice during cancer, we refined our plans to pilot an innovative helpline for people living with cancer staffed by oncology dietitians in partnership with an NHS cancer centre.

Cooking sessions for cancer survivors - since 2021, we have been running cook-along classes for people experiencing taste changes because of cancer or its treatment. An oncology dietitian is present to answer individual questions, something especially valuable as so few get this specialist support from the NHS. Everyone giving feedback this year found their class both useful and enjoyable. After the class, 89% felt more confident about managing side effects and everyone said attending a class had a positive impact on how they cook and eat.

Our programme manager was joint winner of the **British Nutrition Foundation Drummond Community Award 2022** which recognises an individual who has undertaken a community initiative to support healthier eating in a vulnerable group.

Living With Cancer FAQs online hub - with expert input from the British Dietetic Association and patient feedback arranged by our partnership with the NIHR Cancer and Nutrition Collaboration, we launched an online hub of nutrition and physical activity FAQs for people living with and beyond cancer. They cover areas including side-effects, vegan diet, unwanted weight loss and weight gain and exercise during cancer. We will be reviewing any initial impact early next year.

3. To increase the reach of our support through growth of our membership package – so we can better provide education and information to health professionals who are supporting people to reduce their cancer risk or helping patients to live well during and beyond cancer treatment.

Achievements:

Membership of our package for health professionals reached 5,806.

We returned to in-person health professional engagement with a stand at the Primary Care and Public Health conference in Birmingham, signing up 116 new members to our health professional package.

We began a new series of online cancer prevention workshops for professionals. The first of these had 43 participants. 93% afterwards felt more confident about giving advice on cancer prevention with 100% more aware of the lifestyle-related risk factors for cancer.

Our quarterly professionals' newsletter, Informed, benefited from joint work with the NIHR Cancer and Nutrition Collaboration to better tailor its content to the needs of readers. We gained insight from interviews with a range of health professionals. Our annual survey of our professional membership also helped us refine our offer and inform our future plans.

Some wider impactful figures:

- 35,717 healthy living resources requested or downloaded - an increase on last year: 26,869.
- 220 people living with or beyond cancer or their loved ones attended an online cook-along class or support session - decrease on last year: 303.
- 5,806 health professionals now signed up to our membership package (at year end) - increase on last year: 3,800.
- 123,040 visits made to our Eat Move Learn section of the website for 7-11 year olds – decrease on last year: 330,627.

Key partnerships

- We broadened the range of projects we are taking forward with the valuable support and advice of the National Institute for Health and Care Research Cancer and Nutrition Collaboration to deliver to a greater number of people consistent, credible information and training about the links between cancer and diet, weight and physical activity. Our work together included:
 - initiatives to reach health professionals at all levels of their career.
 - gaining insight from a range of health professionals to better tailor the content of our quarterly professionals' newsletter to the needs of readers.
 - Creating information for people living with and beyond cancer.
- We deepened our partnership with British Dietetic Association Oncology Specialist Group through members' expert review of our online hub of nutrition and physical activity questions and answers for people living with cancer, launched in July 2022.
- We renewed our partnership with MyNutriWeb, an online learning platform for nutrition and health professionals

Key supporters

Public health nutritionist Zoe Griffiths is a great ambassador for our work, sharing our blogs and healthy living messages on her social channels and spreading the word about our resources. She has also worked closely with us on recipe development, most recently for Budget Bites and is involved in its social media promotion.

Nutritionist and dietitian Professor Jane Murphy, Deputy Dean for Research, Faculty of Health & Social Sciences at Bournemouth University has provided expert review for our online hub of cancer and nutrition and physical activity questions. In her role leading the NIHR Cancer and Nutrition Collaboration NIHR Professionals workstream, she has also connected us with a range of frontline health staff who have advised on our education materials for professionals.

Engaging people with our cancer prevention messages

Getting the message out there has never been so important, with cases of cancer on the rise every year. Our in house Communications and Engagement team play a lead role in planning and co-ordinating the content, design, promotion and messaging of WCRF's activities.

Media and campaigns

Key goals and achievements

1. Continue to grow our reach in traditional media highlighting WCRF's work

Achievements:

- During the year we achieved a total of 5,211 mentions and articles across the media.
- Our yearly YouGov awareness poll was picked up by national media including the Mail Online, Independent and Evening Standard.
- Our updated UK cancer statistics were picked up by national print and broadcast media.
- We press released a number of our research findings. This included the links between an individual's BMI and their likelihood of developing breast and bowel cancer and our research into cholesterol increasing the risk of bladder cancer in men. These were covered by a number of nationals such as Daily Mail, The Independent and Daily Record, along with hundreds of regional media titles.
- We continued to have success in sending out reactive quotes on external stories from WCRF spokespeople. One quote from our Head of Policy was picked up by over 120 media outlets.

2. Deliver Tone of Voice workshops

Achievements:

During the year we ran 6 staff workshops on Tone of Voice, looking at each of five key audiences (General Public, Supporters, Cancer Survivors and Carers, Health Professionals and Scientific Community & Policymakers). Each workshop looked at what tone of voice means and why it's important, and then identified the different ways to best engage with each audience. The outputs from these workshops were then built into a new set of key messages and brand documents.

3. Deliver a successful Cancer Prevention Action Week campaign with an increased reach from the previous year.

Achievements:

- The first part of the year was dedicated to delivering Cancer Prevention Action Week, our annual cancer prevention awareness campaign, 21-27 February. The theme was 'Cupboard Heroes', and it aimed to champion the everyday super foods that are found languishing in the back of kitchen cupboards.
- Celebrity chef, Phil Vickery, fronted the campaign in a series of media interviews alongside a news story revealing that 97% of Brits already own the foods that could help to prevent cancer.
- WCRF spokespeople were interviewed across 17 different radio stations. In total, we generated 59 pieces of coverage about CPAW and over 1.5 million views of the CPAW video.
- Later in the week, we released new research from WCRF grant holders. This generated a further 559 pieces of coverage including the front-page of The Guardian (print version) as well as Independent, Daily Mail and The Guardian online to name a few.
- A campaign video was created featuring "Tom", a lonely tin of chopped tomatoes left at the back of a kitchen cupboard but was given his recognition as a cheap, nutritious and delicious ingredient and was transformed into a Cupboard Hero.
- A recipe generator was also developed for the WCRF website to help inspire the public to find recipes that include Cupboard Heroes: 'Simply type in your cupboard (or fridge, or freezer) staples and discover delicious and healthy recipes that can also help reduce your risk of cancer.'

Looking ahead

We will continue to develop WCRF's supporter stories to bring more person-centred stories to help highlight WCRF's work. We will develop and deliver a brand-new set of key messages for the organisation to use in communicating its work to its stakeholders. We will seek to deliver a successful Cancer Prevention Action Week in 2023, built around our Recommendation on processed meat.

Creative Design

Key goals and achievements:

1. To carry out a Brand audit followed by a major Brand review project

Achievements:

The last refresh of our Visual Identity was almost a decade ago. During the year - while also developing our strategic plans and Theory of Change model - we decided to re-evaluate our relevance and core purposes, our look and feel and our messaging. With an increased focus on cancer survivorship work, and our increased use of digital channels and campaigning, it was felt that an updated brand that supported this was needed.

Brand Audit:

We worked with IE Brand (a specialist brand agency) to put together a detailed report with recommendations on all aspects of our brand. This looked at content and writing style, brand personality, tone of voice, look and feel, supporter perceptions, public awareness, competitors, trust levels, and more. The report concluded that: our brand awareness was poor; that those who knew us, really liked us; that our visual identity was competent but dated and inconsistent and in need of an overhaul; that our messaging could sometimes be confused, and that we needed a stronger brand personality in general.

Brand Review:

Engaging with staff through several workshops, the charity then built on this report by undertaking a more detailed Brand Review project. Its key aims were: to develop clear messaging about our core beliefs; to better tell our story; to reinforce our position as the cancer prevention experts; to increase our profile and voice on the national stage, and to develop a more human brand that would encourage people to explore and learn.

Brand Development:

The Brand Review work resulted in several developments. We have now developed a Messaging Matrix which outlines the following for all staff: who our 5 key audiences are, and what our calls-to-action are for each of them; a new set of core beliefs, and a new strap line ('Preventing Cancer. Saving Lives'). We are also working on some new Visual Identity work, including iconography, illustrations, a new visual design system, and some branded corporate templates. We plan to implement the new messaging and VI changes (inc tone of voice) during 2023.

2. To further develop our approach to video work

Achievements:

We produced three key videos during the year, in addition to other smaller video-based projects, and these were: a brand new supporter story-led video for our 2021 Christmas fundraising campaign, an animation to demonstrate the impact we achieved as a charity during 2020/21, plus a stop-start motion capture animation as part of the story telling for our Cancer Prevention Action Week campaign in February 2022.

3. To support the creative needs of our health information and fundraising work

Achievements:

During the year we provided in-house design support for numerous projects, including: all our Legacy promotion materials; four issues of our Healthy You supporter newsletter (going out to c. 150,000 people); the design and production of a new Alfresco Dining cook book; a new Bowel Cancer infographic; creative assets to help explain WCRF's YouGov polling, for sharing on social media; supportive materials for our Junior Cooks Club school programme; on-going promotion of our Lottery programme; posters to help explain our Health Information and our Policy & Public Affairs' work for use at exhibitions and conferences, and the on-going production of our Informed newsletter for Health Professionals.

Looking ahead

We will focus on the roll-out of a new Brand Identity. The team will also be preparing materials for the next Cancer Prevention Action Week (20-26 Feb 2023), our Supporter Engagement event in March 2023, and the London Marathon (April 2023). We will carry out staff workshops on branding and messaging, and video and digital content will continue to play a major part in all aspects of our outreach and engagement work, with the aim of filming more of our supporters to hear and showcase their stories.

Digital communications

Our Digital team not only works for WCRF but also with our WCRF International and Network partners, this allows for greater cohesion and consistency across our brands while also ensuring maximum value for money.

Key goals and achievements:

1. To take over social media duties and increase performance

Achievements: During the year Oct 21 - Sep 22, we achieved an increase of 3,425 Followers (the number of people who 'like' or 'follow' our various social channels), meaning our total was 54,790 (across all channels). This is an 7.8% increase in growth compared to the previous 12 months, but a 5% decrease compared to the same period last year.

Other key social metrics for the year included:

- 9.4m impressions (ie the number of times our content was displayed across social media*), up 29% compared to the previous year.
- 110k engagements (ie how many times people interacted with our posts: liked, commented, shared, clicked on links etc.) – this dipped slightly compared to the previous year, but in a climate where the use and appetite for social media is changing rapidly, this is still a positive result.

We have plans to rethink not only the number of channels we use in 2022/2023, but also how we prioritise certain content. We hope the forthcoming brand refresh will help us stand out more in a hugely competitive and cut-throat arena.

2. To stabilise and grow traffic on the UK website, post-migration

Achievements:

UK website traffic (Oct 21 – Sep 22)

Measurement	Amount	Year-on-year change
Sessions ¹	590,432	-57.42%
Unique visitors	544,811	-52.90%
Page views	1,088,327	-57.53%
Average session duration	98 seconds	+10.02%
Bounce rate ²	51.23%	-4.20%

1. A session is the period when a user is actively engaged with the website.

2. The bounce rate is the percentage of single-page sessions in which there was no interaction with the page. The lower the number, the better.

Website development

Having moved our websites to WordPress during the year, we now have new templates and functionality to help improve visitors' experiences and, hopefully, increase engagement. We also have new donation functionality, allowing a donor to give using a bank card (as before), but also via PayPal and ApplePay. We can also now add donation widgets to any part of the website, allowing us to track different routes to donation, based on a campaign or product.

We developed and published a new set of Frequently Asked Questions for our Living With Cancer audience. This content initially covers around 40 diet, nutrition and exercise-related topics that are specifically aimed at people going through cancer treatment. These were developed in association with the BDA and NIHR and represent information that is just not available to most cancer survivors. We intend on add to this bank of content periodically and use it to grow our audience.

3. To continue to grow our email newsletter

Achievements:

Our monthly Healthy Habits email newsletter continues to go from strength to strength. In October 2021 we had 16.3k subscribers, and by September 2022 this had increased to 20.7k subscribers (an increase of 27%).

Measurement	Amount
Open rate	38.4%
Click throughs ¹	2.6%
Clicks per unique open ²	7.4%

Looking ahead

We are carrying out some qualitative audience research, to help understand the needs and motivations of those interested in healthy living, as well as giving us insight into how well our website delivers on our promise. We'll be using the outputs of this audience research to improve the focus on the website.

We are going to update the UK website, initially, to reflect the brand refresh. We will also use the brand refresh to revamp our social content and bring some cohesion to what we post and increase our followers and engagement.

We plan to close one of each of our Facebook and LinkedIn channels (encouraging those who don't follow both to transfer), so that each platform just has one brand account called World Cancer Research Fund.

Engaging and supporting our supporters

Our strategic aim is to grow income to £15m by 2030. This will enable us to expand our work and ensure that more people are aware of, and adopting, our Cancer Prevention Recommendations. To do this we know that we need to focus on building relationships with existing supporters as well as build awareness of who we are and what we do, with new audiences.

The 2021/22 financial year saw us emerge from the Covid19 Pandemic in an evolving fundraising landscape. While our programme of events continued to suffer from this instability, we adapted well to a hybrid model of activity. Towards the latter half of the year, we were able to benefit from meeting supporters in person, developing relationships and partnerships which we hope will enable us to grow the work we fund over the coming years.

Our focus remained on developing personalised relationships with our supporters that are both inspiring and engaging and enables them to support us in a way which is convenient for them. Key to this is our excellent Supporter Care team who are the first point of contact for many of our supporters and through their work, are able to gather insight into why people support us and what they think of us.

We continued to monitor and evaluate our activities to ensure a reasonable return on investment and to work within the guidance of the Fundraising Regulator to ensure that we were compliant and adhering to best practice.

We planned our first in-person Supporter Engagement Event for early September, with a view to getting individuals, corporate partners and prospects, trusts and foundations, and health professionals together to hear more about what we do - but with the death of Queen Elizabeth II this was postponed until March 2023. The rescheduled event was held on 22 March and was attended by a number of supporters and representatives from corporate sponsors and trusts.

In addition to our face-to-face activities, our communication plans and processes were under constant review, ensuring that our supporters received timely and appropriate information, with regular touch points which acknowledge and demonstrate the impact of their support.

We continued to build on our successes across all our income streams, but a particular focus this year and going forward was digital fundraising, enabling us to build communities of support from new online audiences. Key to the successful development of this area was and will be the ability to invest time and resource into ensuring supporters receive the same personalised journey that we are able to deliver offline. While this development work did not yield any financial increases in 2022, we have many learnings that have already started to pay dividends in 2023.

As always thanks to incredible generosity of our supporters we have raised £10.8 million this year (2021: £10.8 million) meaning we have been able to invest 46% into our cancer prevention research and health education programmes.

We always strive for the highest standards, however if our supporters or any members of the public are unhappy with any aspect of our work, we encourage them to provide feedback, and we take any complaint raised very seriously. WCRF has a procedure for handling complaints. We aim to satisfactorily resolve complaints within five working days. In the event of complaints being raised to the Fundraising Regulator, we work to resolve the issue and learn from our supporters to help us improve what we do. We did not receive any complaints over the last year.

Direct Marketing

Our direct marketing campaigns have gone from strength to strength in recent years. We continued to go directly to the public with our Direct Mail (DM) campaigns, raising awareness of our Recommendations and providing healthy

living messaging and advice to our supporters at the same time as raising vital funds. Our health information aim in our DM campaigns is to provide the wider public with cancer prevention information as directly as possible, helping them to understand better the links between diet, weight, exercise and the risk of cancer. Our fundraising aim is to raise funds for our cause, as well as to communicate with our current supporters how their money is being used.

Key fundraising goals and achievements:

1. To grow income from community, events, corporate, trusts and digital

Achievements: The Covid pandemic and subsequent lockdowns presented challenges which we were able to embrace and learn from which put us in a good position when the country started to come out of lockdown. As people changed how they give to charity we successfully increased our online/web and social media fundraising. As people moved to meeting in person, our fundraising channels such as community, events, the London Marathon all saw success in both the number of people participating and the amount raised. As companies adjusted to a hybrid or working from home environment it has been a challenge to engage with these relationships. We saw Trust Funds returning to their more normal pattern of giving as a number of these diverted their grants to pandemic research during lockdowns, increasing our income on FY21.

2. To improve stewardship of our donors to maximise income and develop supporter journeys to ensure we're maximising their lifetime value.

Achievements: We created automated journeys on Mailchimp for Event registrants so that every participant received regular communication, inspiration and encouragement to fundraise. We reconfirmed 3 out of 4 of our fundraising ambassadors. We planned to hold a supporter engagement event, but this was postponed due to the death of the Queen. This was held on 22 March 2023.

3. To create new fundraising products to appeal to new audiences

Achievements: With a new Fundraising team only in post from April 2022 onward, our ability to do much in terms of planning and launching new products was limited. However, we completed research into previous fundraising campaigns and products and put a plan in place to keep, update or stop activities, and delivered a refreshed portfolio of products for 2022/23.

We ran a digital campaign on Facebook over Christmas 21/22 which did well in terms of engagement and raising awareness with new audiences. In June 2022, we launched our online lottery campaign with a prize draw incentive which brought in new supporters.

Other key successes:

Digital:

- Relaunching the lottery with the new digital design and gain 15 new players - but with work still to do to target key demographics, such as younger audience with QR codes.
- Producing two Fundraising newsletters, one focused on Events and one on Legacies at Christmas. Both achieved good open and click rates.
- Creating a new Gaming webpage for prospective streaming/gaming fundraisers as well as social shares for promotion.
- Master Hellish, a gamer who did a festive stream for us in December 2021, raised £2,000 and again in 2022, raising £1,800.

Events:

- London Marathon 2022 recruitment and stewardship resulted in 32 participants.
- We also ran sessions focused on training plans, nutrition and mental preparation for London Marathon, and set up an automated stewardship journey on Mailchimp.
- Daniel Parker did a marathon stream as part of his London Marathon fundraising, raising £2,000.
- Other events included the Berlin Marathon (Sept 22) with a team of 10 runners, raising over £5k and the Big Half which had 10 participants.

Trusts:

- We had 72 donations during the year.
- Amongst other generous grants, we received a grant from Merck Serono Limited to deliver open access workshops to support health professionals across the UK, and a grant from The Carole and Geoffrey

Lawson Foundation for our project promoting the long-term health of children living with cancer through creating diet and lifestyle recommendations for the first time.

Legacies:

- We raised £2.256m (+£106k) against a £2.15m target for Gifts in Wills, and £68,581 (+£18.5k) from In Memory against a £50,000 target.
- We started an In Memory programme, which included the launch of online tribute funds.
- We continued to steward our supporters carefully and effectively through effective marketing (including with lay executors and family members using effective and compliant legacy administration).
- We entered into a partnership with the Much Loved Charitable Trust in order to be able to offer tribute funds as a means of remembering someone special.

Corporate partnership:

- We pitched to Tecan against c. 40 other charities and won.
- We then worked with them to maximize income during their Tecan Gives Back campaign, engaging with staff globally through Linked-In, sharing our resources and by means of a paid campaign to encourage more individual sign ups.

Supporter services:

- Number of calls made to our Supporter Services Team: 8,407 calls (5,143 warm, 3,264 cold).
- Number of emails handled by our Supporter Services team: just over 2,000.

Working post-COVID-19

Following an extended period of uncertainty with regards to working in the office, the office returned to a more regular schedule of attendance from March 2022. Since then the office has been open three days a week with staff expected to attend a minimum of two of those days. We also started a regular programme of monthly staff meetings which staff are expected to attend in person meaning that at least once a month all staff get to interact with one another.

Future Plans - Our Theory of Change

Our Theory of Change process which we started in March 2022 and launched in September 2020, helped us to understand ourselves better and to ensure we are more able to focus resources on the most important activities. However this, and the associated strategy documents that accompany it, is a living document and has been reviewed on an annual basis. The process and the strategies underwent a more in-depth review at the end of March 2023, where the Theory of Change was found to still be valid. The accompanying strategies were updated to remove items that had been achieved and to add any new opportunities that had arisen.

Theory of Change (TOC)

Our Vision

What will the world be like when WCRF's work is done?

People understand and are taking action to reduce their risk of getting cancer and those with cancer are living well and longer.

Our Impact

How will the world change because of our work?

Based on our continuing scientific research and evidence, people in the UK have equal access to the latest information and can take action to reduce their risk of getting a preventable cancer. People living with or through cancer are enabled to live healthy, happy and longer lives.

What Outcomes will deliver the impact?

An Outcome describes the change that will result from a group of Outputs and will directly contribute towards delivering the Impact. WCRF delivers its impact these ways:

- **A STRONG NETWORK PARTNER:** We are an active and engaged member of the WCRF International Network, ensuring our mutual continued success and growth
- **A STRONG IDENTITY:** We are the UK voice on nutrition and lifestyle research and recommendations for cancer prevention and survival
- **AN INFORMED PUBLIC:** We help more people realise that it is never too early or too late to make simple everyday lifestyle changes, so that fewer people get preventable cancers
- **A DEVELOPING ORGANISATION:** We model best practice in governance and leadership, supported by staff empowerment

- **THE LATEST RESEARCH:** We fund and champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, and other emerging areas
- **WIDELY USED HEALTH INFORMATION:** We provide widely used information, guides, tools and programmes for the general public, health professionals, supporters, cancer survivors, schools and families alike
- **ENGAGED SUPPORTERS AND PARTNERS:** We will direct our energies to ensure our supporters and stakeholders are engaged in a dynamic two-way relationship

In summary

Despite the world reopening post-pandemic, the world in FY22 continued to be a confusing place for everyone, but WCRF experienced another year of steady progress. We funded all the grants that our Grant Panel deemed fundable, met goals from our strategic plans, kept a sound bottom line, spread the word ever further regarding our key messages, and worked together with WCRF International to ensure our life changing information reached more people.

We thank our staff and our supporters for their tremendous dedication and flexibility, and look forward to achieving more successes next year.

FINANCIAL INFORMATION

Management of risk

The Trustees have approved, implemented and regularly reviewed WCRF's risk management plan, which is operated by staff on a day-to-day basis. Senior staff, heads of department and Trustees work together to revise the risk management plan annually, identifying emerging risks, prioritising them in terms of potential impact and likelihood of occurrence.

The risk management plan covers governance, financial, operational, IT, and other risks. Internal control procedures are in place to provide assurance against identified risks in order to uphold the integrity and reputation of the charity. These include: a 3-year Strategic Plan reviewed periodically through the year annual operational plans and budgets which are approved by the Trustees; regular review by the Trustees of financial results, variance from budgets and financial targets; risk management, segregation of duties, policies and procedures. Additionally, Trustees are kept up-to-date with any changes in governance requirements to ensure they are fully informed of best practice.

During the financial year, we identified the potential impact of economic recession as a major risk to WCRF. As a result, we reviewed our annual budget compared to actual performance, strategic plans and the reserves policy during the year to ensure we can maintain our research funding projects over a long-term period. Prompt financial reporting procedures were followed in order to respond to shifts in the economic environment.

The COVID-19 pandemic continued and presented additional risks for WCRF in 2021/2022, particularly as the charity is almost entirely reliant on voluntary giving for income generation. WCRF began financial year 2021/2022 with a healthy reserve balance and currently has a strong cash position. Fortunately, our programmes are meant to engage supporters and encourage donations to WCRF. The status of COVID-19 is ever changing and the added economic pressure of inflation had made monitoring cashflow and income ever more essential. The procedures and policies listed above will remain in place with a heightened sense of awareness that changes in revenue may affect cashflow.

Financial Review

Income

Total income in 2021/2022 increased by £4,623 to £10,817,848 (2021: £10,813,225). Legacies were £2,312,783 (2021: £1,995,406) an increase of £317,377. Donations from individual donors increased by £738,537 to £6,740,590 (2021: £6,002,053).

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Trading activities, if any, represent revenue produced by WCRF's wholly owned subsidiary, WCRF (Trading) Ltd. Revenue is raised from the rental of WCRF's donor lists and Christmas card sales. The company did not trade during the year.

Expenditure

In financial year 2021/2022, total expenditures increased by £200,184 to £10,955,316 (2010: £10,755,132).

Expenditure on raising funds increased by £42,398 to £2,522,442 (2021: £2,480,044). Charitable expenditure on research decreased by £110,641 to £3,934,143 (2020: £4,044,784). Charitable expenditure on information and education increased by £268,427 to £4,498,731 (2021: £4,230,304).

Net Income

Net movement in funds in 2021/2022 was a loss of £127,618, a decrease of £184,967 (2021: £57,349).

Investment Policy

The policy was developed to assist WCRF to effectively supervise and monitor its investments and achieve the highest return on investments within an acceptable level of risk utilizing a sound investment strategy.

The principal reason for holding investments is to provide funds in case of unexpected shortfalls in fundraising income and to ensure research, educational programmes and operational expenditures are not subject to short-term cuts to the detriment of the long-term vision.

Investments are managed prudently and in full compliance with all policies, applicable laws and regulations and must reflect the philosophy and objectives of the Charity. Any investments held by WCRF are acquired in accordance with powers available to the trustees or by way of legacy. The trustees allow excess cash balances to be invested in UK Treasury Gilts and government insured corporate bonds to maximize investment returns, while maintaining minimal investment risk.

Currently, WCRF has no investments.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain a minimum reserve at one half the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by providing a goal in the annual budget.

As of 30 September 2022, unrestricted reserves decreased by £235,683 to £6,219,166 (2021: £6,454,849). Free reserves at 30 September 2022 are £5,794,436 (2021: £5,961,378). This equates to 6 months of the current year's expenditure (2021: 7 months).

In September 2022, the Board of Trustees approved the budget for financial year 2022/2023 which included a surplus of £19,100 that will increase total free reserves to £5,813,536. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £5 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2022, total reserves were £6,386,605 (2021: £6,514,223).

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its deficit for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely

impacted by COVID-19 in year 2021/2022. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2023/2023 financial year and budget planning for the year 2023/2024 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions and a global pandemic, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by

DocuSigned by:

2B65F6F671BF419...
Alison Sinclair
Trustee

06 June 2023

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

The Trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and the charitable company will continue its activities.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of World Cancer Research Fund

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2022 which comprise the Statement of Financial activities, Statement of financial position, Statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 23 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document, tax legislation and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, remaining alert to new or unusual transactions which may not be in accordance with the governing documents and evaluating advice received from internal advisors.

The most significant laws and regulations that have an indirect impact on the financial statements are those in relation to the General Data Protection Regulations. We performed audit procedures to inquire of management whether the charitable company is in compliance with these law and regulations.

The audit engagement team identified the risk of management override of controls as the area where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RSM UK Audit LLP

NICHOLAS SLADDEN (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB

Date 12 June 2023

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2022

		Unrestricted funds 2022 Total £	Restricted funds 2022 Total £	Total funds 2022 Total £	Total funds 2021 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	10,614,545	185,072	10,799,617	10,811,446
Investment income		18,231	-	18,231	1,779
Total income		10,632,776	185,072	10,817,848	10,813,225
Expenditure on:					
Raising funds	4	2,522,442	-	2,522,442	2,480,044
Charitable activities	5	8,355,867	77,007	8,432,874	8,275,088
Total expenditure		10,878,309	77,007	10,955,316	10,755,132
Net losses on investments	11	-	-	-	-
Currency gain/(loss)		9,850	-	9,850	(744)
(Expenditure)/income		(235,683)	108,065	(127,618)	57,349
Fund balances brought forward at 1 October 2021		6,454,849	59,374	6,514,223	6,456,874
Fund balances carried forward at 30 September 2022	21	6,219,166	167,439	6,386,605	6,514,223

WCRF has no recognised gains or losses other than the net movement of funds in the year.

The notes on pages 30 of 43 form part of these financial statements.

Balance sheet
at 30 September 2022

		2022	2021
		£	£
Fixed assets:			
Tangible assets	10	424,730	493,471
Investments	11	-	-
Total fixed assets		<u>424,730</u>	<u>493,471</u>
Current assets:			
Debtors	12	1,065,111	2,159,087
Cash at bank and in hand		<u>10,216,774</u>	<u>7,996,390</u>
Total current assets		<u>11,281,885</u>	<u>10,155,477</u>
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(2,591,244)</u>	<u>(1,760,494)</u>
Net current assets		<u>8,690,641</u>	<u>8,394,983</u>
Total assets less current liabilities		<u>9,115,371</u>	<u>8,888,454</u>
Creditors: amounts falling due after one year	14	<u>(2,728,766)</u>	<u>(2,374,231)</u>
Total net assets at 30 September		<u><u>6,386,605</u></u>	<u><u>6,514,223</u></u>
The funds of the charity:			
Unrestricted funds		6,219,166	6,454,849
Restricted funds		<u>167,439</u>	<u>59,374</u>
Total funds		<u><u>6,386,605</u></u>	<u><u>6,514,223</u></u>

The financial statements on pages 27 to 43 were prepared in accordance with the special provision applicable to companies subject to the small companies' regime and under this exemption a strategic report is not required. These financial statements were approved by the board of trustees on 06 June 2023 and were signed on its behalf by:

DocuSigned by:

2B65F6F671BF419...
Alison Sinclair
Trustee

Statement of Cash Flows
For the year ended 30 September 2022

	2022 £	2021 £
Cash flows from operating activities:		
Net cash provided by operating activities	2,235,146	1,305,010
Cash flows from investing activities:		
Dividends and interest from investments	18,231	1,779
Proceeds from sale of equipment	400	-
Purchase of equipment	(33,393)	(45,081)
Net cash provided by (used in) investing activities	(14,762)	(43,302)
Change in cash and cash equivalents in the reporting period	2,220,384	1,261,708
Cash and cash equivalents at the beginning of the reporting period	7,996,390	6,734,682
Cash and cash equivalents at the end of the reporting period	10,216,774	7,996,390
Reconciliation of net expenditure to net cash flow from operating activities		
Net expenditure for the reporting period	(127,618)	57,349
Depreciation charges	101,509	92,360
Dividends and interest from investments	(18,231)	(1,779)
Loss on sale of fixed assets	225	-
Decrease/(increase) in debtors	1,093,976	(250,396)
Increase in creditors	1,185,285	1,407,476
Net cash provided by operating activities	2,235,146	1,305,010

Notes to the financial statements

World Cancer Research Fund ("WCRF") is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its deficit for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by COVID-19 in year 2021/2022. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2022/2023 financial year and budget planning for the year 2023/2024 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 3. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations made for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt is probable and the amount is measurable with sufficient reliability.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the claim is submitted.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accruals basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues & subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible Fixed Assets and Depreciation

Tangible fixed assets with a cost of more than £250 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £250 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over the life of the lease, which is ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand and deposits repayable on demand less overdrafts payable on demand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all of its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently WCRF UK has no liability to tax and no deferred tax.

2 Key judgements and estimations

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

Notes to the financial statements (*continued*)

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2022 Total £	2021 Total £
Donations	5,261,257	185,072	5,446,329	5,983,490
Legacy income	2,312,783	-	2,312,783	1,995,406
Committed giving	1,293,807	-	1,293,807	1,265,208
Gift Aid	877,422	-	877,422	858,279
Grants from affiliates	674,924	-	674,924	689,751
Grant revenue	182,577	-	182,577	18,563
Other income	11,775	-	11,775	749
	<u>10,614,545</u>	<u>185,072</u>	<u>10,799,617</u>	<u>10,811,446</u>

Restricted income in 2021 was £33,195.

4 Expenditure on raising funds

	Direct costs £	Support costs £	2022 Total £	2021 Total £
Fundraising activities	162,738	-	162,738	179,476
Direct mail fundraising	1,566,280	-	1,566,280	1,636,613
Human resources	-	557,589	557,589	46,278
Premises	-	129,385	129,385	111,018
Other	-	106,450	106,450	88,659
	<u>1,729,018</u>	<u>793,424</u>	<u>2,522,442</u>	<u>2,062,044</u>

Notes to the financial statements (*continued*)

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2022 Total £	2021 Total £
Research:				
Research grants*	1,977,475	-	1,977,475	2,639,610
Other direct costs	126,978	-	126,978	165,638
Human resources	-	859,616	859,616	867,997
Premises	-	199,469	199,469	207,555
Other	-	770,605	770,605	163,984
	<u>2,104,453</u>	<u>1,829,690</u>	<u>3,934,143</u>	<u>4,044,784</u>
Information & education:				
Programme grants to affiliates	442,540	-	442,540	373,713
Publications	2,022,395	-	2,022,395	2,058,413
Consulting fees	402,161	-	402,161	411,690
Other direct costs	345,933	-	345,933	406,308
Human resources	-	911,463	911,463	723,265
Premises	-	210,251	210,251	164,113
Other	-	163,988	163,988	92,802
	<u>3,213,029</u>	<u>1,285,702</u>	<u>4,498,731</u>	<u>4,230,304</u>
Total costs of charitable activities	<u>5,317,482</u>	<u>3,115,392</u>	<u>8,432,874</u>	<u>8,275,088</u>
*includes grant refunds				

Expenditure on charitable activities was £8,432,874 (2021: £8,275,088) of which £8,355,867 (2021: £8,137,205) was unrestricted and £77,007 (2021: £137,883) was restricted.

Notes to the financial statements (*continued*)

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2022 to institutions:

		£
Murdoch Childrens Research Institute	Body mass index in childhood and risk of pre-menopausal breast cancer	349,800
Northumbria University	The role of maternal folate in childhood leukemia initiation; understanding the molecular mechanisms	346,625
Queens University of Belfast	Periprostatic adipose tissue and advanced prostate cancer risk; a prospective study	346,394
Italian National Council of Research	Integrating tissue-based spatial information to elucidate how obesity-induced tumour metabolites drive prostate cancer progression	340,000
University of Aberdeen	The feasibility and acceptability of conducting a randomised controlled trial to improve body composition of gastrointestinal cancer survivors in India	59,994
IDISBA	Dietary and lifestyle patterns and the risk of breast cancer	15,000
IDISBA	Updating systematic literature review on diet and lifestyle patterns and breast cancer	11,787
IUNS	IUNS taskforce on nutrition and cancer	14,329
UICC	Partnership for Advocacy Support	37,278
IARC/WHO	Consortium Agreement for the Cancer Prevention Europe Project	13,077
NHS NIHR	NIHR Cancer and Nutrition Collaboration	74,500
	Total research grants	1,608,784
Imperial College	Continuous review	372,880
	Grant Refunds	(4,189)
	Total grants	1,977,475

Notes to the financial statements (*continued*)

6 Grants and grants payable (*continued*)

	2022 £	2021 £
Beginning grants payable	3,591,512	2,122,309
New grant funding	1,442,813	2,312,485
Grant adjustment	40,869	744
Grant payments	(986,212)	(844,026)
Ending grants payable	<u>4,088,982</u>	<u>3,591,512</u>
Due within one year (note 13)	1,360,216	1,217,281
Due after one year (note 14)	2,728,766	2,374,231

7 Support costs

	Fundraising	Information & education	Research	2022 £	2021 £
Human resources	557,589	911,463	859,616	2,328,668	2,055,540
Premises	129,385	210,251	199,469	539,105	482,686
Other	106,450	163,989	770,605	1,041,044	345,446
	<u>793,424</u>	<u>1,285,703</u>	<u>1,829,690</u>	<u>3,908,817</u>	<u>2,883,672</u>

Support costs are allocated based upon time spent on each function – fundraising, information & education and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs - audit fees of £28,000 (2021: £27,500) include fees in respect of WCRF (Trading) Ltd. of £3,000 (2021: £2,500) and board meeting expenses of £ 4,285 (2021: nil) are included in Other above.

Notes to the financial statements (*continued*)

8 Operating costs

	2022	2021
	£	£
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	101,509	92,360
Hire of plant and machinery	14,779	15,248
Hire of other assets - operating leases	313,000	313,000

	2022	2021
	£	£
<i>Auditor's remuneration:</i>		
Audit of these financial statements	27,500	25,000
Audit of financial statements of subsidiaries	3,000	2,000
	30,500	27,000

9 Human resources

	2022	2021
	£	£
Salaries	1,895,608	1,683,018
Social security costs	216,960	179,550
Pension costs- defined contribution scheme	86,860	74,844
Employee benefits	48,076	54,676
Recruitment	63,110	26,510
	2,310,614	2,018,598

Salaries includes £4,080 in termination payments (2021: nil).

The average number of persons employed during the year, analysed by category, was as follows:

	2022	2021
	Number	Number
Fundraising	12	13
Research	13	10
Education	13	12
Administration	10	10
	48	45

Notes to the financial statements (*continued*)

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2022	2021
£60,001 - £70,000	1	1
£70,001 - £80,000	4	3
£90,001 - £100,000	1	1

Direct financial assistance from the UK Government for the Coronavirus Job Retention Scheme program (CJRS) for 2022 was nil (2021: €592).

In respect to staff paid over £60,000, the pension contribution was £62,384 (2021: £23,881).

The key management personnel of the WCRF are the trustees, the President and the CEO.

The Trustees, whom are considered the key management personnel, received no remuneration (2021: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. One Trustee (2021: nil) received an out-of-pocket travel reimbursement of £2,506 (2021: nil) for expenses incurred directly. In 2022 and 2021 there were no related party transactions with the Board of Trustees and WCRF. The President was compensated by affiliate organisations.

10 Tangible fixed assets

	Leasehold improvements	Fixtures and fittings	Machinery and equipment	Total
	£	£	£	£
Cost				
At 1 October 2021	482,449	64,676	167,060	714,185
Additions	-	-	33,393	33,393
Disposals	-	-	(1,249)	(1,249)
At 30 September 2022	482,449	64,676	199,204	746,329
Depreciation				
At 1 October 2021	100,864	26,044	93,806	220,714
Charge for year	49,237	12,160	40,112	101,509
Disposals	-	-	(624)	(624)
At 30 September 2022	150,101	38,204	133,294	321,599
Net book value				
At 30 September 2021	318,586	38,632	73,255	430,473
At 30 September 2022	332,348	26,472	65,910	424,730

Notes to the financial statements (*continued*)

11 Investments

	2022 £	2021 £
Investment in subsidiary	<u>2</u>	<u>2</u>
	2	2
Movements during the year		
At 1 October	2	2
Additions	-	-
Disposals	-	-
Net losses on investments	<u>-</u>	<u>-</u>
	<u>2</u>	<u>2</u>

There were no investment charges for 2022 (2021: nil).

12 Debtors

	2022 £	2021 £
Accrued legacies	107,035	767,558
Amounts owed by affiliates	425,551	628,030
Prepayments	487,517	275,195
Amounts owed by group undertakings	6,659	6,752
Trade debtors	38,349	481,552
	<u>1,065,111</u>	<u>2,159,087</u>

13 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	461,761	198,165
Grant payable	1,360,216	1,217,281
Amounts owed to affiliates*	532,887	-
Other creditors	236,380	345,048
	<u>2,591,244</u>	<u>1,760,494</u>

*amounts owed to affiliates are interest free

Notes to the financial statements (*continued*)

14 Creditors: amounts falling due after one year

	2022	2021
	£	£
Grant payable	<u>2,728,766</u>	<u>2,374,231</u>

15 Guarantees and other financial commitments Operating lease commitments - land, building and equipment

	2022	2021
	£	£
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	468,000	468,000
-later than one year and not later than five years	2,113,800	2,067,000
-later than five years	<u>386,100</u>	<u>900,900</u>
Total	<u>2,967,900</u>	<u>3,435,900</u>

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £86,860 (2021: £74,844).

17 Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

Notes to the financial statements (*continued*)

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd., which is incorporated in the UK. WCRF (Trading) Ltd. ceased operations in 2015. WCRF (Trading) Ltd. carried on trading activities to raise net revenues which are contributed to the WCRF UK. The registered address is The Broadgate Tower, Third Floor, 20 Primrose Street, London, EC2A 2RS.

Summary balance sheet is as follows:

	2022	2021
	£	£
Cash	6,659	6,752
Due to WCRF:		
Beginning balance	(6,750)	(6,843)
Net value of transactions	93	93
Amounts owed by subsidiary	<u>(6,657)</u>	<u>(6,750)</u>
Total net assets	<u><u>2</u></u>	<u><u>2</u></u>

19 Affiliated Charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations - national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF UK); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WCRF NL); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications and best practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2022 and 2021 is as follows:

Notes to the financial statements (continued)

Description	2022				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 212,399	192,036	180,653	42,942	628,030
Net value of transactions	170,210	(724,923)	(180,653)	-	(735,366)
Amounts owed by affiliates	£ 382,609	(532,887)	-	42,942	(107,336)

Description	2021				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 143,290	627,503	157,212	42,942	970,947
Net value of transactions	69,109	(435,467)	23,441	-	(342,917)
Amounts owed by affiliates	£ 212,399	192,036	180,653	42,942	628,030

20 Analysis of Net Assets between Funds

	2022				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 424,730	-	8,523,202	(2,728,766)	6,219,166
Restricted funds	-	-	167,439	-	167,439
Total funds	£ 424,730	-	8,690,641	(2,728,766)	6,386,605

	2021				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 493,471	-	8,335,609	(2,374,231)	6,454,849
Restricted funds	-	-	59,374	-	59,374
Total funds	£ 493,471	-	8,394,983	(2,374,231)	6,514,223

Notes to the financial statements (*continued*)

21 Restricted Donations and Grants

Since financial year 2017/2018, WCRF has received grant payments with a restriction for a specific project. The restricted fund relates to the EC grant, a five-year, €10 million study ‘Confronting Obesity: Co-Creating policies with youth’ – CO-CREATE – focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process. In financial year 2021-2022, an additional grant of £96,577 was received. A portion of that grant was spent (£69,507) and released from restriction. At the end of financial year 2021/2022, the unspent balance of that grant was £78,944.

Donations from fifteen Trusts and Foundations were received in financial year 2021/2022 (£88,495) to be used for health information outreach projects in future years. In financial year 2021/2022, £7,500 from prior year restricted donations.

As of financial year 2021/22, the restricted fund balance is £167,439 (2021: £59,374).

	Balance at 1 Oct 2021	Income	Expenditure	Balance at 30 Sep 2021
Restricted funds				
EC Co-Create Grant	£ 51,874	96,577	(69,507)	78,944
Trusts/Foundations	7,500	88,495	(7,500)	88,495
	<u>£ 59,374</u>	<u>185,072</u>	<u>(77,007)</u>	<u>167,439</u>

Accounts

World Cancer Research Fund
Trustees' report, strategic report and
financial statements

Registered Charity No: 1000739
Registered Company No: 2536180
30 September 2021

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO: 1000739

COMPANY NO: 2536180

REGISTERED OFFICE 140 Pentonville Road
London
N1 9FW

TRUSTEES Ms. A Sinclair (chairman)
Mr J Bunn
Prof A Cooper
Ms A Hunter
Ms S Pepper
Mr R Power
Mr F. Hill (as of 11 May 22)

PRESIDENT Ms Marilyn Gentry

CHIEF EXECUTIVE OFFICER Ms Rachael Hutson Gormley

CHIEF FINANCIAL OFFICER Mr. Kelly Browning (retired 28 Feb 2021) no successor

SECRETARY Reed Smith Corporate Services Limited

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Report of the Trustees *for the year ended 30 September 2021*

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2021. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity. This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

Who We Are

Our vision is to live in a world where no one develops a preventable cancer.

Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk and improve outcomes of cancer survivors.

The cornerstone of our research programme is the Continuous Update Project, which informs our work. It is the world's largest source of scientific research on cancer prevention and survival through diet, weight and physical activity.

We translate this science into accurate, accessible, understandable information so that you can have the best available cancer prevention advice at your fingertips in our Recommendations for Cancer Prevention.

By funding research and delivering health information programmes – such as Eat well during cancer for cancer survivors, and Eat Move Learn for children and families – we empower people to make healthier lifestyle choices.

Public Benefit

It is estimated that one in two people in the UK will develop cancer in their lifetime but around 40 per cent of cancers in the UK could be prevented – that's nearly 147,000 cases every year. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk.

We think it is vital that all research on cancer prevention is pieced together to give a clear picture on what people can do to help prevent cancer. We are proud to achieve this and provide clear, consistent, science-based messages about what people can do to reduce their cancer risk.

We confirm that we have complied with public benefit guidance from the Charity Commission (in England and Wales). In particular, the Trustees consider how planned activities will contribute to the aims and objectives set, and the effect that these will have on our beneficiaries.

The World Cancer Research Fund Network

Worldwide the burden of cancer continues to increase and it won't be dealt with by treatment alone. As a cancer prevention charity, we know only too well that effective cancer prevention measures are critical to dealing with the cancer crisis.

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over almost 40 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Our message was echoed in February 2014 when the World Health Organisation came out strongly in support of urgent implementation of effective prevention strategies to curb the disease.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

We believe that it is possible to reverse the cancer burden but it will take all of us – governments, health professionals and individuals - pulling together to make this happen.

Together we can prevent cancer.

Charitable Information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990 (the charity was registered by the Charity Commission on 30 October 1990). It is governed by up to 10 Trustees in accordance with the Articles of Association.

Governance Information

The Trustees are responsible for the overall strategic direction and management of the organisation. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity. The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Marilyn Gentry – President, World Cancer Research Fund Network
- Rachael Hutson Gormley - Chief Executive Officer (CEO), World Cancer Research Fund (WCRF)
- Kelly Browning - Chief Financial Officer (CFO), World Cancer Research Fund (WCRF) (retired 28 Feb 2021) no successor

Periodically, new Trustees are recruited to ensure the charity has access to a comprehensive range of skills and on the basis of the specific needs of WCRF. New Trustees are invited to attend a board meeting prior to their appointment. New Trustees receive key documents relating to the charity and a complete induction programme. Training needs of the Trustee Board are assessed and met as necessary on an ongoing basis.

Senior Staff Structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has three key divisions: Communications and Health Information; Fundraising; and Finance & Operations and each have a Director, who reports to the Chief Executive Officer and manages each team's staff and activities.

WCRF's staff works closely with colleagues in WCRF International and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Science and Research programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Human Resources, IT and general operational logistics.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XperthR salary surveys to ensure competitiveness in the marketplace.

Here is an overview of our main achievements for the year October 2020 to September 2021:

Science and Research Programmes

Since inception, the WCRF Network has invested £130 million in research worldwide. As cancer is a complex disease, we need to look at all the different areas of research so that we can understand the bigger picture. To do this, every year we invest in a variety of research projects. Some are the more traditional laboratory based projects, while others, such as the Continuous Update Project (CUP), analyse research findings from around the world and translate that information into usable advice for the scientific community and our cancer Prevention Recommendations for the general public.

Our wider Science and Research programmes are delivered by World Cancer Research Fund International for the benefit of all WCRF Network members.

Research Interpretation and the Continuous Update Project (CUP)

Three key goals for the year for our flagship global research programme and our associated performance in relation to them:

1. To evidence reviews on breast cancer survivors

To complete a series of systematic literature reviews evaluating the impact of nutrition, diet and physical activity on physical health and quality of life after a diagnosis of breast cancer. The inclusion of quality of life represents a notable development for the CUP. This work included completing the reviews and finalising agreement of evidence conclusions and recommendations with the CUP Panel.

Achievements - The reviews were completed, evidenced by the production of 'Systematic Literature Review' documents with findings, conclusions and recommendations and agreed by our Expert Panel. This included three reviews that examined the impact of body fatness, dietary risk factors and physical activity risk factors on mortality and morbidity outcomes, and one review on the impact of physical activity on quality of life. The Panel deemed that there was sufficient evidence for a strong evidence conclusion (i.e. probable) for greater body fatness being strongly associated with higher all-cause mortality, breast cancer mortality and second primary breast cancer occurrence in breast cancer survivors. There was also evidence to support limited suggestive conclusions for certain dietary and physical activity risk factors.

2. CUP transition and new strategy - The 18 month transition to a new and updated version of the CUP research programme began in 2019 and comprised a comprehensive review of all aspects of the CUP, guided by experts working in eight subject-specific workstreams. This aimed to place the CUP in the best position to be able to address the next generation of enquiry in reducing cancer risk and improving outcomes after a cancer diagnosis. More specific goals included completing the CUP transition meetings and for the CUP Secretariat to use the new outputs as a way to develop a new CUP strategy.

Achievements - The CUP Transition Panel meetings, and production of final outputs, were completed, as indicated by the production of recommendations from each workstream for the new CUP programme of work, supporting evidence documents, and development of the new CUP strategy. Panel members, supported by the Secretariat, led eight subject-specific workstreams. The results of these were synthesised and organised by the Secretariat to provide a strategy for the next phase of the CUP over the next five years.

3. Agreement of collaborative projects for the new CUP - The CUP Secretariat aimed to develop a series of new collaborations to facilitate the new programme of work and development of novel work areas. The collaborations were across:

- Lifecourse* - aiming to examine the impact of risk factors in early life on later cancer risk.
- Dietary and lifestyle patterns* - two collaborations aiming to examine how specific patterns influence breast and colorectal cancer risk; the combined effects of the whole diet and lifestyle are believed to be more important than individual risk factors.
- Mechanisms* - aiming to look in detail at the biological processes underpinning the relationships between nutrition, physical activity and cancer risk.
- Automation* - aiming to develop methods to automate how the CUP reviews are carried out; increasing efficiency and enhancing user-experience.

Achievements - Five collaborations were recommended by the Panel, with researchers from Wageningen University, Health Research Institute of the Balearic Islands, Harvard University, IARC, University of

Bristol, and Imperial College London. Project outlines were agreed with the identified collaborative groups and completed proposals received.

Some wider impactful figures from our Research Interpretation work:

- 38 external experts contributed to the transition phase of the CUP
- 331 scientific publications were included in the breast cancer survivor reviews
- 286,000 people accessing our cancer statistics section on our website

Other notable successes or deliverables from the year:

- Five academic manuscripts from the breast cancer survivors evidence reviews submitted for publication in high impact journals.
- Developed a new CUP oversight structure (comprising an Expert Panel and four Expert Committees).
- Completed a review and update of the cancer statistics on the international and UK websites – it being essential that these remain up to date since they are frequently cited in the media.
- Developed an ongoing collaboration with University College Dublin whereby the Research Interpretation team annually host a student on a ten month placement. A first placement was successfully completed with the student contributing to the development of our obesity mapping reviews.
- Piloted the AMRC as a new model for disseminating academic outputs from the CUP, allowing for more efficient and accurate tracking of citations.
- Involvement with a new screener tool developed by Dr Dora Romaguera to evaluate the degree of adherence to current nutritional guidelines for cancer prevention.
- Completed a new Science strategy that integrates the CUP strategy with the wider work of the Research Interpretation Team, focusing on innovation and translating science into policy.

Key partnerships

The ongoing collaboration with Imperial College London continues. This includes ten researchers and a database manager, along with other advisors, contributing to the CUP Review Team. In addition, a number of new collaborations have been established as part of the new CUP programme of work, awarded by the WCRF Network. These are:

- Erasmus University Rotterdam and Professor Ellen Kampman (Wageningen University) on Lifecourse; Oct 2021- Sept 2024
(2021/2022 - colorectal cancer, 2022/2023 - breast cancer, 2023/2024 - prostate cancer)
- Dr Dora Romaguera (Health Research Institute of the Balearic Islands) on Dietary and lifestyle patterns (cancer incidence work) ; dietary and lifestyle patterns and breast cancer; April 2021- Dec 2021
- Professor Ed Giovannucci (Harvard University); Dietary and lifestyle factors and colorectal cancer; Oct 2021- Sept 2022
- Dr Marc Gunter, IARC on Cancer mechanisms; Dec 2021-Dec 2024
- Dr Pau Erola, Professor Tom Gaunt, Professor Richard Martin (University of Bristol) and CUP Team (Imperial College London) on Automation of CUP reviews; Oct 2021-Sept 2024

Looking ahead

- A new strategy is being developed with WCRF's Communications & Engagement team for wider dissemination of CUP outputs, with wider network input.
- A number of other academic manuscripts from the CUP transition work are being developed - for example, concept papers on the planned lifecourse and mechanisms work.
- The new CUP Panel and Expert Committees are currently being established - with the first Panel meeting provisionally planned for June 2022.
- Planned announcement of the new CUP work at the World Cancer Congress in 2022.

Research Funding Programmes

When the WCRF Network began funding research in 1983, the idea that the risk of developing cancer could be linked to diet was largely dismissed.

Almost 40 years on, our message is now widely accepted around the world. The priority for our research has shifted to identifying gaps in our knowledge and taking advantage of new processes and technologies. New research is continually needed to ensure that we can continue to give people the most accurate and up to date advice possible.

Regular Grant Programme (RGP) 2020/2021

Our Regular Grant Programme, managed by WCRF International, provides funding of up to £350,000 per project,

enabling us to invest in varied projects worldwide these can be Investigator Initiated Grants or Seed Grants.

Investigator Initiated Grants are for researchers working on our research areas and themes. The aim of this grant funding scheme is to support innovative and original research into the link of diet, nutrition and physical activity in either Cancer Prevention or Cancer Survivors.

Seed Grants are intended as start-up funds for preliminary research to allow the development of innovative ideas, new methodologies and new research tools relevant to our Research Themes. This will allow researchers to collect preliminary data or test study parameters to take them to a stage where an application for an Investigator Initiated Grants would be appropriate.

With the Covid-19 pandemic causing disruption to funding to many UK research charities, many grant programmes were suspended for 2020/2021, however after careful consideration, we decided to open the RGP 2020/2021 call so that we could continue funding vital cancer prevention and survival research. We hoped that with many other organisations suspending their grant programmes, our programme will be able to attract even more interesting and innovative projects than usual and we were correct as we received a record 218 grant applications.

Overall, the WCRF Network funded 19 grants to the value of £4.4 in September 2021. From October 2020 to September 2021 the Network had 53 active or live grants, supporting 47 researchers and organisations (but each of them with more teams involved).

As part of the 2020–21 WCRF International grant programme, we partnered with Cancer Australia to co-fund cancer prevention research in Australia. This opportunity to be funded was available to applicants based in Australia who are investigating the role of diet, nutrition (including body composition) and physical activity in primary cancer prevention. Three grants of the current cycle have been co-funded with Cancer Australia and the partnership has been renewed for the 2021-2022 Regular Grant Programme Call.

Within the fundable applications there was a good split between our different research areas and themes. We had 8 studies on cancer prevention and 11 on cancer survivors. Of the 19 grants that were fundable, 6 projects focused on understanding the mechanisms that link diet, physical activity and body weight with cancer, 5 on host factors and genetic susceptibility and 8 on evidence for impact on cancers survivors.

Newly funded studies

In September 2021, WCRF funded 7 new innovative research projects this year that will contribute to filling gaps in our scientific knowledge about cancer. These are:

- **Dr Linda Denehy, University of Melbourne, Australia:** Rehabilitation after bone marrow transplant to improve patient outcomes (The REBOOT study)
- **Dr Tilman Kühn, Queen's University, Belfast, Northern Ireland:** Polyphenols and health outcomes among breast cancer survivors: A prospective biomarker study
- **Dr Robert MacInnis, Cancer Council Victoria, Australia:** Population-level relevance of preventable risk factors on the burden of cancer
- **Dr James Thorne, University of Leeds, UK:** Developing a mechanistic understanding of how nutrient-metabolic gene pathways predict and modify responses to chemotherapy in breast cancer
- **Dr Mitch Duncan, Newcastle University, Australia:** MULTI-HEALTH: Co-creating a technology based multiple behaviour intervention for cancer survivors at increased risk of CVD **SEED**
- **Dr Timo Bund, German Cancer Research Center, Germany:** Understanding the Role of Bovine Meat and Milk Factors (BMMF) in Chronic Inflammation and Colorectal Cancer **SEED**
- **Prof Dr Michael Leitzmann, University of Regensburg, Germany:** The combined impact of physical activity, sedentary behaviour, and cardiometabolic comorbidities on cancer risk and survival among cancer survivors (PaCoCanS)

More details about these projects will be available on our website <https://www.wcrf.org/int/research-we-fund/what-we-re-funding>

Key goals for FY2020/21

- 1. To successfully run the 2021 Research Grants Programme** - dealing with applicant queries, working with the Grants Panel and ensuring the assessment process is done following AMRC peer reviewer policies - as well as planning the RGP 2022 Call for Grants, updating the programme and application forms and developing relevant documentation for our partnership with Cancer Australia

Achievements:

- *Receive quality applications from a variety of organisations, countries and research teams within our remit:* We received a record 218 grant applications in the current cycle. This was due partly to the fact that we were one of the few funders to proceed with our scheduled grant call in the face of the pandemic and also to our new partnership with Cancer Australia (which doubled the number of Australian applications). We promoted the call to a group of research new organisations in the Netherlands
- *Undertake an AMRC peer review audit:* the AMRC Panel comments were very positive, saying that we provided 'a thorough response from an organisation with exemplary processes' and a 'Very clear role for patients at all stages of the peer review process'. In addition, and due to the good practice demonstrated by your organisation, we were asked to be connected with other member organisations to provide peer-to-peer support and practical advice on best practice in peer review.
- *Update the WCRF International grant programme RGP 2022 call:* based on the discussions with the Panel to narrow the remit and receive a reduce number of applications and projects we reviewed the remit and the schemes, receiving less applications (124), reducing mainly the number of PFGs compare with SGs last year and being more focus on our area of interest.
- *Key statistics*
 - Between 1 October 2020 and 30 September 2021, we dealt with 1540 enquiries from applicants, grant holders and reviewers.
 - We approached more than 520 scientists and clinicians to review the applications and received 165 reviews.
 - The Panel submitted more than 500 reviews for the 51 applications shortlisted.

- 2. To manage the portfolio of active grants** - in particular through enhanced interactions with grant holders. This also included: reviewing progress reports and monitoring the projects; dealing with requests from the grant holders; working with other teams to promote the funded research; providing opportunities for WCRF staff to understand better the research we fund, plus additional monitoring of the grants funded due to Covid19 pandemic.

Achievements:

- We organised two virtual liaison visits with our grant holders, one in June with researchers based at Maastricht University and one in September with three of the research teams based at Bristol University. These visits have been highly successful and provide an opportunity for staff from WCRF UK and WKOF to participate and get to know our scientists better.
- We worked with the Communications & Engagement team to promote the outcomes of our research. This included: sharing and promoting 24 publications from our grants on social media; press releasing Emma Vincent's publication on obesity and colorectal cancer in December 2020 and Kostas Tsilidis' publication on alcohol and coffee on liver cancer in August 2021.

Research during COVID-19

We always have a strong relationship with our grantholders with regular monitoring and evaluation but with the global COVID-19 pandemic continuing to disrupt many research projects, we monitored the progress of our grants more closely, offering support wherever we could. Luckily all of our ongoing grants were able to continue but the extra monitoring during the pandemic has given us the opportunity to forge even stronger ties with our grantholders, which we look forward to continuing in the future.

Sharing scientific research

We regularly attend scientific conferences and events to share our information and knowledge about research into the role of diet, nutrition and physical activity in relation to cancer prevention and survival and promote our work.

While most conferences over the past year have been converted to a virtual format, we have remained involved in conference related work. This has enabled us to showcase our work globally and keep up to date with the latest developments in the field. Conferences we were involved in last year included: European and International Congress on Obesity (ECO), and National Cancer Research Institute Conference (NCRI). Our involvement at conferences ranges from giving poster and oral presentations to invited talks to attending as delegates.

Stress and cancer

There has been much speculation over the years that stress can cause cancer, we've seen this in the media and also in our supporter surveys so to investigate this further, in October 2020, we commissioned the University of Sheffield to conduct a rapid systematic review of the association between stress and cancer (including a focus on diet, nutrition and physical activity) to explore in more detail the evidence base in this area. 79 published reviews were identified; there were some significant limitations to the studies e.g. 'stress' was defined differently in different studies, and outcome measures (including biomarkers) varied between studies.

Nevertheless, although the evidence that stress can directly influence cancer incidence, or progression, recurrence or survival was inconsistent, it did show that stress can affect health related behaviours including diet and physical activity, which themselves are linked to cancer and can affect biological markers of stress that might influence mechanisms related to cancer.

The next stage for this project is to look into whether or not it would be beneficial to do a more in depth review in the future. The biggest obstacle to this being the inconsistent definition of "stress". In the meantime a plan for how to use the information we have is in development.

Encouraging the next generation of new scientists

The WCRF International Academy was set up in 2009 to help develop future leaders in the field of nutritional epidemiology and cancer prevention. We now have a global alumni of 41 Fellows based in 22 countries around the world. They range from PhD students and associate professors to scientific and policy advisers.

Our goal for FY2020/2021 was to support our Academy programme and increase capacity building - engaging with the Fellows on social media and through the newsletter and working with International Collaboration on Nutrition in relation to Cancer (ICONIC) on the development of a grant writing course for LMIC researchers

We developed capacity building through discussions with the ICONIC and contributed to their grant course efforts in Africa. And as part of our Academy activities and our involvement in ICONIC, we worked with Professors Ellen Kampman and Cora Busstra at Wageningen University in the Netherlands to develop an online distance learning course to help with successful grant proposal writing in low-and middle-income countries (LMICs).

The course was a success, and the group of African researchers will now further develop online training for African participants. Our contribution was mainly through providing relevant resources from the CUP for the online course. In time we hope this will help increase the quality of applications from LMIC to our grant programme and help enable a more global portfolio of research.

Advocates

With almost 40 years in the cancer prevention arena, it's not surprising that we have a strong network of supporters and advocates within the scientific community. Here are some highlights of activities by our supporters conducted on our behalf:

- One of our grant holders Dr Jennifer Baker presented her WCRF funded research at the ECO conference and subsequently wrote a blog on '*Does a higher body mass index in childhood protect women against breast cancer in later life?*'
- The team of researchers at Maastricht University lead by Prof Matty Weijenberg and Dr Martijn Bours published 7 papers this year on the effect of diet and sedentary behaviour on colorectal cancer survivors. Dr Bours wrote a blog for our website on '*What food should colorectal cancer survivors eat?*'
- We worked with Prof Ed Giovannucci of Harvard University to support the publication process of his work about UK cancer estimates on the AMRC Open Research Platform. This was used as part of the Cancer Prevention Awareness Week campaign in March 2021.
- From our Academy programme, our WCRF Fellow Stella Breininger was awarded the 'Deans Award for Postdoctoral Researchers for Citizenship 2020' for her mentoring of medical students.

Looking ahead

- From October 2021, we are currently managing a portfolio of 68 projects, the highest number of active grants since the programme started.
- Upcoming conferences where we have planned participation: AICR Conference, World Cancer Leaders Summit (WCLS) and Hellenic Dietetic Conference

Policy & Public Affairs

Over the last year we have developed a new Policy and Public Affairs Strategy which outlines our priorities over the coming years. This was developed in consultation across the WCRF network, our Policy Advisory Group and the Science department. Our three most important goals were:

1. **To maintain our strong relationship with the World Health Organization through our Official Relations Status** - to influence the development and implementation of nutrition and physical activity policy.

Achievements:

This included consultations on obesity targets and recommendations, a new global action plan on alcohol policy and reviewing the global status report on physical activity. We attended the 74th World Health Assembly (WHA74) and contributed statements on a range of issues, including social determinants of health, the COVID-19 response and WHO reform. We also delivered on our activity plan for WHO official relations and met all targets in terms of feeding in technical input into WHO

2. **To deliver our work in the CO-CREATE project**

Achievements:

- We delivered our contracted deliverables within the project. We now have a dataset of 319 policies for 19 countries in the NOURISHING database and 480 policies for 15 countries for the MOVING database.
- We developed benchmarking tools to assess the design and strength of policies which promote either healthy diets or physical activity.
- We celebrated the first birthday of the MOVING physical activity database with a weeklong programme of social media activity, sharing facts and stats about the databases..

3. **To support the policy activities of the WCRF network of charities** - to provide information, support and expertise with domestic policy priorities.

Achievements:

- The network convenes on a quarterly basis to share updates and information and discuss collective priorities. We worked on several UK government consultations on labelling and marketing; and collaborated with AICR on a WHO consultation on alcohol. We also developed a target to increase our communications output and impact in a monthly blog, vlog and newsletter.
- In the UK we supported the welcoming of the new National Food Strategy and a call for better alcohol labelling, and participated in working groups on child trade and health. For the US we provided technical support on front of pack labelling and alcohol labelling to inform influencing activities. And for the Netherlands we shared information about food policy environment evaluation and updates about additions from the Netherlands to the NOURISHING and MOVING databases.

Other notable successes and deliverables:

We were delighted to take part in a side event at the UN Food System Pre-Summit in July, ahead of the UN Food System Summit in September. We shared perspectives on the need to design and implement junk food marketing restrictions and the importance of involving youth in creating healthier food environments.

For the Summit itself in September, we raised the importance of diet and health within the food system and co-authored a piece with our Policy Advisory Members on [Medium](#). We then followed up with an opinion piece on [Devex](#) on how commitments generated through the summit can be delivered through good governance mechanisms.

We considerably increased the delivery of our Policy communications outputs with a newsletter, video round up of our activities and blog each month, plus social media activity.

We presented our work at several conferences during the year, such as the European Public Health Congress and the International Society for Physical Activity.

Looking ahead

We have launched a new term (until 2024) of our Policy Advisory Group. The Group brings together leading civil society representatives, policy makers and academics with expertise and knowledge on NCD prevention policies in diet, nutrition and physical activity to provide strategic and technical advice on our evidence-for-policy and influencing work.

We have developed a new workplan of activities to mobilise the expertise and advice of our Policy Advisory Group on a range of projects such as engagement in high-level events like the UN Food Systems Summit and the development of publications.

We are in the process of renewing our WHO Official Relations status which gives us privileged access to WHO officials and governance proceedings. In the next phase of our activity plan, we will be strengthening our engagement with WHO's physical activity and NCD departments and contributing technical input from the CUP and our survivorship work.

Communicating healthy lifestyle messages

All our communications, health education programmes and campaigns aim to enable better understanding and to encourage behaviour change to reduce the occurrence of preventable cancers. We do this by offering high-quality evidence-based information and health tools to empower people to make healthy lifestyle choices.

Our team of nutrition experts has continued to support cross-charity projects, ensuring all our content is up-to-date and in line with our cancer prevention recommendations.

Our projects cover the areas of cancer prevention, ensuring that as many people as possible not only know that 40% of cancers can be prevented but know what they can do to reduce their risk and also cancer survival, providing support, advice and guidance on diet and exercise to people who are living with and beyond cancer. We connect with the public directly and also with health professionals so that they can give the most up to date information to their patients.

Cancer Survivors - Three key goals for the year:

1. **To increase our overall reach and engagement**
2. **To grow our Survivorship area and deliver agreed, funded projects**
3. **To develop diverse and inclusive projects, updates, initiatives and resources specifically for people living with and beyond cancer**

Cooking sessions for cancer survivors

During the beginning of the pandemic we worked closely with a not-for-profit cookery school partner, Like Kitchen, and our oncology specialist dietitian consultant, successfully converting in-person cooking classes into virtual cook-along sessions - in line with Covid19 precautions. In March 2021, we also began delivering classes in North-East England and East England, as well as classes specifically for anyone living with breast cancer. By August 2021 we had received more funding to deliver classes for people living with cancer in any location. In total, 134 people affected by cancer successfully attended a cook-along class, with 100% of attendees receiving WCRF resource packs and food vouchers to cover costs.

Feedback included:

- *"It was obvious a lot of planning had gone into creating this event. I felt very fortunate to have the chance to attend. Good to do it in your own kitchen where you know your equipment and can repeat it easily."*
- *"Was thought provoking re: ingredients and their physical and mental effects. Very friendly, professional and well planned. Thank you so much."*
- *"It was a good opportunity to speak with a wide range of people in the current situation. I miss going to support groups."*
- *"Really enjoyed it, and tried different food combinations and ingredients that I would not have used as I didn't know about it."*

Overall we engaged with nearly 160 people living with and beyond cancer over four months of delivering this support, and received some great feedback. Following the session: 67% of attendees felt much more confident about eating well during and after cancer, and 100% of attendees found the sessions useful.

Patient support groups

We continued to deliver and expand our monthly survivorship patient support group sessions with our oncology specialist dietitian consultant and cancer survivorship ambassador, Adele Hug. These sessions explore different areas around cancer survivorship and promote the most recent WCRF survivorship research and findings. The aim of this initiative is to provide increased access to first-hand, reliable clinical support and to improve quality of life for anyone who has received a cancer diagnosis. In May 2021 we were awarded funding to continue delivery of this support.

Health Professionals

Over the year, we had 571 enrolments onto our Cancer Prevention e-learning course and delivered three half-day virtual cancer prevention workshops for health professionals: two in the Northwest plus an open access one, providing valuable cancer prevention training for 57 registered health professionals.

After attending the North West workshop, 100% of the participants were correctly able to identify the risk factors for cancer, and all stated they were likely to use WCRF resources with their patients. 95% of attendees from the open access workshop felt more confident in giving advice about cancer prevention to patients and clients.

We worked with multiple consultants to create and deliver three new in-house cancer survivorship webinars for health professionals, and with MyNutriWeb to develop a number of other webinars to market to their audiences. The webinars were as follows:

- **Vegan diets and cancer - with Adele Hug:** Out of 42 attendees, 84% of attendees found this webinar either extremely useful or useful, 84% learned something that can be applied to their usual working practices, and 100% said they would recommend this webinar and were interested in attending future webinars.
- **Inequalities in breast cancer care - with Toral Shah:** out of 40 attendees, 94% said they would be interested in attending future webinars.
- **Alcohol and cancer - with Adele Hug:** out of 32 attendees, 92% had learned something that could be applied to their usual way of working.
- **Reducing breast cancer and addressing inequalities - with MyNutriWeb:** with 580 attendees, 33% of which were confident about the evidence-base for the lifestyle-related risk factors for breast cancer, rising to 92% after the webinar.
- **Red and processed meat and bowel cancer – with MyNutriWeb:** 780 health professionals in attendance; 57% of these were nutritionists and dietitians. After the webinar, 92% of attendees felt very aware of the evidence base for red and processed meat and bowel cancer. 99% felt better informed. 96% rated the webinar as good or excellent.

In June 2021, WCRF was invited to sit on MyNutriWeb's Advisory Board to help set the future direction of cancer related webinars.

We had a virtual stand at the Nurses in Practice Conference, and a total of 154 nurses visited the stand and 196 nurses watched our 20-minute webinar on our cancer prevention recommendations. We also test-mailed our *Informed* health professionals newsletter with GPs across the UK and 30 new GPs were recruited as a result.

During the year we sent out 12 e-newsletters to health professionals, and a further 118 health professionals subscribed to our Health Professional Membership Package, bringing the total subscribed to 3,800. We sent out 1,918 patient friendly publications to new members of our health professional package, along with a further 821 free copies of our *10 Ways To Protect Yourself Against Cancer* booklet. More than 500 copies of our new *Flavour and Nutrition* cookbook were also ordered by health professionals, mostly going to cancer centres.

Looking ahead

WCRF has been working with the oncology dietician team at Guy's and St Thomas' NHS Trust to create a telephone helpline support service, that allows their cancer patients to access tailored nutritional advice throughout their treatment and beyond. The goal is to minimise waiting times for patients and provide more access to specialist support. We plan to launch the Cancer & Nutrition Helpline in Spring 2022.

We also plan to further develop our patient support work, increasing diversity through inclusion of marginalised communities. Funding has been awarded that will contribute towards making these sessions more inclusive and incorporating diverse healthy recipes.

Publications & Resources - Three key goals for the year:

1. **To measure the impact of our health information (digital and printed)** - in particular, to collect qualitative information as to whether the reader of our health guides, cookbooks etc. has made any changes

to their diet and lifestyle. The key aim is to see if our resources have helped people change their behaviour positively.

Achievements: We started to collect some data as part of a value exchange programme using our Men's Health Guide. We sent a survey to those who requested the guide to see if they had changed their behaviour. From those who responded, 38% said they had made changes to their diet and lifestyle, with 10% saying they would. Some of the changes people made included eating better, cutting down on processed meat, losing weight and getting more active.

2. **To increase the reach of our work** – by targeting hard to reach groups within local communities who may be at a higher risk of developing cancer (by having low levels of physical activity, a poor diet, and /or living with overweight or obesity), and looking at the translation of our resources for those whom English isn't their first language.

Achievements: Our plan was to target two community groups with our resources, but due to Covid-19 this did not materialise. The translation piece was also put on hold, but this will be rolled out in 2022.

3. **To create more diversity in our health resources** - by having more diversity in our imagery and our approach to language.

Achievements: We started to factor this into our resources and programmes by the choice of imagery used and our language, but there is much more to do.

Last year we produced six new printed publications: *Healthy Living After Cancer*, *Living An Active Life*, an update of *10 Ways To Protect Yourself Against Cancer*, *Family Flavours* cookbook, *Healthier Slow Cooking* recipe book and *Flavour and Nutrition* recipe book (developed in collaboration with not-for-profit, Life Kitchen).

Healthy Living After Cancer was featured on BBC Radio Bradford, and in a War on Cancer webinar, and in total we sent out 1,300 copies with 520 downloads. 1,800 copies of our *Living An Active Life* guide were sent out, with 853 being downloaded. Our *Flavour & Nutrition* recipe book was sent out to 2,391 households and had over 500 downloads, with more than 500 additional requests from health professionals. Lastly, we had 4,381 requests for our *Family Flavours* cookbook including 6,275 unique visits to the cookbook's web page.

We launched our new online resource hub, Eat Move Learn, to help educate children about healthy eating and being active in a fun way, in the Autumn of 2020. During the year it had 330,627 unique page views, and of those who provided feedback, 68% said they had learnt something new.

Partnerships and Collaborations

We collaborate closely with a variety of diverse organisations and alliances to deliver the latest research and advice on cancer prevention. There are two million people currently living with cancer in the UK, a figure predicted to double over the next decade, but it doesn't have to be this way. Our collaborations, partnerships and memberships help us get that message to even more people. Here are some of the groups we work with:

- **Alcohol Health Alliance**
We are a member of the Alcohol Health Alliance, a coalition of 50 non-governmental organisations that work together to highlight rising levels of alcohol-related health risks, and promote evidence-based policies to reduce the harm caused by alcohol, including developing certain types of cancer.
- **Association of Medical Research Charities**
We are a member of Association of Medical Research Charities (AMRC), which supports health and medical charities in the UK to deliver high-quality research, and champions impact for patients and public benefit through influencing policy and research.
- **British Dietetic Association**
Our Eat Well During Cancer booklet is endorsed by the British Dietetic Association (BDA), with their Specialist Oncology group supporting us with their expertise around diet during cancer treatment.
- **Obesity Health Alliance**
We are a member of the Obesity Health Alliance, which we support to help prevent obesity-related health conditions. We share our insights and expertise with its members and support the Alliance's campaigns to help influence government on vital policies needed to curb the obesity crisis.
- **National Institute for Health Research**
We are founding members of the National Institute for Health Research (NIHR) Cancer and Nutrition Collaboration. The scope of the Collaboration's work includes all stages of cancer, from prevention through to treatment, living with cancer and palliative and end of life care. In April 2021, we solidified our relationship by agreeing to fund the Collaboration for two years, more information below.

- ***Sustain***

We are a member of the food and farming alliance, Sustain, which aims to enhance the health and welfare of people and animals, improve the working and living environment for everyone, enrich society and culture and promote equity.

- ***Union for International Cancer Control***

We are members of the Union for International Cancer Control (UICC), regularly attending and participating in its World Cancer Congress and World Cancer Leaders' Summit to share the very latest on our cancer prevention research and policy activities. Every year, on 4 February, we also provide a tailored social media campaign to support UICC's World Cancer Day, a singular initiative under which the entire world can unite against cancer.

Key partnerships

Cook School and the Junior Cooks Club

In late 2020, we began a new partnership with Cook School, a charity that goes into schools to deliver in-person cooking lessons to school children - and which since Covid-19 has been developing online versions of their educational content. This joint programme is branded Junior Cooks Club, and together we have been developing new content so as to be able to deliver four online video cooking lessons for school children. Each lesson will be supported by teacher notes and a resource pack that each child will take home with them to help encourage healthy eating and cooking habits at home.

Having secured a final tranche of funding in August 2021, we will be launching a pilot programme of the Junior Cooks Club in February 2022. This will be delivered in the Brent area of London. The location was chosen as it has a high rate of child obesity and a high number of people living in poverty. As part of the pilot, we will be aiming to reach 1,000 children. The aims of the programme are to increase food and vegetable intake, increase awareness and education about food and nutrition, and for each child to gain greater cooking confidence and skills. The results of the pilot will be analysed early Summer 2022.

NIHR Cancer and Nutrition Collaboration

In April 2021 we entered into discussions with the NIHR Cancer and Nutrition Collaboration to form a strategic partnership, focused on delivering consistent, credible information and training about the links between cancer and diet to a greater number of people. The partnership will build on the strengths of both organisations and will see WCRF initially providing the NIHR Cancer and Nutrition Collaboration with funding for two years. By joining forces, the two organisations can better support the expansion of ongoing programmes of research into cancer and nutrition, as well as ensure targeted health messages and training reach those who need it the most – including those in specialist oncology care, nutritionists, cancer patients and the general public. The partnership was launched in October 2021 at the NCRI Festival.

Advocates

Our survivorship ambassador Tricia has continually promoted our work both nationally and internationally, for example with WCRF being highlighted in an online health magazine based in Tobago. Tricia has also contributed to our publications by providing copy for our recent *Healthy Living After Cancer* booklet and being featured on the welcome page.

Two of our Survivorship Ambassadors, Dave and Anjana, successfully represented WCRF by taking part in a live Q&A session at a major cancer-focused conference for health professionals, along with using pre-recorded footage addressing their personal cancer experiences.

Our health professional survivorship ambassador and oncology specialist dietitian, Adele Hug, has continually supported us by leading on our monthly survivorship support group sessions, and by providing clinical guidance support and feedback for our cook-along classes, survivorship initiatives and publications.

Engaging people with our cancer prevention messages

Getting the message out there has never been so important, with cases of cancer on the rise every year. Our in house Communications and Engagement team play a lead role in planning and co-ordinating the content, design, promotion and messaging of WCRF's activities.

Media and Campaigns

Three key goals for the year

1. To deliver a successful, reinvigorated cancer prevention awareness week campaign

Achievements: the campaign received 1,952 pledge signatories (against a target of 2,500), and 450 sign-ups to our eight week Activ8 health programme (against a target of 150) that was launched as part of the campaign. We also received 240 media hits, of which 22 were with national/top tier publications (online and hard-copy). Other results included gaining over 23,000 engagements with our campaign social media content, and 14,156 unique visitors to our campaign pages on our website.

2. To promote and market a series of Health Information resources and tools

Achievements: We carried out a paid social media 'value exchange' campaign to promote our Men's Health Guide resource (during Men's Health Week) in return for sign-ups to our e-newsletter. This resulted in 763 orders (with a target of 200), with 45% of orders also opting in to email.

The promotion of our Family Flavours cookbook on social media resulted in 4,381 orders in the first 2 weeks of this campaign (against a target of 500), along with 5,876 engagements on social in one week. This included some amplification by high profile influencers such as Chris Van Tulleken (with 83,000 Twitter followers). 55% of those who ordered the cookbook also opted in to hear more about our children and families work.

For our new Flavour & Nutrition recipe book, we placed a feature article in the Independent and used targeted social media marketing which resulted in 2,167 orders. 60% of those ordering the recipe book also signed-up for our Living with cancer e-newsletter.

3. To raise awareness of new WCRF funded research findings - so as to cement our position as being at the forefront of lifestyle related cancer research

Achievements: As well as the promotion of Professor Ed Giovannucci's new breast and colorectal cancer preventability estimates during Cancer Prevention Awareness Week, we also promoted three other new research papers, achieving c. 60 media hits. The majority of these were on a study highlighting the role of alcohol and coffee in cancer risk. Coverage included the national UK press and international broadcast and led to significant spikes in web traffic (up 140% compared to average page views).

We achieved a 29% net growth in social media followers; up 3,608 over the year to 50,838. Our social media impressions also grew by 8% and our video views were up by 82% on the previous year.

We achieved 2,410 media mentions in total for the year. This was down 30% compared to the year before - largely due to a huge spike in the volume of monthly media mentions in Oct 2019 from a story about bacon and cancer (1,163 mentions).

We formed an internal working group that successfully devised a set of descriptors for our new organisational Values, and we followed this up with accompanying visual assets, including a notebook for all staff with our values on the front.

Through collaborative work between the Communications and Policy teams, we publicly demonstrated our support for new national measures around obesity and junk food marketing. This included joining other like-minded organisations by signing a Letter to the Editor which was published in The Times in May 2021 and which supported the introduction of new Government policies to reduce obesity and shift the blame away from individuals towards policy-makers.

We introduced a new set of cancer type infographics for use on social media and on our website to provide at-a-glance information on cancer risk factors.

Key partnerships

We continue to play an active role liaising with Obesity Health Alliance through fortnightly meetings and are also a member of the sector-wide working group for One Cancer Voice.

New dialogues were developed during the year with key influencers and micro-influencers within the cancer, nutrition and family health space. This most notably resulted in a mix of amplification and promotion of our social content via Dr Chris Van Tulleken, Dr Sarah Jarvis and Dr Hazel Wallace (The Food Medic). We also worked with Sigourney Bell, founder of Black in Cancer, who wrote a blog for us.

Looking ahead

WCRF is producing a new Christmas 2021 digital fundraising campaign. Working with a breast cancer survivor, Jodie, the campaign brings the subject of dietary support during cancer treatment to life through a first person video, helping to raise funds for a new Cancer & Nutrition helpline being run by Guy's & St Thomas' Hospital.

A new 'Cupboard Heroes' campaign is launching as part of Cancer Prevention Action Week in February 2022. The campaign helps the nation to understand that healthy eating for cancer prevention isn't about expensive, organic 'superfoods'. Instead, those everyday staples languishing in the backs of cupboards are highly nutritious, flexible and won't break the bank.

Digital

Our Digital team works not only with WCRF but also with WCRF International and our Network partners, this allows for great cohesion and consistency across our brands whilst also ensuring maximum value for money.

Three key goals for the year:

- 1. To migrate our website** - from the Drupal 7 Content Management System across to Wordpress
Achievements: Our core KPI here was to complete the project. The migration took a little longer to complete than anticipated due to unforeseen complications and was finally migrated at the start of November 2021.
- 2. To improve the usefulness and findability of content on our websites**
Achievements: We can measure content findability and usefulness via on-site surveys through our new WordPress website. Delays in completing the migration meant that by the end of the year we had not yet been able to test any new surveys.
- 3. To improve data quality and engagement of our email newsletter**
Achievements: We are now able to measure the open and click-through rates of our email campaigns and compare the data (with these rates being on the rise last year). We also took steps to clean up our email databases, archiving those subscribers who didn't engage with our campaigns, and added a short automated welcome campaign for new subscribers, in an effort to better engage them when they first sign up.

1.1 million people visited the WCRF website between October 2020 and September 2021, a 16% increase on the previous period.

Over the last two years, we have seen an increase in the average number of daily visitors to the WCRF website of circa 35% if we compare pre-pandemic levels (September 2019) to post-pandemic (September 2021).

The Digital team worked closely with the Health Information team to build and deliver an eight-week health behaviour change email programme as part of Cancer Prevention Awareness Week, with 450 people completing the course.

We introduced pop-ups across the WCRF website encouraging users to sign up to Amazon Smile, resulting in increased income for this channel by a factor of 20 (year-on-year).

We introduced a more focussed approach to creating new content for our blog (and other sections on the site). By tapping into topical trends and linking to key events, our blogs noticeably helped to increase our overall web traffic.

Looking ahead

During early 2022 we will be moving and reconfiguring the Third Expert Report section of the WCRF International website. The intention is to place it within the main body of the website, allowing users to see the full scope of the work that WCRF International carries out. This should also make the content more relevant as we move towards the next phase of the Cancer Update Project (CUP).

Engaging supporters

We have all been living in very different and challenging times, but our supporters remain at the heart of everything World Cancer Research Fund (WCRF) achieves, and we are grateful to them for continuing to support us and our work in these unpredictable times. We believe giving to our charity should be a great experience and we strive for the highest standards to ensure our supporters are treated fairly and with respect.

The pandemic had a major impact on the fundraising environment in the UK; all mass participation events were cancelled; local community groups were unable to meet, and corporates had most of their employees working from home putting charity partnerships on hold. However, we were able to adapt our fundraising efforts and created online and virtual fundraising events.

WCRF has voluntarily subscribed to the Fundraising Regulator which assumed responsibility for regulating fundraising from July 2016 and investigates and takes appropriate action on cases of public concern. We work with the Regulator, as we did with its predecessor body, the Fundraising Standards Board.

As competition for donations increases, it is more important than ever to ensure we have a compelling 'case for support'. Likewise, stewardship and the personal journey we take with our donors and supporters is more relevant than ever. To ensure our fundraising channels are fit for purpose and are enabled to raise maximum amounts, we decided to restructure our team during the year. This enabled us to embrace new ways of fundraising such as digital whilst strengthening core areas such as our running events.

Monitoring and control of our fundraising activities is vital to ensure that our supporters have a great experience and that all supporters, including vulnerable people, are treated fairly. We have a policy that outlines how we engage with vulnerable people, (which can be obtained by contacting us) and our supporter services team have been trained in how to engage with vulnerable supporters.

We have robust contracts in place with external organisations to ensure all applicable laws and codes, such as the Fundraising Regulator's Code of Practice and UK GDPR are followed. We also expect these organisations to voluntarily subscribe to the Fundraising Regulator. All recipients of marketing materials are screened against the Mailing Preference Service and the Fundraising Preference Service. We regularly review and update our Privacy Notice where necessary and this is available in full on our website.

We always strive for the highest standards, however if our supporters or any members of the public are unhappy with any aspect of our work, we encourage them to give feedback, and we take any complaint or comment raised against the Charity very seriously. WCRF has a robust procedure for handling complaints which was reviewed in May 2020. We aim to satisfactorily resolve complaints within five working days. In the event of complaints being raised to the Fundraising Regulator, we work with them to resolve the issues raised and we learn from our supporters to help us improve what we do. We did not receive any complaints over the last year.

Supporting our supporters

The more we can raise the more we can do to achieve our vision. Robust fundraising underpins what we want to achieve in our grants and public education programmes. Our income is generated from a number of fundraising development channels such as legacies, direct mail, events, trusts, corporates, gift aid and digital.

WCRF has a small devoted and friendly Supporter Care team who respond to enquiries and feedback from supporters, the public and health professionals every day. Their remit is to build meaningful, long-term relationships, as well as working closely to support other departments with initiatives and on-going projects.

Key to our success has been our focus on providing (where possible) personalised engagement with our supporters thus building on stewardship and loyalty. This will continue to be one of our key areas of focus for the next financial year.

Finally, and as always, thanks to the enormous generosity of our supporters and the ongoing hard work of our staff and volunteers, we raised a total of £10.8 million last year. This meant that we were able to invest 77% of our income into our cancer prevention research and health information programmes.

To find out more about WCRF's fundraising activities in the UK or to get involved, please visit www.wcrf-uk.org/uk/fundraising

Direct Marketing

Our direct marketing campaigns have gone from strength to strength in recent years. We go directly to the public with our campaigns which raise awareness of our Recommendations and provide healthy living messaging and advice to our supporters at the same time as raising vital funds. Our health information aim in our direct marketing campaigns is to provide the wider public with WCRF cancer prevention information as directly as possible, helping them to identify the links between cancer and their own individual risk. Our fundraising aim is to of course raise funds for our cause, as well as to communicate with our current supporters how their money is being used.

Gifts in Wills

Leaving a gift in their will is a lasting way for a supporter to make a difference to our work, supporters including us in their wills now provide us with security for the future.

Three key goals for the year:

1. **To steward our supporters carefully and effectively - highlighting the importance and ease of including a gift in their will and showcasing the difference it could make**
2. **To raise income**
3. **To administer legacy gifts smoothly and efficiently**

Key performance indicator: to raise £2m in income from gifts in Wills.

Achievement - £1.95m was delivered from generous supporters who many years ago had the forethought and generosity to include a gift in their will.

Looking ahead

We understand that many of our supporters help to fund our work in memory of a loved one. We love hearing our supporters stories, and understand the importance of keeping memories alive. Accordingly, we plan to introduce online Tribute Funds through the *MuchLoved* Charitable Trust during 2022. This will allow families and loved ones to share their stories of someone special with pictures, music, video and in writing - whilst also raising funds for WCRF.

Events and Digital

Three key goals for the year:

1. **To adopt a hybrid Events model that enabled supporters to still take part in challenges and fundraising for our cause**

Achievements: to ensure this goal was met we pursued the following:

- We partnered with local events. Supporters were able to take part in events that did not require using public transport and adhered to 'socially-distanced COVID rules'.
- We encouraged supporters to take part in virtual events for us, either organised by third parties or themselves.
- We partnered up with UKA Athletics and Run Britain meaning affiliated runners could run for WCRF and raise money for us. In the last year, over 300 participants opted-in for further communications from us.
- We became one of the very few charity partners for the virtual Hapalua and Honolulu races – two of the most popular races in the world.

2. **To grow a Digital Fundraising income stream that is brave and innovative**

Achievements: to ensure this goal was met we pursued the following:

- We adopted a test and learn approach so we could gain a better understanding of what digital products worked. As part of our Father's Day campaign, we shared prostate cancer stats and risk factors on social media, as well as general men's health information, and tested a value exchange campaign targeted at men in general.
- Our Men's Health Week Facebook ads campaign (14th-21st June) reached 66,000 people.
- Our Father's Day Facebook ads campaign (19th-21st June) reached 29,000 people and we received 763 orders and 344 opt-ins.

3. **To ensure our supporters were on a 'WCRF Journey' which was as personalised as possible**

Achievements: We've always had a very strong supporter journey in place for our runners. In the last year, we wanted to offer more so we implemented the following:

- A WhatsApp group for every event so runners could stay in contact 24/7.
- A factsheet for our runners with fitness and training tips.

- We changed the layout of our Events pages to be more user-friendly.

As a result, our participant retention rate soared to 85%.

Following digital promotion, we had a record number of Christmas card sales, with a 45% year-on-year increase in net income. We were also the official charity for two successful music streaming events, raising £10,500.

Corporate partnerships

Three key goals for the year:

Due to the pandemic, 2020/21 was a challenging year to set goals for Corporate Partnerships with many businesses having to adapt to unforeseen challenges and, as a result, planned activities could change or be scrapped overnight. With this in mind we identified three simple objectives for the year:

- 1. To agree a minimum of three new partnerships**
Achievements - We worked with or agreed partnerships with five new companies.
- 2. To hit our income target of £150,000**
Achievements - We secured just over £50,000 for the year, reflecting the challenges that this fundraising stream faced due to the pandemic.
- 3. To secure restricted income for two or more WCRF projects**
Achievements - We secured restricted income for three WCRF projects

Key partnerships

Through our corporate partnerships work we ensured three essential projects were able to receive vital funds, allowing WCRF to support some of the most vulnerable groups in our society:

- SCIEX raised over £18,000 towards our Life Kitchen and Junior Cooks Club projects.
- Rohlig Logistics raised £5,000 for our Cancer Support Groups.
- 3INA raised over £9,000 towards our second cookbook with Life Kitchen, *Flavour & Nutrition*.

Case study

We continued to develop our on-going partnership with SCIEX. This year we collaborated to develop a cookbook filled with recipes by some of SCIEX's own associates from around the world. The recipes themselves were approved by our own nutritionists, meaning every time an employee of SCIEX uses a recipe from the booklet they are helping us achieve our vision of living in a world where fewer people will develop a preventable cancer.

Looking ahead

We secured new partnerships with: Fintech company Broadridge and Merch Tech, and the merchandise representatives of The Cure, both of which are due to start in the next financial year. And the SCIEX recipe booklet will be available online in early 2022.

Trusts and Foundations

Despite it remaining a challenging and competitive fundraising climate, Trusts and Foundations have generously continued to support us in delivering a variety of new and exciting projects this year. We are pleased to have received support from 65 charitable trusts and foundations, with grants totalling circa. £90,000. Of these, 25 of them had not funded us previously. The average grant size for the year also increased marginally.

Projects that grants from Trusts and Foundations were awarded for included: a series of online cookery classes focused on taste and flavour for people living with cancer in England; a research trial at The University of Manchester – looking at the role gut bacteria plays in bowel problems caused by radiotherapy, and private online support group sessions for people living with cancer, led by our oncology dietician.

Working during COVID-19

With the UK locking down in March 2020, WCRF had to stop being predominantly an “in the office” workplace and become a “work at home” workplace. This continued into 2021 as the government advice remained “work at home if you can”. A skeleton staff continued to attend the office on a reduced basis to ensure certain processes were maintained, along with the security of the premises

As restrictions lifted in Summer 2020, we encouraged staff to attend the office and intended to have a phased return to work through Autumn 2020, however with further lockdowns, the office would not start to reopen properly until Summer 2021 when all staff were in at least one day a week. Changes to government advice in November 2021 paused plans for more days in the office at that time and we went back to having a skeleton staff in the office until February 2022, when all staff were back in one day a week again. From March 2022, the office has been open three days a week with staff expected to attend a minimum of two of those days.

Future Plans - Our Theory of Change (TOC)

Through our recent Theory of Change (TOC) process, we understand ourselves better, we are more able to focus resources on the most important activities (outputs). Our Theory of Change started with an onsite workshop in March 2020, followed by online workshops and individual sessions. The original Theory of Change was finalised in September 2020 and was launched at that time to all internal stakeholders (staff, Network executives, the Board, etc.) and has been further reviewed and updated in September 2021.

Theory of Change (TOC)

Our Vision

What will the world be like when WCRF's work is done?

People understand and are taking action to reduce their risk of getting cancer and those with cancer are living well and longer.

Our Impact

How will the world change because of our work?

Based on our continuing scientific research and evidence, people in the UK have equal access to the latest information and can take action to reduce their risk of getting a preventable cancer. People living with or through cancer are enabled to live healthy, happy and longer lives.

What Outcomes will deliver the impact?

An Outcome describes the change that will result from a group of Outputs and will directly contribute towards delivering the Impact. WCRF delivers its impact these ways:

- **A STRONG NETWORK PARTNER:** We are an active and engaged member of the WCRF International Network, ensuring our mutual continued success and growth
- **A STRONG IDENTITY:** We are the UK voice on nutrition and lifestyle research and recommendations for cancer prevention and survival
- **AN INFORMED PUBLIC:** We help more people realise that it is never too early or too late to make simple everyday lifestyle changes, so that fewer people get preventable cancers
- **A DEVELOPING ORGANISATION:** We model best practice in governance and leadership, supported by staff empowerment
- **THE LATEST RESEARCH:** We fund and champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, and other emerging areas
- **WIDELY USED HEALTH INFORMATION:** We provide widely used information, guides, tools and programmes for the general public, health professionals, supporters, cancer survivors, schools and families alike
- **ENGAGED SUPPORTERS AND PARTNERS:** We will direct our energies to ensure our supporters and stakeholders are engaged in a dynamic two-way relationship

Narrative

Research shows that around 40% of cancers can be prevented, and World Cancer Research Fund International exists in order that we can live in a world where fewer people are getting preventable cancers.

In the UK, WCRF enables cutting-edge scientific research that increases our understanding of the relationship between the prevention and survival of cancer and having a healthy lifestyle (in areas such as diet, weight and activity). WCRF funds some of the research itself and through its worldwide network and collaborates with others working in the field.

WCRF International analyses all the latest research findings and translates this into evidence-based practical tools and health information. WCRF promotes these so that people in the UK can make fully informed lifestyle choices to reduce their cancer risk. We also offer health information to support people living with cancer.

WCRF supports health professionals as they work to educate and support those at risk of, or living with, preventable cancers. We collaborate with partner organisations and advocates to help influence the types of research being undertaken, and to provide a safe space for cancer survivors to tell their stories.

WCRF aspires to be recognised as a leader in the UK in the areas of cancer prevention, health policy, behaviour change and campaigning. We want to increasingly play an important part in influencing national, regional and local cancer prevention awareness and policies and in supporting international initiatives that benefit the UK.

To commission research, and to provide the health information messages and programmes, requires funding. We work with corporate and trust funders, and rely on the generosity of individuals and groups, all of whom share our vision of a world in which fewer people are getting preventable cancers.

WCRF needs to ensure that we deliver the greatest impact and very best value for our supporters, the general public, health professionals, funders, collaborators, research grant holders and other audiences. Therefore, WCRF is committed to modelling best practice in governance and leadership, recognising the value of our staff and our role as part of a worldwide network, and making the best use of the resources we have available, to fulfil our vision of a world in which fewer people are getting preventable cancers.

Strategic Plans Based on Our Theory of Change:

A simple Evaluation and Monitoring framework has been developed, and this will be reviewed in the future. Essentially, 'success' is defined for each stage of the project in quantifiable terms; this is reviewed at each project stage boundary and at the close of a project. Work has been completed to draw out various strategies to support the goals in the Theory of Change. The below corresponding strategies have been written:

- Fundraising Strategy – Including an updated Case for Support
- Health Information Strategy
- Communications Strategy –
- Audience Journey Modelling Strategy
- Data strategy
- Organisational Values

In summary

The world continued to be a confusing place for everyone around the globe this year, but WCRF experienced another year of steady progress. We funded more research than ever, completed our Theory of Change and our underlying strategic plans, kept a sound bottom line, spread the word ever further regarding our key messages, and worked together with WCRF International to ensure our life changing information reached more people.

We thank our staff and our supporters for their tremendous dedication and flexibility, and look forward to achieving more successes next year.

FINANCIAL INFORMATION

Management of risk

The Trustees have approved, implemented and regularly reviewed WCRF's risk management plan, which is operated by staff on a day-to-day basis. Senior staff, heads of department and Trustees work together to revise the risk management plan annually, identifying emerging risks, prioritising them in terms of potential impact and likelihood of occurrence.

The risk management plan covers governance, financial, operational, IT, and other risks. Internal control procedures are in place to provide assurance against identified risks in order to uphold the integrity and reputation of the charity. These include: a 3-year Strategic Plan reviewed periodically through the year annual operational plans and budgets which are approved by the Trustees; regular review by the Trustees of financial results, variance from budgets and financial targets; risk management, segregation of duties, policies and procedures. Additionally, Trustees are kept up-to-date with any changes in governance requirements to ensure they are fully informed of best practice.

During the financial year, we identified the potential impact of economic recession as a major risk to WCRF. As a result, we reviewed our annual budget compared to actual performance, strategic plans and the reserves policy during the year to ensure we can maintain our research funding projects over a long-term period. Prompt financial reporting procedures were followed in order to respond to shifts in the economic environment.

The COVID-19 pandemic continued and presented additional risks for WCRF in 2020/2021, particularly as the charity is almost entirely reliant on voluntary giving for income generation. WCRF began financial year 2020/2021 with a healthy reserve balance and currently has a strong cash position. Fortunately, our programmes are meant to engage supporters and encourage donations to WCRF. The status of COVID-19 is ever changing and the added economic pressure of inflation had made monitoring cashflow and income ever more essential. The procedures and policies listed above will remain in place with a heightened sense of awareness that changes in revenue may affect cashflow.

Financial Review

Income

Total income in 2020/2021 increased by £1,947,562 to £10,813,225 (2020: £8,865,663). Legacies were £1,995,406 (2020: £1,467,540) an increase of £526,866. Donations from individual donors increased by £1,405,378 to £6,002,053 (2020: £4,596,675).

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Trading activities, if any, represent revenue produced by WCRF's wholly owned subsidiary, WCRF (Trading) Ltd. Revenue is raised from the rental of WCRF's donor lists and Christmas card sales. The company did not trade during the year.

Expenditure

In financial year 2020/2021, total expenditures increased by £1,941,220 to £10,755,132 (2020: £8,813,912).

Expenditure on raising funds increased by £165,167 to £2,480,044 (2020: £2,314,877). Charitable expenditure on research increased by £1,453,141 to £4,044,784 (2020: £2,591,643). Charitable expenditure on information and education increased by £322,912 to £4,230,304 (2020: £3,907,392).

Net Income

Net movement in funds in 2020/2021 was a surplus of £57,349, an increase of £11,787 (2020: £45,562).

Investment Policy

The policy was developed to assist WCRF to effectively supervise and monitor its investments and achieve the highest return on investments within an acceptable level of risk utilizing a sound investment strategy.

The principal reason for holding investments is to provide funds in case of unexpected shortfalls in fundraising income and to ensure research, educational programmes and operational expenditures are not subject to short-term cuts to the detriment of the long-term vision.

Investments are managed prudently and in full compliance with all policies, applicable laws and regulations and must reflect the philosophy and objectives of the Charity. Any investments held by WCRF are acquired in accordance with powers available to the trustees or by way of legacy. The trustees allow excess cash balances to be invested in UK Treasury Gilt and government insured corporate bonds to maximize investment returns, while maintaining minimal investment risk.

Currently, WCRF has no investments.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain a minimum reserve at one half the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by providing a goal in the annual budget.

As of 30 September 2021, unrestricted reserves increased by £162,037 to £6,454,849 (2020: £6,292,812). Free reserves at 30 September 2021 are £5,961,378 (2020: £5,752,062). This equates to 7 months of the current year's expenditure (2020: 8 months).

In September 2021, the Board of Trustees approved the budget for financial year 2021/2022 which included a surplus of £138,355 that will increase total free reserves to £6,099,733. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £5 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2021, total reserves were £6,514,223 (2020: £6,456,874).

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by COVID-19 in year 2020/2021. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2021/2022 financial year and budget planning for the year 2022/2023 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions and a global pandemic, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by

Alison M Sinclair

Alison Sinclair
Trustee

14 June 2022

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

The Trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and the charitable company will continue its activities.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of World Cancer Research Fund

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2021 which comprise the Statement of Financial activities, Statement of financial position, Statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 26 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document, tax legislation and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, remaining alert to new or unusual transactions which may not be in accordance with the governing documents and evaluating advice received from internal advisors.

The most significant laws and regulations that have an indirect impact on the financial statements are those in relation to the General Data Protection Regulations. We performed audit procedures to inquire of management whether the charitable company is in compliance with these law and regulations.

The audit engagement team identified the risk of management override of controls as the area where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RSM UK Audit LLP

NICHOLAS SLADDEN (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB

Date 22 June 2022

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2021

		Unrestricted funds 2021 Total £	Restricted funds 2021 Total £	Total funds 2021 Total £	Total funds 2020 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	10,778,251	33,195	10,811,446	8,853,423
Investment income		1,779	-	1,779	12,240
Total income		10,780,030	33,195	10,813,225	8,865,663
Expenditure on:					
Raising funds	4	2,480,044	-	2,480,044	2,314,877
Charitable activities	5	8,137,205	137,883	8,275,088	6,499,035
Total expenditure		10,617,249	137,883	10,755,132	8,813,912
Net losses on investments	11	-	-	-	-
Currency loss		(744)	-	(744)	(6,189)
Net income and net movement in funds		162,037	(104,688)	57,349	45,562
Fund balances brought forward at 1 October 2020		6,292,812	164,062	6,456,874	6,411,312
Fund balances carried forward at 30 September 2021	21	6,454,849	59,374	6,514,223	6,456,874

WCRF has no recognised gains or losses other than the net movement of funds in the year.

The notes on pages 33 of 46 form part of these financial statements.

Balance sheet
at 30 September 2021

		2021	2020
		£	£
Fixed assets:			
Tangible assets	10	493,471	540,750
Investments	11	-	-
Total fixed assets		<u>493,471</u>	<u>540,750</u>
Current assets:			
Debtors	12	2,159,087	1,908,691
Cash at bank and in hand		<u>7,996,390</u>	<u>6,734,682</u>
Total current assets		10,155,477	8,643,373
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(1,760,494)</u>	<u>(1,494,178)</u>
Net current assets		<u>8,394,983</u>	<u>7,149,195</u>
Total assets less current liabilities		8,888,454	7,689,945
Creditors: amounts falling due after one year	14	<u>(2,374,231)</u>	<u>(1,233,071)</u>
Total net assets at 30 September		<u>6,514,223</u>	<u>6,456,874</u>
The funds of the charity:			
Unrestricted funds		6,454,849	6,292,812
Restricted funds		<u>59,374</u>	<u>164,062</u>
Total funds		<u>6,514,223</u>	<u>6,456,874</u>

The financial statements on pages 30 to 46 were prepared in accordance with the special provision applicable to companies subject to the small companies' regime and under this exemption a strategic report is not required. These financial statements were approved by the Board of Trustees on 14 June 2022 and were signed on its behalf by:

Alison M Sinclair

Alison Sinclair
Trustee

Statement of Cash Flows
For the year ended 30 September 2021

	2021 £	2020 £
Cash flows from operating activities:		
Net cash provided by operating activities	1,305,010	(301,627)
Cash flows from investing activities:		
Dividends and interest from investments	1,779	12,240
Purchase of equipment	(45,081)	(59,944)
Net cash provided by (used in) investing activities	(43,302)	(47,704)
Change in cash and cash equivalents in the reporting period	1,261,708	(349,331)
Cash and cash equivalents at the beginning of the reporting period	6,734,682	7,084,013
Cash and cash equivalents at the end of the reporting period	7,996,390	6,734,682
Reconciliation of net expenditure to net cash flow from operating activities		
Net expenditure for the reporting period	57,349	45,562
Depreciation charges	92,360	85,201
Dividends and interest from investments	(1,779)	(12,240)
(Increase) in debtors	(250,396)	(729,443)
Increase in creditors	1,407,476	309,293
Net cash provided by operating activities	1,305,010	(301,627)

Notes to the financial statements

World Cancer Research Fund ("WCRF") is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by COVID-19 in year 2020/2021. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2021/2022 financial year and budget planning for the year 2022/2023 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 3. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations made for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt is probable and the amount is measurable with sufficient reliability.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the claim is submitted.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accruals basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues & subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible Fixed Assets and Depreciation

Tangible fixed assets with a cost of more than £250 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £250 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over the life of the lease, which is ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand and deposits repayable on demand less overdrafts payable on demand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all of its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently WCRF UK has no liability to tax and no deferred tax.

2 Key judgements and estimations

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

Notes to the financial statements (continued)

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
Donations	5,950,295	33,195	5,983,490	4,596,675
Legacy income	1,995,406	-	1,995,406	1,467,540
Committed giving	1,265,208	-	1,265,208	1,235,410
Gift Aid	858,279	-	858,279	716,076
Grants from affiliates	689,751	-	689,751	641,207
Grant revenue	18,563	-	18,563	191,805
Sublease income	-	-	-	4,710
Other income	749	-	749.00	-
	<u>10,778,251</u>	<u>33,195</u>	<u>10,811,446</u>	<u>8,853,423</u>

Restricted income in 2020 was £251,774.

4 Expenditure on raising funds

	Direct costs £	Support costs £	2021 Total £	2020 Total £
Fundraising activities	179,476	-	179,476	146,669
Direct mail fundraising	1,636,613	-	1,636,613	1,461,052
Human resources	-	464,278	464,278	493,373
Premises	-	111,018	111,018	115,469
Other	-	88,659	88,659	98,284
	<u>1,816,089</u>	<u>663,955</u>	<u>2,480,044</u>	<u>2,314,847</u>

Notes to the financial statements *(continued)*

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2021 Total £	2020 Total £
Research:				
Research grants*	2,639,610	-	2,639,610	1,150,403
Other direct costs	165,638	-	165,638	173,682
Human resources	-	867,997	867,997	847,171
Premises	-	207,555	207,555	220,535
Other	-	163,984	163,984	199,852
	<u>2,805,248</u>	<u>1,239,536</u>	<u>4,044,784</u>	<u>2,591,643</u>
Information & education:				
Programme grants to affiliates	373,713	-	373,713	459,405
Publications	2,058,413	-	2,058,413	1,683,083
Consulting fees	411,690	-	411,690	335,897
Other direct costs	406,308	-	406,308	416,949
Human resources	-	723,265	723,265	684,403
Premises	-	164,113	164,113	175,780
Other	-	92,802	92,802	151,875
	<u>3,250,124</u>	<u>980,180</u>	<u>4,230,304</u>	<u>3,907,392</u>
Total costs of charitable activities	<u>6,055,372</u>	<u>2,219,716</u>	<u>8,275,088</u>	<u>6,499,035</u>

*includes grant refunds if any

Expenditure on charitable activities was £8,275,088 (2020: £6,499,035) of which £8,137,205 (2020: £6,345,045) was unrestricted and £137,883 (2020: £153,990) was restricted.

Notes to the financial statements *(continued)*

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2021 to institutions:

		£
University of Zurich	Does planetary health mean population health? Adherence to a planetary health diet and cancer risk and survival in a prospective cohort study	98,700
Cancer Council Victoria	Population-level relevance of preventable risk factors on the burden of cancer	149,537
University of Regensburg	The combined impact of physical activity, sedentary behaviour, and cardiometabolic comorbidities on cancer risk and survival among cancer survivors (PaCoCanS)	289,834
University of Melbourne	Rehabilitation after bone marrow transplant to improve patient outcomes. The REBOOT study	299,684
Queens University of Belfast	Polyphenols and health outcomes among breast cancer survivors: A prospective biomarker study	330,322
University of Leeds	Developing a mechanistic understanding of how nutrient-metabo	349,983
University of Newcastle	MULTI-HEALTH: Co-creating a technology based multiple bel	29,225
German Cancer Research Center	Understanding the Role of Bovine Meat and Milk Factors (BMMF) in Chronic Inflammation and Colorectal Cancer	60,000
Harvard School of Public Health	WCRF/AICR Dietary and lifestyle patterns and risk of colorectal cancer	61,000
Bristol Medical School	Automating WCRF/ AICR CUP systematic review processes	294,200
IARC	Collaborative project between IARC and WCRF International: Evaluation of biological mechanisms linking diet, lifestyle and cancer within the new phase of the CUP	350,000
IARC	Cohort study	14,151
NHS Foundation	NIHR Cancer and Nutrition Collaboration	22,000
	Total research grants	2,348,636
Imperial College	Continuous review	393,764
	Grant Refunds	(102,790)
	Total grants	2,639,610

Notes to the financial statements *(continued)*

6 Grants and grants payable *(continued)*

	2021 £	2020 £
Beginning grants payable	2,122,309	2,029,385
New grant funding	2,312,485	787,777
Grant adjustment	744	-
Grant payments	<u>(844,026)</u>	<u>(694,853)</u>
Ending grants payable	<u><u>3,591,512</u></u>	<u><u>2,122,309</u></u>
Due within one year (note 13)	1,217,281	889,238
Due after one year (note 14)	2,374,231	1,233,071

7 Support costs

	Fundraising	Information & education	Research	2021 £	2020 £
Human resources	464,278	723,265	867,997	2,055,540	2,024,947
Premises	111,018	164,113	207,555	482,686	511,784
Other	<u>88,659</u>	<u>92,803</u>	<u>163,984</u>	<u>345,446</u>	<u>450,011</u>
	<u><u>663,955</u></u>	<u><u>980,181</u></u>	<u><u>1,239,536</u></u>	<u><u>2,883,672</u></u>	<u><u>2,986,742</u></u>

Support costs are allocated based upon time spent on each function – fundraising, information & education and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs - audit fees of £27,500 (2020: £25,000) include fees in respect of WCRF Trading Ltd of £2,500 (2020: £2,500) and board meeting expenses of £ nil (2020: £1,481) are included in Other above.

Notes to the financial statements (continued)

8 Operating costs

	2021 £	2020 £
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	92,360	85,201
Hire of plant and machinery	15,248	10,008
Hire of other assets - operating leases	<u>313,000</u>	<u>313,000</u>

	2021 £	2020 £
<i>Auditor's remuneration:</i>		
Audit of these financial statements	25,000	23,500
Audit of financial statements of subsidiaries	<u>2,500</u>	<u>2,000</u>
	<u>27,500</u>	<u>25,500</u>

9 Human resources

	2021 £	2020 £
Salaries	1,683,018	1,659,269
Social security costs	179,550	167,088
Pension costs- defined contribution scheme	74,844	70,572
Employee benefits	54,676	79,980
Recruitment	<u>26,510</u>	<u>44,819</u>
	<u>2,018,598</u>	<u>2,021,728</u>

Salaries include nil in termination payments (2020: £24,348).

The average number of persons employed during the year, analysed by category, was as follows:

	2021 Number	2020 Number
Fundraising	13	12
Research	10	10
Education	12	12
Administration	<u>10</u>	<u>12</u>
	<u>45</u>	<u>46</u>

Notes to the financial statements *(continued)*

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2021	2020
£60,001 - £70,000	1	1
£70,001 - £80,000	3	2
£80,001 - £90,000	-	1
£90,001 - £100,000	1	-

Set off against the salaries costs above is income of £592 from the Coronavirus Job Retention Scheme program (CJRS). There were no unfulfilled conditions in respect of this income and it is the only form of direct financial assistance that has been received from the UK Government during the year (2020: nil).

In respect to staff paid over £60,000, the pension contribution was £23,881 (2020: £14,516).

The key management personnel of the WCRF are the trustees, the President, the CEO and the CFO.

The Trustees, whom are considered the key management personnel, received no remuneration (2020: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. No Trustees (2020: three) received out-of-pocket travel reimbursements (2020: £581) for expenses incurred directly. In 2021 and 2020 there were no related party transactions with the Board of Trustees and WCRF. The President and CFO were compensated by affiliate organisations.

10 Tangible fixed assets

	Leasehold improvements £	Fixtures and fittings £	Machinery and equipment £	Total £
Cost				
At 1 October 2020	470,550	64,676	133,879	669,105
Additions	11,899	0	33,181	45,080
At 30 September 2021	482,449	64,676	167,060	714,185
Depreciation				
At 1 October 2020	51,742	13,526	63,087	128,355
Charge for year	49,122	12,518	30,719	92,359
At 30 September 2021	100,864	26,044	93,806	220,714
Net book value				
At 30 September 2020	460,146	47,785	58,076	566,007
At 30 September 2021	381,585	38,632	73,254	493,471

Notes to the financial statements *(continued)*

11 Investments

	2021 £	2020 £
Investment in subsidiary	<u>2</u>	<u>2</u>
	<u>2</u>	<u>2</u>
Movements during the year		
At 1 October	2	2
Additions	-	-
Disposals	-	-
Net losses on investments	-	-
Amortisation of premium and discounts paid	<u>-</u>	<u>-</u>
	<u>2</u>	<u>2</u>

There were no investment charges for 2021 (2020: nil).

12 Debtors

	2021 £	2020 £
Accrued legacies	767,558	563,112
Amounts owed by affiliates	628,030	970,947
Prepayments	275,195	241,995
Amounts owed by group undertakings	6,752	6,845
Trade debtors	481,552	125,792
	<u>2,159,087</u>	<u>1,908,691</u>

13 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	198,165	111,830
Grant payable	1,217,281	889,238
Other creditors	345,048	493,110
	<u>1,760,494</u>	<u>1,494,178</u>

Notes to the financial statements *(continued)*

14 Creditors: amounts falling due after one year

	2021 £	2020 £
Grant payable	<u>2,374,231</u>	<u>1,233,071</u>

15 Guarantees and other financial commitments Operating lease commitments - land, building and equipment

	2021 £	2020 £
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	468,000	468,000
-later than one year and not later than five years	2,067,000	2,020,200
-later than five years	<u>900,900</u>	<u>1,415,700</u>
Total	<u>3,435,900</u>	<u>3,903,900</u>

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £74,844 (2020: £70,572).

17 Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

Notes to the financial statements *(continued)*

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd., which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd. carried on trading activities to raise net revenues which are contributed to the WCRF UK.

The registered address is The Broadgate Tower, Third Floor, 20 Primrose Street, London, EC2A 2RS.

Summary balance sheet is as follows:

	2021	2020
	£	£
Cash	6,752	6,845
Due to WCRF:		
Beginning balance	(6,843)	(6,936)
Net value of transactions	93	93
Amounts owed by subsidiary	(6,750)	(6,843)
Total net assets	2	2

19 Affiliated Charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations - national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF UK); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WCRF NL); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications and best practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2021 and 2020 is as follows:

Notes to the financial statements (continued)

Description	2021				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 143,290	627,503	157,212	42,942	970,947
Net value of transactions	69,109	(435,467)	23,441	0	(342,917)
Amounts owed by affiliates	£ 212,399	192,036	180,653	42,942	628,030

Description	2020				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 52,901	431,816	135,841	40,942	661,500
Net value of transactions	90,389	195,687	21,371	2,000	309,447
Amounts owed by affiliates	£ 143,290	627,503	157,212	42,942	970,947

20 Analysis of Net Assets between Funds

	2021				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 493,471	-	8,335,609	(2,374,231)	6,454,849
Restricted funds	-	-	59,374	-	59,374
Total funds	£ 493,471	-	8,394,983	(2,374,231)	6,514,223

	2020				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 540,750	-	6,985,133	(1,233,071)	6,292,812
Restricted funds	-	-	164,062	-	164,062
Total funds	£ 540,750	0	7,149,195	(1,233,071)	6,456,874

Notes to the financial statements (continued)

21 Restricted Donations and Grants

Since financial year 2017/2018, WCRF has received grant payments with a restriction for a specific project. At the end of financial year 2019/2020, the unspent balance of that grant was £140,093. No grant payments were received in financial year 2020/2021. A portion of that grant was spent (£88,219) and released from restriction leaving a restricted balance of £51,874.

Donations from three Trusts and Foundations were received in financial year 2020/2021 (£33,195) to be used for health information outreach projects. Of that amount, £25,695 was spent in financial year 2020/2021, along with £23,969 from financial year 2019/2020 donations. Therefore the restricted fund balance is £59,374 (2020: £164,062).

	Balance at 1 Oct 2020	Income	Expenditure	Balance at 30 Sep 2021
Restricted funds				
EC Co-Create Grant	£ 140,093	-	(88,219)	51,874
Legacy	-	-	-	-
Trusts/Foundations	23,969	33,195	(49,664)	7,500
	£ 164,062	33,195	(137,883)	59,374

The restricted fund relates to the EC grant, a five-year, €10 million study ‘Confronting Obesity: Co-Creating policies with youth’ – CO-CREATE – focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process.

Accounts

World Cancer Research Fund

Trustees' report, strategic report and
financial statements

Registered Charity No: 1000739

Registered Company No: 2536180

30 September 2020

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO: 1000739

COMPANY NO: 2536180

REGISTERED OFFICE 140 Pentonville Road
London
N1 9FW

TRUSTEES
Ms. A Sinclair (chairman)
Mr J Bunn
Prof A Cooper
Ms A Hunter
Mr P McCarty (resigned 22 September 2020)
Ms S Pepper
Mr R Power

PRESIDENT Ms Marilyn Gentry

CHIEF EXECUTIVE OFFICER Ms Rachael Hutson Gormley

CHIEF FINANCIAL OFFICER Mr Kelly Browning (retired 28 February 2021)
Successor to be appointed at a future trustee meeting

SECRETARY Reed Smith Corporate Services Limited

AUDITOR RSM UK Audit LLP
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB

BANKERS
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P.O. Box 288
Gloucestershire
GL1 2EH

NatWest Bank
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W1B 3PB

SOLICITORS
Reed Smith LLP
The Broadgate Tower
20 Primrose Street
London
EC2A 2RS

Bates Wells LLP
2-6 Cannon Street
London
EC4M 6YH

Report of the Trustees *for the year ended 30 September 2020*

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2020. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity. This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

Who We Are

Our vision is to live in a world where no one develops a preventable cancer.

Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk and improve outcomes of cancer survivors.

The cornerstone of our research programme is the Continuous Update Project, which informs our work. It is the world's largest source of scientific research on cancer prevention and survival through diet, weight and physical activity.

We translate this science into accurate, accessible, understandable information so that you can have the best available cancer prevention advice at your fingertips in our Recommendations for Cancer Prevention.

By funding research and delivering health information programmes – such as Eat well during cancer for cancer survivors, and Eat Move Learn for children and families – we empower people to make healthier lifestyle choices.

Public Benefit

It is estimated that one in two people in the UK will develop cancer in their lifetime but around 40 per cent of cancers in the UK could be prevented – that's nearly 147,000 cases every year. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk.

We think it is vital that all research on cancer prevention is pieced together to give a clear picture on what people can do to help prevent cancer. We are proud to achieve this and provide clear, consistent, science-based messages about what people can do to reduce their cancer risk.

We confirm that we have complied with public benefit guidance from the Charity Commission (in England and Wales). In particular, the Trustees consider how planned activities will contribute to the aims and objectives set, and the effect that these will have on our beneficiaries.

The World Cancer Research Fund Network

Worldwide the burden of cancer continues to increase and it won't be dealt with by treatment alone. As a cancer prevention charity, we know only too well that effective cancer prevention measures are critical to dealing with the cancer crisis.

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over 35 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Our message was echoed in February 2014 when the World Health Organisation came out strongly in support of urgent implementation of effective prevention strategies to curb the disease.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

We believe that it is possible to reverse the cancer burden but it will take all of us – governments, health professionals and individuals - pulling together to make this happen.

Together we can prevent cancer.

Charitable Information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990 (the charity was registered by the Charity Commission on 30 October 1990). It is governed by up to 10 Trustees in accordance with the Articles of Association.

Governance Information

The Trustees are responsible for the overall strategic direction and management of the organisation. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity. The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Marilyn Gentry – President, World Cancer Research Fund Network
- Rachael Hutson Gormley - Chief Executive Officer (CEO), World Cancer Research Fund (WCRF)
- Kelly Browning - Chief Financial Officer (CFO), World Cancer Research Fund (WCRF) (retired 28 Feb 2021. Successor to be appointed at a future trustee meeting)

Periodically, new Trustees are recruited to ensure the charity has access to a comprehensive range of skills and on the basis of the specific needs of WCRF. New Trustees are invited to attend a board meeting prior to their appointment. New Trustees receive key documents relating to the charity and a complete induction programme. Training needs of the Trustee Board are assessed and met as necessary on an ongoing basis.

Senior Staff Structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has three key divisions: Communications and Health Information; Fundraising; and Finance & Operations and each have a Department Head, who reports to the Chief Executive Officer and manages each team's staff and activities.

WCRF's staff works closely with colleagues in WCRF International and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Science and Research programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Human Resources, IT and general operational logistics.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XpertHR salary surveys to ensure competitiveness in the marketplace.

Here is an overview of our main achievements for the year October 2019 to September 2020:

Science and Research Programmes

Since inception, the WCRF Network has invested £127 million in research worldwide. As cancer is a complex disease, we need to connect the dots between all the different areas of science so we can understand the bigger picture. To do this, year on year, we invest in a variety of research projects. Some of these are more traditional laboratory based projects, while others, such as the Continuous Update Project (CUP), review research findings and translate that information into usable advice for the scientific community and our Cancer Prevention Recommendations for the general public. The Science and Research programmes are managed by WCRF International for the benefit of all WCRF Network members.

Achievements

The Continuous Update Project: analysing research on cancer prevention and survival

The Continuous Update Project (CUP) is an ongoing programme to analyse global research on how diet, nutrition and physical activity affect cancer risk and survival. Among experts worldwide it is a trusted, authoritative scientific resource, which informs current guidelines and policy for cancer prevention and survival. For much of the year our CUP work was in a transition period following on from the successful publication of the Third Expert Report in 2018. This Transition phase came to an end in December 2020.

The core goals of the CUP Transition work in 2019-20, were:

Part 1: Breast cancer survivors project

- Agreeing final conclusions on the evidence for breast cancer survivors for medical outcomes.
- Discussion on the evidence for health-related quality of life with the aim to make conclusions if possible.
- Presenting a plan on the journal articles to be developed, timeline and authorship.

Part 2: Workstream progress and recommendations

- **An overarching aim** - to inform the future direction and philosophy of the CUP over the next five years.
- Each workstream to present their recommendations for the future of the CUP.
- Discussing the relative merits of the recommendations in the context of feasibility, scientific interest, innovation, public health benefit, and cost.
- Reviewing priorities and how best to progress the work over the next 2, 3 and 5 years including the advantages and disadvantages of different combinations of work programmes for the next stage of the CUP.
- Agreeing on the publication strategy for future CUP outputs and identify if any scientific papers could be developed from the workstream work.

The CUP Transition work came to a conclusion in November 2020 with a series of Panel meetings with all goals achieved. The new phase of the CUP incorporating the work of the Transaction will begin in April 2021, along with the release of the findings of the Breast Cancer Survivors project.

Other key achievements:

- Three expert panel meetings held, all run virtually across 12 time zones
- Developing a new protocol for investigating dietary and lifestyle patterns and risk of cancer
- Nine workstreams, engaging a total of 36 scientists from around the world
- 50 workstream meetings and more than 75 hours of expert debate
- More than 500 pages of guidance developed (not including the BCS project)
- The BCS SLR for medical outcomes included 356 studies of women diagnosed with breast cancer
- Submitting the BCS SLR for quality of life outcomes, which included 107 publications
- An Automation project
- A life course student project

Key partnerships

- WCRF collaborated with Tom Gaunt at the University of Bristol to progress the work on automating data extraction into the CUP Database.
- A project on early life exposure to diet, nutrition, and physical activity, and risk of colorectal cancer in adulthood was undertaken by a Master's student at Erasmus Medical Centre, the Netherlands, supervised by a post-doc and a research group lead.
- Links were established through WCRF's Research Interpretation team with the NIHR Nutrition and Cancer Collaboration (UK based) and ICONIC (international) around work on cancer in children, teenagers and young adults, through the *Systems approach* workstream.
- WCRF will be outsourcing some of the CUP's future work, and we received some expressions of interest from workstream members, e.g. for the *Dietary and lifestyle patterns* workstream and the *Life course* workstream.

Research Grant Programme

When the WCRF Network began funding research in 1983, the idea that the risk of developing cancer could be linked to diet was largely dismissed.

Over 35 years on, our message is now widely accepted around the world. The priority for our research has shifted to identifying gaps in our knowledge and taking advantage of new processes and technologies. New research is continually needed to ensure that we can continue to give people the most accurate and up to date advice possible. Our Research Grant Programme, managed by WCRF International, provides funding of up to £350,000 per project, enabling us to invest in varied projects worldwide these can be Investigator Initiated Grants or Seed Grants.

Investigator Initiated Grants are for researchers working on our research areas and themes. The aim of this grant funding scheme is to support innovative and original research into the link of diet, nutrition and physical activity in either Cancer Prevention or Cancer Survivors.

Seed Grants are intended as start-up funds for preliminary research to allow the development of innovative ideas, new methodologies and new research tools relevant to our Research Themes. This will allow researchers to collect preliminary data or test study parameters to take them to a stage where an application for an Investigator Initiated Grants would be appropriate.

Key successes - Overall, the WCRF Network funded 13 grants to the value of £3.5m in 2019-20. From October 2019 to September 2020 the Network had 47 active or live grants, supporting 47 researchers and organisations (but each of them with more teams involved).

WCRF also developed a new partnership with Cancer Australia, which is providing AUS\$300,000 over three years to co-fund an Australian based project. This partnership will start in 2021 and will hopefully bring quality research in Australia that can benefit everyone.

Regular Grant Programme 2019/2020 - This year was the first round of grants where we used the new Grant Management system (GMS). The feedback we received from applicants and panel members was very positive. The system allowed us to run a Virtual Grant Panel meeting with live scoring and assessment in June 2020 during the Covid19 lockdown.

Within the fundable applications there was a good split between our different research areas and themes. We had 10 studies on cancer prevention and 3 on cancer survivors. Of the 13 grants that were fundable, 7 projects focused on understanding the mechanisms that link diet, physical activity and body weight with cancer, 5 on host factors and genetic susceptibility and 1 on evidence for impact on cancers survivors.

Newly funded studies

In September 2019, WCRF funded 3 new innovative research projects this year that will contribute to filling gaps in our scientific knowledge about cancer. These are:

Dr Caroline Henson, University of Manchester, UK

A Seed Grant project investigating the effect of pelvic radiotherapy on the intestinal microbiome and metabolome to improve the detection and management of gastrointestinal (GI) toxicity.

Radiotherapy has many side-effects that lower a patient's physical and mental wellbeing, this includes bowel problems such as diarrhoea and incontinence. This research will potentially lead to a simple test that will predict who will have more severe bowel problems before radiotherapy, and provide information on how diet can manage those side-effects.

Dr Dagfinn Aune, Bjorknes University College, Norway

An Investigator Initiated Grant on adiposity and physical activity and the risk of 26 cancers in the UK. The project uses the UK Biobank, examining the underlying mechanisms.

This project aims to clarify the relation between adiposity and physical activity and risk of 26 cancers in three large European cohort studies and to explore the potential underlying mechanisms that could explain these associations. This will be of major importance for strengthening the evidence regarding adiposity and physical activity and cancer risk, and could contribute toward more complete estimates of cancer burden due to low physical activity and adiposity, and prevention of additional cancer cases in the general population through weight control and physical activity.

Prof Christopher Millett, Imperial College London, UK

An Investigator Initiated Grant investigating ultra-processed food consumption and cancer incidence and mortality, estimating current and future projected burdens in Europe considering different scenarios

With sales of ultra-processed foods growing globally, their consumption has been linked to an increased risk of obesity, diabetes and heart disease. However we know very little about the associated risks of developing cancer. The project will perform the most comprehensive evaluation on the consumption of ultra-processed foods in relation to risk of cancer, cardio-metabolic diseases and death using two large-scale European cohort studies.

More details about these projects will be available on our website <https://www.wcrf.org/int/research-we-fund/what-we-re-funding>

Research Findings from the WCRF Network

We award research grants for innovative research into the links between diet, nutrition, weight and physical activity and cancer prevention and survival. Among the research studies we funded around the WCRF Network, this year's new findings included the following:

A team at Maastricht University used data from the 120,852 participants of the Netherlands Cohort Study to determine whether the traditional Mediterranean diet, characterised by a high intake of fruits, vegetables and legumes, whole grains, fish, and monounsaturated fat, moderate alcohol intake and low intake of refined grains, red meat, and sweets, can protect cancer. This concerns especially cancer types with a poor prognosis, such as esophageal, stomach, pancreatic, and lung cancer. The study found that higher adherence to the Mediterranean diet did show reduced risks of esophageal and stomach cancers, with the decreased risk for stomach cancer being more prominent in men.

Led by Piet van den Brandt

<https://www.wcrf.org/int/research-we-fund/what-we-re-funding/adherence-mediterranean-diet-and-risk-esophageal-gastric>

A study from the International Agency for Research on Cancer (IARC) reported that adulthood overweight duration and intensity have a long-lasting influence on breast and colorectal cancer survival, highlighting the need for effective prevention of overweight and obesity starting at an early age. These results made many health news headlines, carrying an important public health message for the prevention of the first and fourth most common cancers in the world.

Led by Dr Isabelle Soerjomataram.

<https://www.wcrf.org/int/research-we-fund/what-we-re-funding/lifetime-overweight-and-obesity-impact-cancer-survival>

A team at the German Cancer Research Centre investigated whether blood parameters of platelet activation are associated with the risks of the most common cancer types – breast, prostate, and colorectal cancer – over time. They also investigated if dietary factors, physical activity, obesity, alcohol consumption, and smoking are related to platelet activation with the overall goal being to answer the question whether platelet activation is an important link between diet, lifestyle and cancer development. To do this a score reflecting adherence to the WCRF recommendations for cancer prevention was created. The results indicated that adherence to the WCRF recommendations favourably affect two factors implicated in chronic disease development.

Led by Dr Timan Kühn

<https://www.wcrf.org/int/research-we-fund/what-we-re-funding/chronic-platelet-activation-major-link-between-diet>

Research during COVID-19

We always have a strong relationship with our grantholders with regular monitoring and evaluation but with the global COVID-19 pandemic halting many research projects, we monitored the progress of our grants more closely, offering support wherever we could. Luckily only one of our grants were significantly impacted by the pandemic and will now resume work in March 2021. The extra monitoring during this time has given us the opportunity to forge even stronger ties with our grantholders, which we look forward to continuing in the future.

Regular Grant Programme (RGP) 2020/2021

After careful consideration, we decided to open the RGP 2020/2021 call so that we could continue funding vital cancer prevention and survival research. We hope that with many other organisations pausing their grant programmes, our programme will be able to attract even more interesting and innovative projects than usual.

Sharing scientific research

We regularly attend scientific conferences and events to share our information and knowledge about research into the role of diet, nutrition and physical activity in relation to cancer prevention and survival and promote our work.

While the beginning of the financial year started well with in person conferences, from January 2020, we started to see conferences be postponed, go virtual or be cancelled altogether.

However we were able to attend some conferences in person at the end of 2019:

- In October 2019, our Research Interpretation Manager, Isobel Bandurek attended the European Nutrition Conference 2019 in Dublin, Ireland, organised by the Nutrition Society and the Nutrition Society Irish Section. She presented a poster on Energy Balance and the policy implication of this.
- In November 2019 we attended the National Cancer Research Institute (NCRI) Conference 2019 in Glasgow. As well as a number of staff attending, also had an exhibition stand which allowed us to meet with other cancer professionals and answer their questions about our work.

In 2020, as conferences went virtual, this gave opportunities for all of our Research and Policy teams to attend conferences we might not have gone to otherwise, some examples include:

- In May 2020, Imperial College London held a virtual Mendelian Randomisation (MR) Workshop, our Research team all attended this online course.
- In June 2020, Our New Zealand based Academy Fellow Dr Kathryn Beck attended the International Society of Behavioural Nutrition and Physical Activity (ISBNPA) Annual Meeting which is normally held in Australia. Dr Beck represented us and gave an oral presentation on WCRF/ AICR Recommendations and Adherence Score
- In September 2020, Kate Oldridge-Turner and Margarita Kokkorou attended the European and International Congress on Obesity (ECO/ ICO 2020). They presented two posters on CO-CREATE and on the building momentum report on implementing robust marketing restrictions of unhealthy food to children.

Encouraging the next generation of new scientists

The WCRF International Academy was set up in 2009 to help develop future leaders in the field of nutritional epidemiology and cancer prevention. We now have a global alumni of 41 Fellows based in 22 countries around the world. They range from PhD students and associate professors to scientific and policy advisers.

With COVID-19 halting the Academy programme, we used the time to evaluate the programme in order to identify the impact the programme had on Academy fellows and their area of research.

Some highlights were:

- Almost 40% of our Fellows come from Low and Middle Income Countries (LMICs)
- The majority of our Alumni (76%) still work in Nutrition or/ and Cancer Area
- The majority of our Alumni have remained in Research after the WCRF Academy Fellowship
- Almost half of our Fellows now hold an Academic Position in universities as Lecturers or Professors
- 10% of our Fellows are now Heads of their Research Departments

Future options for the Academy programme include:

- Continuing the Academy Fellowships as they are, collaborating with mostly UK but also other European Institutions
- Providing more online options such as webinars facilitating applicants from LMICs to take part in. Different levels of seniority could be included (from Master Students to Post Docs/ Young Lecturers)
- Strengthening the links with the Grant Programme creating a new sub-scheme within our Grant Programme Call for Academy Fellowships supporting PhD studentships from LMICs
- Engaging more with Fellows, with possible liaison visits or events

Taking action through policy to prevent cancer

We know that effective public policies are vital to help people reduce their risk of cancer. Through our policy and influencing work, we target policy makers to develop policy actions that allow people to follow our Cancer Prevention Recommendations. Grounded in our scientific evidence and knowledge, we encourage policymakers to take action in a range of areas that will affect our diet and lifestyle.

To achieve this, we work to advance the evidence for policy, influence our target audience, collaborate with civil society organisations and share our work globally.

The CO-CREATE project

CO-CREATE is an EU-funded, five-year €10 million study "Confronting Obesity: Co-Creating policies with youth", which focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process. The WCRF Network is part of a consortium of 14 organisations (including WCRF International) across Europe, with input also from the US, Australia and South Africa. The overarching aim is to reduce overweight and obesity in children and adolescents across Europe, working directly with young people themselves to help achieve this.

Launch of Policy databases

In June, we launched the new MOVING physical activity policy database, as a companion to our NOURISHING database of diet and nutrition policy. The new MOVING database can be searched side by side with the NOURISHING database on a new web platform. Launched via an online webinar, several presentations and a database demo were given - covering CO-CREATE, how the databases work and expert opinion from leading academics from around the world including Professor Barry Popkin and Professor Jim Sallis. There was an audience of 228 from 41 countries including USA, UK, South Africa, Malaysia, Kenya, Sri Lanka, Malaysia, Sweden, Norway, Barbados, Kenya, Israel, Canada and Ireland, comprising a mixture of policy makers, civil society and academic organisations.

Very high levels of social media engagement were also achieved, including reaching 64,551 people on 17 June (compared to an average audience reach for the WCRF International Twitter feed of 8,000-10,000 impressions per day). In fact it was our busiest day ever for the WCRF International Twitter account.

Launch of Building Momentum 3

We launched the third in our Building Momentum series during the year, focussed on marketing restrictions to children. The third report provides advice to policymakers about designing and implementing restrictions around marketing food and non-alcoholic beverages high in fat, sugar and salt (HFSS) to children. This includes how to use a rights-based approach and overcome challenges such as industry interference and policy inertia. The report was very well received and generated a lot of press coverage in the UK, the Netherlands and internationally.

Events and convening

In February, we attended the NCDA Global Forum in Sharjah to present the latest Building Momentum report. In the same month we also attended the World Health Organisation Executive Board where the issues of the Global Alcohol Strategy and maternal and child nutrition were the highlights. We also participated in the World Health Assembly in May, publishing a statement on the impact of COVID-19 on nutrition, physical activity and underlying health conditions.

In September we virtually presented our Building Momentum report on marketing restrictions and developed a poster on our work in the CO-CREATE project at the ECO / ICO conference; attended the World Public Health Congress in October and the ISPAH one day symposium on physical activity. In October we attended the World Health Assembly Special Session of the Executive Board, publishing another statement reiterating our concerns on the impact of COVID-19 on non-communicable disease (NCD) prevention.

Communicating healthy lifestyle messages

All our communications, health education programmes and campaigns aim to enable better understanding and to encourage behaviour change to reduce the occurrence of preventable cancers. We do this by offering high-quality evidence-based information and health tools to empower people to make healthy lifestyle choices.

Our team of nutrition experts has continued to support cross-charity projects, ensuring all our content is up-to-date and in line with our cancer prevention recommendations.

WCRF also actively seeks partnership opportunities to increase the influence, sustainability and profile of our work.

Our response to Covid-19

During the lockdown in Spring 2020 we provided resources and tips to help people continue to be healthy. This included three new PDF downloads explaining standing, seated and stretching exercises for people to do at home; a full workout that could be done at home, along with lots of other content (inc. videos and blogs) to help people stay healthy and positive during such a difficult time.

Creating a new eLearning course for health professionals

A new e-learning platform was launched during April 2020 with funding from the Dinwoodie Charitable Company and Roche Products Ltd. It included modules on the science behind our messages, and how to help patients and clients lower their cancer risk. Accredited by the Royal Society for Public Health, and counting towards Continuing Professional Development (CPD), it had gained 680 registrants by the end of the year with an aim to achieve 1,200 by April 2021.

Health Professionals membership

Our Cancer Prevention Package, aimed at Health Professionals, saw a 6% increase on last year to 5,493 members with 320 recruited in 2019-20 (100 more than the previous year). Over 4,000 publications were distributed through the membership package and three issues of the 'Informed' newsletter, plus a monthly e-News were sent out to each member. A new e-learning course was developed (as above). A London cancer prevention workshop was held for health professionals in September with 12 attendees (and 100% rating the workshop good or excellent).

Partnership with MyNutriWeb

WCRF partnered with MyNutriWeb to deliver three cancer focussed webinars to health professionals during 2020. In June we delivered an 'Eat Well During Cancer' webinar with over 1,200 sign-ups and 576 live viewers. 93% of attendees felt confident talking to their patients about nutrition compared to 37% before the webinar.

Online support groups and live cook-a-longs

We reacted to the lockdown by providing virtual weekly closed-group dietary support sessions with an oncology dietitian. These were designed to guide attendees through the principles of eating well during cancer and answer any questions related to diet and cancer, and nutrition during lockdown. All attendees received nutritional information on how to safely manage the side-effects associated with cancer and a digital pack of resources to take away. We had a total of 83 sign-ups, and 75 attendees with roughly 10 people attending more than one session. All attendees were either living with cancer, previously diagnosed with cancer or working with cancer patients. The average age was 45, with a female to male ratio of 2:1.

The groups were evaluated by means of a follow-up survey, with the following results:

- An average rating of 4.9 out of 5
- 79% of attendees did not have access to an oncology dietitian to support them throughout their cancer treatment
- 93% of attendees found the session with a dietitian useful
- 100% of attendees felt more confident managing food related side effects associated with cancer
- 100% of attendees felt more confident about eating during the lockdown
- 100% of attendees would recommend the workshop to others
- 86% of attendees completely trusted WCRF UK as a reliable source of health information about cancer survivorship

The charity also carried out a series of cook-alongs live on Instagram with our partner, Life Kitchen, and in conjunction with Adele Hug (oncology dietitian) and Ryan Riley (celebrity chef and founder of Life Kitchen). In doing so we showcased recipes from our soon-to-be-published 2nd joint booklet, which help to tackle the loss of taste and enjoyment of food.

Cancer Survivor Champions project

This project was completed this year. It had to move online because of Covid19, and we worked in partnership with South East Cancer Help Centre and Oesophageal Patient Association programme managers. It received a 100% five-star rating, plus a 100% recommend rating. After attending a session, 100% of attendees felt more confident in

managing any food-related side effects associated with cancer, and 63% felt much more confident about making healthy and helpful food choices. And 75% completely trusted WCRF UK as a reliable source of health information about cancer survivorship.

Eat Move Learn

In September 2020 we launched a brand-new online resource for children called Eat Move Learn. It teaches children about healthy eating and being active in a fun way using different characters to help guide learning. It includes: nine new educational pages on different subjects, from what humans need to stay healthy to a cooking glossary; nine new play and grow-your-own activities, and 13 new recipes for children to cook.

Publications & Resources

In 2019-20 we produced three new printed publications: Weight Matters; Women's Health guide and British Favourites cookbook. The Women's Health guide had 434 unique downloads, and 120 were sent out to health professionals (not including the HP package). A further 1,087 were sent to members of the general public. There were 272 unique downloads of the Weight Matters Guide, with 35 sent out to health professionals and 2,334 sent out to the general public. During the year, 1,772 copies of British Favourites were ordered. The Women's Health guide was featured in Complete Nutrition Focus (with a reach of 11,200), the Nursing Times (reach of 8602), and Nutrition 2 Me (reach of 364).

Partnerships and Collaborations

We collaborate closely with a variety of diverse organisations and alliances to deliver the latest research and advice on cancer prevention. There are two million people currently living with cancer in the UK, a figure predicted to double over the next decade, but it doesn't have to be this way. Our collaborations, partnerships and memberships help us get that message to even more people. We currently work with:

- ***Alcohol Health Alliance***
We are a member of the Alcohol Health Alliance, a coalition of 50 non-governmental organisations that work together to highlight rising levels of alcohol-related health risks, and promote evidence-based policies to reduce the harm caused by alcohol, including developing certain types of cancer.
- ***Association of Medical Research Charities***
We are a member of Association of Medical Research Charities (AMRC), which supports health and medical charities in the UK to deliver high-quality research, and champions impact for patients and public benefit through influencing policy and research.
- ***British Dietetic Association***
Our Eat Well During Cancer booklet is endorsed by the British Dietetic Association (BDA), with their Specialist Oncology group supporting us with their expertise around diet during cancer treatment.
- ***Obesity Health Alliance***
We are a member of the Obesity Health Alliance, which we support to help prevent obesity-related health conditions. We share our insights and expertise with its members and support the Alliance's campaigns to help influence government on vital policies needed to curb the obesity crisis.
- ***National Institute for Health Research***
We are founding members of the National Institute for Health Research (NIHR) Cancer and Nutrition Collaboration. The scope of the Collaboration's work includes all stages of cancer, from prevention through to treatment, living with cancer and palliative and end of life care.
- ***Sustain***
We are a member of the food and farming alliance, Sustain, which aims to enhance the health and welfare of people and animals, improve the working and living environment for everyone, enrich society and culture and promote equity.
- ***Union for International Cancer Control***
We are members of the Union for International Cancer Control (UICC), regularly attending and participating in its World Cancer Congress and World Cancer Leaders' Summit to share the very latest on our cancer prevention research and policy activities. Every year, on 4 February, we also provide a tailored social media campaign to support UICC's World Cancer Day, a singular initiative under which the entire world can unite against cancer.
- ***International Cancer Research Partnership***
As part of World Cancer Research Fund International's network, we are members of the International Cancer Research Partnership (ICRP), an active network of cancer research funding organisations, working together to enhance global collaboration and strategic coordination of research between individual researchers and organisations. ICRP is a unique alliance of cancer research organisations from Australia, Canada, France, Japan, the Netherlands, United Kingdom, and the United States.

- **International Union for Nutritional Sciences**
World Cancer Research Fund International is a founding member of the International Collaboration on Nutrition in relation to Cancer (ICONIC). The aim of the Task Force is to build collaborations between organisations involved in nutrition and cancer at a global level.
- **NCD Alliance**
WCRF International are part of the NCD Alliance, a global thought leader on non-communicable disease policy and practice. The Alliance is a convener of the civil society movement, a partner to governments and UN agencies, and an advocate for people at risk of or living with NCDs.
- **World Health Organization**
World Cancer Research Fund International is officially recognised by the World Health Organization (WHO). This means that it is acknowledged as a key player and trusted adviser at the highest level of global public health, and cements our reputation as a leading global authority on the link between diet, weight, physical activity and the prevention of cancer.

Our 30th Birthday

In September 2020, WCRF celebrated 30 years of cancer prevention in the UK. To highlight this, in September 2020, we ran a campaign celebrating our birthday, with the aim of raising more awareness of our work. It was largely digital, sharing regular and sustained content about: our history, our achievements, top tips for cancer prevention, and looking at how the world of diet, nutrition and physical activity has changed in that time. We also launched the Fruit 'N' Fiver challenge to engage people and get them eating healthily.

The campaign resulted in impressive increases in reach, engagement and follower levels across the month. When compared to the same period in the previous year, total reach was up 31%, total engagement was up 42% and the increase in the number of followers across the month was up 342%. Our social media channels and UK e-News were extremely successful in driving traffic to our campaign web pages, with e-News and Twitter being the biggest referral sources. Once on the site people were really engaged, spending longer than average reading the content. Our 30th Anniversary FAQ's page had an average 'dwell time' of 4m 28 seconds (with the avg. time spent on a page across the site being 1m 24 seconds). And our three 30th blogs together averaged 6 minutes (where the avg. time is 3m 23 seconds).

There was also a small PR element to the campaign. We issued a press release about how the nations dietary habits had changed over 30 years, which got pick up in national media. Compared to the previous September, then we achieved greater reach with our media coverage during the month (up 17%) , and with a higher AVE (Advertising Value Equivalent) of £1,241,963 (vs £858,362 in Sept 2019).

Engaging people with our cancer prevention messages

Traditional media

Despite the increased usage of online news globally, traditional media still remains an important way of communicating with the public. Between Oct 2019 and Sept 2020 we achieved 3,139 mentions of WCRF in the media. This was down 53% on the previous year. There are a number of reasons for this. The previous year was exceptional in terms of mentions (up 50% from 2017/18), largely due to there being some big cancer and obesity stories that we were able to respond to. In addition, the impact of COVID-19 cannot be downplayed. Some of our key research and policy projects had to be postponed, meaning planned launches didn't happen; and with COVID dominating the news agenda for much of the year, it has been harder to get cut-through for our stories. However, the Advertising Value Equivalent (AVE) of our coverage actually increased significantly - up 156% to £43.4 million. This indicates that we are achieving more high quality coverage with longer pieces (not just mentions) in 'top tier' outlets that have a larger reach and influence.

Social media

Over the last year we have continued to grow our social channels, achieving 12% growth across all of our platforms (5,081 new followers during the year with 47,669 total followers as at end Sept 2020). We added Instagram to our social media portfolio in order to attract a younger audience and this is the channel where we are currently seeing the highest levels of engagement - with an average 18% engagement rate across the year (far higher than the sector average). Across all of our channels we managed to reach over 7m people during the year.

The top 5 successes were:

- October 2019 – media coverage of story about red and processed meat. This was a big story from another organisation whose research contradicted ours and said red/processed meat didn't increase the risk of cancer. We put out a statement in advance and ended up being quoted in all the print coverage on the day

(Daily Mirror, Daily Mail, Daily Express, Daily Telegraph, Guardian, the Sun, the Times), including being interviewed on Sky News. This resulted in about 700 pieces of coverage with a reach of 130m and AVE of £2.5m.

- 5 December 2019 – media coverage of Sarah Lewis's research grant. Her research showed that being active decreased the risk of prostate cancer. Our press release resulted in 100 pieces of print coverage including in the Times, the Sun, the i, the Daily Telegraph, the Daily Mail, and the Metro. This had an AVE of £450,000 and a reach of 21m.
- 23 January 2020 – media coverage of Building Momentum Three. Our press release resulted in 50 pieces of coverage with an AVE of £150,000 and a reach of 13m. This included print coverage in the Daily Star and the Sun (plus online coverage in the Daily Mail). This demonstrated our ability to turn a technical, policy-oriented report into general press coverage.
- 17 June 2020 – our most successful day on Twitter ever with the launch of MOVING (53,000 impressions in one day).
- Sept 2020 – month-long 30th Anniversary campaign. This included a press release about how the nation's dietary habits had changed in 30 years which received coverage in the Daily Mail and the Telegraph, with an overall AVE of £1.2 M and reach of 38M. Sustained social media activity drove almost 75% of all traffic to the website, resulting in far higher than average dwell time on our campaign pages (between 4.5 and 6 minutes). Social media engagement was up 42% compared to the same period last year and we attracted 508 new followers during the month.

Digital

Our digital presence is extremely important as it allows us to reach far more people than we ever could without it but it is a constantly evolving project.

Overall, the WCRF UK website traffic for the year (Oct 19 – September 20) resulted in: 1 million unique users (up 35% year-on-year), 1.2 million sessions (up 34% YoY), and 2.7m page views (up 43% YoY). This was a significant rise in traffic to the website over this period and it's clear that the coronavirus pandemic has led to a greater focus on 'health' across the British public, which has manifested itself on most sections on our site.

Traffic to our online health tools rocketed. The BMI calculator saw a 50% increase while traffic to the Cancer Health Check rose by more than 130%. There were also improved results on our Recipe pages - where we've focussed on improving the content - with traffic up by 27%. Lastly, the Preventing Cancer section also saw a 28% boost in traffic across the year.

Eat Move Learn

In September 2020, we relaunched our content for children and families as 'Eat Move Learn'. This was a two-part project, which consisted of taking down and redirecting content from the obsolete Great Grub Club website, and rebuilding selected content on the main WCRF UK website with a new design, enhanced user journeys and downloadables. We removed the left-hand navigation so as to provide a larger, more child-friendly page width and added a HotJar pop-up (to gain feedback on whether the user is a child, parent or teacher). This will inform future decisions on content and engagement. In the first month of the launch, Eat Move Learn has had nearly 10,000 page views (not including our new child-friendly recipes) and we'll be closely monitoring traffic going forward to ensure that new resources are relevant and popular.

Recipes

Our recipes site continued to exceed all expectations. We added more than 25 recipes to the site this year, including British favourites, recipes for children to cook and enjoy, and BBQ recipes. During 2019-20, we focused on technical SEO work to increase traffic for very competitive search terms. This work involved: adding a cuisine to each recipe, checking all recipes had Twitter cards, keywords and meta descriptions, and building curated landing pages for our most popular categories, such as slow cooker recipes, vegetarian recipes and Christmas recipes.

Our recipes pages had more than 757,000 page views during the year (a 27% increase, year-on-year). Time spent on a page is also up. Our most popular recipe - tortilla pizza - had 33,000 page views. Our most popular category page is fish, with more than 6,000 page views. Having built up such a popular site, we're now exploring ways to further engage this audience, to share more of our health information and convert casual browsers into returning visitors and, ultimately, donors.

Blog

During the year we audited all 600 previous entries to better understand how we can get more high-quality traffic to the blog, but still making it manageable to maintain and produce content for. This resulted in 13% higher traffic for

the year (58k vs 51k page views), despite producing fewer posts, and without compromising the 'time on page' either (3 min 20 seconds on average). We also archived blogs which were not as relevant to visitors as our newer, high-performing blog content. This kind of 'good housekeeping' actually helps more people find our content, and the topics they're interested in.

Engaging supporters

Supporters are at the heart of everything WCRF achieves. We believe giving to our charity should be a great experience and we strive for the highest standards to ensure our supporters are treated fairly and with respect.

The fundraising environment in the UK continues to be challenging and competitive. Continued economic and political uncertainties weigh heavily on the minds of the UK population. Consequently, we need to be agile to ensure we adapt to any new challenges and regulations efficiently and effectively.

We continue to look for opportunities to increase the return on investment for our fundraising activities, thus maximising available funds for research and health education programmes. We will achieve this through knowing and understanding our audiences and supporters; engaging and stewarding them so we develop long-term meaningful relationships.

WCRF has voluntarily subscribed to the Fundraising Regulator which assumed responsibility for regulating fundraising from July 2016 and investigates and takes appropriate action on cases of public concern. We work with the Regulator, as we did with its predecessor body, the Fundraising Standards Board.

As competition for donations increase, it is more important than ever to ensure we have a compelling "case for support". Likewise, stewardship and the personal journey we take with our donors and supporters is more relevant than ever. We have been working on how we engage with our donors and supporters, across all our fundraising streams, what we say to them, how we say it, to engage people with our work and raise vital funds for our cause. To ensure our fundraising channels are fit for purpose and are able to raise maximum amounts, we decided to restructure our team during the year. This has enabled us to embrace new ways of fundraising such as digital and to strengthen our running events without adding to our personnel costs.

Monitoring and control of our fundraising activities, including the work done by these external organisations, is vital to ensure that our supporters have a great experience and that all supporters, including vulnerable people, are treated fairly. We have a policy that outlines how we engage with vulnerable people, (which can be obtained by contacting us) and our supporter services team have been trained how to engage with vulnerable supporters.

We have robust contracts in place with external organisations to ensure all applicable laws and codes, such as the Fundraising Regulator's Code of Practice, the Data Protection Act and the General Data Protection Regulation (EU) are followed. We also expect these organisations to voluntarily subscribe to the Fundraising Regulator. All recipients of marketing materials are screened against the Mailing Preference Service and the Fundraising Preference Service. We have regularly review and update our Privacy Notice where necessary and this is available in full on our website.

We always strive for the highest standards, however if our supporters or any members of the public are unhappy with any aspect of our work we encourage them to give feedback, and we take any complaint or comment raised against the Charity very seriously. WCRF have a robust procedure for handling complaints which was reviewed in May 2020. We aim to satisfactorily resolve complaints within five working days. In the event of complaints being raised to the Fundraising Regulator, we work with them to resolve the issues raised and we learn from our supporters to help us improve what we do. We did not receive any complaints last year.

Fundraising Achievements

The more we can raise the more we can do to achieve our vision. Robust fundraising underpins what we want to achieve in our grants and public education programmes. Our income is generated from a number of fundraising development channels such as legacies, direct mail, events, trusts, corporates, gift aid, etc. To find out more about WCRF fundraising activities in the UK or to get involved, please visit <https://www.wcrf-uk.org/uk/fundraising>

- Gifts from supporters made up around 66% of our overall funds
- A further 17% of our income came from gifts left in people's Wills
- 8% of our income came from Gift Aid (reclaimed from the HM Revenue and Customs)

Key to our success has been our focus on providing (where possible) personalised engagement with our supporters thus building on stewardship and loyalty. This will continue to be one of our key areas of focus for FY21.

Trust and Foundations

We continue to strengthen existing and new relationships with trusts and foundations. Early on during the pandemic some Trusts suspended their meetings while others suspended making grants as they reviewed their income and strategy. By the end of the year some Trusts had resumed meeting virtually and making grants. We also saw a number of Trusts divert their grants to the Covid-19 response. Despite the uncertainty during the year we still received regular trust income. Sixty charitable trusts and foundations generously supported us this year with grants totalling just under £93,000, and we are incredibly grateful to all of our donors.

The Childwick Trust supported us with a grant of £12,000 enabling us to pilot a partnership project with not-for-profit Life Kitchen, supporting patients going through cancer treatment in the South West of England by providing cookery classes and specialist dietary support. **The Shears Foundation** pledged £10,000 to enable us to start our pilot cookery classes and specialist dietary support in a second area - the North East. Following this, we received a further grant of £4,000 from **The JGW Patterson Foundation** to support patients in the same region. **The Pink Ribbon Foundation** granted us £5,000 to enable us to deliver a further set of classes with Life Kitchen – but specifically for breast cancer patients.

Our exercise trial for patients with chronic lymphocytic leukaemia at University of Bath was supported by funding from three trusts: **GD Herbert Charitable Trust** (£2,000); **Sylvia Waddilove Charitable Trust** (£2,500) and the **Gould Family Charitable Trust** (£2,000). A grant of £27,500 was received from several funders, including the **Dinwoodie Charitable Company**, on the successful completion of our new accredited e-learning module for health professionals. We also received a small grant of £2,000 from **The John Mason Trust** enabling us to deliver several online workshops, also for health professionals, in the North West.

Corporate Partnerships

Our Corporate Partners programme has continued to expand and we had donations from 23 different companies, from large international corporations to local businesses. We secured a partnership with **PENTAX Medical**, at c. £90,000 in income. This included our Miles for Health campaign which involved PENTAX Medical staff from around the world logging over 25,000 miles collectively through their running, cycling, walking and swimming over a period of six months.

The year saw the launch of a new WCRF Corporate Partnerships Brochure, as well as the second and final year of our partnership with **3INA**, and their LIPS FOR LIFE campaign, which saw the firm selling out of their 5,000 limited edition lipstick products.

Overall, 2019/20 was shaping up to be a record year in terms of corporate income, but the COVID-19 pandemic meant that several planned partnership opportunities were postponed indefinitely (with SCIEX and Informa), whilst several other companies put the brakes on early partnership conversations. Looking ahead, however, there are many positive discussions still taking place around on-going corporate relationships and potential future partnerships.

Events during COVID-19

With many fundraising events taking place in the spring and summer months, unsurprisingly all were affected due to the pandemic. While some switched online, most were cancelled altogether. In April, with only a week's notice, we launched the 2.6 Challenge to replace the postponed the London Marathon race, this raised £7,000. As the summer progressed we saw some events come back in different forms, with a virtual Great North Run in September and a virtual London Marathon in October. We hope to see a return to a fuller events programme in Summer 2021.

Supporting our supporters

WCRF has a small devoted and friendly Supporter Care team who respond to enquiries and feedback from supporters, the general public and health professionals every day. Their remit is to build meaningful, long-term relationships with our supporters as well as working closely to support other departments with initiatives and on-going projects.

Finally, and as always, thanks to the enormous generosity of our supporters and the ongoing hard work of our staff and volunteers, we raised a total of £8.7 million. This meant that we were able to invest 74% of our income into our cancer prevention research and health information programmes.

Working during COVID-19

With the UK locking down in March 2020, WCRF had to stop being predominantly an “in the office” workplace and become a “work at home” workplace. This had to happen much quicker than anyone expected or would have liked

but with strong procedures already in place for information security and data protection we were able to get all of our staff to a position that they could work from home safely and efficiently.

Importantly, we continued to answer all of our supporters' calls and letters with staff managing to work successfully from home, and using technology wherever possible. Crucially we ensured that the office was COVID safe for those who couldn't work from home or needed to go into the office from time-to-time.

From a staff point of view, we were able to use the Government backed furlough scheme to pay 2 staff as their roles were unnecessary during the lockdown. All other staff were able to work from home and remained on staff.

Future Plans

Our evergreen goals for the charity are to reach even more people with our vital cancer prevention message and work. We want to continue to reach and engage people living with and beyond cancer. We want to fund more projects than ever—we will ensure we have powerful cases for support for our fundraising asks, which engage the “Hearts and Minds” of the supporters, explore further Restricted Fundraising Projects, and continue our focus on strengthening supporter engagement and stewardship. Every 3-4 years, we embark on a new strategic planning process for the organisation, and this year we started with a Theory of Change project, which will guide our strategic planning process.

In February 2020 it was decided to undertake a series of strategic reviews to help inform the plans going forward. Alongside this, work was commissioned to address some foundational issues.

The objectives were:

- Helping WCRF obtain maximum benefit from the Change Programme
- Reducing the risks from conflicting objectives or timescales
- Facilitating communications between projects and the whole organisation
- Ensuring projects are undertaken in the correct sequence
- Supporting decision-making
- Standardising on project reporting and benefits analysis
- Managing communications to all internal stakeholders

Starting with a workshop in March 2020 (pre COVID-19 lockdown) the Executive Management Team (EMT) considered the problem that WCRF is trying to fix, and hence the impact we want to make. We looked at the outcomes that will create this impact, and the outputs (activities and projects) that support these outcomes. The result of these workshops was our Theory of Change, which was signed off at the end of 2020, the headlines of this are:

The impact of WCRF's work i.e. how the world will be different as a result of our work, is that *“Fewer people are getting preventable cancers”*.

In order to deliver this impact WCRF will achieve the following outcomes:

- Enabling research
- Informing the Public and other audience groups
- Equipping advocates
- Influencing Policy
- Generating income
- Developing our organisation

The Theory of Change includes a strong narrative, lists some underlying assumptions and identifies such things as what 100% effective will look like, what is outside the scope, who are our audiences and competitors, and what are WCRF's values (this fed into a staff workshop which is mentioned later).

A simple Evaluation and Monitoring framework has been developed, and this will be reviewed in the future. Essentially, ‘success’ is defined for each stage of the project in quantifiable terms; this is reviewed at each project stage boundary and at the close of a project.

Work is beginning to draw out various strategies to support the goals in the Theory of Change. The below corresponding strategies are being written:

- Fundraising Strategy – the first part of this, to develop the generic Case for Support, was completed in November 2020.
- Health Information Strategy – a new strategy for Health Information is being developed
- Communications Strategy – Once the Fundraising and Health Information strategies have been signed off, the Communications strategy will be developed to support these.
- Audience Journey Modelling Strategy (often called stakeholder journey modelling) – a series of audience journeys will be defined, to maximise engagement and lifetime value.

In addition to these core strategies, a number of others are scheduled:

- Data strategy – to clarify the importance of data and to define exactly how WCRF will use data in the future to drive fundraising, engagement and decision-making. This is the first step in the journey to any new fundraising database and/or xRM solution.
- Organisational Values – based on the work during the Theory of Change, staff workshops were held in August for all staff, to engage with them and to seek their views. The results will be fed back to the EMT for further consideration, both in terms of the values themselves and also how to promote them.

FINANCIAL INFORMATION

Management of risk

The Trustees have approved, implemented and regularly reviewed WCRF's risk management plan, which is operated by staff on a day-to-day basis. Senior staff, heads of department and Trustees work together to revise the risk management plan annually, identifying emerging risks, prioritising them in terms of potential impact and likelihood of occurrence.

The risk management plan covers governance, financial, operational, IT, and other risks. Internal control procedures are in place to provide assurance against identified risks in order to uphold the integrity and reputation of the charity. These include: a 3-year Strategic Plan reviewed periodically through the year annual operational plans and budgets which are approved by the Trustees; regular review by the Trustees of financial results, variance from budgets and financial targets; risk management, segregation of duties, policies and procedures. Additionally, Trustees are kept up-to-date with any changes in governance requirements to ensure they are fully informed of best practice.

During the financial year, we identified the potential impact of economic recession as a major risk to WCRF. As a result, we reviewed our annual budget compared to actual performance, strategic plans and the reserves policy during the year to ensure we can maintain our research funding projects over a long-term period. Prompt financial reporting procedures were followed in order to respond to shifts in the economic environment.

The COVID-19 pandemic presented additional risks for WCRF in 2019/2020 and beyond, particularly as the charity is almost entirely reliant on voluntary giving for income generation. WCRF began financial year 2019/2020 with a healthy reserve balance and currently has a strong cash position. We were lucky that our programmes continued to engage supporters and they continued to support us. However as the pandemic continues and Brexit moves forward, we are aware of the risk of recession and a downturn in our income so we are doing all we can to monitor income and cash flow. The procedures and policies listed above continue in place with a heightened sense of awareness that changes in revenue may affect cashflow.

Financial Review

Income

Total income in 2019/2020 increased by £33,555 to £8,865,663 (2019: £8,832,108). Legacies were £1,467,540 (2019: £2,152,674) a decrease of £685,134. Donations from individual donors increased by £581,430 to £4,596,675 (2019: £4,015,245).

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Trading activities, if any, represent revenue produced by WCRF's wholly owned subsidiary, WCRF (Trading) Ltd. Revenue is raised from the rental of WCRF's donor lists and Christmas card sales. The company did not trade during the year.

Expenditure

In financial year 2019/2020, total expenditures decreased by £107,292 to £8,813,912 (2019: £8,921,204).

Expenditure on raising funds increased by £129,641 to £2,314,877 (2019: £2,185,236). Charitable expenditure on research decreased by £79,622 to £2,591,643 (2019: £2,671,265). Charitable expenditure on information and education decreased by £127,311 to £3,907,392 (2019: £4,064,703).

Net Income

Net movement in funds in 2019/2020 was a surplus of £45,562, an increase of £139,055 (2019: £93,493 deficit).

Investment Policy

The policy was developed to assist WCRF to effectively supervise and monitor its investments and achieve the highest return on investments within an acceptable level of risk utilizing a sound investment strategy.

The principal reason for holding investments is to provide funds in case of unexpected shortfalls in fundraising income and to ensure research, educational programmes and operational expenditures are not subject to short-term cuts to the detriment of the long-term vision.

Investments are managed prudently and in full compliance with all policies, applicable laws and regulations and must reflect the philosophy and objectives of the Charity. Any investments held by WCRF are acquired in accordance with powers available to the trustees or by way of legacy. The trustees allow excess cash balances to be invested in UK Treasury Gilts and government insured corporate bonds to maximize investment returns, while maintaining minimal investment risk.

Currently, WCRF has no investments.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain a minimum reserve at one half the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by providing a goal in the annual budget.

As of 30 September 2020, unrestricted reserves decreased by £52,222 to £6,292,812 (2019: £6,345,034). Free reserves at 30 September 2020 are £5,752,062 (2019: £5,779,027). This equates to 8 months of the current year's expenditure (2019: 8 months).

In September 2020, the Board of Trustees approved the budget for financial year 2020/2021 which included a surplus of £1.306 that will increase total free reserves to £5,753,368. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £4 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2020, total reserves were £6,456,874 (2019: £6,411,312).

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out earlier and they demonstrate the overall net cash position of WCRF and its reserves position. As a consequence the Trustees believe that WCRF is well placed to manage the business risks successfully. The full financial impact of the COVID-19 pandemic has yet to be determined. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2020/2021 financial year and budget planning for the year 2021/2022 take into consideration the possibility of economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions and a global pandemic, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by



Alison Sinclair
Trustee

27 April 2021

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

The Trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and the charitable company will continue its activities.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of World Cancer Research Fund

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report, or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 21 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

NICHOLAS SLADDEN (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB

Date 8 June 2021

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2020

		Unrestricted funds 2020 Total £	Restricted funds 2020 Total £	Total funds 2020 Total £	Total funds 2019 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	8,601,649	251,774	8,853,423	8,804,407
Investment income		12,240	-	12,240	27,701
Total income		8,613,889	251,774	8,865,663	8,832,108
Expenditure on:					
Raising funds	4	2,314,877	-	2,314,877	2,185,236
Charitable activities	5	6,345,045	153,990	6,499,035	6,735,968
Total expenditure		8,659,922	153,990	8,813,912	8,921,204
Net losses on investments	11	-	-	-	(616)
Currency loss		(6,189)	-	(6,189)	(3,781)
Net income and net movement in funds		(52,222)	97,784	45,562	(93,493)
Fund balances brought forward at 1 October 2019		6,345,034	66,278	6,411,312	6,504,805
Fund balances carried forward at 30 September 2020	21	6,292,812	164,062	6,456,874	6,411,312

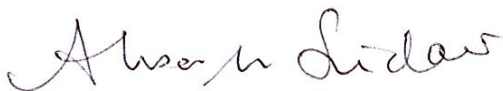
WCRF has no recognised gains or losses other than the net movement of funds in the year.

The notes on pages 27 of 39 form part of these financial statements.

Balance sheet
at 30 September 2020

		2020	2019
		£	£
Fixed assets:			
Tangible assets	10	540,750	566,007
Investments	11	-	-
Total fixed assets		<u>540,750</u>	<u>566,007</u>
Current assets:			
Debtors	12	1,908,691	1,179,248
Cash at bank and in hand		<u>6,734,682</u>	<u>7,084,013</u>
Total current assets		8,643,373	8,263,261
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(1,494,178)</u>	<u>(1,114,606)</u>
Net current assets		<u>7,149,195</u>	<u>7,148,655</u>
Total assets less current liabilities		7,689,945	7,714,662
Creditors: amounts falling due after one year	14	<u>(1,233,071)</u>	<u>(1,303,350)</u>
Total net assets at 30 September		<u><u>6,456,874</u></u>	<u><u>6,411,312</u></u>
The funds of the charity:			
Unrestricted funds		6,292,812	6,345,034
Restricted funds		<u>164,062</u>	<u>66,278</u>
Total funds		<u><u>6,456,874</u></u>	<u><u>6,411,312</u></u>

The financial statements on pages 24 to 39 were prepared in accordance with the special provision applicable to companies subject to the small companies' regime and under this exemption a strategic report is not required. These financial statements were approved by the board of trustees on 27 April 2021 and were signed on its behalf by:



Alison Sinclair
Trustee

Statement of Cash Flows
For the year ended 30 September 2020

	2020 £	2019 £
Cash flows from operating activities:		
Net cash provided by operating activities	(301,627)	292,726
Cash flows from investing activities:		
Dividends and interest from investments	12,240	27,701
Purchase of equipment	(59,944)	(559,042)
Proceeds from sale of investments	-	200,000
Net cash provided by (used in) investing activities	(47,704)	(331,341)
Change in cash and cash equivalents in the reporting period	(349,331)	(88,615)
Cash and cash equivalents at the beginning of the reporting period	7,084,013	7,172,628
Cash and cash equivalents at the end of the reporting period	6,734,682	7,084,013
Reconciliation of net expenditure to net cash flow from operating activities		
Net expenditure for the reporting period	45,562	(93,493)
Depreciation charges	85,201	49,684
Loss from disposal of assets	-	884
Dividends and interest from investments	(12,240)	(27,701)
Decrease in debtors	(729,443)	346,354
Decrease in accrued interest within fixed income investments	-	2,243
Increase in creditors	309,293	(35,245)
Net cash provided by operating activities	(301,627)	242,726

Notes to the financial statements

World Cancer Research Fund ("WCRF") is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its net income for the financial year and cash flows are set out above and they demonstrate the overall net cash position of WCRF and its reserves position. As a consequence, the Trustees believe that WCRF is well placed to manage the business risks successfully. Thus far, the COVID-19 pandemic has not negatively impacted WCRF. Management continues to monitor current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the forecast for the 2020/2021 financial year take into consideration the possibility of economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the a period of at least 12 months from the date these financial statements were signed. Accordingly, they adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 3. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations made for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt if probable and the amount is measurable with sufficient reliability.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the claim is submitted.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received.

Notes to the financial statements (continued)

1 Accounting policies (continued)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accruals basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues & subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible Fixed Assets and Depreciation

Tangible fixed assets with a cost of more than £250 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £250 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over the life of the lease, which is ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand and deposits repayable on demand less overdrafts payable on demand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all of its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently WCRF UK has no liability to tax and no deferred tax.

2 Key judgements and estimations

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

Notes to the financial statements (continued)

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2020 Total £	2019 Total £
Donations	4,536,706	59,969	4,596,675	4,015,245
Legacy income	1,467,540	-	1,467,540	2,152,674
Committed giving	1,235,410	-	1,235,410	1,233,731
Gift Aid	716,076	-	716,076	776,849
Grants from affiliates	641,207	-	641,207	615,843
Grant revenue	-	191,805	191,805	-
Sublease income	4,710	-	4,710	9,234
Other income	-	-	-	831
	<u>8,601,649</u>	<u>251,774</u>	<u>8,853,423</u>	<u>8,804,407</u>

Restricted income in 2019 was £182,000.

4 Expenditure on raising funds

	Direct costs £	Support costs £	2020 Total £	2019 Total £
Fundraising activities	146,699	-	146,699	176,698
Direct mail fundraising	1,461,052	-	1,461,052	1,373,931
Human resources	-	493,373	493,373	418,991
Premises	-	115,469	115,469	119,448
Other	-	98,284	98,284	96,168
	<u>1,607,751</u>	<u>707,126</u>	<u>2,314,877</u>	<u>2,185,236</u>

Notes to the financial statements (continued)

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2020 Total £	2019 Total £
Research:				
Research grants*	1,150,403	-	1,150,403	1,221,973
Other direct costs	173,682	-	173,682	190,690
Human resources	-	847,171	847,171	774,886
Premises	-	220,535	220,535	247,167
Other	-	199,852	199,852	236,549
	<u>1,324,085</u>	<u>1,267,558</u>	<u>2,591,643</u>	<u>2,671,265</u>
Information & education:				
Programme grants to affiliates	459,405	-	459,405	534,755
Publications	1,683,083	-	1,683,083	1,629,242
Consulting fees	335,897	-	335,897	347,335
Other direct costs	416,949	-	416,949	483,387
Human resources	-	684,403	684,403	641,864
Premises	-	175,780	175,780	233,013
Other	-	151,875	151,875	195,107
	<u>2,895,334</u>	<u>1,012,058</u>	<u>3,907,392</u>	<u>4,064,703</u>
Total costs of charitable activities	<u>4,219,419</u>	<u>2,279,616</u>	<u>6,499,035</u>	<u>6,735,968</u>

*includes grant refunds if any

Expenditure on charitable activities was £6,499,035 (2019: £6,735,968) of which £6,345,045 (£6,431,298) was unrestricted and £153,990 (£304,670) was restricted.

Notes to the financial statements (*continued*)

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2020 to institutions:

		£
University of Manchester	Investigating the effect of pelvic radiotherapy on the intestinal microbiome and metabolome to improve the detection and management of gastrointestinal (GI) toxicity.	49,952
Bjorknes University College	Adiposity and physical activity and the risk of 26 cancers in the UK Biobank: examining the underlying mechanisms	350,000
Imperial College	Ultra-processed food consumption and cancer incidence and mortality: estimating current and future projected burdens in Europe considering different scenarios	348,435
Union for International Cancer Control	Partnership Contribution	39,390
	Total research grants	787,777
Imperial College	Continuous review	386,375
	Grant Refunds	(23,750)
	Total grants	1,150,402

	2020 £	2019 £
Beginning grants payable	2,029,385	1,982,328
New grant funding	787,777	761,186
Grant payments	(694,853)	(714,129)
Ending grants payable	2,122,309	2,029,385
Due within one year (note 13)	889,238	726,035
Due after one year (note 14)	1,233,071	1,303,350

Notes to the financial statements (*continued*)

7 Support costs

				2020	2019
	Fundraising	Information & education	Research	£	£
Human resources	493,373	684,403	847,171	2,024,947	1,835,741
Premises	115,469	175,780	220,535	511,784	599,628
Other	98,284	151,875	199,852	450,011	527,824
	<u>707,126</u>	<u>1,012,058</u>	<u>1,267,558</u>	<u>2,986,742</u>	<u>2,963,193</u>

Support costs are allocated based upon time spent on each function – fundraising, information & education and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs - audit fees of £25,500 (2019: £23,000) include fees in respect of WCRF Trading Ltd of £2,500 (2019: £2,000) and board meeting expenses of £1,481 (2019: £23,836) are included in Other above.

8 Operating costs

	2020	2019
	£	£

Net expenditure is stated after charging:

Depreciation and other amounts written off tangible fixed assets:

Owned	85,201	49,684
Hire of plant and machinery	10,008	10,198
Hire of other assets - operating leases	<u>313,000</u>	<u>412,666</u>

	2020	2019
	£	£
<i>Auditor's remuneration:</i>		
Audit of these financial statements	23,500	21,000
Audit of financial statements of subsidiaries	<u>2,500</u>	<u>2,000</u>
	<u>26,000</u>	<u>23,000</u>

Notes to the financial statements (continued)

9 Human resources

	2020	2019
	£	£
Salaries	1,659,269	1,520,774
Social security costs	167,088	156,792
Pension costs- defined contribution scheme	70,572	57,414
Employee benefits	79,980	61,384
Recruitment	44,819	22,959
	2,021,728	1,819,323

Salaries include £24,348 in termination payments (2019: £35,500).

The average number of persons employed during the year, analysed by category, was as follows:

	2020	2019
	Number	Number
Fundraising	12	9
Research	10	10
Education	12	12
Administration	12	14
	46	45

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2020	2019
£60,001 - £70,000	1	1
£70,001 - £80,000	2	2
£80,001 - £90,000	1	-

Set off against the salaries costs above is income of £11,347 from the Coronavirus Job Retention Scheme program (CJRS). There were no unfulfilled conditions in respect of this income and it is the only form of direct financial assistance that has been received from the UK Government during the year (2019: nil).

In respect to staff paid over £60,000, the pension contribution was £14,516 (2019: £10,186).

The key management personnel of the WCRF are the trustees, the President, the CEO and the CFO.

The Trustees, whom are considered the key management personnel, received no remuneration (2019: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. Three Trustees (2019: three) received out-of-pocket travel reimbursements in the amount of £581 (2019: £990) for expenses incurred directly. In 2020 and 2019 there were no related party transactions with the Board of Trustees and WCRF. The President and CFO were compensated by affiliate organisations.

Notes to the financial statements (*continued*)

10 Tangible fixed assets

	Leasehold improvements	Fixtures and fittings	Machinery and equipment	Total
	£	£	£	£
Cost				
At 1 October 2019	464,079	50,612	94,470	609,161
Additions	6,471	14,064	39,409	59,944
Disposals	-	-	-	-
At 30 September 2020	470,550	64,676	133,879	669,105
Depreciation				
At 1 October 2019	3,933	2,827	36,394	43,154
Charge for year	47,809	10,699	26,693	85,201
Disposals	-	-	-	-
At 30 September 2020	51,742	13,526	63,087	128,355
Net book value				
At 30 September 2019	460,146	47,785	58,076	566,007
At 30 September 2020	418,808	51,150	70,792	540,750

11 Investments

	2020 £	2019 £
Investment in subsidiary	2	2
	2	2
Movements during the year		
At 1 October	2	202,243
Additions	-	-
Disposals	-	(200,000)
Net losses on investments	-	(616)
Amortisation of premium and discounts paid	-	(1,625)
	2	2

There were no investment charge for 2020 (2019: £1,792).

Notes to the financial statements *(continued)*

12 Debtors

	2020	2019
	£	£
Accrued legacies	563,112	189,443
Amounts owed by affiliates	970,947	661,500
Prepayments	241,995	203,659
Amounts owed by group undertakings	6,845	6,938
Trade debtors	125,792	117,708
	<u>1,908,691</u>	<u>1,179,248</u>

13 Creditors: amounts falling due within one year

	2020	2019
	£	£
Trade creditors	111,830	241,151
Grant payable	889,238	726,035
Other creditors	493,110	147,420
	<u>1,494,178</u>	<u>1,114,606</u>

14 Creditors: amounts falling due after one year

	2020	2019
	£	£
Grant payable	1,233,071	1,303,350
	<u>1,233,071</u>	<u>1,303,350</u>

15 Guarantees and other financial commitments Operating lease commitments - land, building and equipment

	2020	2019
	£	£
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	468,000	131,239
-later than one year and not later than five years	2,020,200	1,367,664
-later than five years	1,415,700	1,646,014
Total	<u>3,903,900</u>	<u>3,144,917</u>

Notes to the financial statements *(continued)*

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £70,572 (2019: £57,414).

17 Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd carried on trading activities to raise net revenues which are contributed to the WCRF UK.

The registered address is The Broadgate Tower, Third Floor, 20 Primrose Street, London, EC2A 2RS.

Summary balance sheet is as follows:

	2020	2019
	£	£
Cash	6,845	6,938
Due to WCRF:		
Beginning balance	(6,936)	(7,029)
Net value of transactions	93	93
Amounts owed by subsidiary	(6,843)	(6,936)
Total net assets	2	2

19 Affiliated Charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations - national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF UK); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WCRF NL); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications and best practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2020 and 2019 is as follows:

Notes to the financial statements (continued)

Description	2020				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 52,901	431,816	135,841	40,942	661,500
Net value of transactions	90,389	195,687	21,371	2,000	309,447
Amounts owed by affiliates	£ 143,290	627,503	157,212	42,942	970,947

Description	2019				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 78,538	273,779	113,750	94,825	560,892
Net value of transactions	(25,637)	158,037	22,091	(53,883)	100,608
Amounts owed by affiliates	£ 52,901	431,816	135,841	40,942	661,500

20 Analysis of Net Assets between Funds

	2020				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 540,750	-	6,985,133	(1,233,071)	6,292,812
Restricted funds	-	-	164,062	-	164,062
Total funds	£ 540,750	-	7,149,195	(1,233,071)	6,456,874

	2019				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 566,007	-	7,082,377	(1,303,350)	6,345,034
Restricted funds	-	-	66,278	-	66,278
Total funds	£ 566,007	0	7,148,655	(1,303,350)	6,411,312

Notes to the financial statements (*continued*)

21 Restricted Donations and Grants

During financial year 2017/2018, WCRF received a grant with a restriction for specific project work that totalled £208,626. The unspent balance of that grant was £54,278 at the end of financial year 2018/2019. In financial year 2019/2020, an additional grant of £191,805 was received. A portion of that grant was spent (£105,990) and released from restriction. A legacy received in financial year 2018/2019 (£12,000) was used for its intended purpose and the full amount was released from restriction. Eleven gifts from various Trusts and Foundations were received in financial year 2019/2020 (£59,969) to be used for research grants and health information outreach projects. Of that amount, £36,000 was spent in financial year 2019/2021. Therefore the restricted fund balance is £164,062 (2019: £66,278).

	Balance at 1 Oct 2019	Income	Expenditure	Balance at 30 Sep 2020
Restricted funds				
EC Co-Create Grant	£ 54,278	191,805	(105,990)	140,093
Legacy	12,000		(12,000)	-
Trusts/Foundations	-	59,969	(36,000)	23,969
	£ 66,278	251,774	(153,990)	164,062

The restricted fund relates to the EC grant, a five-year, €10 million study 'Confronting Obesity: Co-Creating policies with youth' – CO-CREATE – focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process.