

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
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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

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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

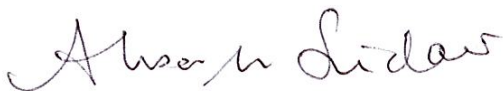
WCRF has no recognised gains or losses other than the net movement of funds in the year.

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

	Fundraising	Information & education	Research	2020 £	2019 £
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 £
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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 financials year 2019/2021. Therefore the restricted fund balance is £164,062 (2019: £66,278).

	<u>Balance at 1 Oct 2019</u>	<u>Income</u>	<u>Expenditure</u>	<u>Balance at 30 Sep 2020</u>
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
	<u>£ 66,278</u>	<u>251,774</u>	<u>(153,990)</u>	<u>164,062</u>

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.