

# **MELANOMA FUND**

\*\*\*\*\*  
**INCOME AND EXPENDITURE ACCOUNTS**

**YEAR ENDED 1ST OCTOBER 2022**

**Charity Registration Number : 1085969**

\*\*\*\*\*

**MELANOMA FUND**

**INCOME AND EXPENDITURE ACCOUNTS**  
**FOR THE YEAR ENDED 1st OCTOBER 2022**

	£	£
<b><u>Bank Balances b/f</u></b>		
Barclays Bank - current account	108,828	
CAF Bank	1,632	
		<b>110,460</b>
Debtors		340
Creditors		(293)
Pension owing		(232)
		<b>110,276</b>
<b><u>Income</u></b>		
Sunguarding Sport Income	13,500	
Outdoor Kids Sun Safety Code Campaign I	4,000	
Slip Slap Swing! Income	15,499	
Kick Start Funding	10,373	
Royal Mail	12,209	
Leeds United	2,218	
TVV Lotto	26	
Bequests and funeral collections	1,607	
Gift Aid	1,425	
Donations	7,683	
Just Giving	6,238	
Giving.com	2,568	
Virgin Giving	1,156	
Facebook donations	1,654	
Amazon Smile	29	
		<b>80,186</b>
<b><u>Less: Fundraising Expenditure</u></b>		
Sunguarding Sport campaign expenses	2,732	
Outdoor Kids campaign expenses	8,332	
Slip Slap Swing! campaign expenses	4,506	
Sunguarding outdoors campaign expenses	7	
Fundraising activities expenses	3,505	
		<b>19,082</b>
CEO Salary	49,500	
CEO Bonus	4,125	
Staff wages	10,191	
NI Employers Contribution	6,977	
NI Employers Allowance	(4,876)	
Pension Employers Contribution	1,300	
Website & IT Costs	1,452	
Website design & development	472	
Printing, postage & stationery	138	
Mobile Phone	559	
Travel costs	805	
Conference costs	66	
Entertaining	71	
Public Liability Insurance	432	
Accountancy	250	
Bookkeeping	727	
Payroll Bureau cost	350	
Just Giving fees	137	
Giving.com fees	275	
Stripe fees	36	
Virgin Money fees	44	
Equipment	130	
Other expenses	18	
Subscriptions	341	
		<b>73,521</b>
<b>Movement in year</b>	<b>-</b>	<b>12,417</b>
<b>Balance c/f</b>		<b>97,859</b>
<b><u>As represented by:</u></b>		
Barclays Bank - current account	96,556	
CAF Bank	1,632	
Creditors	(77)	
Pension owing	(252)	
<b>Balance c/f</b>		<b>97,859</b>

## If not, why not?

A recent survey has revealed that 32% of UK adults don't use sunscreen despite most burning at least once per year. With melanoma linked to sunburn, and skin cancer our most common cancer by far, it's fair to say this is a serious public health concern, which is not taken seriously enough.

The Melanoma Fund is however on the case, tackling melanoma and all other forms of skin cancer with an ambitious strategy that has been created to deliver national impact. Our focus is on those who spend lots of time outdoors in sport and outdoor recreation, putting a spotlight onto activities that have typically taken a hit or miss attitude to sun protection.

We operate via four national campaigns, all of which are supported by nearly every leading sport or outdoor recreational organisation. We work in a B2B format, whereby we utilise the support of hundreds of overarching organisations and national governing bodies, expanding our reach to their thousands of affiliated clubs and groups.

A simple but effective strategy that enables a small charity to create a rather hefty punch, delivering results without huge overheads.

Before we entered the sector, very little was said, shared, or provided in sport or outdoor recreation in terms of guidelines. To put it simply, sun protection wasn't just not a priority, but not even on the table. Awareness around the risk of skin cancer was typically swept under the carpet as a health and safety issue, with the idea that mentioning it would negatively affect the idea of pursuing outdoor activity.

However, with our tenacity, hard work, and belief, as well as the forward -thinking organisations that have supported us, we are creating change. By developing partnerships and support, creating carefully created narrative, and ensuring our messages are accurate, simple, and logical, our support is morphing from passive to active, and our resources now being sought out by thousands of clubs and groups around the UK.

**“With passive support turning into active support we are finally making incredible progress, however there is still a long way to go”**

### What do we do?

The Melanoma Fund generates sun and heat protection resources for those who work with others who spend lots of time outdoors. Although we work across all formats, we are focus on B2B approach, helping sport and outdoor recreational businesses fulfil their duty of care around sun protection awareness and skin cancer prevention, with the question, if not, why not?

### How do we do it?

Because we understand the importance of creating advice that is relevant, we have created four individual campaigns that are highly targeted, both in terms of content and the support they have. Although we are still in the midst of creating content, delivering events and collaborations, here are our campaigns and highlights for 2023.

**Slip! Slap! Swing!** for golf



This spring we returned the campaign to a free format, breaking down the barriers to involvement. We announced support from the Club Management Association of Europe (GCMA) and deepened our support from the Golf Club Managers Association and the PGA, with exciting plans for more complex stakeholder involvement.

We have worked with the R&A to get sunscreen dispensers into The Open Championship again, and the support of the LIV and European Tour, building trust and support to ensure sunscreen is available to all who play and spectate.

### **Sunguarding Sport** for all in sport

The ECB has supported the campaign, getting news of our resources out to thousands of cricket clubs this summer.

### **Sunguarding Outdoors** for outdoor recreation

Launched this year, Sunguarding Outdoors immediately generated support from the Outdoor Industries Association, which shared news of our campaign to their national database of members.

We partnered with J D Outdoors to generate support from their retail members, including Fishing Republic, Naylor's, Go Outdoors, Millets and Blacks, as well as lots of relevant NGBs. We are working closely with each retailer to ensure our messages are relevant and targeted, providing fresh content and ideas to inspire their stakeholders, both on their websites and socials.

### **The Outdoor Kids Sun Safety Code** - for those who work with KS2 children

2023 highlights...

Working closely with the Department of Education we have been urging local authorities to get their Holiday & Food programme providers sun protection accredited to the Outdoor Kids Sun Safety Code. To turn awareness into action we have also provided hundreds of clubs with sunscreen dispensers for their Easter and Summer holiday activities.

### **Sunguard ambassadors**

As well as our campaigns, we have a thriving community of ambassadors who work in unique ways to help get the message out there in sport and outdoor recreation. From Rosie Sullivan who makes UV colour changing beads to sell on for £2, Craig Cotterill who is helping us develop industry partnerships, to Jamie Cundy who is working at The Open Championship, talking to media about our campaigns, each are playing their strengths and passions.

### **Sunguarding course – NEW for 2024**

We have been busy creating a brand new and first of its kind sun protection course for all those who work outdoors with others. Sunguarding will be used in the syllabus for relevant university courses, to ensure that sports coaches, activity leaders and instructors understand all there is to know about UV rays, skin cancer and sun protection before they hit the front line.

A free course format will be available for existing professionals, allowing them to update their CPD points and knowledge in this video format, three-hour course.

### **Goals for 2024**

We all need to have goals, and that includes us. We are on a mission to create impact on skin cancer, and we can do that by getting sport and outdoor recreation committed to the idea of sun protection.

As well as using our resources, which will be updated on a regular basis, our goal is to get a sunscreen dispenser into every sports club in the UK. Working with commercial sponsors, we can and will make this happen, with the opportunity to look back and wonder why it wasn't done before. Because if not, why not?

**Melanoma Fund  
Independent Examiner's Report**

I report on the accounts of the Fund for the year ended 1 October 2022.

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.


It is my responsibility to:

- examine the accounts under section 145 of the Charities Act 2011;
- to follow the procedures laid down in the general Directions given by the Charities Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

In connection with my examination, no matter has come to my attention:

1. which give me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the 2011 Act; and;
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act has not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed ..... 

Name: Emma Pryor

Address: EJP Accounting Services Ltd  
Unit 1& 2 Old Kiln Works  
Ditchling Common Industrial Estate  
Hassocks  
BN6 8SG

Date ..... 