

World Cancer Research Fund
Trustees' report, strategic report and
financial statements

Registered Charity No: 1000739
Registered Company No: 2536180
30 September 2021

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO: 1000739

COMPANY NO: 2536180

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TRUSTEES Ms. A Sinclair (chairman)
Mr J Bunn
Prof A Cooper
Ms A Hunter
Ms S Pepper
Mr R Power
Mr F. Hill (as of 11 May 22)

PRESIDENT Ms Marilyn Gentry

CHIEF EXECUTIVE OFFICER Ms Rachael Hutson Gormley

CHIEF FINANCIAL OFFICER Mr. Kelly Browning (retired 28 Feb 2021) no successor

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Report of the Trustees *for the year ended 30 September 2021*

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2021. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity. This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

Who We Are

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

Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk and improve outcomes of cancer survivors.

The cornerstone of our research programme is the Continuous Update Project, which informs our work. It is the world's largest source of scientific research on cancer prevention and survival through diet, weight and physical activity.

We translate this science into accurate, accessible, understandable information so that you can have the best available cancer prevention advice at your fingertips in our Recommendations for Cancer Prevention.

By funding research and delivering health information programmes – such as Eat well during cancer for cancer survivors, and Eat Move Learn for children and families – we empower people to make healthier lifestyle choices.

Public Benefit

It is estimated that one in two people in the UK will develop cancer in their lifetime but around 40 per cent of cancers in the UK could be prevented – that's nearly 147,000 cases every year. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk.

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

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

The World Cancer Research Fund Network

Worldwide the burden of cancer continues to increase and it won't be dealt with by treatment alone. As a cancer prevention charity, we know only too well that effective cancer prevention measures are critical to dealing with the cancer crisis.

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

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

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

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

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

Together we can prevent cancer.

Charitable Information

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

Governance Information

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

- Marilyn Gentry – President, World Cancer Research Fund Network
- Rachael Hutson Gormley - Chief Executive Officer (CEO), World Cancer Research Fund (WCRF)
- Kelly Browning - Chief Financial Officer (CFO), World Cancer Research Fund (WCRF) (retired 28 Feb 2021) no successor

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

Senior Staff Structure

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

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

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

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

Here is an overview of our main achievements for the year October 2020 to September 2021:

Science and Research Programmes

Since inception, the WCRF Network has invested £130 million in research worldwide. As cancer is a complex disease, we need to look at all the different areas of research so that we can understand the bigger picture. To do this, every year we invest in a variety of research projects. Some are the more traditional laboratory based projects, while others, such as the Continuous Update Project (CUP), analyse research findings from around the world and translate that information into usable advice for the scientific community and our cancer Prevention Recommendations for the general public.

Our wider Science and Research programmes are delivered by World Cancer Research Fund International for the benefit of all WCRF Network members.

Research Interpretation and the Continuous Update Project (CUP)

Three key goals for the year for our flagship global research programme and our associated performance in relation to them:

1. To evidence reviews on breast cancer survivors

To complete a series of systematic literature reviews evaluating the impact of nutrition, diet and physical activity on physical health and quality of life after a diagnosis of breast cancer. The inclusion of quality of life represents a notable development for the CUP. This work included completing the reviews and finalising agreement of evidence conclusions and recommendations with the CUP Panel.

Achievements - The reviews were completed, evidenced by the production of 'Systematic Literature Review' documents with findings, conclusions and recommendations and agreed by our Expert Panel. This included three reviews that examined the impact of body fatness, dietary risk factors and physical activity risk factors on mortality and morbidity outcomes, and one review on the impact of physical activity on quality of life. The Panel deemed that there was sufficient evidence for a strong evidence conclusion (i.e. probable) for greater body fatness being strongly associated with higher all-cause mortality, breast cancer mortality and second primary breast cancer occurrence in breast cancer survivors. There was also evidence to support limited suggestive conclusions for certain dietary and physical activity risk factors.

2. CUP transition and new strategy - The 18 month transition to a new and updated version of the CUP research programme began in 2019 and comprised a comprehensive review of all aspects of the CUP, guided by experts working in eight subject-specific workstreams. This aimed to place the CUP in the best position to be able to address the next generation of enquiry in reducing cancer risk and improving outcomes after a cancer diagnosis. More specific goals included completing the CUP transition meetings and for the CUP Secretariat to use the new outputs as a way to develop a new CUP strategy.

Achievements - The CUP Transition Panel meetings, and production of final outputs, were completed, as indicated by the production of recommendations from each workstream for the new CUP programme of work, supporting evidence documents, and development of the new CUP strategy. Panel members, supported by the Secretariat, led eight subject-specific workstreams. The results of these were synthesised and organised by the Secretariat to provide a strategy for the next phase of the CUP over the next five years.

3. Agreement of collaborative projects for the new CUP - The CUP Secretariat aimed to develop a series of new collaborations to facilitate the new programme of work and development of novel work areas. The collaborations were across:

- a. *Lifecourse* - aiming to examine the impact of risk factors in early life on later cancer risk.
- b. *Dietary and lifestyle patterns* - two collaborations aiming to examine how specific patterns influence breast and colorectal cancer risk; the combined effects of the whole diet and lifestyle are believed to be more important than individual risk factors.
- c. *Mechanisms* - aiming to look in detail at the biological processes underpinning the relationships between nutrition, physical activity and cancer risk.
- d. *Automation* - aiming to develop methods to automate how the CUP reviews are carried out; increasing efficiency and enhancing user-experience.

Achievements - Five collaborations were recommended by the Panel, with researchers from Wageningen University, Health Research Institute of the Balearic Islands, Harvard University, IARC, University of

Bristol, and Imperial College London. Project outlines were agreed with the identified collaborative groups and completed proposals received.

Some wider impactful figures from our Research Interpretation work:

- 38 external experts contributed to the transition phase of the CUP
- 331 scientific publications were included in the breast cancer survivor reviews
- 286,000 people accessing our cancer statistics section on our website

Other notable successes or deliverables from the year:

- Five academic manuscripts from the breast cancer survivors evidence reviews submitted for publication in high impact journals.
- Developed a new CUP oversight structure (comprising an Expert Panel and four Expert Committees).
- Completed a review and update of the cancer statistics on the international and UK websites – it being essential that these remain up to date since they are frequently cited in the media.
- Developed an ongoing collaboration with University College Dublin whereby the Research Interpretation team annually host a student on a ten month placement. A first placement was successfully completed with the student contributing to the development of our obesity mapping reviews.
- Piloted the AMRC as a new model for disseminating academic outputs from the CUP, allowing for more efficient and accurate tracking of citations.
- Involvement with a new screener tool developed by Dr Dora Romaguera to evaluate the degree of adherence to current nutritional guidelines for cancer prevention.
- Completed a new Science strategy that integrates the CUP strategy with the wider work of the Research Interpretation Team, focusing on innovation and translating science into policy.

Key partnerships

The ongoing collaboration with Imperial College London continues. This includes ten researchers and a database manager, along with other advisors, contributing to the CUP Review Team. In addition, a number of new collaborations have been established as part of the new CUP programme of work, awarded by the WCRF Network. These are:

- Erasmus University Rotterdam and Professor Ellen Kampman (Wageningen University) on Lifecourse; Oct 2021- Sept 2024
(2021/2022 - colorectal cancer, 2022/2023 - breast cancer, 2023/2024 - prostate cancer)
- Dr Dora Romaguera (Health Research Institute of the Balearic Islands) on Dietary and lifestyle patterns (cancer incidence work) ; dietary and lifestyle patterns and breast cancer; April 2021- Dec 2021
- Professor Ed Giovannucci (Harvard University); Dietary and lifestyle factors and colorectal cancer; Oct 2021- Sept 2022
- Dr Marc Gunter, IARC on Cancer mechanisms; Dec 2021-Dec 2024
- Dr Pau Erola, Professor Tom Gaunt, Professor Richard Martin (University of Bristol) and CUP Team (Imperial College London) on Automation of CUP reviews; Oct 2021-Sept 2024

Looking ahead

- A new strategy is being developed with WCRF's Communications & Engagement team for wider dissemination of CUP outputs, with wider network input.
- A number of other academic manuscripts from the CUP transition work are being developed - for example, concept papers on the planned lifecourse and mechanisms work.
- The new CUP Panel and Expert Committees are currently being established - with the first Panel meeting provisionally planned for June 2022.
- Planned announcement of the new CUP work at the World Cancer Congress in 2022.

Research Funding Programmes

When the WCRF Network began funding research in 1983, the idea that the risk of developing cancer could be linked to diet was largely dismissed.

Almost 40 years on, our message is now widely accepted around the world. The priority for our research has shifted to identifying gaps in our knowledge and taking advantage of new processes and technologies. New research is continually needed to ensure that we can continue to give people the most accurate and up to date advice possible.

Regular Grant Programme (RGP) 2020/2021

Our Regular Grant Programme, managed by WCRF International, provides funding of up to £350,000 per project,

enabling us to invest in varied projects worldwide these can be Investigator Initiated Grants or Seed Grants.

Investigator Initiated Grants are for researchers working on our research areas and themes. The aim of this grant funding scheme is to support innovative and original research into the link of diet, nutrition and physical activity in either Cancer Prevention or Cancer Survivors.

Seed Grants are intended as start-up funds for preliminary research to allow the development of innovative ideas, new methodologies and new research tools relevant to our Research Themes. This will allow researchers to collect preliminary data or test study parameters to take them to a stage where an application for an Investigator Initiated Grants would be appropriate.

With the Covid-19 pandemic causing disruption to funding to many UK research charities, many grant programmes were suspended for 2020/2021, however after careful consideration, we decided to open the RGP 2020/2021 call so that we could continue funding vital cancer prevention and survival research. We hoped that with many other organisations suspending their grant programmes, our programme will be able to attract even more interesting and innovative projects than usual and we were correct as we received a record 218 grant applications.

Overall, the WCRF Network funded 19 grants to the value of £4.4 in September 2021. From October 2020 to September 2021 the Network had 53 active or live grants, supporting 47 researchers and organisations (but each of them with more teams involved).

As part of the 2020–21 WCRF International grant programme, we partnered with Cancer Australia to co-fund cancer prevention research in Australia. This opportunity to be funded was available to applicants based in Australia who are investigating the role of diet, nutrition (including body composition) and physical activity in primary cancer prevention. Three grants of the current cycle have been co-funded with Cancer Australia and the partnership has been renewed for the 2021-2022 Regular Grant Programme Call.

Within the fundable applications there was a good split between our different research areas and themes. We had 8 studies on cancer prevention and 11 on cancer survivors. Of the 19 grants that were fundable, 6 projects focused on understanding the mechanisms that link diet, physical activity and body weight with cancer, 5 on host factors and genetic susceptibility and 8 on evidence for impact on cancers survivors.

Newly funded studies

In September 2021, WCRF funded 7 new innovative research projects this year that will contribute to filling gaps in our scientific knowledge about cancer. These are:

- **Dr Linda Denehy, University of Melbourne, Australia:** Rehabilitation after bone marrow transplant to improve patient outcomes (The REBOOT study)
- **Dr Tilman Kühn, Queen's University, Belfast, Northern Ireland:** Polyphenols and health outcomes among breast cancer survivors: A prospective biomarker study
- **Dr Robert MacInnis, Cancer Council Victoria, Australia:** Population-level relevance of preventable risk factors on the burden of cancer
- **Dr James Thorne, University of Leeds, UK:** Developing a mechanistic understanding of how nutrient-metabolic gene pathways predict and modify responses to chemotherapy in breast cancer
- **Dr Mitch Duncan, Newcastle University, Australia:** MULTI-HEALTH: Co-creating a technology based multiple behaviour intervention for cancer survivors at increased risk of CVD **SEED**
- **Dr Timo Bund, German Cancer Research Center, Germany:** Understanding the Role of Bovine Meat and Milk Factors (BMMF) in Chronic Inflammation and Colorectal Cancer **SEED**
- **Prof Dr Michael Leitzmann, University of Regensburg, Germany:** The combined impact of physical activity, sedentary behaviour, and cardiometabolic comorbidities on cancer risk and survival among cancer survivors (PaCoCanS)

More details about these projects will be available on our website <https://www.wcrf.org/int/research-we-fund/what-we-re-funding>

Key goals for FY2020/21

- 1. To successfully run the 2021 Research Grants Programme** - dealing with applicant queries, working with the Grants Panel and ensuring the assessment process is done following AMRC peer reviewer policies - as well as planning the RGP 2022 Call for Grants, updating the programme and application forms and developing relevant documentation for our partnership with Cancer Australia

Achievements:

- *Receive quality applications from a variety of organisations, countries and research teams within our remit:* We received a record 218 grant applications in the current cycle. This was due partly to the fact that we were one of the few funders to proceed with our scheduled grant call in the face of the pandemic and also to our new partnership with Cancer Australia (which doubled the number of Australian applications). We promoted the call to a group of research new organisations in the Netherlands
- *Undertake an AMRC peer review audit:* the AMRC Panel comments were very positive, saying that we provided 'a thorough response from an organisation with exemplary processes' and a 'Very clear role for patients at all stages of the peer review process'. In addition, and due to the good practice demonstrated by your organisation, we were asked to be connected with other member organisations to provide peer-to-peer support and practical advice on best practice in peer review.
- *Update the WCRF International grant programme RGP 2022 call:* based on the discussions with the Panel to narrow the remit and receive a reduce number of applications and projects we reviewed the remit and the schemes, receiving less applications (124), reducing mainly the number of PFGs compare with SGs last year and being more focus on our area of interest.
- *Key statistics*
 - Between 1 October 2020 and 30 September 2021, we dealt with 1540 enquiries from applicants, grant holders and reviewers.
 - We approached more than 520 scientists and clinicians to review the applications and received 165 reviews.
 - The Panel submitted more than 500 reviews for the 51 applications shortlisted.

- 2. To manage the portfolio of active grants** - in particular through enhanced interactions with grant holders. This also included: reviewing progress reports and monitoring the projects; dealing with requests from the grant holders; working with other teams to promote the funded research; providing opportunities for WCRF staff to understand better the research we fund, plus additional monitoring of the grants funded due to Covid19 pandemic.

Achievements:

- We organised two virtual liaison visits with our grant holders, one in June with researchers based at Maastricht University and one in September with three of the research teams based at Bristol University. These visits have been highly successful and provide an opportunity for staff from WCRF UK and WKOF to participate and get to know our scientists better.
- We worked with the Communications & Engagement team to promote the outcomes of our research. This included: sharing and promoting 24 publications from our grants on social media; press releasing Emma Vincent's publication on obesity and colorectal cancer in December 2020 and Kostas Tsilidis' publication on alcohol and coffee on liver cancer in August 2021.

Research during COVID-19

We always have a strong relationship with our grantholders with regular monitoring and evaluation but with the global COVID-19 pandemic continuing to disrupt many research projects, we monitored the progress of our grants more closely, offering support wherever we could. Luckily all of our ongoing grants were able to continue but the extra monitoring during the pandemic has given us the opportunity to forge even stronger ties with our grantholders, which we look forward to continuing in the future.

Sharing scientific research

We regularly attend scientific conferences and events to share our information and knowledge about research into the role of diet, nutrition and physical activity in relation to cancer prevention and survival and promote our work.

While most conferences over the past year have been converted to a virtual format, we have remained involved in conference related work. This has enabled us to showcase our work globally and keep up to date with the latest developments in the field. Conferences we were involved in last year included: European and International Congress on Obesity (ECO), and National Cancer Research Institute Conference (NCRI). Our involvement at conferences ranges from giving poster and oral presentations to invited talks to attending as delegates.

Stress and cancer

There has been much speculation over the years that stress can cause cancer, we've seen this in the media and also in our supporter surveys so to investigate this further, in October 2020, we commissioned the University of Sheffield to conduct a rapid systematic review of the association between stress and cancer (including a focus on diet, nutrition and physical activity) to explore in more detail the evidence base in this area. 79 published reviews were identified; there were some significant limitations to the studies e.g. 'stress' was defined differently in different studies, and outcome measures (including biomarkers) varied between studies.

Nevertheless, although the evidence that stress can directly influence cancer incidence, or progression, recurrence or survival was inconsistent, it did show that stress can affect health related behaviours including diet and physical activity, which themselves are linked to cancer and can affect biological markers of stress that might influence mechanisms related to cancer.

The next stage for this project is to look into whether or not it would be beneficial to do a more in depth review in the future. The biggest obstacle to this being the inconsistent definition of "stress". In the meantime a plan for how to use the information we have is in development.

Encouraging the next generation of new scientists

The WCRF International Academy was set up in 2009 to help develop future leaders in the field of nutritional epidemiology and cancer prevention. We now have a global alumni of 41 Fellows based in 22 countries around the world. They range from PhD students and associate professors to scientific and policy advisers.

Our goal for FY2020/2021 was to support our Academy programme and increase capacity building - engaging with the Fellows on social media and through the newsletter and working with International Collaboration on Nutrition in relation to Cancer (ICONIC) on the development of a grant writing course for LMIC researchers

We developed capacity building through discussions with the ICONIC and contributed to their grant course efforts in Africa. And as part of our Academy activities and our involvement in ICONIC, we worked with Professors Ellen Kampman and Cora Busstra at Wageningen University in the Netherlands to develop an online distance learning course to help with successful grant proposal writing in low-and middle-income countries (LMICs).

The course was a success, and the group of African researchers will now further develop online training for African participants. Our contribution was mainly through providing relevant resources from the CUP for the online course. In time we hope this will help increase the quality of applications from LMIC to our grant programme and help enable a more global portfolio of research.

Advocates

With almost 40 years in the cancer prevention arena, it's not surprising that we have a strong network of supporters and advocates within the scientific community. Here are some highlights of activities by our supporters conducted on our behalf:

- One of our grant holders Dr Jennifer Baker presented her WCRF funded research at the ECO conference and subsequently wrote a blog on '*Does a higher body mass index in childhood protect women against breast cancer in later life?*'
- The team of researchers at Maastricht University lead by Prof Matty Weijenberg and Dr Martijn Bours published 7 papers this year on the effect of diet and sedentary behaviour on colorectal cancer survivors. Dr Bours wrote a blog for our website on '*What food should colorectal cancer survivors eat?*'
- We worked with Prof Ed Giovannucci of Harvard University to support the publication process of his work about UK cancer estimates on the AMRC Open Research Platform. This was used as part of the Cancer Prevention Awareness Week campaign in March 2021.
- From our Academy programme, our WCRF Fellow Stella Breininger was awarded the 'Deans Award for Postdoctoral Researchers for Citizenship 2020' for her mentoring of medical students.

Looking ahead

- From October 2021, we are currently managing a portfolio of 68 projects, the highest number of active grants since the programme started.
- Upcoming conferences where we have planned participation: AICR Conference, World Cancer Leaders Summit (WCLS) and Hellenic Dietetic Conference

Policy & Public Affairs

Over the last year we have developed a new Policy and Public Affairs Strategy which outlines our priorities over the coming years. This was developed in consultation across the WCRF network, our Policy Advisory Group and the Science department. Our three most important goals were:

- 1. To maintain our strong relationship with the World Health Organization through our Official Relations Status** - to influence the development and implementation of nutrition and physical activity policy.
Achievements:
This included consultations on obesity targets and recommendations, a new global action plan on alcohol policy and reviewing the global status report on physical activity. We attended the 74th World Health Assembly (WHA74) and contributed statements on a range of issues, including social determinants of health, the COVID-19 response and WHO reform. We also delivered on our activity plan for WHO official relations and met all targets in terms of feeding in technical input into WHO.
- 2. To deliver our work in the CO-CREATE project**
Achievements:
 - We delivered our contracted deliverables within the project. We now have a dataset of 319 policies for 19 countries in the NOURISHING database and 480 policies for 15 countries for the MOVING database.
 - We developed benchmarking tools to assess the design and strength of policies which promote either healthy diets or physical activity.
 - We celebrated the first birthday of the MOVING physical activity database with a weeklong programme of social media activity, sharing facts and stats about the databases..
- 3. To support the policy activities of the WCRF network of charities** - to provide information, support and expertise with domestic policy priorities.
Achievements:
 - The network convenes on a quarterly basis to share updates and information and discuss collective priorities. We worked on several UK government consultations on labelling and marketing; and collaborated with AICR on a WHO consultation on alcohol. We also developed a target to increase our communications output and impact in a monthly blog, vlog and newsletter.
 - In the UK we supported the welcoming of the new National Food Strategy and a call for better alcohol labelling, and participated in working groups on child trade and health. For the US we provided technical support on front of pack labelling and alcohol labelling to inform influencing activities. And for the Netherlands we shared information about food policy environment evaluation and updates about additions from the Netherlands to the NOURISHING and MOVING databases.

Other notable successes and deliverables:

We were delighted to take part in a side event at the UN Food System Pre-Summit in July, ahead of the UN Food System Summit in September. We shared perspectives on the need to design and implement junk food marketing restrictions and the importance of involving youth in creating healthier food environments.

For the Summit itself in September, we raised the importance of diet and health within the food system and co-authored a piece with our Policy Advisory Members on [Medium](#). We then followed up with an opinion piece on [Devex](#) on how commitments generated through the summit can be delivered through good governance mechanisms.

We considerably increased the delivery of our Policy communications outputs with a newsletter, video round up of our activities and blog each month, plus social media activity.

We presented our work at several conferences during the year, such as the European Public Health Congress and the International Society for Physical Activity.

Looking ahead

We have launched a new term (until 2024) of our Policy Advisory Group. The Group brings together leading civil society representatives, policy makers and academics with expertise and knowledge on NCD prevention policies in diet, nutrition and physical activity to provide strategic and technical advice on our evidence-for-policy and influencing work.

We have developed a new workplan of activities to mobilise the expertise and advice of our Policy Advisory Group on a range of projects such as engagement in high-level events like the UN Food Systems Summit and the development of publications.

We are in the process of renewing our WHO Official Relations status which gives us privileged access to WHO officials and governance proceedings. In the next phase of our activity plan, we will be strengthening our engagement with WHO's physical activity and NCD departments and contributing technical input from the CUP and our survivorship work.

Communicating healthy lifestyle messages

All our communications, health education programmes and campaigns aim to enable better understanding and to encourage behaviour change to reduce the occurrence of preventable cancers. We do this by offering high-quality evidence-based information and health tools to empower people to make healthy lifestyle choices.

Our team of nutrition experts has continued to support cross-charity projects, ensuring all our content is up-to-date and in line with our cancer prevention recommendations.

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

Cancer Survivors - Three key goals for the year:

1. **To increase our overall reach and engagement**
2. **To grow our Survivorship area and deliver agreed, funded projects**
3. **To develop diverse and inclusive projects, updates, initiatives and resources specifically for people living with and beyond cancer**

Cooking sessions for cancer survivors

During the beginning of the pandemic we worked closely with a not-for-profit cookery school partner, Like Kitchen, and our oncology specialist dietitian consultant, successfully converting in-person cooking classes into virtual cook-along sessions - in line with Covid19 precautions. In March 2021, we also began delivering classes in North-East England and East England, as well as classes specifically for anyone living with breast cancer. By August 2021 we had received more funding to deliver classes for people living with cancer in any location. In total, 134 people affected by cancer successfully attended a cook-along class, with 100% of attendees receiving WCRF resource packs and food vouchers to cover costs.

Feedback included:

- *"It was obvious a lot of planning had gone into creating this event. I felt very fortunate to have the chance to attend. Good to do it in your own kitchen where you know your equipment and can repeat it easily."*
- *"Was thought provoking re: ingredients and their physical and mental effects. Very friendly, professional and well planned. Thank you so much."*
- *"It was a good opportunity to speak with a wide range of people in the current situation. I miss going to support groups."*
- *"Really enjoyed it, and tried different food combinations and ingredients that I would not have used as I didn't know about it."*

Overall we engaged with nearly 160 people living with and beyond cancer over four months of delivering this support, and received some great feedback. Following the session: 67% of attendees felt much more confident about eating well during and after cancer, and 100% of attendees found the sessions useful.

Patient support groups

We continued to deliver and expand our monthly survivorship patient support group sessions with our oncology specialist dietitian consultant and cancer survivorship ambassador, Adele Hug. These sessions explore different areas around cancer survivorship and promote the most recent WCRF survivorship research and findings. The aim of this initiative is to provide increased access to first-hand, reliable clinical support and to improve quality of life for anyone who has received a cancer diagnosis. In May 2021 we were awarded funding to continue delivery of this support.

Health Professionals

Over the year, we had 571 enrolments onto our Cancer Prevention e-learning course and delivered three half-day virtual cancer prevention workshops for health professionals: two in the Northwest plus an open access one, providing valuable cancer prevention training for 57 registered health professionals.

After attending the North West workshop, 100% of the participants were correctly able to identify the risk factors for cancer, and all stated they were likely to use WCRF resources with their patients. 95% of attendees from the open access workshop felt more confident in giving advice about cancer prevention to patients and clients.

We worked with multiple consultants to create and deliver three new in-house cancer survivorship webinars for health professionals, and with MyNutriWeb to develop a number of other webinars to market to their audiences. The webinars were as follows:

- **Vegan diets and cancer - with Adele Hug:** Out of 42 attendees, 84% of attendees found this webinar either extremely useful or useful, 84% learned something that can be applied to their usual working practices, and 100% said they would recommend this webinar and were interested in attending future webinars.
- **Inequalities in breast cancer care - with Toral Shah:** out of 40 attendees, 94% said they would be interested in attending future webinars.
- **Alcohol and cancer - with Adele Hug:** out of 32 attendees, 92% had learned something that could be applied to their usual way of working.
- **Reducing breast cancer and addressing inequalities - with MyNutriWeb:** with 580 attendees, 33% of which were confident about the evidence-base for the lifestyle-related risk factors for breast cancer, rising to 92% after the webinar.
- **Red and processed meat and bowel cancer – with MyNutriWeb:** 780 health professionals in attendance; 57% of these were nutritionists and dietitians. After the webinar, 92% of attendees felt very aware of the evidence base for red and processed meat and bowel cancer. 99% felt better informed. 96% rated the webinar as good or excellent.

In June 2021, WCRF was invited to sit on MyNutriWeb's Advisory Board to help set the future direction of cancer related webinars.

We had a virtual stand at the Nurses in Practice Conference, and a total of 154 nurses visited the stand and 196 nurses watched our 20-minute webinar on our cancer prevention recommendations. We also test-mailed our *Informed* health professionals newsletter with GPs across the UK and 30 new GPs were recruited as a result.

During the year we sent out 12 e-newsletters to health professionals, and a further 118 health professionals subscribed to our Health Professional Membership Package, bringing the total subscribed to 3,800. We sent out 1,918 patient friendly publications to new members of our health professional package, along with a further 821 free copies of our *10 Ways To Protect Yourself Against Cancer* booklet. More than 500 copies of our new *Flavour and Nutrition* cookbook were also ordered by health professionals, mostly going to cancer centres.

Looking ahead

WCRF has been working with the oncology dietician team at Guy's and St Thomas' NHS Trust to create a telephone helpline support service, that allows their cancer patients to access tailored nutritional advice throughout their treatment and beyond. The goal is to minimise waiting times for patients and provide more access to specialist support. We plan to launch the Cancer & Nutrition Helpline in Spring 2022.

We also plan to further develop our patient support work, increasing diversity through inclusion of marginalised communities. Funding has been awarded that will contribute towards making these sessions more inclusive and incorporating diverse healthy recipes.

Publications & Resources - Three key goals for the year:

1. **To measure the impact of our health information (digital and printed)** - in particular, to collect qualitative information as to whether the reader of our health guides, cookbooks etc. has made any changes

to their diet and lifestyle. The key aim is to see if our resources have helped people change their behaviour positively.

Achievements: We started to collect some data as part of a value exchange programme using our Men's Health Guide. We sent a survey to those who requested the guide to see if they had changed their behaviour. From those who responded, 38% said they had made changes to their diet and lifestyle, with 10% saying they would. Some of the changes people made included eating better, cutting down on processed meat, losing weight and getting more active.

2. **To increase the reach of our work** – by targeting hard to reach groups within local communities who may be at a higher risk of developing cancer (by having low levels of physical activity, a poor diet, and /or living with overweight or obesity), and looking at the translation of our resources for those whom English isn't their first language.

Achievements: Our plan was to target two community groups with our resources, but due to Covid-19 this did not materialise. The translation piece was also put on hold, but this will be rolled out in 2022.

3. **To create more diversity in our health resources** - by having more diversity in our imagery and our approach to language.

Achievements: We started to factor this into our resources and programmes by the choice of imagery used and our language, but there is much more to do.

Last year we produced six new printed publications: *Healthy Living After Cancer*, *Living An Active Life*, an update of *10 Ways To Protect Yourself Against Cancer*, *Family Flavours* cookbook, *Healthier Slow Cooking* recipe book and *Flavour and Nutrition* recipe book (developed in collaboration with not-for-profit, Life Kitchen).

Healthy Living After Cancer was featured on BBC Radio Bradford, and in a War on Cancer webinar, and in total we sent out 1,300 copies with 520 downloads. 1,800 copies of our *Living An Active Life* guide were sent out, with 853 being downloaded. Our *Flavour & Nutrition* recipe book was sent out to 2,391 households and had over 500 downloads, with more than 500 additional requests from health professionals. Lastly, we had 4,381 requests for our *Family Flavours* cookbook including 6,275 unique visits to the cookbook's web page.

We launched our new online resource hub, Eat Move Learn, to help educate children about healthy eating and being active in a fun way, in the Autumn of 2020. During the year it had 330,627 unique page views, and of those who provided feedback, 68% said they had learnt something new.

Partnerships and Collaborations

We collaborate closely with a variety of diverse organisations and alliances to deliver the latest research and advice on cancer prevention. There are two million people currently living with cancer in the UK, a figure predicted to double over the next decade, but it doesn't have to be this way. Our collaborations, partnerships and memberships help us get that message to even more people. Here are some of the groups we work with:

- **Alcohol Health Alliance**
We are a member of the Alcohol Health Alliance, a coalition of 50 non-governmental organisations that work together to highlight rising levels of alcohol-related health risks, and promote evidence-based policies to reduce the harm caused by alcohol, including developing certain types of cancer.
- **Association of Medical Research Charities**
We are a member of Association of Medical Research Charities (AMRC), which supports health and medical charities in the UK to deliver high-quality research, and champions impact for patients and public benefit through influencing policy and research.
- **British Dietetic Association**
Our Eat Well During Cancer booklet is endorsed by the British Dietetic Association (BDA), with their Specialist Oncology group supporting us with their expertise around diet during cancer treatment.
- **Obesity Health Alliance**
We are a member of the Obesity Health Alliance, which we support to help prevent obesity-related health conditions. We share our insights and expertise with its members and support the Alliance's campaigns to help influence government on vital policies needed to curb the obesity crisis.
- **National Institute for Health Research**
We are founding members of the National Institute for Health Research (NIHR) Cancer and Nutrition Collaboration. The scope of the Collaboration's work includes all stages of cancer, from prevention through to treatment, living with cancer and palliative and end of life care. In April 2021, we solidified our relationship by agreeing to fund the Collaboration for two years, more information below.

- ***Sustain***

We are a member of the food and farming alliance, Sustain, which aims to enhance the health and welfare of people and animals, improve the working and living environment for everyone, enrich society and culture and promote equity.

- ***Union for International Cancer Control***

We are members of the Union for International Cancer Control (UICC), regularly attending and participating in its World Cancer Congress and World Cancer Leaders' Summit to share the very latest on our cancer prevention research and policy activities. Every year, on 4 February, we also provide a tailored social media campaign to support UICC's World Cancer Day, a singular initiative under which the entire world can unite against cancer.

Key partnerships

Cook School and the Junior Cooks Club

In late 2020, we began a new partnership with Cook School, a charity that goes into schools to deliver in-person cooking lessons to school children - and which since Covid-19 has been developing online versions of their educational content. This joint programme is branded Junior Cooks Club, and together we have been developing new content so as to be able to deliver four online video cooking lessons for school children. Each lesson will be supported by teacher notes and a resource pack that each child will take home with them to help encourage healthy eating and cooking habits at home.

Having secured a final tranche of funding in August 2021, we will be launching a pilot programme of the Junior Cooks Club in February 2022. This will be delivered in the Brent area of London. The location was chosen as it has a high rate of child obesity and a high number of people living in poverty. As part of the pilot, we will be aiming to reach 1,000 children. The aims of the programme are to increase food and vegetable intake, increase awareness and education about food and nutrition, and for each child to gain greater cooking confidence and skills. The results of the pilot will be analysed early Summer 2022.

NIHR Cancer and Nutrition Collaboration

In April 2021 we entered into discussions with the NIHR Cancer and Nutrition Collaboration to form a strategic partnership, focused on delivering consistent, credible information and training about the links between cancer and diet to a greater number of people. The partnership will build on the strengths of both organisations and will see WCRF initially providing the NIHR Cancer and Nutrition Collaboration with funding for two years. By joining forces, the two organisations can better support the expansion of ongoing programmes of research into cancer and nutrition, as well as ensure targeted health messages and training reach those who need it the most – including those in specialist oncology care, nutritionists, cancer patients and the general public. The partnership was launched in October 2021 at the NCRI Festival.

Advocates

Our survivorship ambassador Tricia has continually promoted our work both nationally and internationally, for example with WCRF being highlighted in an online health magazine based in Tobago. Tricia has also contributed to our publications by providing copy for our recent *Healthy Living After Cancer* booklet and being featured on the welcome page.

Two of our Survivorship Ambassadors, Dave and Anjana, successfully represented WCRF by taking part in a live Q&A session at a major cancer-focused conference for health professionals, along with using pre-recorded footage addressing their personal cancer experiences.

Our health professional survivorship ambassador and oncology specialist dietitian, Adele Hug, has continually supported us by leading on our monthly survivorship support group sessions, and by providing clinical guidance support and feedback for our cook-along classes, survivorship initiatives and publications.

Engaging people with our cancer prevention messages

Getting the message out there has never been so important, with cases of cancer on the rise every year. Our in house Communications and Engagement team play a lead role in planning and co-ordinating the content, design, promotion and messaging of WCRF's activities.

Media and Campaigns

Three key goals for the year

1. To deliver a successful, reinvigorated cancer prevention awareness week campaign

Achievements: the campaign received 1,952 pledge signatories (against a target of 2,500), and 450 sign-ups to our eight week Activ8 health programme (against a target of 150) that was launched as part of the campaign. We also received 240 media hits, of which 22 were with national/top tier publications (online and hard-copy). Other results included gaining over 23,000 engagements with our campaign social media content, and 14,156 unique visitors to our campaign pages on our website.

2. To promote and market a series of Health Information resources and tools

Achievements: We carried out a paid social media 'value exchange' campaign to promote our Men's Health Guide resource (during Men's Health Week) in return for sign-ups to our e-newsletter. This resulted in 763 orders (with a target of 200), with 45% of orders also opting in to email.

The promotion of our Family Flavours cookbook on social media resulted in 4,381 orders in the first 2 weeks of this campaign (against a target of 500), along with 5,876 engagements on social in one week. This included some amplification by high profile influencers such as Chris Van Tulleken (with 83,000 Twitter followers). 55% of those who ordered the cookbook also opted in to hear more about our children and families work.

For our new Flavour & Nutrition recipe book, we placed a feature article in the Independent and used targeted social media marketing which resulted in 2,167 orders. 60% of those ordering the recipe book also signed-up for our Living with cancer e-newsletter.

3. To raise awareness of new WCRF funded research findings - so as to cement our position as being at the forefront of lifestyle related cancer research

Achievements: As well as the promotion of Professor Ed Giovannucci's new breast and colorectal cancer preventability estimates during Cancer Prevention Awareness Week, we also promoted three other new research papers, achieving c. 60 media hits. The majority of these were on a study highlighting the role of alcohol and coffee in cancer risk. Coverage included the national UK press and international broadcast and led to significant spikes in web traffic (up 140% compared to average page views).

We achieved a 29% net growth in social media followers; up 3,608 over the year to 50,838. Our social media impressions also grew by 8% and our video views were up by 82% on the previous year.

We achieved 2,410 media mentions in total for the year. This was down 30% compared to the year before - largely due to a huge spike in the volume of monthly media mentions in Oct 2019 from a story about bacon and cancer (1,163 mentions).

We formed an internal working group that successfully devised a set of descriptors for our new organisational Values, and we followed this up with accompanying visual assets, including a notebook for all staff with our values on the front.

Through collaborative work between the Communications and Policy teams, we publicly demonstrated our support for new national measures around obesity and junk food marketing. This included joining other like-minded organisations by signing a Letter to the Editor which was published in The Times in May 2021 and which supported the introduction of new Government policies to reduce obesity and shift the blame away from individuals towards policy-makers.

We introduced a new set of cancer type infographics for use on social media and on our website to provide at-a-glance information on cancer risk factors.

Key partnerships

We continue to play an active role liaising with Obesity Health Alliance through fortnightly meetings and are also a member of the sector-wide working group for One Cancer Voice.

New dialogues were developed during the year with key influencers and micro-influencers within the cancer, nutrition and family health space. This most notably resulted in a mix of amplification and promotion of our social content via Dr Chris Van Tulleken, Dr Sarah Jarvis and Dr Hazel Wallace (The Food Medic). We also worked with Sigourney Bell, found of Black in Cancer, who wrote a blog for us.

Looking ahead

WCRF is producing a new Christmas 2021 digital fundraising campaign. Working with a breast cancer survivor, Jodie, the campaign brings the subject of dietary support during cancer treatment to life through a first person video, helping to raise funds for a new Cancer & Nutrition helpline being run by Guy's & St Thomas' Hospital.

A new 'Cupboard Heroes' campaign is launching as part of Cancer Prevention Action Week in February 2022. The campaign helps the nation to understand that healthy eating for cancer prevention isn't about expensive, organic 'superfoods'. Instead, those everyday staples languishing in the backs of cupboards are highly nutritious, flexible and won't break the bank.

Digital

Our Digital team works not only with WCRF but also with WCRF International and our Network partners, this allows for great cohesion and consistency across our brands whilst also ensuring maximum value for money.

Three key goals for the year:

- 1. To migrate our website** - from the Drupal 7 Content Management System across to Wordpress
Achievements: Our core KPI here was to complete the project. The migration took a little longer to complete than anticipated due to unforeseen complications and was finally migrated at the start of November 2021.
- 2. To improve the usefulness and findability of content on our websites**
Achievements: We can measure content findability and usefulness via on-site surveys through our new WordPress website. Delays in completing the migration meant that by the end of the year we had not yet been able to test any new surveys.
- 3. To improve data quality and engagement of our email newsletter**
Achievements: We are now able to measure the open and click-through rates of our email campaigns and compare the data (with these rates being on the rise last year). We also took steps to clean up our email databases, archiving those subscribers who didn't engage with our campaigns, and added a short automated welcome campaign for new subscribers, in an effort to better engage them when they first sign up.

1.1 million people visited the WCRF website between October 2020 and September 2021, a 16% increase on the previous period.

Over the last two years, we have seen an increase in the average number of daily visitors to the WCRF website of circa 35% if we compare pre-pandemic levels (September 2019) to post-pandemic (September 2021).

The Digital team worked closely with the Health Information team to build and deliver an eight-week health behaviour change email programme as part of Cancer Prevention Awareness Week, with 450 people completing the course.

We introduced pop-ups across the WCRF website encouraging users to sign up to Amazon Smile, resulting in increased income for this channel by a factor of 20 (year-on-year).

We introduced a more focussed approach to creating new content for our blog (and other sections on the site). By tapping into topical trends and linking to key events, our blogs noticeably helped to increase our overall web traffic.

Looking ahead

During early 2022 we will be moving and reconfiguring the Third Expert Report section of the WCRF International website. The intention is to place it within the main body of the website, allowing users to see the full scope of the work that WCRF International carries out. This should also make the content more relevant as we move towards the next phase of the Cancer Update Project (CUP).

Engaging supporters

We have all been living in very different and challenging times, but our supporters remain at the heart of everything World Cancer Research Fund (WCRF) achieves, and we are grateful to them for continuing to support us and our work in these unpredictable times. We believe giving to our charity should be a great experience and we strive for the highest standards to ensure our supporters are treated fairly and with respect.

The pandemic had a major impact on the fundraising environment in the UK; all mass participation events were cancelled; local community groups were unable to meet, and corporates had most of their employees working from home putting charity partnerships on hold. However, we were able to adapt our fundraising efforts and created online and virtual fundraising events.

WCRF has voluntarily subscribed to the Fundraising Regulator which assumed responsibility for regulating fundraising from July 2016 and investigates and takes appropriate action on cases of public concern. We work with the Regulator, as we did with its predecessor body, the Fundraising Standards Board.

As competition for donations increases, it is more important than ever to ensure we have a compelling 'case for support'. Likewise, stewardship and the personal journey we take with our donors and supporters is more relevant than ever. To ensure our fundraising channels are fit for purpose and are enabled to raise maximum amounts, we decided to restructure our team during the year. This enabled us to embrace new ways of fundraising such as digital whilst strengthening core areas such as our running events.

Monitoring and control of our fundraising activities is vital to ensure that our supporters have a great experience and that all supporters, including vulnerable people, are treated fairly. We have a policy that outlines how we engage with vulnerable people, (which can be obtained by contacting us) and our supporter services team have been trained in how to engage with vulnerable supporters.

We have robust contracts in place with external organisations to ensure all applicable laws and codes, such as the Fundraising Regulator's Code of Practice and UK GDPR are followed. We also expect these organisations to voluntarily subscribe to the Fundraising Regulator. All recipients of marketing materials are screened against the Mailing Preference Service and the Fundraising Preference Service. We regularly review and update our Privacy Notice where necessary and this is available in full on our website.

We always strive for the highest standards, however if our supporters or any members of the public are unhappy with any aspect of our work, we encourage them to give feedback, and we take any complaint or comment raised against the Charity very seriously. WCRF has a robust procedure for handling complaints which was reviewed in May 2020. We aim to satisfactorily resolve complaints within five working days. In the event of complaints being raised to the Fundraising Regulator, we work with them to resolve the issues raised and we learn from our supporters to help us improve what we do. We did not receive any complaints over the last year.

Supporting our supporters

The more we can raise the more we can do to achieve our vision. Robust fundraising underpins what we want to achieve in our grants and public education programmes. Our income is generated from a number of fundraising development channels such as legacies, direct mail, events, trusts, corporates, gift aid and digital.

WCRF has a small devoted and friendly Supporter Care team who respond to enquiries and feedback from supporters, the public and health professionals every day. Their remit is to build meaningful, long-term relationships, as well as working closely to support other departments with initiatives and on-going projects.

Key to our success has been our focus on providing (where possible) personalised engagement with our supporters thus building on stewardship and loyalty. This will continue to be one of our key areas of focus for the next financial year.

Finally, and as always, thanks to the enormous generosity of our supporters and the ongoing hard work of our staff and volunteers, we raised a total of £10.8 million last year. This meant that we were able to invest 77% of our income into our cancer prevention research and health information programmes.

To find out more about WCRF's fundraising activities in the UK or to get involved, please visit www.wcrf-uk.org/uk/fundraising

Direct Marketing

Our direct marketing campaigns have gone from strength to strength in recent years. We go directly to the public with our campaigns which raise awareness of our Recommendations and provide healthy living messaging and advice to our supporters at the same time as raising vital funds. Our health information aim in our direct marketing campaigns is to provide the wider public with WCRF cancer prevention information as directly as possible, helping them to identify the links between cancer and their own individual risk. Our fundraising aim is to of course raise funds for our cause, as well as to communicate with our current supporters how their money is being used.

Gifts in Wills

Leaving a gift in their will is a lasting way for a supporter to make a difference to our work, supporters including us in their wills now provide us with security for the future.

Three key goals for the year:

1. **To steward our supporters carefully and effectively - highlighting the importance and ease of including a gift in their will and showcasing the difference it could make**
2. **To raise income**
3. **To administer legacy gifts smoothly and efficiently**

Key performance indicator: to raise £2m in income from gifts in Wills.

Achievement - £1.95m was delivered from generous supporters who many years ago had the forethought and generosity to include a gift in their will.

Looking ahead

We understand that many of our supporters help to fund our work in memory of a loved one. We love hearing our supporters stories, and understand the importance of keeping memories alive. Accordingly, we plan to introduce online Tribute Funds through the *MuchLoved* Charitable Trust during 2022. This will allow families and loved ones to share their stories of someone special with pictures, music, video and in writing - whilst also raising funds for WCRF.

Events and Digital

Three key goals for the year:

1. **To adopt a hybrid Events model that enabled supporters to still take part in challenges and fundraising for our cause**

Achievements: to ensure this goal was met we pursued the following:

- We partnered with local events. Supporters were able to take part in events that did not require using public transport and adhered to 'socially-distanced COVID rules'.
- We encouraged supporters to take part in virtual events for us, either organised by third parties or themselves.
- We partnered up with UKA Athletics and Run Britain meaning affiliated runners could run for WCRF and raise money for us. In the last year, over 300 participants opted-in for further communications from us.
- We became one of the very few charity partners for the virtual Hapalua and Honolulu races – two of the most popular races in the world.

2. **To grow a Digital Fundraising income stream that is brave and innovative**

Achievements: to ensure this goal was met we pursued the following:

- We adopted a test and learn approach so we could gain a better understanding of what digital products worked. As part of our Father's Day campaign, we shared prostate cancer stats and risk factors on social media, as well as general men's health information, and tested a value exchange campaign targeted at men in general.
- Our Men's Health Week Facebook ads campaign (14th-21st June) reached 66,000 people.
- Our Father's Day Facebook ads campaign (19th-21st June) reached 29,000 people and we received 763 orders and 344 opt-ins.

3. **To ensure our supporters were on a 'WCRF Journey' which was as personalised as possible**

Achievements: We've always had a very strong supporter journey in place for our runners. In the last year, we wanted to offer more so we implemented the following:

- A WhatsApp group for every event so runners could stay in contact 24/7.
- A factsheet for our runners with fitness and training tips.

- We changed the layout of our Events pages to be more user-friendly.

As a result, our participant retention rate soared to 85%.

Following digital promotion, we had a record number of Christmas card sales, with a 45% year-on-year increase in net income. We were also the official charity for two successful music streaming events, raising £10,500.

Corporate partnerships

Three key goals for the year:

Due to the pandemic, 2020/21 was a challenging year to set goals for Corporate Partnerships with many businesses having to adapt to unforeseen challenges and, as a result, planned activities could change or be scrapped overnight. With this in mind we identified three simple objectives for the year:

- 1. To agree a minimum of three new partnerships**
Achievements - We worked with or agreed partnerships with five new companies.
- 2. To hit our income target of £150,000**
Achievements - We secured just over £50,000 for the year, reflecting the challenges that this fundraising stream faced due to the pandemic.
- 3. To secure restricted income for two or more WCRF projects**
Achievements - We secured restricted income for three WCRF projects

Key partnerships

Through our corporate partnerships work we ensured three essential projects were able to receive vital funds, allowing WCRF to support some of the most vulnerable groups in our society:

- SCIEX raised over £18,000 towards our Life Kitchen and Junior Cooks Club projects.
- Rohlig Logistics raised £5,000 for our Cancer Support Groups.
- 3INA raised over £9,000 towards our second cookbook with Life Kitchen, *Flavour & Nutrition*.

Case study

We continued to develop our on-going partnership with SCIEX. This year we collaborated to develop a cookbook filled with recipes by some of SCIEX's own associates from around the world. The recipes themselves were approved by our own nutritionists, meaning every time an employee of SCIEX uses a recipe from the booklet they are helping us achieve our vision of living in a world where fewer people will develop a preventable cancer.

Looking ahead

We secured new partnerships with: Fintech company Broadridge and Merch Tech, and the merchandise representatives of The Cure, both of which are due to start in the next financial year. And the SCIEX recipe booklet will be available online in early 2022.

Trusts and Foundations

Despite it remaining a challenging and competitive fundraising climate, Trusts and Foundations have generously continued to support us in delivering a variety of new and exciting projects this year. We are pleased to have received support from 65 charitable trusts and foundations, with grants totalling circa. £90,000. Of these, 25 of them had not funded us previously. The average grant size for the year also increased marginally.

Projects that grants from Trusts and Foundations were awarded for included: a series of online cookery classes focused on taste and flavour for people living with cancer in England; a research trial at The University of Manchester – looking at the role gut bacteria plays in bowel problems caused by radiotherapy, and private online support group sessions for people living with cancer, led by our oncology dietician.

Working during COVID-19

With the UK locking down in March 2020, WCRF had to stop being predominantly an “in the office” workplace and become a “work at home” workplace. This continued into 2021 as the government advice remained “work at home if you can”. A skeleton staff continued to attend the office on a reduced basis to ensure certain processes were maintained, along with the security of the premises

As restrictions lifted in Summer 2020, we encouraged staff to attend the office and intended to have a phased return to work through Autumn 2020, however with further lockdowns, the office would not start to reopen properly until Summer 2021 when all staff were in at least one day a week. Changes to government advice in November 2021 paused plans for more days in the office at that time and we went back to having a skeleton staff in the office until February 2022, when all staff were back in one day a week again. From March 2022, the office has been open three days a week with staff expected to attend a minimum of two of those days.

Future Plans - Our Theory of Change (TOC)

Through our recent Theory of Change (TOC) process, we understand ourselves better, we are more able to focus resources on the most important activities (outputs). Our Theory of Change started with an onsite workshop in March 2020, followed by online workshops and individual sessions. The original Theory of Change was finalised in September 2020 and was launched at that time to all internal stakeholders (staff, Network executives, the Board, etc.) and has been further reviewed and updated in September 2021.

Theory of Change (TOC)

Our Vision

What will the world be like when WCRF's work is done?

People understand and are taking action to reduce their risk of getting cancer and those with cancer are living well and longer.

Our Impact

How will the world change because of our work?

Based on our continuing scientific research and evidence, people in the UK have equal access to the latest information and can take action to reduce their risk of getting a preventable cancer. People living with or through cancer are enabled to live healthy, happy and longer lives.

What Outcomes will deliver the impact?

An Outcome describes the change that will result from a group of Outputs and will directly contribute towards delivering the Impact. WCRF delivers its impact these ways:

- **A STRONG NETWORK PARTNER:** We are an active and engaged member of the WCRF International Network, ensuring our mutual continued success and growth
- **A STRONG IDENTITY:** We are the UK voice on nutrition and lifestyle research and recommendations for cancer prevention and survival
- **AN INFORMED PUBLIC:** We help more people realise that it is never too early or too late to make simple everyday lifestyle changes, so that fewer people get preventable cancers
- **A DEVELOPING ORGANISATION:** We model best practice in governance and leadership, supported by staff empowerment
- **THE LATEST RESEARCH:** We fund and champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, and other emerging areas
- **WIDELY USED HEALTH INFORMATION:** We provide widely used information, guides, tools and programmes for the general public, health professionals, supporters, cancer survivors, schools and families alike
- **ENGAGED SUPPORTERS AND PARTNERS:** We will direct our energies to ensure our supporters and stakeholders are engaged in a dynamic two-way relationship

Narrative

Research shows that around 40% of cancers can be prevented, and World Cancer Research Fund International exists in order that we can live in a world where fewer people are getting preventable cancers.

In the UK, WCRF enables cutting-edge scientific research that increases our understanding of the relationship between the prevention and survival of cancer and having a healthy lifestyle (in areas such as diet, weight and activity). WCRF funds some of the research itself and through its worldwide network and collaborates with others working in the field.

WCRF International analyses all the latest research findings and translates this into evidence-based practical tools and health information. WCRF promotes these so that people in the UK can make fully informed lifestyle choices to reduce their cancer risk. We also offer health information to support people living with cancer.

WCRF supports health professionals as they work to educate and support those at risk of, or living with, preventable cancers. We collaborate with partner organisations and advocates to help influence the types of research being undertaken, and to provide a safe space for cancer survivors to tell their stories.

WCRF aspires to be recognised as a leader in the UK in the areas of cancer prevention, health policy, behaviour change and campaigning. We want to increasingly play an important part in influencing national, regional and local cancer prevention awareness and policies and in supporting international initiatives that benefit the UK.

To commission research, and to provide the health information messages and programmes, requires funding. We work with corporate and trust funders, and rely on the generosity of individuals and groups, all of whom share our vision of a world in which fewer people are getting preventable cancers.

WCRF needs to ensure that we deliver the greatest impact and very best value for our supporters, the general public, health professionals, funders, collaborators, research grant holders and other audiences. Therefore, WCRF is committed to modelling best practice in governance and leadership, recognising the value of our staff and our role as part of a worldwide network, and making the best use of the resources we have available, to fulfil our vision of a world in which fewer people are getting preventable cancers.

Strategic Plans Based on Our Theory of Change:

A simple Evaluation and Monitoring framework has been developed, and this will be reviewed in the future. Essentially, 'success' is defined for each stage of the project in quantifiable terms; this is reviewed at each project stage boundary and at the close of a project. Work has been completed to draw out various strategies to support the goals in the Theory of Change. The below corresponding strategies have been written:

- Fundraising Strategy – Including an updated Case for Support
- Health Information Strategy
- Communications Strategy –
- Audience Journey Modelling Strategy
- Data strategy
- Organisational Values

In summary

The world continued to be a confusing place for everyone around the globe this year, but WCRF experienced another year of steady progress. We funded more research than ever, completed our Theory of Change and our underlying strategic plans, kept a sound bottom line, spread the word ever further regarding our key messages, and worked together with WCRF International to ensure our life changing information reached more people.

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

FINANCIAL INFORMATION

Management of risk

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

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

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

The COVID-19 pandemic continued and presented additional risks for WCRF in 2020/2021, particularly as the charity is almost entirely reliant on voluntary giving for income generation. WCRF began financial year 2020/2021 with a healthy reserve balance and currently has a strong cash position. Fortunately, our programmes are meant to engage supporters and encourage donations to WCRF. The status of COVID-19 is ever changing and the added economic pressure of inflation had made monitoring cashflow and income ever more essential. The procedures and policies listed above will remain in place with a heightened sense of awareness that changes in revenue may affect cashflow.

Financial Review

Income

Total income in 2020/2021 increased by £1,947,562 to £10,813,225 (2020: £8,865,663). Legacies were £1,995,406 (2020: £1,467,540) an increase of £526,866. Donations from individual donors increased by £1,405,378 to £6,002,053 (2020: £4,596,675).

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

Trading activities, if any, represent revenue produced by WCRF's wholly owned subsidiary, WCRF (Trading) Ltd. Revenue is raised from the rental of WCRF's donor lists and Christmas card sales. The company did not trade during the year.

Expenditure

In financial year 2020/2021, total expenditures increased by £1,941,220 to £10,755,132 (2020: £8,813,912).

Expenditure on raising funds increased by £165,167 to £2,480,044 (2020: £2,314,877). Charitable expenditure on research increased by £1,453,141 to £4,044,784 (2020: £2,591,643). Charitable expenditure on information and education increased by £322,912 to £4,230,304 (2020: £3,907,392).

Net Income

Net movement in funds in 2020/2021 was a surplus of £57,349, an increase of £11,787 (2020: £45,562).

Investment Policy

The policy was developed to assist WCRF to effectively supervise and monitor its investments and achieve the highest return on investments within an acceptable level of risk utilizing a sound investment strategy.

The principal reason for holding investments is to provide funds in case of unexpected shortfalls in fundraising income and to ensure research, educational programmes and operational expenditures are not subject to short-term cuts to the detriment of the long-term vision.

Investments are managed prudently and in full compliance with all policies, applicable laws and regulations and must reflect the philosophy and objectives of the Charity. Any investments held by WCRF are acquired in accordance with powers available to the trustees or by way of legacy. The trustees allow excess cash balances to be invested in UK Treasury Gilt and government insured corporate bonds to maximize investment returns, while maintaining minimal investment risk.

Currently, WCRF has no investments.

Reserves

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

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

As of 30 September 2021, unrestricted reserves increased by £162,037 to £6,454,849 (2020: £6,292,812). Free reserves at 30 September 2021 are £5,961,378 (2020: £5,752,062). This equates to 7 months of the current year's expenditure (2020: 8 months).

In September 2021, the Board of Trustees approved the budget for financial year 2021/2022 which included a surplus of £138,355 that will increase total free reserves to £6,099,733. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £5 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2021, total reserves were £6,514,223 (2020: £6,456,874).

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by COVID-19 in year 2020/2021. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2021/2022 financial year and budget planning for the year 2022/2023 take into consideration the possibility of declining revenues due to inflation and/or economic turndown. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

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

Disclosure of information to auditor

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

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

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

Alison M Sinclair

Alison Sinclair
Trustee

14 June 2022

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

The Trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

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

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

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

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

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2021 which comprise the Statement of Financial activities, Statement of financial position, Statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

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

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

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 26 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

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

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

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

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

Use of our report

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

RSM UK Audit LLP

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

Date 22 June 2022

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2021

		Unrestricted funds 2021 Total £	Restricted funds 2021 Total £	Total funds 2021 Total £	Total funds 2020 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	10,778,251	33,195	10,811,446	8,853,423
Investment income		1,779	-	1,779	12,240
Total income		10,780,030	33,195	10,813,225	8,865,663
Expenditure on:					
Raising funds	4	2,480,044	-	2,480,044	2,314,877
Charitable activities	5	8,137,205	137,883	8,275,088	6,499,035
Total expenditure		10,617,249	137,883	10,755,132	8,813,912
Net losses on investments	11	-	-	-	-
Currency loss		(744)	-	(744)	(6,189)
Net income and net movement in funds		162,037	(104,688)	57,349	45,562
Fund balances brought forward at 1 October 2020		6,292,812	164,062	6,456,874	6,411,312
Fund balances carried forward at 30 September 2021	21	6,454,849	59,374	6,514,223	6,456,874

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

The notes on pages 33 of 46 form part of these financial statements.

Balance sheet
at 30 September 2021

		2021	2020
		£	£
Fixed assets:			
Tangible assets	10	493,471	540,750
Investments	11	-	-
Total fixed assets		<u>493,471</u>	<u>540,750</u>
Current assets:			
Debtors	12	2,159,087	1,908,691
Cash at bank and in hand		<u>7,996,390</u>	<u>6,734,682</u>
Total current assets		10,155,477	8,643,373
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(1,760,494)</u>	<u>(1,494,178)</u>
Net current assets		<u>8,394,983</u>	<u>7,149,195</u>
Total assets less current liabilities		8,888,454	7,689,945
Creditors: amounts falling due after one year	14	<u>(2,374,231)</u>	<u>(1,233,071)</u>
Total net assets at 30 September		<u>6,514,223</u>	<u>6,456,874</u>
The funds of the charity:			
Unrestricted funds		6,454,849	6,292,812
Restricted funds		<u>59,374</u>	<u>164,062</u>
Total funds		<u>6,514,223</u>	<u>6,456,874</u>

The financial statements on pages 30 to 46 were prepared in accordance with the special provision applicable to companies subject to the small companies' regime and under this exemption a strategic report is not required. These financial statements were approved by the Board of Trustees on 14 June 2022 and were signed on its behalf by:

Alison M Sinclair

Alison Sinclair
Trustee

Statement of Cash Flows
For the year ended 30 September 2021

	2021 £	2020 £
Cash flows from operating activities:		
Net cash provided by operating activities	1,305,010	(301,627)
Cash flows from investing activities:		
Dividends and interest from investments	1,779	12,240
Purchase of equipment	(45,081)	(59,944)
Net cash provided by (used in) investing activities	(43,302)	(47,704)
Change in cash and cash equivalents in the reporting period	1,261,708	(349,331)
Cash and cash equivalents at the beginning of the reporting period	6,734,682	7,084,013
Cash and cash equivalents at the end of the reporting period	7,996,390	6,734,682
Reconciliation of net expenditure to net cash flow from operating activities		
Net expenditure for the reporting period	57,349	45,562
Depreciation charges	92,360	85,201
Dividends and interest from investments	(1,779)	(12,240)
(Increase) in debtors	(250,396)	(729,443)
Increase in creditors	1,407,476	309,293
Net cash provided by operating activities	1,305,010	(301,627)

Notes to the financial statements

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

1 Accounting policies

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

Basis of preparation

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

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by COVID-19 in year 2020/2021. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2021/2022 financial year and budget planning for the year 2022/2023 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

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

Fund accounting

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

Income

Donations

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

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the claim is submitted.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received.

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accruals basis.

Value added tax

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

Expenditures

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

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

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

Tangible Fixed Assets and Depreciation

Tangible fixed assets with a cost of more than £250 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £250 are written off to the Statement of Financial Activities.

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

Cash and liquid resources

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

Financial instruments

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

Basic financial assets

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

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

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

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

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

Foreign currencies

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

Termination benefits

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

Pension costs

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

Taxation

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

2 Key judgements and estimations

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

Legacy income

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

Notes to the financial statements (continued)

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
Donations	5,950,295	33,195	5,983,490	4,596,675
Legacy income	1,995,406	-	1,995,406	1,467,540
Committed giving	1,265,208	-	1,265,208	1,235,410
Gift Aid	858,279	-	858,279	716,076
Grants from affiliates	689,751	-	689,751	641,207
Grant revenue	18,563	-	18,563	191,805
Sublease income	-	-	-	4,710
Other income	749	-	749.00	-
	<u>10,778,251</u>	<u>33,195</u>	<u>10,811,446</u>	<u>8,853,423</u>

Restricted income in 2020 was £251,774.

4 Expenditure on raising funds

	Direct costs £	Support costs £	2021 Total £	2020 Total £
Fundraising activities	179,476	-	179,476	146,669
Direct mail fundraising	1,636,613	-	1,636,613	1,461,052
Human resources	-	464,278	464,278	493,373
Premises	-	111,018	111,018	115,469
Other	-	88,659	88,659	98,284
	<u>1,816,089</u>	<u>663,955</u>	<u>2,480,044</u>	<u>2,314,847</u>

Notes to the financial statements *(continued)*

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2021 Total £	2020 Total £
Research:				
Research grants*	2,639,610	-	2,639,610	1,150,403
Other direct costs	165,638	-	165,638	173,682
Human resources	-	867,997	867,997	847,171
Premises	-	207,555	207,555	220,535
Other	-	163,984	163,984	199,852
	<u>2,805,248</u>	<u>1,239,536</u>	<u>4,044,784</u>	<u>2,591,643</u>
Information & education:				
Programme grants to affiliates	373,713	-	373,713	459,405
Publications	2,058,413	-	2,058,413	1,683,083
Consulting fees	411,690	-	411,690	335,897
Other direct costs	406,308	-	406,308	416,949
Human resources	-	723,265	723,265	684,403
Premises	-	164,113	164,113	175,780
Other	-	92,802	92,802	151,875
	<u>3,250,124</u>	<u>980,180</u>	<u>4,230,304</u>	<u>3,907,392</u>
Total costs of charitable activities	<u>6,055,372</u>	<u>2,219,716</u>	<u>8,275,088</u>	<u>6,499,035</u>

*includes grant refunds if any

Expenditure on charitable activities was £8,275,088 (2020: £6,499,035) of which £8,137,205 (2020: £6,345,045) was unrestricted and £137,883 (2020: £153,990) was restricted.

Notes to the financial statements (*continued*)

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2021 to institutions:

		£
University of Zurich	Does planetary health mean population health? Adherence to a planetary health diet and cancer risk and survival in a prospective cohort study	98,700
Cancer Council Victoria	Population-level relevance of preventable risk factors on the burden of cancer	149,537
University of Regensburg	The combined impact of physical activity, sedentary behaviour, and cardiometabolic comorbidities on cancer risk and survival among cancer survivors (PaCoCanS)	289,834
University of Melbourne	Rehabilitation after bone marrow transplant to improve patient outcomes. The REBOOT study	299,684
Queens University of Belfast	Polyphenols and health outcomes among breast cancer survivors: A prospective biomarker study	330,322
University of Leeds	Developing a mechanistic understanding of how nutrient-metabolic	349,983
University of Newcastle	MULTI-HEALTH: Co-creating a technology based multiple bel	29,225
German Cancer Research Center	Understanding the Role of Bovine Meat and Milk Factors (BMMF) in Chronic Inflammation and Colorectal Cancer	60,000
Harvard School of Public Health	WCRF/AICR Dietary and lifestyle patterns and risk of colorectal cancer	61,000
Bristol Medical School	Automating WCRF/ AICR CUP systematic review processes	294,200
IARC	Collaborative project between IARC and WCRF International: Evaluation of biological mechanisms linking diet, lifestyle and cancer within the new phase of the CUP	350,000
IARC	Cohort study	14,151
NHS Foundation	NIHR Cancer and Nutrition Collaboration	22,000
	Total research grants	2,348,636
Imperial College	Continuous review	393,764
	Grant Refunds	(102,790)
	Total grants	2,639,610

Notes to the financial statements (continued)

6 Grants and grants payable (continued)

	2021 £	2020 £
Beginning grants payable	2,122,309	2,029,385
New grant funding	2,312,485	787,777
Grant adjustment	744	-
Grant payments	(844,026)	(694,853)
Ending grants payable	3,591,512	2,122,309
Due within one year (note 13)	1,217,281	889,238
Due after one year (note 14)	2,374,231	1,233,071

7 Support costs

	Fundraising	Information & education	Research	2021 £	2020 £
Human resources	464,278	723,265	867,997	2,055,540	2,024,947
Premises	111,018	164,113	207,555	482,686	511,784
Other	88,659	92,803	163,984	345,446	450,011
	663,955	980,181	1,239,536	2,883,672	2,986,742

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

Governance costs - audit fees of £27,500 (2020: £25,000) include fees in respect of WCRF Trading Ltd of £2,500 (2020: £2,500) and board meeting expenses of £ nil (2020: £1,481) are included in Other above.

Notes to the financial statements (*continued*)

8 Operating costs

	2021	2020
	£	£
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	92,360	85,201
Hire of plant and machinery	15,248	10,008
Hire of other assets - operating leases	<u>313,000</u>	<u>313,000</u>

	2021	2020
	£	£
<i>Auditor's remuneration:</i>		
Audit of these financial statements	25,000	23,500
Audit of financial statements of subsidiaries	<u>2,500</u>	<u>2,000</u>
	<u>27,500</u>	<u>25,500</u>

9 Human resources

	2021	2020
	£	£
Salaries	1,683,018	1,659,269
Social security costs	179,550	167,088
Pension costs- defined contribution scheme	74,844	70,572
Employee benefits	54,676	79,980
Recruitment	<u>26,510</u>	<u>44,819</u>
	<u>2,018,598</u>	<u>2,021,728</u>

Salaries include nil in termination payments (2020: £24,348).

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

	2021	2020
	Number	Number
Fundraising	13	12
Research	10	10
Education	12	12
Administration	<u>10</u>	<u>12</u>
	<u>45</u>	<u>46</u>

Notes to the financial statements *(continued)*

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

	2021	2020
£60,001 - £70,000	1	1
£70,001 - £80,000	3	2
£80,001 - £90,000	-	1
£90,001 - £100,000	1	-

Set off against the salaries costs above is income of £592 from the Coronavirus Job Retention Scheme program (CJRS). There were no unfulfilled conditions in respect of this income and it is the only form of direct financial assistance that has been received from the UK Government during the year (2020: nil).

In respect to staff paid over £60,000, the pension contribution was £23,881 (2020: £14,516).

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

The Trustees, whom are considered the key management personnel, received no remuneration (2020: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. No Trustees (2020: three) received out-of-pocket travel reimbursements (2020: £581) for expenses incurred directly. In 2021 and 2020 there were no related party transactions with the Board of Trustees and WCRF. The President and CFO were compensated by affiliate organisations.

10 Tangible fixed assets

	Leasehold improvements	Fixtures and fittings	Machinery and equipment	Total
	£	£	£	£
Cost				
At 1 October 2020	470,550	64,676	133,879	669,105
Additions	11,899	0	33,181	45,080
At 30 September 2021	482,449	64,676	167,060	714,185
Depreciation				
At 1 October 2020	51,742	13,526	63,087	128,355
Charge for year	49,122	12,518	30,719	92,359
At 30 September 2021	100,864	26,044	93,806	220,714
Net book value				
At 30 September 2020	460,146	47,785	58,076	566,007
At 30 September 2021	381,585	38,632	73,254	493,471

Notes to the financial statements *(continued)*

11 Investments

	2021 £	2020 £
Investment in subsidiary	<u>2</u>	<u>2</u>
	2	2
Movements during the year		
At 1 October	2	2
Additions	-	-
Disposals	-	-
Net losses on investments	-	-
Amortisation of premium and discounts paid	<u>-</u>	<u>-</u>
	2	2

There were no investment charges for 2021 (2020: nil).

12 Debtors

	2021 £	2020 £
Accrued legacies	767,558	563,112
Amounts owed by affiliates	628,030	970,947
Prepayments	275,195	241,995
Amounts owed by group undertakings	6,752	6,845
Trade debtors	481,552	125,792
	<u>2,159,087</u>	<u>1,908,691</u>

13 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	198,165	111,830
Grant payable	1,217,281	889,238
Other creditors	345,048	493,110
	<u>1,760,494</u>	<u>1,494,178</u>

Notes to the financial statements *(continued)*

14 Creditors: amounts falling due after one year

	2021 £	2020 £
Grant payable	<u>2,374,231</u>	<u>1,233,071</u>

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

	2021 £	2020 £
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	468,000	468,000
-later than one year and not later than five years	2,067,000	2,020,200
-later than five years	<u>900,900</u>	<u>1,415,700</u>
Total	<u>3,435,900</u>	<u>3,903,900</u>

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £74,844 (2020: £70,572).

17 Members

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

Notes to the financial statements *(continued)*

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd., which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd. carried on trading activities to raise net revenues which are contributed to the WCRF UK.

The registered address is The Broadgate Tower, Third Floor, 20 Primrose Street, London, EC2A 2RS.

Summary balance sheet is as follows:

	2021	2020
	£	£
Cash	6,752	6,845
Due to WCRF:		
Beginning balance	(6,843)	(6,936)
Net value of transactions	93	93
Amounts owed by subsidiary	(6,750)	(6,843)
Total net assets	2	2

19 Affiliated Charities

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

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

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

The summary activity in these accounts for the years ended 30 September 2021 and 2020 is as follows:

Notes to the financial statements (continued)

Description	2021				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 143,290	627,503	157,212	42,942	970,947
Net value of transactions	69,109	(435,467)	23,441	0	(342,917)
Amounts owed by affiliates	£ 212,399	192,036	180,653	42,942	628,030

Description	2020				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 52,901	431,816	135,841	40,942	661,500
Net value of transactions	90,389	195,687	21,371	2,000	309,447
Amounts owed by affiliates	£ 143,290	627,503	157,212	42,942	970,947

20 Analysis of Net Assets between Funds

	2021				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 493,471	-	8,335,609	(2,374,231)	6,454,849
Restricted funds	-	-	59,374	-	59,374
Total funds	£ 493,471	-	8,394,983	(2,374,231)	6,514,223

	2020				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 540,750	-	6,985,133	(1,233,071)	6,292,812
Restricted funds	-	-	164,062	-	164,062
Total funds	£ 540,750	0	7,149,195	(1,233,071)	6,456,874

Notes to the financial statements (continued)

21 Restricted Donations and Grants

Since financial year 2017/2018, WCRF has received grant payments with a restriction for a specific project. At the end of financial year 2019/2020, the unspent balance of that grant was £140,093. No grant payments were received in financial year 2020/2021. A portion of that grant was spent (£88,219) and released from restriction leaving a restricted balance of £51,874.

Donations from three Trusts and Foundations were received in financial year 2020/2021 (£33,195) to be used for health information outreach projects. Of that amount, £25,695 was spent in financial year 2020/2021, along with £23,969 from financial year 2019/2020 donations. Therefore the restricted fund balance is £59,374 (2020: £164,062).

	Balance at 1 Oct 2020	Income	Expenditure	Balance at 30 Sep 2021
Restricted funds				
EC Co-Create Grant	£ 140,093	-	(88,219)	51,874
Legacy	-	-	-	-
Trusts/Foundations	23,969	33,195	(49,664)	7,500
	£ 164,062	33,195	(137,883)	59,374

The restricted fund relates to the EC grant, a five-year, €10 million study ‘Confronting Obesity: Co-Creating policies with youth’ – CO-CREATE – focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process.