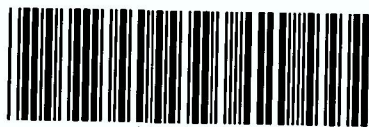


World Cancer Research Fund
Trustees' report, strategic report and
financial statements
Registered Charity No: 1000739
Registered Company No: 2536180
30 September 2022

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World Cancer Research Fund
Registered number 2536180
Trustees' report, strategic report and financial statements
30 September 2022

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Reference and administrative information

WORLD CANCER RESEARCH FUND

CHARITY NO: 1000739
COMPANY NO: 2536180
REGISTERED OFFICE 140 Pentonville Road
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www.wcrf.org

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

PRESIDENT

Ms Marilyn Gentry

CHIEF EXECUTIVE OFFICER

Ms. Rachael Hutson Gormley

SECRETARY

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Report of the Trustees
for the year ended 30 September 2022

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2022. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity. This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

Who We Are

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

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

The cornerstone of our research programme is the Global Cancer Update Programme (CUP Global), which informs our work. It is the world's largest source of scientific research on cancer prevention and survival through diet, weight and physical activity.

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

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

Public Benefit

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

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

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

The World Cancer Research Fund Network

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

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

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

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

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

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

Together we can prevent cancer.

Charitable Information

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

Governance Information

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

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

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

Senior Staff Structure

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

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

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

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

Here is an overview of our main achievements for the year October 2021 to September 2022:

Since inception, the WCRF Network has invested £145 million in research worldwide. As cancer is a complex disease, to understand the bigger picture, every year we invest in a variety of research projects. Some are the more traditional laboratory-based projects, while others, such as the Global Cancer Update Programme, analyse research findings from around the world and translate information into usable advice for the scientific community and our Cancer Prevention Recommendations for the general public.

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

Research Interpretation and the Global Cancer Update Programme

Key goals and achievements:

1. To produce a strategy for the new Global Cancer Update programme (CUP Global)

To develop a strategy and work plan for 2022-2025 for CUP Global. This strategy brought together and made operational the outputs from the Continuous Update Project (CUP) Transition process, which took place over 18 months from 2019-2021. Alongside this strategy, a new name (Global Cancer Update Programme) and accompanying branding were developed to better represent the new work.

Achievements – The strategy (available on the WCRF International website) was completed and launched in August 2022. It provides a detailed overview of CUP Global, including the rationale for the work, aims and benefits, methods, an outline of the four key areas of work (cancer incidence, cancer survivors, cancer mechanisms, obesity), outputs and timelines, and expert input into the work (CUP Global Panel, four Expert Committees, Formal Observers, collaborators).

2. To convene a new CUP Global Panel and four new Expert Committees to provide expert input into the work

To identify the range of expertise that would benefit CUP Global and convene a new expert Panel who would be responsible for overseeing the work and formally judging the evidence identified in CUP Global systematic literature reviews. Since CUP Global includes many new and innovative aspects, additional expertise will come from four Expert Committees that cover the four key areas of work (cancer incidence, cancer survivors, cancer mechanisms, obesity). Formal Observers will facilitate dialogue and two-way learning between CUP Global and other key cancer organisations.

Achievements – A Panel of global experts has been convened, comprising a Chair (Professor Lord John Krebs, UK), Deputy Chair (Professor Matty Weijenberg, NL), experts representing each of the four work areas (Professor Monica Baskin, US; Dr Ellen Copson, UK; Professor Sarah Lewis, UK; Professor Jaap Seidell, NL) and a global representative (Professor Rajiv Chowdhury, US), along with a public representative. Formal Observers represent key cancer organisations (World Health Organization, International Agency for Research on Cancer, Union for International Cancer Control, National Cancer Institute). Four Expert Committees have been convened with 35 experts from diverse backgrounds; they will provide specific expertise on the work areas in CUP Global. Additionally, Professor Sir Michael Marmot is a special advisor to CUP Global on health inequalities.

The first three CUP Global Expert Committee meetings were held remotely in June for Cancer Incidence, Cancer Survivors and Cancer Mechanisms. Key aims and objectives were to officially introduce members to CUP Global, alongside an opportunity for members to meet each other.

3. To formalise and initiate work for new CUP Global collaborations

The novel nature of much of the new programme necessitates new collaborations, facilitating the work to extend beyond that from the previous CUP. Specific work areas being explored through collaborative projects include dietary and lifestyle patterns, life course and biological mechanisms. The CUP Global team at Imperial College London continues to undertake the core systematic literature reviews for CUP Global, working closely and supporting these new collaborations.

Achievements: Four collaborations have been formalised and detailed work plans developed for each. Work is now underway, with the WCRF International Research Interpretation team facilitating interactions between the CUP Global Panel, Expert Committees, Imperial College London team and the new collaborations.

Some wider impactful figures:

- 45 external experts formally contributing to CUP Global as Panel members, Expert Committee members, formal observers and special advisors.
- 5 CUP Global collaborations, with over 20 collaborators.
- 500,000 page views of our cancer statistics section on our website – most popular pages on our site.

Other notable achievements from the year:

- The five academic manuscripts from the breast cancer survivors evidence reviews were updated, and the CUP Transition Panel reconvened to formally judge the new evidence; the papers were resubmitted for peer review.

- A review and update of the cancer statistics on the international and UK websites were completed and received considerable media attention.
- The first science intern placement with the Research Interpretation team was successfully completed; they were required to submit a project from their placement as part of their degree resulting in a high grade being attained.
- Preliminary findings from the first of a series of systematic scoping reviews - as part of the work to update the obesity findings from the Third Expert Report - were presented at the European Congress on Obesity held in Maastricht in May 2022. This was published in Obesity Facts in May 2022.
- A letter to the Lancet was co-authored in collaboration with the Academy of Nutrition Sciences in response to the publication of new research from the Global Burden of Diseases, Injuries, and Risk Factors Study. This was published in August 2022.
- Three reports from the Third Expert Report were published on the AMRC's Health Open Research online portal: a Summary of the Third Expert Report; Future research directions, and Recommendations and public health and policy implications.
- A webinar on 'Alcohol & Cancer Risk - Time for Action' was delivered in collaboration with the Alcohol Health Alliance UK and MyNutriWeb in November 2021. This received high viewing figures and extremely positive feedback.
- A series of lectures for University College London were successfully delivered on the findings from CUP Global.

Key partnerships

The ongoing collaboration with Imperial College London continues. In addition, several new collaborations have been established as part of CUP Global, awarded by the WCRF Network. These are:

- Drs Dieuwertje Kok and Franzel van Duijnhoven (Wageningen University and Research) on Lifecourse (colorectal cancer, breast cancer and prostate cancer)
- Dr Dora Romaguera (Health Research Institute of the Balearic Islands) on Dietary and lifestyle patterns (cancer incidence work); dietary and lifestyle patterns and breast cancer
- Professor Ed Giovannucci (Harvard T.H. Chan School of Public Health); Dietary and lifestyle factors and colorectal cancer
- Dr Laure Dossus, IARC on Cancer mechanisms
- Dr Pau Erola, Professor Tom Gaunt, Professor Richard Martin (University of Bristol) and CUP Global Team (Imperial College London) on Automation of CUP Global reviews

Looking ahead to deliverables in 2022/2023

- Five breast cancer survivors' scientific papers publications to be published.
- Three colorectal cancer survivors' scientific papers to be drafted by Imperial College London.
- Scientific papers to be drafted on dietary and lifestyle patterns, life-course, and biological mechanisms.
- Several other academic manuscripts from the CUP Transition work to be developed, including concept papers on the planned life-course and mechanisms work.
- The formal launch of CUP Global with a webinar in Autumn 2022.
- Presence at the World Cancer Congress in Autumn 2022, including convening a symposium on life-course risk factors for cancer.
- New CUP Global collaboration being finalised with Bristol University, aiming to automate the CUP Global review process.
- The inaugural meetings of the Expert Committee on Obesity and the CUP Global Panel in Autumn 2022, with evidence being judged from five systematic reviews (dietary and lifestyle patterns and breast cancer incidence; life-course and colorectal cancer incidence; colorectal cancer survivors and physical activity/ diet/ body weight).
- Update of the research on the effects of adhering to the WCRF Recommendations on cancer incidence/ other outcomes.
- Complete systematic scoping reviews on behavioural risk factors for obesity in adulthood and childhood.
- Development of methodology for data prioritisation as part of the work to keep cancer incidence evidence up to date.

Regular Grant Programme (RGP)

Our Regular Grant Programme, managed by WCRF International and funded by World Cancer Research Fund and Wereld Kanker Onderzoek Fonds (WCRF in the Netherlands), provides funding of up to £350,000 per project, enabling us to invest in varied projects worldwide; these can be Investigator Initiated Grants or Seed Grants.

Key goals and achievements

1. To successfully run the 2021/2022 Research Grants Programme (RGP)

This included dealing with applicant queries, working with the Grants Panel and ensuring the assessment process followed AMRC peer reviewer policies, while also planning the RGP 2022/2023 Call for Grants, updating the programme and application forms and developing relevant documentation for our partnership with Cancer Australia.

Achievements:

We updated the WCRF International RGP 2021/2022 call: based on discussions with the Grants Panel to narrow the remit and receive a reduced number of applications and projects. This was successful.

As part of the 2021–22 WCRF International grant programme, we partnered with Cancer Australia for a second time to co-fund three cancer prevention research grants. This brings the total number of grants to six since the collaboration was established.

We have also updated our guidance to applicants to include a point around Patient and Public Involvement (PPI), based on recommendations from the Grant Panel.

Key statistics:

- Between 1 October 2021 and 30 September 2022, we dealt with approximately 1,000 enquiries from applicants, grant holders and reviewers.
- We approached more than 320 scientists and clinicians to review the applications and received 97 reviews.
- The Panel submitted more than 270 reviews for the 34 applications shortlisted.

2. To manage the portfolio of active grants and working more closely with grant holders

This also included: reviewing progress reports and monitoring the projects; dealing with requests from the grant holders; working with other teams to promote the funded research; providing opportunities for WCRF staff to understand better the research we fund as well as additional monitoring of the grants funded due to Covid19 pandemic.

Achievements:

- Based on the liaison visit with researchers from Bristol University, Dr Emma Vincent authored a blog on obesity and cancer.
- We published a blog post by Marina Plyta, Senior Research Funding Officer on Mendelian randomisation.
- Two press releases on work funded by WCRF, one on bowel and breast cancers and one on bladder cancer, generated considerable media coverage.
- We worked closely with the WCRF Communications & Engagement Team to promote the outcomes of our research.

Key statistics:

- Overall, the WCRF Network funded 18 grants to the value of £2 million in September 2022.
- From October 2021 to September 2022 the Network had 64 active or live grants, supporting 63 researchers and organisations.
- Within the fundable applications there was a good split between our different research areas and themes. We had 8 studies on cancer prevention and 10 on cancer survivors.
- Of the 18 grant applications that were fundable, 9 projects focused on understanding the mechanisms that link diet, physical activity and body weight with cancer, 4 on host factors and genetic susceptibility and 5 on evidence for impact on cancers survivors.

Newly funded studies

In September 2022, WCRF funded five new innovative research projects (four Investigator Initiated grants and one Pilot and Feasibility grant) that will contribute to filling gaps in our scientific knowledge about cancer.

Full list of all the grants that were funded by the WCRF Network:

- **Associate Prof Tina Skinner**, University of Queensland, Australia: Rebuilding bone with exercise in multiple myeloma
- **Prof Terence Dwyer**, Murdoch Children's Research Institute, Australia: Body mass index in childhood and risk of pre-menopausal breast cancer
- **Assistant Prof Jill McKay**, Northumbria University, UK: The role of maternal folate in childhood leukaemia initiation; understanding the molecular mechanisms
- **Dr Emma Allott**, Queen's University Belfast, UK: Periprostatic adipose tissue and aggressive prostate cancer risk: a prospective study
- **Dr Georgia Zadra**, Italian National Council of Research, Italy: Integrating tissue-based spatial information to elucidate how obesity-induced tumour metabolites drive prostate cancer progression
- **Assistant Prof Gennaro Napolitano**, Telethon Institute of Genetics and Medicine, Italy: Targeting metabolic vulnerabilities in pancreatic cancer
- **Dr Pietro Ferrari**, International Agency for Research on Cancer, France: How do social inequality and sex impact the relationship between lifestyle and cancer (SILICA)?
- **Prof Julie Redfern**, University of Sydney, Australia: Bridging the gap in physical activity and diet support for breast cancer survivors: a randomised controlled trial in primary care
- **Dr Alina Vrieling**, Radboud University Medical Center, Netherlands: Vitamin D and bladder cancer: associations with tumour recurrence and quality of life
- **Dr Mark Schmitt**, University of Marburg, Germany: Intestinal stem cell plasticity in western-style diet induced colon cancer development
- **Associate Prof Harindra Jayasekara**, Cancer Council Victoria, Australia (grant co-funded with Cancer Australia): Establishing dietary and body size-related risk factors for oesophageal cancer to inform prevention: a pooled analysis of prospective studies
- **Dr Joseph Rothwell**, Centre for Research in Epidemiology and Population Health, INSERM, Institut Gustave Roussy, France: Metabolic signatures of dietary exposures and their association with gastrointestinal cancers
- **Prof Luc van Loon**, Maastricht University, Netherlands: The impact of dietary energy restriction versus exercise on prostate tumour and muscle tissue protein synthesis in vivo in prostate cancer patients
- **Prof Steven Olde Damink**, Maastricht University, Netherlands: Body composition, nutritional status, and inflammatory status as host phenotypes to predict outcome in pancreatic cancer
- **Dr Sita Vermeulen**, Radboud University Medical Center, Netherlands: Body size and non-muscle invasive bladder cancer outcome: what do the genes say?
- **Dr Aravinda Guntupalli**, University of Aberdeen, UK: The feasibility and acceptability of conducting a randomised controlled trial to improve Body Composition and Quality of Life of stomach cancer patients after gastrectomy in India (EASE IN)
- **Dr Ben Rattray**, University of Canberra, Australia (grant co-funded with Cancer Australia): Cognitive impairment in survivors of prostate cancer: combining cognitive and physical activity for a brain fog fix
- **Prof Anthony Okely**, University of Wollongong, Australia (grant co-funded with Cancer Australia): Assessing physical activity, sedentary behaviour, and weight status in young children in low- and middle-income countries: The SUNRISE Fiji, SUNRISE Botswana, and SUNRISE Kenya Pilot Studies

More details about these projects will be available on our website at: www.wcrf.org/research-we-fund

Also, a contribution was made to AICR, our network affiliate, to support the funding of grants managed through our grant programme in the Americas and covering a variety of research projects.

Sharing scientific research

Over the past year we have attended a mixture of virtual, hybrid and in-person conferences, enabling us to showcase our work globally and network with key stakeholders in the field of cancer prevention and survival. These have included:

- 3rd Crick International Cancer Conference
- European Federation of the Associations of Dietitians (EFAD) Congress
- 7th Annual World Cancer Series: Europe
- World Cancer Leaders Summit (WCLS)
- National Cancer Research Institute Conference (NCRI)

- European Public Health Conference
- European Meeting on Nutrition & Cancer Research
- European Congress in Obesity (ECO)
- International Society of Behavioural Nutrition and Physical Activity (ISBNPA) Annual Conference
- Health Enhancing Physical Activity (HEPA) Europe

Encouraging the next generation of new scientists As a continuation of our Academy activities and involvement in the International Collaboration on Nutrition in relation to Cancer (ICONIC), of which we are a *founder member*, we have worked with Professors Ellen Kampman and Cora Bussstra at Wageningen University in the Netherlands and the ICONIC group to develop an online distance learning course to help with successful grant proposal writing in low- and middle-income countries (LMICs).

The course was piloted in East Africa in late Autumn 2021 with nine participants. Faculty received positive feedback via evaluation surveys with suggestions to improve future courses. It is now being piloted in other African regions and revised based on the surveys. This work contributes to our LMIC capacity-building strategy at WCRF International. The ultimate aim is to improve the amount of data from LMIC that is captured by the CUP Global database and therefore contributes to our global conclusions and recommendations on cancer prevention and survival.

Looking ahead

We are in the early stages of establishing a new partnership with the IARC to collaborate on a new World Code Against Cancer project. This will enable our Cancer Prevention Recommendations to be used in a number of regional codes against cancer, such as European, Asian and African codes. We are currently in the process of finalising a memorandum of understanding with the IARC.

We continue our involvement with the National Cancer Institute on the WCRF/AICR score work and we published two papers on this topic, one on the WCRF/AICR score and mortality in the NIH-AARP study and a second paper on the score and cancer risk. We also participated in a workshop organised by Professor John Mathers at the University of Newcastle to discuss how the WCRF/AICR score can be applied to a UK population. This important work further demonstrates that the WCRF/AICR Cancer Prevention Recommendations are effective in reducing the risk of cancer and other non-communicable diseases in real-world settings in global populations.

Stress and cancer: although the evidence that stress can directly influence cancer incidence, or progression, recurrence or survival is inconsistent; it has been shown that stress can affect health related behaviours including diet and physical activity, which themselves are linked to cancer and can affect biological markers of stress that might influence mechanisms related to cancer. WCRF will therefore be developing a scientific paper on the review of the association between stress and cancer.

Policy & Public Affairs

Our wider Policy and Public Affairs work is delivered by World Cancer Research Fund International, and funded by WCRF Network members.

We continued to implement the new Policy and Public Affairs strategy developed and adopted in 2021.

Key goals and achievements:

1. Maintain strong relations with the WHO through our official relations status – to continue to influence the development of global policy addressing nutrition and physical activity

Achievements:

We successfully renewed our WHO official relations status at the 150th WHO Executive Board in January 2022. This renewed status reflects our global leadership in the field of nutrition, weight, physical activity and cancer. We made several interventions at the Executive Board meeting and at the 75th World Health Assembly held in May 2022. Our interventions addressed new global obesity targets and recommendations, maternal, infant and young child health, a new Global Alcohol Strategy Action Plan and WHO reform.

We were delighted to be a reviewer on two WHO reports, the WHO European Regional Obesity Report 2022 and the WHO Global Status Report on Physical Activity.

2. Deliver our work in the EU funded Co-Create project – this project aims to reduce childhood obesity by working with young people to create policy actions promoting healthier environments. This work is critical as obesity is set to overtake smoking as the number one cause of cancer if current trends continue.

Achievements:

We continued to produce our contracted deliverables for this project and to make further progress:

- The NOURISHING (nutrition) and MOVING (physical activity) databases continued to grow as more policies from a greater number of countries were added to both. In September 2022, we reached the milestone of 1,000 policies (<https://www.wcrf.org/nutrition-in-europe-policy-database-nourishing-moving/>) in our NOURISHING database.
- We started to finalise the benchmarking tools which will be applied to the nutrition and physical activity datasets of 27 European countries to assess the design of their policies against aspirational criteria. The physical activity tool was also presented to the WHO's Physical Activity Unit.
- Preliminary findings from the benchmarking tools were presented in late 2021 at the International Society for Physical Activity and Health (ISPAH) Congress and the European Public Health Conference. We also presented the Co-Create project at a symposium in NCD policy in Brussels, the 2022 European Congress on Obesity and the 2022 HEPA Europe conference.
- Our paper on the development of the MOVING policy framework was published in the Journal of Physical Activity and Health in March 2022.

3. Support the policy activities of the WCRF network of charities

Achievements: We continue to have regular meetings with WCRF network charities to discuss policy issues in the respective countries and facilitate knowledge exchange. We supported a consultation response to the UK Government's proposed 10-year cancer plan in May 2022. We also provided technical support on alcohol labelling and supported network colleagues with influencing opportunities such as the US Cancer Summit. We also act as spokespeople for UK media work on policy stories.

Other wider successes

We attended the first United Nations Food Systems Summit in October 2021, which brought together a wide range of stakeholders to seek agreement on transforming how food is produced, transported, sold and consumed. Our focus was on strengthening the connections between food, health and non-communicable diseases (NCDs), which we highlighted through an article published in advance of the summit. Post-summit, we shared our thoughts on whether the transformation needed would be achieved, and published a follow up piece on how good governance will underpin the delivery of global targets agreed.

To mark World Obesity Day in March 2022 we published a blog on cancer prevention and obesity as well as supporting an EU civil society initiative to strengthen EU food marketing restrictions.

We also responded to the EU consultation on the labelling of alcoholic beverages.

Looking ahead

We started developing a new Building Momentum report in late 2022, this will be released in late June 2023. This will be the fourth report of its kind and will address the promotion of physical activity in primary health care.

As alcohol rises up the NCD and cancer prevention policy agenda, we plan to explore this issue in more detail and further develop our alcohol policy work during late 2022 and 2023.

The Co-Create project plans further peer reviewed papers including on the development of the policy benchmarking tool, the piloting of our policy indexes, and challenges associated with our comprehensive scan for physical activity policies.

Communicating healthy lifestyle messages

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

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

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

Key goals and achievements:

1. To increase the reach of our healthy living publications - so we can better provide information and support to the general public and help people reduce their risk of developing a preventable cancer.

Achievements:

With our publications now free to order, the number requested significantly increased to 25,731 this year. 33% more healthy living publications were requested or downloaded than in 2020-2021. Our cookbooks have consistently proved our most popular publications and generated the most donations due to the volume of orders made.

We continue to ensure that our publications are accessible, engaging, current, expert-reviewed and evidence-based and are designed to increase understanding of the ways people can reduce their risk of preventable cancers and support them with practical behaviour change advice.

New/updated publications for the year:

- Sciex cookbook: global cuisine – recipes from around the world
- Alfresco dining cookbook
- 5 simple steps to a healthier you
- What is a healthy portion-size? poster

Junior Cooks Club - we launched our Junior Cooks Club pilot programme in several schools in Brent, London, an area chosen for its high rates of both childhood obesity and people living in poverty. Through a series of video cooking lessons for 7-10 year olds, the programme aimed to improve children's understanding of healthy eating and increase their cooking skills and confidence, at school and at home. Anecdotal feedback was encouraging, but a full evaluation of programme impact will follow in 2023.

2. To develop more inclusive and accessible projects and products for people living with and beyond cancer - to help them live well, reduce their risk of cancer recurrence and improve their chances of survival

Achievements:

To make our monthly support sessions more inclusive, we created a set of healthy recipes from African Caribbean and South Asian cuisines specifically designed for people living with cancer from diverse backgrounds.

To diversify the ways that people can access practical, expert nutritional advice during cancer, we refined our plans to pilot an innovative helpline for people living with cancer staffed by oncology dietitians in partnership with an NHS cancer centre.

Cooking sessions for cancer survivors - since 2021, we have been running cook-along classes for people experiencing taste changes because of cancer or its treatment. An oncology dietitian is present to answer individual questions, something especially valuable as so few get this specialist support from the NHS. Everyone giving feedback this year found their class both useful and enjoyable. After the class, 89% felt more confident about managing side effects and everyone said attending a class had a positive impact on how they cook and eat.

Our programme manager was joint winner of the **British Nutrition Foundation Drummond Community Award 2022** which recognises an individual who has undertaken a community initiative to support healthier eating in a vulnerable group.

Living With Cancer FAQs online hub - with expert input from the British Dietetic Association and patient feedback arranged by our partnership with the NIHR Cancer and Nutrition Collaboration, we launched an online hub of nutrition and physical activity FAQs for people living with and beyond cancer. They cover areas including side-effects, vegan diet, unwanted weight loss and weight gain and exercise during cancer. We will be reviewing any initial impact early next year.

3. To increase the reach of our support through growth of our membership package – so we can better provide education and information to health professionals who are supporting people to reduce their cancer risk or helping patients to live well during and beyond cancer treatment.

Achievements:

Membership of our package for health professionals reached 5,806.

We returned to in-person health professional engagement with a stand at the Primary Care and Public Health conference in Birmingham, signing up 116 new members to our health professional package.

We began a new series of online cancer prevention workshops for professionals. The first of these had 43 participants. 93% afterwards felt more confident about giving advice on cancer prevention with 100% more aware of the lifestyle-related risk factors for cancer.

Our quarterly professionals' newsletter, Informed, benefited from joint work with the NIHR Cancer and Nutrition Collaboration to better tailor its content to the needs of readers. We gained insight from interviews with a range of health professionals. Our annual survey of our professional membership also helped us refine our offer and inform our future plans.

Some wider impactful figures:

- 35,717 healthy living resources requested or downloaded - an increase on last year: 26,869.
- 220 people living with or beyond cancer or their loved ones attended an online cook-along class or support session - decrease on last year: 303.
- 5,806 health professionals now signed up to our membership package (at year end) - increase on last year: 3,800.
- 123,040 visits made to our Eat Move Learn section of the website for 7-11 year olds – decrease on last year: 330,627.

Key partnerships

- We broadened the range of projects we are taking forward with the valuable support and advice of the National Institute for Health and Care Research Cancer and Nutrition Collaboration to deliver to a greater number of people consistent, credible information and training about the links between cancer and diet, weight and physical activity. Our work together included:
 - initiatives to reach health professionals at all levels of their career.
 - gaining insight from a range of health professionals to better tailor the content of our quarterly professionals' newsletter to the needs of readers.
 - Creating information for people living with and beyond cancer.
- We deepened our partnership with British Dietetic Association Oncology Specialist Group through members' expert review of our online hub of nutrition and physical activity questions and answers for people living with cancer, launched in July 2022.
- We renewed our partnership with MyNutriWeb, an online learning platform for nutrition and health professionals

Key supporters

Public health nutritionist Zoe Griffiths is a great ambassador for our work, sharing our blogs and healthy living messages on her social channels and spreading the word about our resources. She has also worked closely with us on recipe development, most recently for Budget Bites and is involved in its social media promotion.

Nutritionist and dietitian Professor Jane Murphy, Deputy Dean for Research, Faculty of Health & Social Sciences at Bournemouth University has provided expert review for our online hub of cancer and nutrition and physical activity questions. In her role leading the NIHR Cancer and Nutrition Collaboration NIHR Professionals workstream, she has also connected us with a range of frontline health staff who have advised on our education materials for professionals.

Engaging people with our cancer prevention messages

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

Media and campaigns

Key goals and achievements

1. Continue to grow our reach in traditional media highlighting WCRF's work

Achievements:

- During the year we achieved a total of 5,211 mentions and articles across the media.
- Our yearly YouGov awareness poll was picked up by national media including the Mail Online, Independent and Evening Standard.
- Our updated UK cancer statistics were picked up by national print and broadcast media.
- We press released a number of our research findings. This included the links between an individual's BMI and their likelihood of developing breast and bowel cancer and our research into cholesterol increasing the risk of bladder cancer in men. These were covered by a number of nationals such as Daily Mail, The Independent and Daily Record, along with hundreds of regional media titles.
- We continued to have success in sending out reactive quotes on external stories from WCRF spokespeople. One quote from our Head of Policy was picked up by over 120 media outlets.

2. Deliver Tone of Voice workshops

Achievements:

During the year we ran 6 staff workshops on Tone of Voice, looking at each of five key audiences (General Public, Supporters, Cancer Survivors and Carers, Health Professionals and Scientific Community & Policymakers). Each workshop looked at what tone of voice means and why it's important, and then identified the different ways to best engage with each audience. The outputs from these workshops were then built into a new set of key messages and brand documents.

3. Deliver a successful Cancer Prevention Action Week campaign with an increased reach from the previous year.

Achievements:

- The first part of the year was dedicated to delivering Cancer Prevention Action Week, our annual cancer prevention awareness campaign, 21-27 February. The theme was 'Cupboard Heroes', and it aimed to champion the everyday super foods that are found languishing in the back of kitchen cupboards.
- Celebrity chef, Phil Vickery, fronted the campaign in a series of media interviews alongside a news story revealing that 97% of Brits already own the foods that could help to prevent cancer.
- WCRF spokespeople were interviewed across 17 different radio stations. In total, we generated 59 pieces of coverage about CPAW and over 1.5 million views of the CPAW video.
- Later in the week, we released new research from WCRF grant holders. This generated a further 559 pieces of coverage including the front-page of The Guardian (print version) as well as Independent, Daily Mail and The Guardian online to name a few.
- A campaign video was created featuring "Tom", a lonely tin of chopped tomatoes left at the back of a kitchen cupboard but was given his recognition as a cheap, nutritious and delicious ingredient and was transformed into a Cupboard Hero.
- A recipe generator was also developed for the WCRF website to help inspire the public to find recipes that include Cupboard Heroes: 'Simply type in your cupboard (or fridge, or freezer) staples and discover delicious and healthy recipes that can also help reduce your risk of cancer.'

Looking ahead

We will continue to develop WCRF's supporter stories to bring more person-centred stories to help highlight WCRF's work. We will develop and deliver a brand-new set of key messages for the organisation to use in communicating its work to its stakeholders. We will seek to deliver a successful Cancer Prevention Action Week in 2023, built around our Recommendation on processed meat.

Creative Design

Key goals and achievements:

1. To carry out a Brand audit followed by a major Brand review project

Achievements:

The last refresh of our Visual Identity was almost a decade ago. During the year - while also developing our strategic plans and Theory of Change model - we decided to re-evaluate our relevance and core purposes, our look and feel and our messaging. With an increased focus on cancer survivorship work, and our increased use of digital channels and campaigning, it was felt that an updated brand that supported this was needed.

Brand Audit:

We worked with IE Brand (a specialist brand agency) to put together a detailed report with recommendations on all aspects of our brand. This looked at content and writing style, brand personality, tone of voice, look and feel, supporter perceptions, public awareness, competitors, trust levels, and more. The report concluded that: our brand awareness was poor; that those who knew us, really liked us; that our visual identity was competent but dated and inconsistent and in need of an overhaul; that our messaging could sometimes be confused, and that we needed a stronger brand personality in general.

Brand Review:

Engaging with staff through several workshops, the charity then built on this report by undertaking a more detailed Brand Review project. Its key aims were: to develop clear messaging about our core beliefs; to better tell our story; to reinforce our position as the cancer prevention experts; to increase our profile and voice on the national stage, and to develop a more human brand that would encourage people to explore and learn.

Brand Development:

The Brand Review work resulted in several developments. We have now developed a Messaging Matrix which outlines the following for all staff: who our 5 key audiences are, and what our calls-to-action are for each of them; a new set of core beliefs, and a new strap line ('Preventing Cancer. Saving Lives'). We are also working on some new Visual Identity work, including iconography, illustrations, a new visual design system, and some branded corporate templates. We plan to implement the new messaging and VI changes (inc tone of voice) during 2023.

2. To further develop our approach to video work

Achievements:

We produced three key videos during the year, in addition to other smaller video-based projects, and these were: a brand new supporter story-led video for our 2021 Christmas fundraising campaign, an animation to demonstrate the impact we achieved as a charity during 2020/21, plus a stop-start motion capture animation as part of the story telling for our Cancer Prevention Action Week campaign in February 2022.

3. To support the creative needs of our health information and fundraising work

Achievements:

During the year we provided in-house design support for numerous projects, including: all our Legacy promotion materials; four issues of our Healthy You supporter newsletter (going out to c. 150,000 people); the design and production of a new Alfresco Dining cook book; a new Bowel Cancer infographic; creative assets to help explain WCRF's YouGov polling, for sharing on social media; supportive materials for our Junior Cooks Club school programme; on-going promotion of our Lottery programme; posters to help explain our Health Information and our Policy & Public Affairs' work for use at exhibitions and conferences, and the on-going production of our Informed newsletter for Health Professionals.

Looking ahead

We will focus on the roll-out of a new Brand Identity. The team will also be preparing materials for the next Cancer Prevention Action Week (20-26 Feb 2023), our Supporter Engagement event in March 2023, and the London Marathon (April 2023). We will carry out staff workshops on branding and messaging, and video and digital content will continue to play a major part in all aspects of our outreach and engagement work, with the aim of filming more of our supporters to hear and showcase their stories.

Digital communications

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

Key goals and achievements:

1. To take over social media duties and increase performance

Achievements: During the year Oct 21 - Sep 22, we achieved an increase of 3,425 Followers (the number of people who 'like' or 'follow' our various social channels), meaning our total was 54,790 (across all channels). This is an 7.8% increase in growth compared to the previous 12 months, but a 5% decrease compared to the same period last year.

Other key social metrics for the year included:

- 9.4m impressions (ie the number of times our content was displayed across social media*), up 29% compared to the previous year.
- 110k engagements (ie how many times people interacted with our posts: liked, commented, shared, clicked on links etc.) – this dipped slightly compared to the previous year, but in a climate where the use and appetite for social media is changing rapidly, this is still a positive result.

We have plans to rethink not only the number of channels we use in 2022/2023, but also how we prioritise certain content. We hope the forthcoming brand refresh will help us stand out more in a hugely competitive and cut-throat arena.

2. To stabilise and grow traffic on the UK website, post-migration

Achievements:

UK website traffic (Oct 21 – Sep 22)

Measurement	Amount	Year-on-year change
Sessions ¹	590,432	-57.42%
Unique visitors	544,811	-52.90%
Page views	1,088,327	-57.53%
Average session duration	98 seconds	+10.02%
Bounce rate ²	51.23%	-4.20%

1. A session is the period when a user is actively engaged with the website.

2. The bounce rate is the percentage of single-page sessions in which there was no interaction with the page. The lower the number, the better.

Website development

Having moved our websites to WordPress during the year, we now have new templates and functionality to help improve visitors' experiences and, hopefully, increase engagement. We also have new donation functionality, allowing a donor to give using a bank card (as before), but also via PayPal and ApplePay. We can also now add donation widgets to any part of the website, allowing us to track different routes to donation, based on a campaign or product.

We developed and published a new set of Frequently Asked Questions for our Living With Cancer audience. This content initially covers around 40 diet, nutrition and exercise-related topics that are specifically aimed at people going through cancer treatment. These were developed in association with the BDA and NIHR and represent information that is just not available to most cancer survivors. We intend on add to this bank of content periodically and use it to grow our audience.

3. To continue to grow our email newsletter

Achievements:

Our monthly Healthy Habits email newsletter continues to go from strength to strength. In October 2021 we had 16.3k subscribers, and by September 2022 this had increased to 20.7k subscribers (an increase of 27%).

Measurement	Amount
Open rate	38.4%
Click throughs ¹	2.6%
Clicks per unique open ²	7.4%

Looking ahead

We are carrying out some qualitative audience research, to help understand the needs and motivations of those interested in healthy living, as well as giving us insight into how well our website delivers on our promise. We'll be using the outputs of this audience research to improve the focus on the website.

We are going to update the UK website, initially, to reflect the brand refresh. We will also use the brand refresh to revamp our social content and bring some cohesion to what we post and increase our followers and engagement.

We plan to close one of each of our Facebook and LinkedIn channels (encouraging those who don't follow both to transfer), so that each platform just has one brand account called World Cancer Research Fund.

Engaging and supporting our supporters

Our strategic aim is to grow income to £15m by 2030. This will enable us to expand our work and ensure that more people are aware of, and adopting, our Cancer Prevention Recommendations. To do this we know that we need to focus on building relationships with existing supporters as well as build awareness of who we are and what we do, with new audiences.

The 2021/22 financial year saw us emerge from the Covid19 Pandemic in an evolving fundraising landscape. While our programme of events continued to suffer from this instability, we adapted well to a hybrid model of activity. Towards the latter half of the year, we were able to benefit from meeting supporters in person, developing relationships and partnerships which we hope will enable us to grow the work we fund over the coming years.

Our focus remained on developing personalised relationships with our supporters that are both inspiring and engaging and enables them to support us in a way which is convenient for them. Key to this is our excellent Supporter Care team who are the first point of contact for many of our supporters and through their work, are able to gather insight into why people support us and what they think of us.

We continued to monitor and evaluate our activities to ensure a reasonable return on investment and to work within the guidance of the Fundraising Regulator to ensure that we were compliant and adhering to best practice.

We planned our first in-person Supporter Engagement Event for early September, with a view to getting individuals, corporate partners and prospects, trusts and foundations, and health professionals together to hear more about what we do - but with the death of Queen Elizabeth II this was postponed until March 2023. The rescheduled event was held on 22 March and was attended by a number of supporters and representatives from corporate sponsors and trusts.

In addition to our face-to-face activities, our communication plans and processes were under constant review, ensuring that our supporters received timely and appropriate information, with regular touch points which acknowledge and demonstrate the impact of their support.

We continued to build on our successes across all our income streams, but a particular focus this year and going forward was digital fundraising, enabling us to build communities of support from new online audiences. Key to the successful development of this area was and will be the ability to invest time and resource into ensuring supporters receive the same personalised journey that we are able to deliver offline. While this development work did not yield any financial increases in 2022, we have many learnings that have already started to pay dividends in 2023.

As always thanks to incredible generosity of our supporters we have raised £10.8 million this year (2021: £10.8 million) meaning we have been able to invest 46% into our cancer prevention research and health education programmes.

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

Direct Marketing

Our direct marketing campaigns have gone from strength to strength in recent years. We continued to go directly to the public with our Direct Mail (DM) campaigns, raising awareness of our Recommendations and providing healthy

living messaging and advice to our supporters at the same time as raising vital funds. Our health information aim in our DM campaigns is to provide the wider public with cancer prevention information as directly as possible, helping them to understand better the links between diet, weight, exercise and the risk of cancer. Our fundraising aim is to raise funds for our cause, as well as to communicate with our current supporters how their money is being used.

Key fundraising goals and achievements:

1. To grow income from community, events, corporate, trusts and digital

Achievements: The Covid pandemic and subsequent lockdowns presented challenges which we were able to embrace and learn from which put us in a good position when the country started to come out of lockdown. As people changed how they give to charity we successfully increased our online/web and social media fundraising. As people moved to meeting in person, our fundraising channels such as community, events, the London Marathon all saw success in both the number of people participating and the amount raised. As companies adjusted to a hybrid or working from home environment it has been a challenge to engage with these relationships. We saw Trust Funds returning to their more normal pattern of giving as a number of these diverted their grants to pandemic research during lockdowns, increasing our income on FY21.

2. To improve stewardship of our donors to maximise income and develop supporter journeys to ensure we're maximising their lifetime value.

Achievements: We created automated journeys on Mailchimp for Event registrants so that every participant received regular communication, inspiration and encouragement to fundraise. We reconfirmed 3 out of 4 of our fundraising ambassadors. We planned to hold a supporter engagement event, but this was postponed due to the death of the Queen. This was held on 22 March 2023.

3. To create new fundraising products to appeal to new audiences

Achievements: With a new Fundraising team only in post from April 2022 onward, our ability to do much in terms of planning and launching new products was limited. However, we completed research into previous fundraising campaigns and products and put a plan in place to keep, update or stop activities, and delivered a refreshed portfolio of products for 2022/23.

We ran a digital campaign on Facebook over Christmas 21/22 which did well in terms of engagement and raising awareness with new audiences. In June 2022, we launched our online lottery campaign with a prize draw incentive which brought in new supporters.

Other key successes:

Digital:

- Relaunching the lottery with the new digital design and gain 15 new players - but with work still to do to target key demographics, such as younger audience with QR codes.
- Producing two Fundraising newsletters, one focused on Events and one on Legacies at Christmas. Both achieved good open and click rates.
- Creating a new Gaming webpage for prospective streaming/gaming fundraisers as well as social shares for promotion.
- Master Hellish, a gamer who did a festive stream for us in December 2021, raised £2,000 and again in 2022, raising £1,800.

Events:

- London Marathon 2022 recruitment and stewardship resulted in 32 participants.
- We also ran sessions focused on training plans, nutrition and mental preparation for London Marathon, and set up an automated stewardship journey on Mailchimp.
- Daniel Parker did a marathon stream as part of his London Marathon fundraising, raising £2,000.
- Other events included the Berlin Marathon (Sept 22) with a team of 10 runners, raising over £5k and the Big Half which had 10 participants.

Trusts:

- We had 72 donations during the year.
- Amongst other generous grants, we received a grant from Merck Serono Limited to deliver open access workshops to support health professionals across the UK, and a grant from The Carole and Geoffrey

Lawson Foundation for our project promoting the long-term health of children living with cancer through creating diet and lifestyle recommendations for the first time.

Legacies:

- We raised £2.256m (+£106k) against a £2.15m target for Gifts in Wills, and £68,581 (+£18.5k) from In Memory against a £50,000 target.
- We started an In Memory programme, which included the launch of online tribute funds.
- We continued to steward our supporters carefully and effectively through effective marketing (including with lay executors and family members using effective and compliant legacy administration).
- We entered into a partnership with the Much Loved Charitable Trust in order to be able to offer tribute funds as a means of remembering someone special.

Corporate partnership:

- We pitched to Tecan against c. 40 other charities and won.
- We then worked with them to maximize income during their Tecan Gives Back campaign, engaging with staff globally through Linked-In, sharing our resources and by means of a paid campaign to encourage more individual sign ups.

Supporter services:

- Number of calls made to our Supporter Services Team: 8,407 calls (5,143 warm, 3,264 cold).
- Number of emails handled by our Supporter Services team: just over 2,000.

Working post-COVID-19

Following an extended period of uncertainty with regards to working in the office, the office returned to a more regular schedule of attendance from March 2022. Since then the office has been open three days a week with staff expected to attend a minimum of two of those days. We also started a regular programme of monthly staff meetings which staff are expected to attend in person meaning that at least once a month all staff get to interact with one another.

Future Plans - Our Theory of Change

Our Theory of Change process which we started in March 2022 and launched in September 2020, helped us to understand ourselves better and to ensure we are more able to focus resources on the most important activities. However this, and the associated strategy documents that accompany it, is a living document and has been reviewed on an annual basis. The process and the strategies underwent a more in-depth review at the end of March 2023, where the Theory of Change was found to still be valid. The accompanying strategies were updated to remove items that had been achieved and to add any new opportunities that had arisen.

Theory of Change (TOC)

Our Vision

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

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

Our Impact

How will the world change because of our work?

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

What Outcomes will deliver the impact?

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

- **A STRONG NETWORK PARTNER:** We are an active and engaged member of the WCRF International Network, ensuring our mutual continued success and growth
- **A STRONG IDENTITY:** We are the UK voice on nutrition and lifestyle research and recommendations for cancer prevention and survival
- **AN INFORMED PUBLIC:** We help more people realise that it is never too early or too late to make simple everyday lifestyle changes, so that fewer people get preventable cancers
- **A DEVELOPING ORGANISATION:** We model best practice in governance and leadership, supported by staff empowerment

- **THE LATEST RESEARCH:** We fund and champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, and other emerging areas
- **WIDELY USED HEALTH INFORMATION:** We provide widely used information, guides, tools and programmes for the general public, health professionals, supporters, cancer survivors, schools and families alike
- **ENGAGED SUPPORTERS AND PARTNERS:** We will direct our energies to ensure our supporters and stakeholders are engaged in a dynamic two-way relationship

In summary

Despite the world reopening post-pandemic, the world in FY22 continued to be a confusing place for everyone, but WCRF experienced another year of steady progress. We funded all the grants that our Grant Panel deemed fundable, met goals from our strategic plans, kept a sound bottom line, spread the word ever further regarding our key messages, and worked together with WCRF International to ensure our life changing information reached more people.

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

FINANCIAL INFORMATION

Management of risk

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

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

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

The COVID-19 pandemic continued and presented additional risks for WCRF in 2021/2022, particularly as the charity is almost entirely reliant on voluntary giving for income generation. WCRF began financial year 2021/2022 with a healthy reserve balance and currently has a strong cash position. Fortunately, our programmes are meant to engage supporters and encourage donations to WCRF. The status of COVID-19 is ever changing and the added economic pressure of inflation had made monitoring cashflow and income ever more essential. The procedures and policies listed above will remain in place with a heightened sense of awareness that changes in revenue may affect cashflow.

Financial Review

Income

Total income in 2021/2022 increased by £4,623 to £10,817,848 (2021: £10,813,225). Legacies were £2,312,783 (2021: £1,995,406) an increase of £317,377. Donations from individual donors increased by £738,537 to £6,740,590 (2021: £6,002,053).

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

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

Expenditure

In financial year 2021/2022, total expenditures increased by £200,184 to £10,955,316 (2010: £10,755,132).

Expenditure on raising funds increased by £42,398 to £2,522,442 (2021: £2,480,044). Charitable expenditure on research decreased by £110,641 to £3,934,143 (2020: £4,044,784). Charitable expenditure on information and education increased by £268,427 to £4,498,731 (2021: £4,230,304).

Net Income

Net movement in funds in 2021/2022 was a loss of £127,618, a decrease of £184,967 (2021: £57,349).

Investment Policy

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

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

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

Currently, WCRF has no investments.

Reserves

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

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

As of 30 September 2022, unrestricted reserves decreased by £235,683 to £6,219,166 (2021: £6,454,849). Free reserves at 30 September 2022 are £5,794,436 (2021: £5,961,378). This equates to 6 months of the current year's expenditure (2021: 7 months).

In September 2022, the Board of Trustees approved the budget for financial year 2022/2023 which included a surplus of £19,100 that will increase total free reserves to £5,813,536. The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £5 million. WCRF UK's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if revenue targets fall short. As of 30 September 2022, total reserves were £6,386,605 (2021: £6,514,223).

Going Concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its deficit for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely

impacted by COVID-19 in year 2021/2022. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2023/2023 financial year and budget planning for the year 2023/2024 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary


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

Disclosure of information to auditor

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

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

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

DocuSigned by:

2B65F6F671BF419...
Alison Sinclair
Trustee

06 June 2023

140 Pentonville Road
London
N1 9FW

Statement of responsibilities of the Trustees of World Cancer Research Fund

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

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

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

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

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

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

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2022 which comprise the Statement of Financial activities, Statement of financial position, Statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the Directors' Report and the Strategic Report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

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

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

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

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 23 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

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

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

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

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

Use of our report

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

RSM UK Audit LLP

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

Date 12 June 2023

Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2022

		Unrestricted funds 2022 Total £	Restricted funds 2022 Total £	Total funds 2022 Total £	Total funds 2021 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	10,614,545	185,072	10,799,617	10,811,446
Investment income		18,231	-	18,231	1,779
Total income		10,632,776	185,072	10,817,848	10,813,225
Expenditure on:					
Raising funds	4	2,522,442	-	2,522,442	2,480,044
Charitable activities	5	8,355,867	77,007	8,432,874	8,275,088
Total expenditure		10,878,309	77,007	10,955,316	10,755,132
Net losses on investments	11	-	-	-	-
Currency gain/(loss)		9,850	-	9,850	(744)
(Expenditure)/income		(235,683)	108,065	(127,618)	57,349
Fund balances brought forward at 1 October 2021		6,454,849	59,374	6,514,223	6,456,874
Fund balances carried forward at 30 September 2022	21	6,219,166	167,439	6,386,605	6,514,223


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

The notes on pages 30 of 43 form part of these financial statements.

Balance sheet
at 30 September 2022

		2022	2021
		£	£
Fixed assets:			
Tangible assets	10	424,730	493,471
Investments	11	-	-
Total fixed assets		<u>424,730</u>	<u>493,471</u>
Current assets:			
Debtors	12	1,065,111	2,159,087
Cash at bank and in hand		<u>10,216,774</u>	<u>7,996,390</u>
Total current assets		<u>11,281,885</u>	<u>10,155,477</u>
Liabilities:			
Creditors: amounts falling due within one year	13	<u>(2,591,244)</u>	<u>(1,760,494)</u>
Net current assets		<u>8,690,641</u>	<u>8,394,983</u>
Total assets less current liabilities		<u>9,115,371</u>	<u>8,888,454</u>
Creditors: amounts falling due after one year	14	<u>(2,728,766)</u>	<u>(2,374,231)</u>
Total net assets at 30 September		<u><u>6,386,605</u></u>	<u><u>6,514,223</u></u>
The funds of the charity:			
Unrestricted funds		6,219,166	6,454,849
Restricted funds		<u>167,439</u>	<u>59,374</u>
Total funds		<u><u>6,386,605</u></u>	<u><u>6,514,223</u></u>

The financial statements on pages 27 to 43 were prepared in accordance with the special provision applicable to companies subject to the small companies' regime and under this exemption a strategic report is not required. These financial statements were approved by the board of trustees on 06 June 2023 and were signed on its behalf by:

DocuSigned by:

2B65F6F671BF419...
Alison Sinclair
Trustee

Statement of Cash Flows
For the year ended 30 September 2022

	2022 £	2021 £
Cash flows from operating activities:		
Net cash provided by operating activities	2,235,146	1,305,010
Cash flows from investing activities:		
Dividends and interest from investments	18,231	1,779
Proceeds from sale of equipment	400	-
Purchase of equipment	(33,393)	(45,081)
Net cash provided by (used in) investing activities	(14,762)	(43,302)
Change in cash and cash equivalents in the reporting period	2,220,384	1,261,708
Cash and cash equivalents at the beginning of the reporting period	7,996,390	6,734,682
Cash and cash equivalents at the end of the reporting period	10,216,774	7,996,390
Reconciliation of net expenditure to net cash flow from operating activities		
Net expenditure for the reporting period	(127,618)	57,349
Depreciation charges	101,509	92,360
Dividends and interest from investments	(18,231)	(1,779)
Loss on sale of fixed assets	225	-
Decrease/(increase) in debtors	1,093,976	(250,396)
Increase in creditors	1,185,285	1,407,476
Net cash provided by operating activities	2,235,146	1,305,010

Notes to the financial statements

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

1 Accounting policies

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

Basis of preparation

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

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its deficit for the year and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by COVID-19 in year 2021/2022. However, management is monitoring current fundraising activities, programme spending, staff needs and making adjustments as necessary. In addition, the financial forecast for the 2022/2023 financial year and budget planning for the year 2023/2024 take into consideration the possibility of declining revenues due to inflation and/or economic downturn. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

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

Fund accounting

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

Income

Donations

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

Gift aid income recognition policy

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

Legacy income

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

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accruals basis.

Value added tax

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

Expenditures

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

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

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

Tangible Fixed Assets and Depreciation

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

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

Cash and liquid resources

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

Financial instruments

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

Basic financial assets

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

Notes to the financial statements (*continued*)

1 Accounting policies (*continued*)

Basic financial liabilities

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

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

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

Foreign currencies

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

Termination benefits

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

Pension costs

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

Taxation

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

2 Key judgements and estimations

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

Legacy income

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

Notes to the financial statements (*continued*)

3 Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2022 Total £	2021 Total £
Donations	5,261,257	185,072	5,446,329	5,983,490
Legacy income	2,312,783	-	2,312,783	1,995,406
Committed giving	1,293,807	-	1,293,807	1,265,208
Gift Aid	877,422	-	877,422	858,279
Grants from affiliates	674,924	-	674,924	689,751
Grant revenue	182,577	-	182,577	18,563
Other income	11,775	-	11,775	749
	<u>10,614,545</u>	<u>185,072</u>	<u>10,799,617</u>	<u>10,811,446</u>

Restricted income in 2021 was £33,195.

4 Expenditure on raising funds

	Direct costs £	Support costs £	2022 Total £	2021 Total £
Fundraising activities	162,738	-	162,738	179,476
Direct mail fundraising	1,566,280	-	1,566,280	1,636,613
Human resources	-	557,589	557,589	46,278
Premises	-	129,385	129,385	111,018
Other	-	106,450	106,450	88,659
	<u>1,729,018</u>	<u>793,424</u>	<u>2,522,442</u>	<u>2,062,044</u>

Notes to the financial statements (*continued*)

5 Expenditure on charitable activities

	Direct costs £	Support costs £	2022 Total £	2021 Total £
Research:				
Research grants*	1,977,475	-	1,977,475	2,639,610
Other direct costs	126,978	-	126,978	165,638
Human resources	-	859,616	859,616	867,997
Premises	-	199,469	199,469	207,555
Other	-	770,605	770,605	163,984
	<u>2,104,453</u>	<u>1,829,690</u>	<u>3,934,143</u>	<u>4,044,784</u>
Information & education:				
Programme grants to affiliates	442,540	-	442,540	373,713
Publications	2,022,395	-	2,022,395	2,058,413
Consulting fees	402,161	-	402,161	411,690
Other direct costs	345,933	-	345,933	406,308
Human resources	-	911,463	911,463	723,265
Premises	-	210,251	210,251	164,113
Other	-	163,988	163,988	92,802
	<u>3,213,029</u>	<u>1,285,702</u>	<u>4,498,731</u>	<u>4,230,304</u>
Total costs of charitable activities	<u>5,317,482</u>	<u>3,115,392</u>	<u>8,432,874</u>	<u>8,275,088</u>
*includes grant refunds				

Expenditure on charitable activities was £8,432,874 (2021: £8,275,088) of which £8,355,867 (2021: £8,137,205) was unrestricted and £77,007 (2021: £137,883) was restricted.

Notes to the financial statements *(continued)*

6 Grants and grants payable

The below grants were awarded in the year to 30 September 2022 to institutions:

		£
Murdoch Childrens Research Institute	Body mass index in childhood and risk of pre-menopausal breast cancer	349,800
Northumbria University	The role of maternal folate in childhood leukemia initiation; understanding the molecular mechanisms	346,625
Queens University of Belfast	Periprostatic adipose tissue and advanced prostate cancer risk; a prospective study	346,394
Italian National Council of Research	Integrating tissue-based spatial information to elucidate how obesity-induced tumour metabolites drive prostate cancer progression	340,000
University of Aberdeen	The feasibility and acceptability of conducting a randomised controlled trial to improve body composition of gastrointestinal cancer survivors in India	59,994
IDISBA	Dietary and lifestyle patterns and the risk of breast cancer	15,000
IDISBA	Updating systematic literature review on diet and lifestyle patterns and breast cancer	11,787
IUNS	IUNS taskforce on nutrition and cancer	14,329
UICC	Partnership for Advocacy Support	37,278
IARC/WHO	Consortium Agreement for the Cancer Prevention Europe Project	13,077
NHS NIHR	NIHR Cancer and Nutrition Collaboration	74,500
	Total research grants	1,608,784
Imperial College	Continuous review	372,880
	Grant Refunds	(4,189)
	Total grants	1,977,475

Notes to the financial statements (*continued*)

6 Grants and grants payable (*continued*)

	2022 £	2021 £
Beginning grants payable	3,591,512	2,122,309
New grant funding	1,442,813	2,312,485
Grant adjustment	40,869	744
Grant payments	(986,212)	(844,026)
Ending grants payable	<u>4,088,982</u>	<u>3,591,512</u>
Due within one year (note 13)	1,360,216	1,217,281
Due after one year (note 14)	2,728,766	2,374,231

7 Support costs

	Fundraising	Information & education	Research	2022 £	2021 £
Human resources	557,589	911,463	859,616	2,328,668	2,055,540
Premises	129,385	210,251	199,469	539,105	482,686
Other	106,450	163,989	770,605	1,041,044	345,446
	<u>793,424</u>	<u>1,285,703</u>	<u>1,829,690</u>	<u>3,908,817</u>	<u>2,883,672</u>

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

Governance costs - audit fees of £28,000 (2021: £27,500) include fees in respect of WCRF (Trading) Ltd. of £3,000 (2021: £2,500) and board meeting expenses of £ 4,285 (2021: nil) are included in Other above.

Notes to the financial statements (*continued*)

8 Operating costs

	2022	2021
	£	£
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	101,509	92,360
Hire of plant and machinery	14,779	15,248
Hire of other assets - operating leases	313,000	313,000
	<u>313,000</u>	<u>313,000</u>

	2022	2021
	£	£
<i>Auditor's remuneration:</i>		
Audit of these financial statements	27,500	25,000
Audit of financial statements of subsidiaries	3,000	2,000
	<u>30,500</u>	<u>27,000</u>

9 Human resources

	2022	2021
	£	£
Salaries	1,895,608	1,683,018
Social security costs	216,960	179,550
Pension costs- defined contribution scheme	86,860	74,844
Employee benefits	48,076	54,676
Recruitment	63,110	26,510
	<u>2,310,614</u>	<u>2,018,598</u>

Salaries includes £4,080 in termination payments (2021: nil).

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

	2022	2021
	Number	Number
Fundraising	12	13
Research	13	10
Education	13	12
Administration	10	10
	<u>48</u>	<u>45</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:

	2022	2021
£60,001 - £70,000	1	1
£70,001 - £80,000	4	3
£90,001 - £100,000	1	1

Direct financial assistance from the UK Government for the Coronavirus Job Retention Scheme program (CJRS) for 2022 was nil (2021: £592).

In respect to staff paid over £60,000, the pension contribution was £62,384 (2021: £23,881).

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

The Trustees, whom are considered the key management personnel, received no remuneration (2021: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. One Trustee (2021: nil) received an out-of-pocket travel reimbursement of £2,506 (2021: nil) for expenses incurred directly. In 2022 and 2021 there were no related party transactions with the Board of Trustees and WCRF. The President was compensated by affiliate organisations.

10 Tangible fixed assets

	Leasehold improvements	Fixtures and fittings	Machinery and equipment	Total
	£	£	£	£
Cost				
At 1 October 2021	482,449	64,676	167,060	714,185
Additions	-	-	33,393	33,393
Disposals	-	-	(1,249)	(1,249)
At 30 September 2022	482,449	64,676	199,204	746,329
Depreciation				
At 1 October 2021	100,864	26,044	93,806	220,714
Charge for year	49,237	12,160	40,112	101,509
Disposals	-	-	(624)	(624)
At 30 September 2022	150,101	38,204	133,294	321,599
Net book value				
At 30 September 2021	318,586	38,632	73,255	430,473
At 30 September 2022	332,348	26,472	65,910	424,730

Notes to the financial statements (*continued*)

11 Investments

	2022 £	2021 £
Investment in subsidiary	<u>2</u>	<u>2</u>
	2	2
Movements during the year		
At 1 October	2	2
Additions	-	-
Disposals	-	-
Net losses on investments	<u>-</u>	<u>-</u>
	<u>2</u>	<u>2</u>

There were no investment charges for 2022 (2021: nil).

12 Debtors

	2022 £	2021 £
Accrued legacies	107,035	767,558
Amounts owed by affiliates	425,551	628,030
Prepayments	487,517	275,195
Amounts owed by group undertakings	6,659	6,752
Trade debtors	38,349	481,552
	<u>1,065,111</u>	<u>2,159,087</u>

13 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	461,761	198,165
Grant payable	1,360,216	1,217,281
Amounts owed to affiliates*	532,887	-
Other creditors	236,380	345,048
	<u>2,591,244</u>	<u>1,760,494</u>

*amounts owed to affiliates are interest free

Notes to the financial statements (*continued*)

14 Creditors: amounts falling due after one year

	2022	2021
	£	£
Grant payable	<u>2,728,766</u>	<u>2,374,231</u>

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

	2022	2021
	£	£
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
-not later than one year	468,000	468,000
-later than one year and not later than five years	2,113,800	2,067,000
-later than five years	<u>386,100</u>	<u>900,900</u>
Total	<u>2,967,900</u>	<u>3,435,900</u>

16 Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £86,860 (2021: £74,844).

17 Members

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

Notes to the financial statements (*continued*)

18 Related Parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd., which is incorporated in the UK. WCRF (Trading) Ltd. ceased operations in 2015. WCRF (Trading) Ltd. carried on trading activities to raise net revenues which are contributed to the WCRF UK. The registered address is The Broadgate Tower, Third Floor, 20 Primrose Street, London, EC2A 2RS.

Summary balance sheet is as follows:

	2022	2021
	£	£
Cash	6,659	6,752
Due to WCRF:		
Beginning balance	(6,750)	(6,843)
Net value of transactions	93	93
Amounts owed by subsidiary	(6,657)	(6,750)
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 2022 and 2021 is as follows:

Notes to the financial statements (continued)

Description	2022				
	WCRF International	AICR	WCRF NL	WCRF Hong Kong	Totals
Beginning balance	£ 212,399	192,036	180,653	42,942	628,030
Net value of transactions	170,210	(724,923)	(180,653)	-	(735,366)
Amounts owed by affiliates	£ 382,609	(532,887)	-	42,942	(107,336)

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

20 Analysis of Net Assets between Funds

	2022				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
Unrestricted funds	£ 424,730	-	8,523,202	(2,728,766)	6,219,166
Restricted funds	-	-	167,439	-	167,439
Total funds	£ 424,730	-	8,690,641	(2,728,766)	6,386,605

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

Notes to the financial statements (*continued*)

21 Restricted Donations and Grants

Since financial year 2017/2018, WCRF has received grant payments with a restriction for a specific project. The restricted fund relates to the EC grant, a five-year, €10 million study ‘Confronting Obesity: Co-Creating policies with youth’ – CO-CREATE – focuses on preventing childhood obesity in Europe by actively involving adolescents in the policymaking process. In financial year 2021-2022, an additional grant of £96,577 was received. A portion of that grant was spent (£69,507) and released from restriction. At the end of financial year 2021/2022, the unspent balance of that grant was £78,944.

Donations from fifteen Trusts and Foundations were received in financial year 2021/2022 (£88,495) to be used for health information outreach projects in future years. In financial year 2021/2022, £7,500 from prior year restricted donations.

As of financial year 2021/22, the restricted fund balance is £167,439 (2021: £59,374).

	Balance at 1 Oct 2021	Income	Expenditure	Balance at 30 Sep 2021
Restricted funds				
EC Co-Create Grant	£ 51,874	96,577	(69,507)	78,944
Trusts/Foundations	7,500	88,495	(7,500)	88,495
	<u>£ 59,374</u>	<u>185,072</u>	<u>(77,007)</u>	<u>167,439</u>