

melanoma fund

TRUSTEE REPORT 2022/2023



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About Us

We were the first melanoma focused charity in the UK, born out of commitment to turn personal tragedy into a force for good, believing that education and advocacy could save lives. Harry Townsend, a devoted husband, father, and keen sportsman, lost his much-loved wife Myfanwy, to melanoma in 1999.

Her death, which it was believed stemmed from a sunburn in childhood, could have been avoided with better awareness and early detection, left an indelible void within Townsend family. Harry set up the charity with his three sons, as he felt too little was known about the disease and dedicated his time to raising awareness of melanoma, supporting patients and research into treatments and cures. His empathy to others and passion for sports and outdoor life, infused the charity with a unique legacy and heritage, directing our work to where we are today. The organic growth of the charity incorporated his love of sporting events and activities, seeding this into our campaigns, reflecting Harry's belief in the power of sports and the great outdoors, to unite communities and promote health.

Our founder
Harry Townsend



Harry passed away in 2020, however left a lasting legacy. The charity pathed the way for other charities to join the cause, significantly raising awareness and reducing incidence, improving prognosis through public awareness campaigns, community outreach, and funding for cutting-edge research, and on we grow.

Our Mission

Our mission is simple - to empower all those who enjoy active outdoor lifestyles via education and awareness of the importance of sun protection, to help prevent and detect all forms of skin cancer.

Our focus is on those who work and participate in sports and outdoor recreation. For the past decade, we have developed unrivalled support from the sector, working with national governing bodies of sport and outdoor organisations, to champion campaigns that help support their duty of care around sun safety.

Through constant innovation, we improve and streamline our campaigns regularly to ensure relevance, impact and reach, to challenge behaviour and perceptions around sun protection and ultimately reduce incidence of melanoma and other forms of skin cancer.

How we achieve this

We work with sports and outdoor professionals, organisations, clubs and groups to share this message to ensure we reach a national, targeted and relevant audience.

Raising Awareness: We conduct tailored and targeted educational campaigns to inform communities about the risk of melanoma, the importance of early detection, and effective sun protection strategies.

Promoting Prevention: We advocate for responsible sun behaviour and provide resources to help individuals protect and check their skin, helping to reduce suffering and save lives.

Some of our partners



17,500 ↑

New melanoma cases are
diagnosed annually

169% ↑

Between 1993 and 2018,
non-melanoma skin cancer rates surged

188,000 ↑

Non-melanoma skin cancer
rates go up each year

The Skin Cancer Epidemic

Skin cancer is an escalating public health issue in the UK, with both melanoma and non-melanoma cases rising rapidly. Around 17,500 new melanoma cases are diagnosed annually, positioning this as the **fifth most common cancer in the country** with incidence doubling since the early 1990s,

Non-melanoma skin cancer is even more prevalent, with over 188,000 new cases each year, expected to exceed 262,000 by 2040. Between 1993 and 2018, non-melanoma skin cancer rates surged by 169%, showing significant increases across all age groups.

The primary cause of these rising numbers is overexposure to ultraviolet (UV) radiation from the sun and sunbeds. The primary cause of the increasing number of skin cancer cases is overexposure to UV radiation from the sun and sunbeds. About 90% of these cases are linked to UV damage, which can cause long-term DNA damage in skin cells.

The sharp rise in incidence highlights the urgent need for greater public awareness and preventive measures, particularly around sun protection and avoiding excessive UV exposure and that aligns perfectly with our mission.

How we impact skin cancer

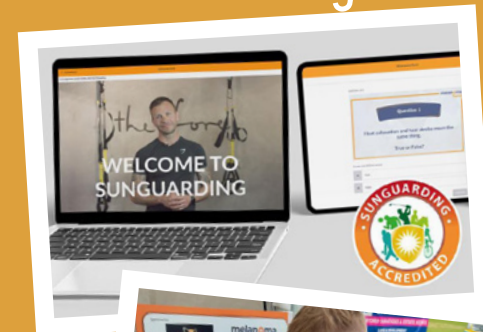
We play a pivotal role in reducing the incidence of skin cancer in the UK, saving lives through education, prevention and early detection in the following ways:

- ➔ **Education and awareness resources:** We educate the public about the risks of UV exposure and the importance of sun protection via our targeted campaigns, providing free resources. We utilise social media, partnerships with overarching organisations, and support from national and regional media to reach a broad, targeted audience.
- ➔ **Policy Advocacy:** We advocate for policies that promote skin cancer prevention working individually, as well as with other charities in the sector. This includes pushing for more awareness around the importance of sun protection on sports and outdoor sector websites, encouraging schools to implement sun safety programmes, and lobbying for better funding for skin cancer awareness.

Working with the Department of Education each summer to ensure HAF providers use our resources and have access to sunboards + sunscreen, designed support education and health of children who may not have access to sunscreen.

- ➔ **Community Outreach:** We engage with communities directly, via local and national events, such as skin cancer screening days, webinars and workshops on sun safety, and informational sessions, with audiences created via our national supporters. Collaborating with local charities and community groups help us spread the message more effectively and reach vulnerable populations.

Online training



ITV Meridian

Our work - First in Sport

Having introduced the idea of promoting sun protection in sports and outdoor recreation in 2014, we are now at the forefront of this movement, leading the way with innovative initiatives and comprehensive educational resources, all freely available to those at the highest risk.

Campaigns include:



Slip! Slap! Swing!: With golfers 2.4 times more likely to get skin cancer than the general population, we encourage golfers to take sun protection seriously while enjoying their sport. Working with golf clubs and every major golf organisation, we educate on the risks of sun exposure during prolonged periods outdoors and promote the use of protective clothing, sunscreen, as well as regular skin checks.



The Outdoor Kids Sun Safety Code: Children need to learn healthy habits at a young age, and this is best done via engaging content that ensures they enjoy the journey! This campaign focuses on educating parents, outdoor activity leaders, and children about sun safety. Clubs can get accredited to take advantage of a toolkit of resources that make this task simple and effective.



Sunguarding Sport: Targeting adults, this campaign provides guidelines and advice for individuals, groups and clubs, raising their awareness about sun and heat protection, and is for all who participate, officiate or spectate in competitive sport.



Sunguarding Outdoors: This most recently launched campaign focuses on raising awareness of sun protection on those involved in active outdoor recreation, from walking to watersports, to spending time with others outdoors.



Sunguarding course: In 2023 we started working on this, the first dedicated online course, tailored for the sports and outdoor recreation industry. It is accredited by prominent bodies such as CIMSPA and the Institute of Outdoor Learning and is used and shared by many leading sports organisations such as the LTA, the Welsh Sports Association, the PGA, the Sport and Recreation Alliance and UK Coaching.



Sunguard ambassadors: We have a dedicated team of volunteers who have been touched by melanoma in some way, from personal experience to friends and family. We also work with those who want to create more awareness and understanding in their sector, and we do so in unique ways to ensure their input is impactful.

Expanding our reach through partners

Extensive third-party support has allowed us to scale our operations and outreach efforts to establish a strong presence in the sports sector, driving a cultural shift towards proactive skin cancer prevention in sports, and ultimately working towards reducing the incidence of skin cancer across the UK.

This has lent credibility and visibility to our initiatives, ensuring that our message reaches coaches, trainers, and participants at all levels. Moreover, the involvement of our high-profile Sunguard ambassadors has significantly increased public engagement within our campaigns in all forms of media. By sharing their personal stories and endorsing our work, they have brought a relatable and influential voice to the cause which has been shared nationally.

CEO: Michelle Baker



A word from our CEO

"I frequently get asked where my passion comes from, as this has been a deeply personal and immersive journey over the past decade.

When I first joined the charity in 2014, I was driven by a profound commitment to honour the unrelenting drive of our founder, Harry Townsend, and to continue the vital work he began. His vision of a world where melanoma and other skin cancers are preventable, has inspired me to strive for impactful change, and not take no for answer, no matter how many times, I hear this!

Over the last ten years, I have focused on expanding the charity's reach and influence within the UK and beyond. Recognising the critical need for sun safety education, I have been instrumental in spearheading the development of all our innovative campaigns, and it has been a privilege to see them flourish and generate such support from the sector.

As well as generate partnerships, I actively engage with policymakers and other CEOs to advocate for more awareness in the sports sector. These efforts have not only helped to advance perceptions but have also contributed to shaping policies that protect our communities.

Through this work, we have reached countless individuals with our message, saved lives via our skin checks, and prevented multiple sunburns, to ensure children grow up without the threat melanoma. I am proud of the progress we have made, and I remain dedicated to continuing this important and exciting role, ensuring that the charity remains at the forefront of the fight against skin cancer".

Chair: Simon Quarendon



A thick, wavy orange brushstroke graphic that starts below the portrait and extends to the right, underlining the text area.

A word from our Chair

"As we reflect on the period of 2022/2023, it is with pride that I share the remarkable strides we have made at the Melanoma Fund. In 2022/23 we made significant progress in our mission to combat melanoma through awareness, and community engagement. As part of a small but active team of Trustees, we work together to support our CEO to help fulfil the legacy that was laid down by the late, great Harry Townsend. We have continued to support a wide range of initiatives and partnerships with overarching organisations, aimed at getting the idea of Sunguarding deeper into the sports sector.

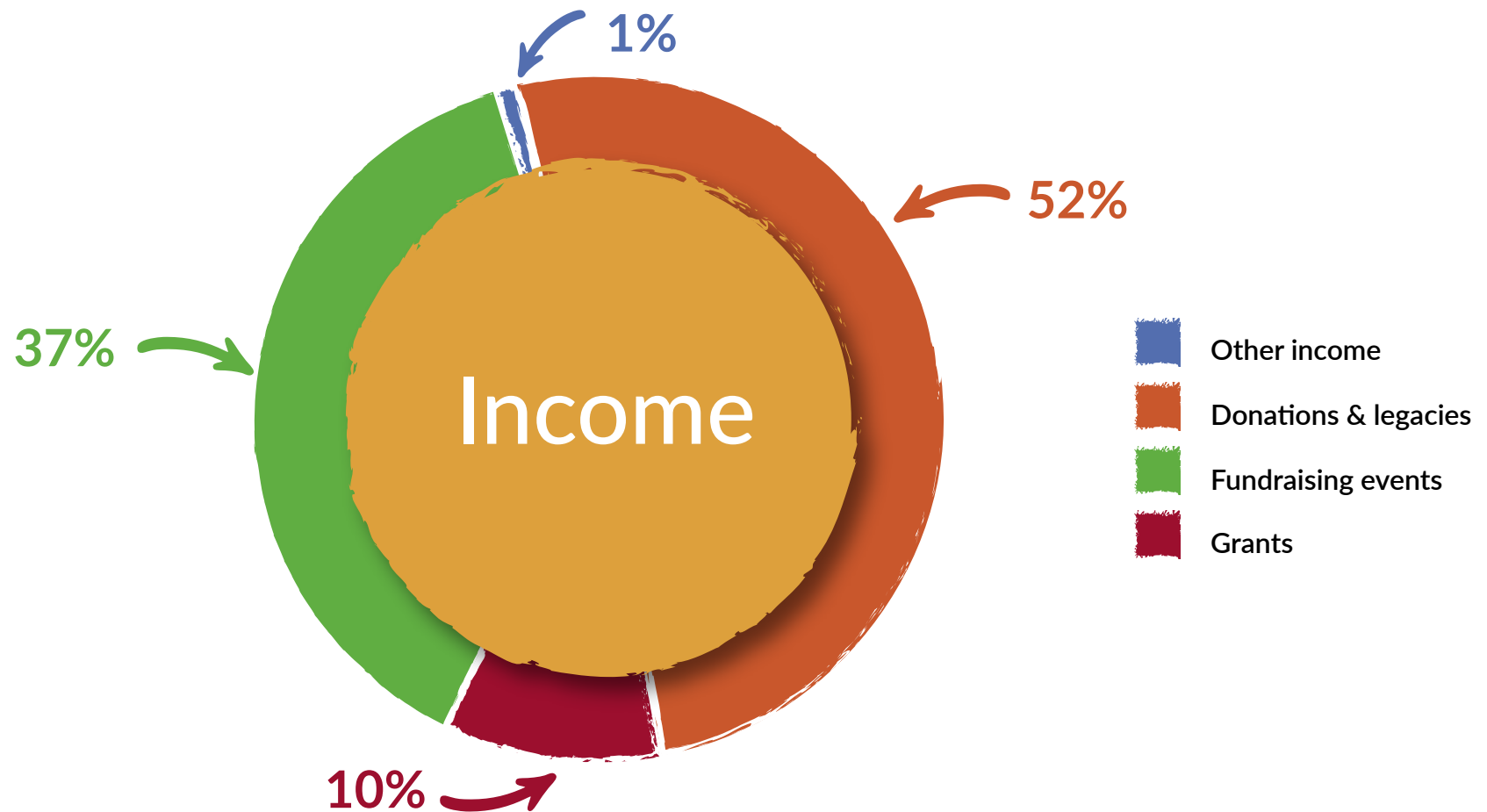
Public engagement and education have remained at the forefront of our initiatives with the development of our Sunguarding course, which is still the first of its kind in the world. Community support from golf clubs continues to be a cornerstone of our fundraising efforts. These not only create excellent fundraising opportunities but drill the importance of sun protection and skin checking into each club, to every member.

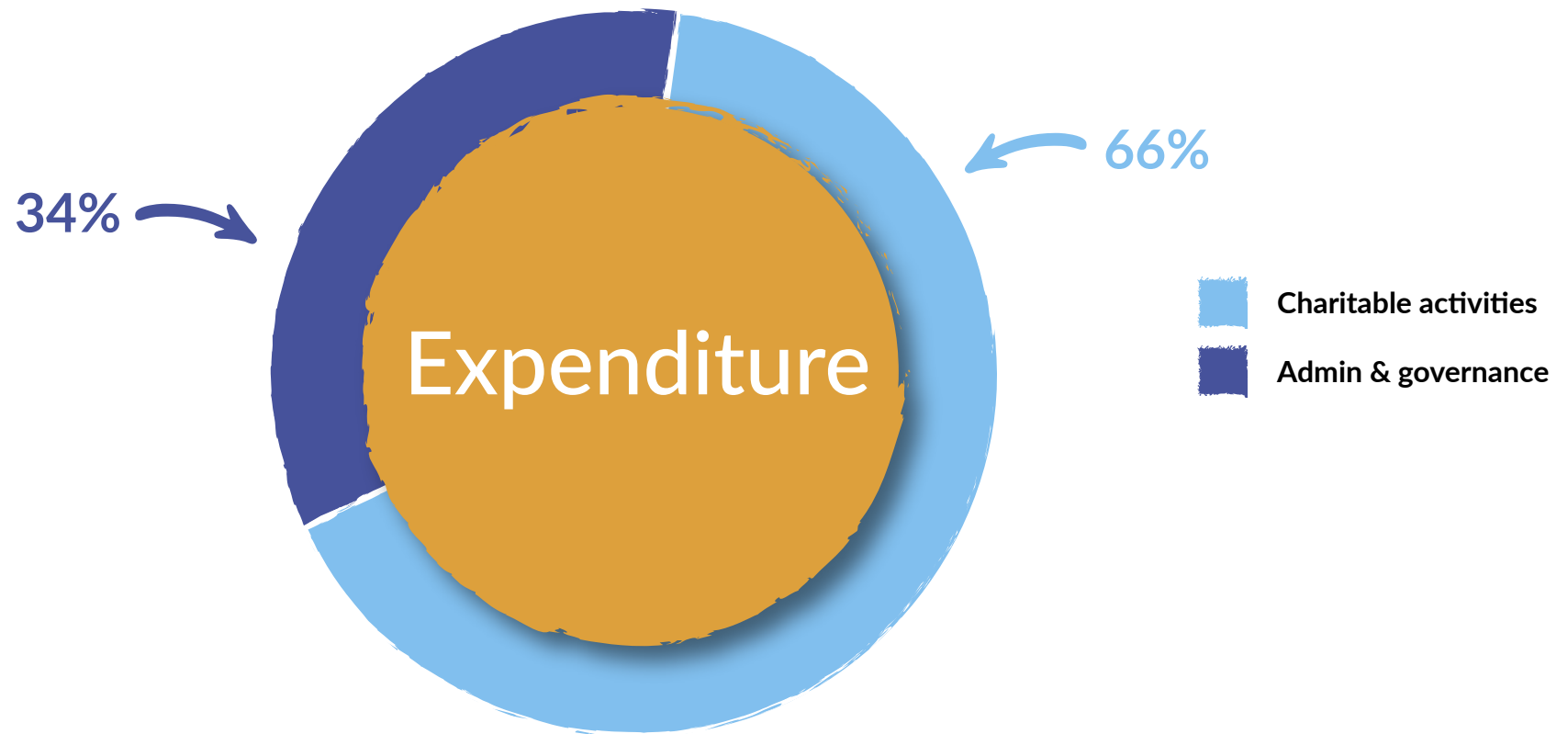
Events, such as the Lou Parker Swim and our work with The Open Championships, have not only raised critical funds and awareness, but also strengthened the sense of solidarity among those affected by melanoma, and those at the highest risk, specifically within the sports sector. Our strength is showcased in the fact that national media trust us for comment on all skin cancer and sun protection related stories, with numerous articles, TV and radio appearances this year.

The ongoing dedication of our Sunguard ambassadors, who helped create our Sunguarding course, to the supporters who continue to endorse our content, the advisors who provide their expertise, allowing us to become a trusted voice for skin cancer, is inspiring. Together, we have fostered a robust support network that offers invaluable resources and to those who want to improve awareness of sun protection.

Looking ahead, we remain steadfast in our mission. We will learn from this period, continue to drive forward to get Sunguarding recognised as part of sport and outdoor recreation and aim to foster deeper support from the existing partners we have painstakingly developed over the years. As with all small charities, we must work hard for every win, ensuring donations are used smartly, to support our objectives. With your ongoing support, with more opportunity to raise funds, we can expand, and hope that you can be part of this exciting, onward journey".

Income: 08





Financial Review

Financial Position

The results for the year are shown on pages 8 & 9. The charity's financial position remained stable at the end of the year, with 2023 generating a net expenditure of £19,607. (2022: net expenditure £12,417). It has been a steady progress for the Melanoma Fund. Our focus on efficient fund allocation which has allowed us to make a positive impact within our community.

Income

Our total income for the year ended 1st October 2023 was £70,291. This represents a 0.7% increase from the previous year, primarily due to successful fundraising initiatives and generous donations from our supporters. The income sources are detailed below:

- Donations and legacies: £36,411 (52% of total income)
- Grants: £7,000 (10% of total income)
- Fundraising events: £25,988 (37% of total income)
- Other income: £892 (1% of total income)

Expenditure

Total expenditure for the year amounted to £89,899. This reflects our commitment to maintaining a balanced budget while ensuring funds are directed towards our charitable objectives. The breakdown of expenditure is as follows:

- Charitable activities: £59,674 (66% of total expenditure)
- Administrative and governance costs: £30,225 (34% of total expenditure)

Approval

This policy is approved by the Board of Trustees annually.

Donate:

If you are inspired by our mission and wish to make a donation, please visit our Just Giving page: <https://www.justgiving.com/melanomafund> or if you wish to discuss this in further detail, please contact Michelle Baker on 07989440146 or michelle@melanoma-fund.co.uk

Contact us:

- Please visit www.melanoma-fund.co.uk to find out more about what we do and how you can support us.
- For details of our Trustees and advisors visit: <https://melanoma-fund.co.uk/our-team/>
- For details of our Sunguard ambassadors visit: <https://melanoma-fund.co.uk/meet-our-sunguards/>
- To find out how to become a Sunguard ambassador visit: <https://melanoma-fund.co.uk/ambassadors/>
- For more information, please email info@melanoma-fund.co.uk



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MELANOMA FUND

INCOME AND EXPENDITURE ACCOUNTS

YEAR ENDED 1ST OCTOBER 2023

Charity Registration Number : 1085969

MELANOMA FUND

**INCOME AND EXPENDITURE ACCOUNTS
FOR THE YEAR ENDED 1st OCTOBER 2023**

	2023		2022	
	£	£	£	£
Bank Balances b/f				
Barclays Bank - current account	96,556		108,828	
CAF Bank	1,632		1,632	
	<hr/>	98,188	<hr/>	110,460
Debtors		-		340
Creditors		(77)		(293)
Pension owing		(252)		(232)
		<hr/>		<hr/>
		97,859		110,276
Incoming Resources from Charitable Activities				
Sunguarding Sport Income	-		13,500	
Sunguarding courses	7,000			
Outdoor Kids Sun Safety Code Campaign Income	-		4,000	
Slip Slap Swing! Income	21,818		15,499	
General Fundraising	4,170			
	<hr/>	<hr/>	<hr/>	<hr/>
		32,987		32,999
Voluntary Income				
Royal Mail	13,078		12,209	
Leeds United	-		2,218	
TW Lotto	26		26	
Bequests and funeral collections	-		1,607	
Gift Aid	868		1,425	
Donations	7,525		7,683	
Online Donations	15,808		11,645	
	<hr/>	<hr/>	<hr/>	<hr/>
		37,304		36,814
Total Income		<hr/>		<hr/>
		70,291		69,812
Less: Charitable activities expenditure				
Sunguarding Sport campaign expenses	6,069		2,739	
Sunguarding courses	1,564			
Outdoor Kids campaign expenses	132		8,332	
Slip Slap Swing! campaign expenses	1,033		4,506	
Fundraising activities expenses	4,314		3,505	
	<hr/>	<hr/>	<hr/>	<hr/>
		13,112		19,082
Profit before Overheads		<hr/>		<hr/>
		57,179		50,731
Less Overheads				
Charitable activities				
CEO Salary	27,225		27,225	
CEO Bonus	2,269		2,269	
Employers NI Contributions	3,403		3,837	
NI Employers Allowance	(2,391)		(2,682)	
Pension Employers Contribution	763		715	
Staff wages	-		10,191	
Kickstart Funding			(10,373)	
PR / Marketing consultants	12,700			
Travel costs	2,484		805	
Conference costs	-		66	
Entertaining	109		71	
	<hr/>	<hr/>	<hr/>	<hr/>
		46,561		32,125
Governance				
Salary Costs				
CEO Salary	22,275		22,275	
CEO Bonus	1,856		1,856	
Employers NI Contributions	2,784		3,140	
NI Employers Allowance	(1,957)		(2,194)	
Pension Employers Contribution	624		585	
	<hr/>	<hr/>	<hr/>	<hr/>
		25,582		25,662
Accountancy				
Accountancy	250		250	
Bookkeeping	459		727	
Payroll Bureau cost	420		350	
	<hr/>	<hr/>	<hr/>	<hr/>
		1,129		1,327
Office Costs				
Public Liability Insurance	447		432	
Website & IT Costs	473		1,451	
Website design & development	-		472	
Equipment	-		130	
Printing, postage & stationery	292		138	
Mobile Phone	888		559	
Subscriptions	304		341	
Other expenses	37		18	
	<hr/>	<hr/>	<hr/>	<hr/>
		2,442		3,542
Merchant fees				
Just Giving fees	1,072		137	
Giving.com fees	-		275	
Stripe fees	-		36	
Virgin Money fees	-		44	
	<hr/>	<hr/>	<hr/>	<hr/>
		1,072		492
TOTAL GOVERNANCE		<hr/>		<hr/>
		30,225		31,023
TOTAL		<hr/>		<hr/>
		76,787		63,147
Surplus / deficit in year		<hr/>		<hr/>
		(19,607)		(12,417)
Balance c/f		<hr/>		<hr/>
		78,251		97,859
As represented by:				
Barclays Bank - current account	77,328		96,556	
CAF Bank	1,632		1,632	
Debtors	571		-	
Creditors	(1,003)		(77)	
Pension owing	(277)		(252)	
	<hr/>	<hr/>	<hr/>	<hr/>
Balance c/f		78,251		97,859

**Melanoma Fund
Independent Examiner's Report**

I report on the accounts of the Fund for the year ended 1 October 2023.

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.

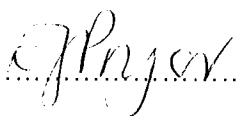
It is my responsibility to:

- 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 