

melanoma fund

TRUSTEE REPORT 2023/2024



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Our history

The Melanoma Fund was the first UK charity dedicated solely to melanoma. It was born out of a deeply personal tragedy and a commitment to transform loss into life-saving advocacy. In 1999, Harry Townsend - a devoted husband, father, and passionate sportsman - lost his beloved wife, Myfanwy, to melanoma. Her death, believed to have stemmed from a childhood sunburn, could likely have been prevented with better awareness and earlier detection.

Determined that others should not suffer the same fate, Harry established the charity alongside his three sons. He recognised how little was known about the disease at the time and dedicated himself to raising awareness, supporting patients, and contributing to melanoma research.

His empathy, drive, and love of the outdoors shaped the charity's unique identity. Harry believed strongly in the power of sport and nature to bring people together and promote wellbeing – values that still underpin our work today.

Our founder
Harry Townsend



Over time, the charity's growth was fuelled by this vision, embedding sun protection into sporting culture and outdoor recreation, and helping to protect thousands of lives.

Our Mission

Our mission is simple: to empower everyone who enjoys an active outdoor lifestyle with the knowledge and motivation to protect their skin and reduce their risk of skin cancer.

While our origins lie in the world of sport and outdoor recreation, our ambition is broader. From hikers and gardeners to spectators, festivalgoers, and families at the park — we believe sun protection should be second nature to everyone who spends time outdoors.

Over the past decade, we've developed unparalleled support from the sporting and outdoor recreation sectors, working with national governing bodies and leading organisations to embed sun safety into culture, policies, and everyday behaviour.



Now, we are building on this foundation to reach wider audiences through public-facing campaigns, partnerships, and national advocacy.

Through constant innovation, we design and deliver tailored, impactful campaigns that challenge perceptions around sun protection, encourage early detection, and make it easy for people to make sun-safe choices

Some of our partners



How we achieve this

We believe that meaningful change happens when we work together. At the heart of the Melanoma Fund's success is our ability to collaborate — across sectors, regions, and communities — to embed sun protection where it matters most.

We work with a wide range of organisations including sports governing bodies, outdoor brands, schools, community groups, event organisers, healthcare professionals, and corporate partners. This breadth enables us to tailor our approach, making sun safety relevant, practical — and engaging.

Our approach is built around four pillars:

Raising awareness

We create high-impact, relatable campaigns that connect with people's everyday lives — whether they're playing sport, working outdoors, attending festivals, or simply enjoying nature. Our messaging is clear, credible, and designed to drive action.

Promoting prevention

We provide simple, evidence-based tools that encourage consistent sun protection and skin checking, helping people to take control of their health. From sunscreen stations to printable checklists, we offer resources that are accessible and effective.

Educating through creativity and fun

Education is at the core of everything we do — but we know that lasting learning happens when people are engaged. That's why we develop content that's interactive, creative and, when appropriate, fun. From games and challenges for children to visual tools and real-life stories for adults, our materials are designed to spark curiosity, break down myths, and encourage confident sun-safe behaviours across all ages.

Adapting and innovating

Our campaigns evolve constantly. Guided by research, feedback and impact data, we update and optimise our resources to stay current and compelling. Whether it's working with golf clubs, youth activity providers or national networks in education and sport, we tailor delivery for maximum relevance and reach.

This combination of smart partnerships, engaging education, and strategic communication is what sets us apart — and what drives our growing national impact.

Our goal is to change attitudes, shift habits, and ultimately reduce the incidence of melanoma and other forms of skin cancer — by making prevention as routine and accessible as wearing a seatbelt or applying insect repellent.

20,800 ↑

New melanoma cases are
diagnosed annually

169% ↑

Since the early 1990s

225,000 ↑

Non-melanoma skin cancer
cases are diagnosed each year

Skin Cancer Epidemic

Skin cancer: a growing public health crisis

- One of the **fastest rising** and most **preventable cancers** in the UK.

Melanoma

- An average of **20,800** new melanoma cases are diagnosed annually in the UK (2023–2025 average)
- Melanoma is the **fifth most common cancer**, with incidence more than doubling (increasing over 100%) since the early 1990s .
- Projections indicate this will rise to approximately **26,500 cases per year by 2040**

Non melanoma skin cancer (NMSC)

- Over **225,000 new NMSC cases** are diagnosed each year in the UK.
- NMSC incidence has increased by around **169% since the early 1990s**

The cause

Excessive **ultraviolet (UV) exposure** from the sun and sunbeds is the primary cause. Around **90% of melanoma and NMSC cases are preventable** with proper sun protection. We reduce the risk of skin cancer in the UK through prevention, education, and advocacy — reaching people where they live, work, learn, and play.

How we impact skin cancer

Education and awareness

We create impactful campaigns and resources that raise awareness of UV risks and promote daily sun protection. From national media coverage to sector-led messaging, our work changes behaviour and encourages early detection.

Resources with reach

Our free toolkits, posters, and accredited training are used in schools, sports clubs, and events — designed to be accessible, engaging, and easy to adopt.

Partnerships that scale

Working with national bodies like England Golf, Youth Sport Trust, Premier Education and brands like Kopparberg, we reach mainstream and hard-to-reach audiences across sectors.

Equity in access

By supporting HAF clubs and youth charities, we help children access sunscreen and sun safety education — particularly those who need it most.

Advocacy and influence

We advocate for sun protection to be embedded in national health and education agendas, championing better guidance, funding, and accountability.

Community connection

Our campaigns are backed by trusted voices and delivered face-to-face at events, schools, and clubs — creating real impact where it matters most.

Online training



ITV Meridian

Our work – First in sport

Since launching our focus on sun protection in sport and outdoor recreation in 2014, we have grown into the UK's leading voice in this space. Through pioneering campaigns, sector collaboration, and engaging education, we now deliver free, practical resources to those most at risk.



Slip! Slap! Swing!

Golfers are 2.4 times more likely to develop skin cancer than the general population. This innovative campaign continues to drive sun protection into golf culture. In 2023/24, we expanded our work with clubs, counties, and every major golf organisation to increase sunscreen access, promote UV awareness, and encourage regular skin checks.



Sunguarding Outdoors

This campaign champions sun safety across all forms of active outdoor recreation — from hiking and gardening to paddling and festivals. We worked with partners across the outdoor, health, and leisure sectors, including a collaboration with

Kopparberg to amplify this message through toolkits, social media, and direct engagement.



Sunguarding Sport

Tailored for the competitive sports sector, this campaign targets players, coaches, officials, and spectators. In 2023/24 we integrated key guidance into national coaching and safeguarding standards, ensuring sun protection is recognised as a core duty of care.



Sunguarding Course

Launched in May 2024, our dedicated online course — accredited by CIMSPA and the Institute for Outdoor Learning — has reached over 1,000 individuals to date, with growing demand from clubs, universities, and national bodies. Shared by organisations including the LTA, UK Coaching, the PGA and the Welsh Sports Association, the course sets a new benchmark in education and accountability.



Outdoor Kids Sun Safety Code

Early habits matter. This long-running campaign delivers fun, engaging, age-appropriate education for children and leaders. In 2023/24, uptake increased across schools, HAF clubs, and outdoor providers, supported by our accredited toolkit and lesson plan for KS2.



Sunguard ambassadors

We continued to build our team of Sunguard ambassadors – individuals who use their lived experience and sector influence to amplify our reach. From golf to mountaineering, education to events, they bring authenticity and advocacy to everything we do.

Collaboration and expansion

This year, we scaled our campaigns significantly through partnerships with England Golf, Youth Sport Trust, Premier Education, Paddle UK and many others.

Collaborations with brands like Kopparberg and Hello Sunday brought our message to new audiences – including via national media, product placement, and influencer engagement – extending our impact well beyond traditional channels.

Our partnership with Kopparberg was recognised as one of Campaign Magazine's Top 5 Collaborations of 2024. Drink Responsibly' tackling the important issue of sun protection for younger audiences in a way that was fun, relatable and highly effective. Featuring on national TV, billboards and in national press, the story generating over 3 billion impressions globally.

Meanwhile, our bold and hard-hitting Silhouettes campaign won three golds and one silver at the Creative Circle Awards, further cementing our creative credentials. These campaigns were delivered without charge from our agency partners, a testament to the strength of our mission and the value others see in supporting it.

CEO: Michelle Baker



A word from our CEO

“People often ask what keeps me so passionate about this work. The truth is, it’s the opportunity to reframe something so often overlooked – to turn what many see as background noise into something that captures attention, inspires change, and protects lives.

When I joined the Melanoma Fund in 2014, I was driven by a belief that melanoma and other skin cancers are preventable – and that the key lies in education, innovation, and persistence. That belief hasn’t changed, but the way we deliver on it has evolved dramatically.

This past year has been a turning point. We’ve leaned into bold ideas, creative partnerships, and smarter messaging. We’ve started thinking in ways that surprise people, that cut through the noise, and position sun protection as something both urgent and achievable.

I love working at this intersection of health, sport, and culture – where we can challenge assumptions and create lasting impact. We’re not here to nag or lecture. We’re here to inform, empower and spark change in ways that feel relevant, real, and even enjoyable.

There’s more to do – and we’re only just getting started. Expect more originality, more collaboration, and more out-of-the-box thinking in the year ahead.”

Chair: Simon Quarendon



Simon Quarendon

A word from our Chair

“Reflecting on the 2023/24 financial year, I’m proud to say this was a significant and forward-looking period for the Melanoma Fund. Building on the strategic review undertaken in late 2023, we took meaningful steps to strengthen our governance, expand our impact, and set the foundation for sustainable growth.

We welcomed new partnerships, launched innovative campaigns, and embedded our educational resources more deeply into the fabric of the sports and outdoor sectors. The launch of the Sunguarding course and the national reach of our Silhouettes campaign are standout examples of how the charity continues to evolve and respond to growing need.

One of the most impactful collaborations this year was with Kopparberg, which brought sun protection messaging to a completely new audience. Through TV advertising, SPF product placement, and coverage across more than 60 media outlets — reaching over 1.3 billion — we ensured that UV awareness entered the mainstream in an unprecedented way.

This year also saw an impressive expansion of our sector-wide partnerships — from Premier Education and UK Coaching to Paddle UK, Manchester FA and Youth Sport Trust — who helped integrate our resources across education, recreation, and professional sport.

Our grassroots work continued to flourish too, with regional support through Kent HAF, Young Lives Foundation, and LIV Golf UK, each helping us bring sun safety into harder-to-reach communities. Our visibility grew through national media, parliament, and local events, creating a ripple effect of awareness we'll continue to build on.

As trustees, we supported a focused shift toward income diversification, investing in both people and infrastructure to ensure the charity can meet its ambitions.

With the recruitment of a Campaigns & Marketing Manager and a dedicated freelance fundraiser, we got a better idea of where our strengths lay, and as a result we restructured our approach, and are already seeing increased reach and opportunity — from brands, local community clubs, schools, to grassroots sports.

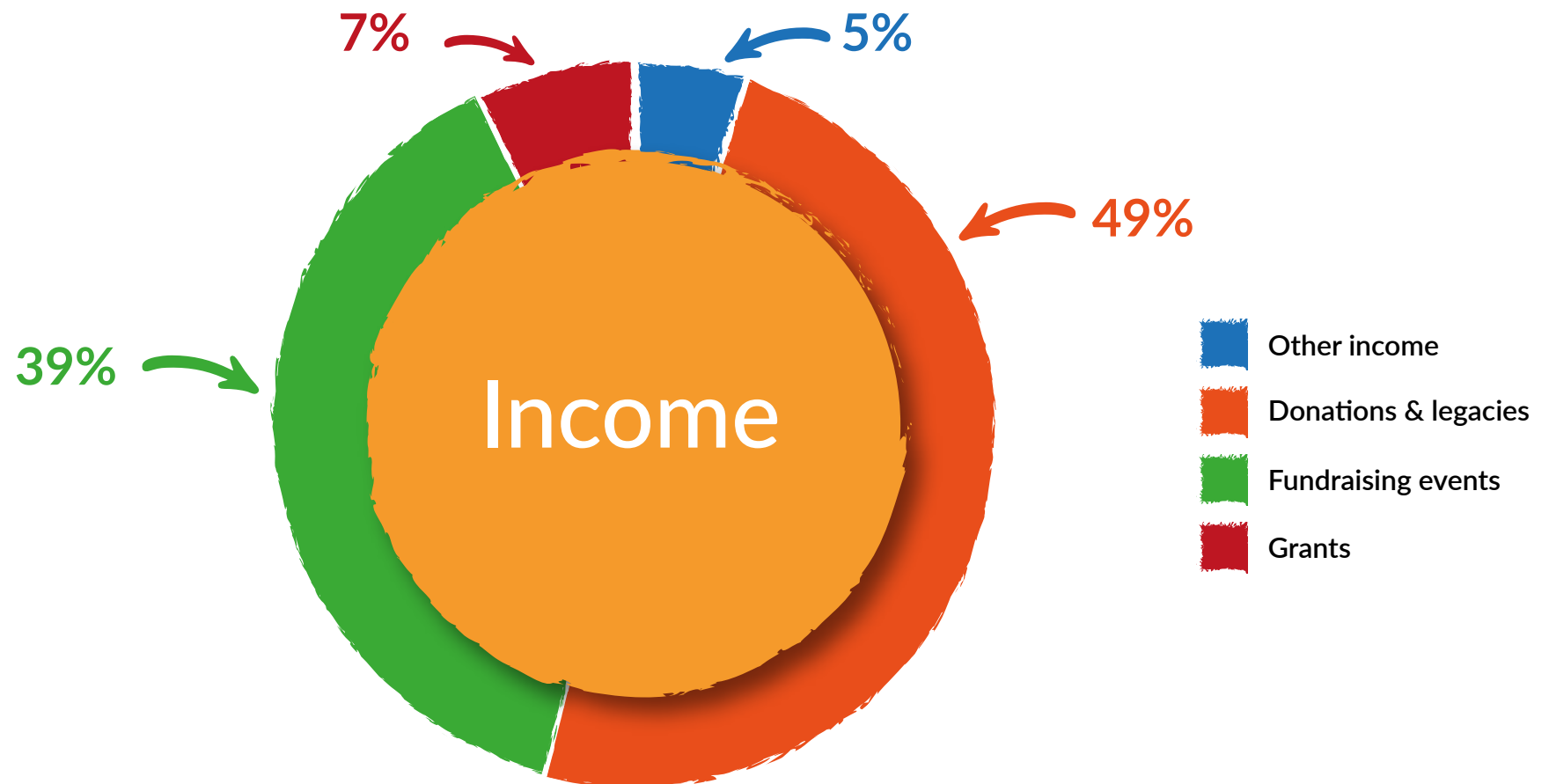
Of note is the progress made in reconnecting with our Sunguard ambassadors, whose advocacy is helping bring our mission into new spaces and conversations. Their lived experience and sector-specific influence are central to our future.

We are acutely aware of the ongoing challenges facing small charities and how vital it is to be flexible and nimble in terms of strategy and roll out. As a board, we remain committed to maintaining strong oversight, ensuring we use every donation wisely and are guided by the impact we want to achieve. We've set a clear course, and while there's more to do, the direction is the right one.

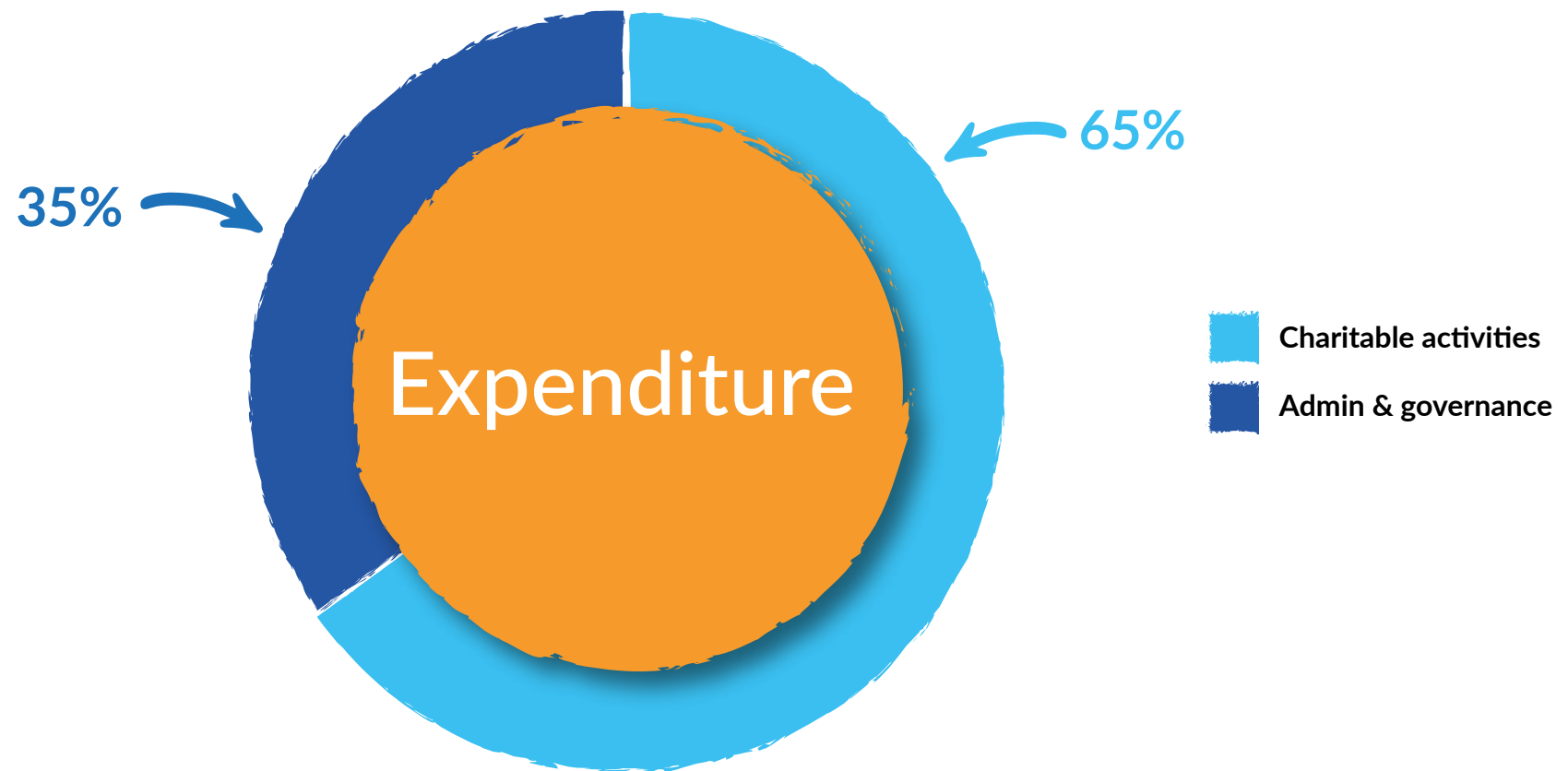
My thanks go to Michelle, the loyal consulting team, our partners and supporters, and my fellow trustees for their commitment and shared belief in the importance of our work.

The coming year offers further opportunity to embed sun protection into sport and outdoor life — and we remain determined to make that ambition a reality."

Income: **11**



Expenditure: **12**



Financial Review

Financial Position

The results for the year are presented on pages 17 and 18.

The charity ended the year in a strong financial position, reporting a net surplus of **£13,767** for 2024 (2023: net expenditure £19,607). This improvement reflects the charity's steady progress and a continued focus on the efficient use of resources to enhance our impact within the community.

Income

For the year ending 1st October 2024, our total income reached **£105,569** — an impressive **50.2% increase** compared to the previous year.

This growth was driven by successful grant applications, fundraising efforts, and continued supporter generosity.

Note: As the charity's sole employee, the CEO undertakes both operational and governance responsibilities. Accordingly, the CEO's salary is apportioned between charitable activities (£29,975) and governance (£24,525) to reflect time spent on programme delivery, oversight, and strategic planning.

The income sources are detailed below:

- **Donations and legacies:** £52,198 (**49%** of total income)
- **Grants:** £7,000 (**7%** of total income)
- **Fundraising events:** £40,931 (**39%** of total income)
- **Other income:** £5,440 (**5%** of total income)

Expenditure

Total expenditure for the year amounted to **£91,803**.

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:** £59,852 (**65%** of total expenditure)
- **Administrative and governance costs:** £6,538
(35% 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 07989 551046 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 for the Year ended 1st October 2024

	2,024		2023	
	£	£	£	£
<u>Bank Balances b/f</u>				
Barclays Bank - current account	77,328		96,556	
CAF Bank	1,632		1,632	
		78,960		98,188
Debtors		571		-
Creditors		(1,003)		(77)
Pension owing		(277)		(252)
		78,251		97,859
<u>Incoming Resources from Charitable Activities</u>				
Sunguarding courses	1,016		7,000	
Outdoor Kids Sun Safety Code Campaign Income	-		-	
Slip Slap Swing! Income	3,402		21,818	
Golf Club Partnership	32,906			
General Fundraising	3,608		4,170	
		40,931		32,987
<u>Voluntary Income</u>				
Royal Mail	8,139		13,078	
TW Lotto	-		26	
Bristol-Myers Squibbs	5,000			
Solex Partnership	2,000			
Bequests and funeral collections	19,237		-	
Gift Aid	5,440		868	
Donations	3,677		7,525	
Online Donations	21,146		15,808	
		64,638		37,304
Total Income		105,569		70,291
<u>Less: Charitable activities expenditure</u>				
Sunguarding Sport campaign expenses	710		6,069	
Sunguarding courses	4,473		1,564	
Outdoor Kids campaign expenses	2,478		132	
Slip Slap Swing! campaign expenses	2,434		1,033	
Golf Club campaign expenses	331			
Fundraising activities expenses	4,788		4,314	
		15,214		13,112
Profit before Overheads		90,355		57,179
<u>Less Overheads</u>				
<u>Charitable activities</u>				
CEO Salary	29,975		27,225	
CEO Bonus			2,269	
Employers NI Contributions	3,446		3,403	
NI Employers Allowance	(3,159)		(2,391)	
Pension Employers Contribution	796		763	
Marketing Support	630			
PR / Marketing consultants	7,305		12,700	
PR / Marketing	396			
Travel costs	5,094		2,484	
Entertaining	154		109	
		44,638		46,561

melanoma fund

TRUSTEE REPORT 2023/2024

Income and
Expenditure: **16**

Governance

Salary Costs

CEO Salary	24,525	22,275
CEO Bonus	-	1,856
Employers NI Contributions	2,820	2,784
NI Employers Allowance	(2,585)	(1,957)
Pension Employers Contribution	652	624
	<hr/>	<hr/>
	25,412	25,582

Capital Expenditure

Computer Equipment	830	
	<hr/>	<hr/>
	830	-

Accountancy

Accountancy	250	250
Bookkeeping	1,777	459
Payroll Bureau cost	238	420
	<hr/>	<hr/>
	2,265	1,129

Office Costs

Public Liability Insurance	646	447
Website & IT Costs	687	473
Printing, postage & stationery	231	292
Mobile Phone	-	888
Subscriptions	522	304
Bank charges & interest	3	
Other expenses	51	37
	<hr/>	<hr/>
	2,140	2,442

Merchant fees

Just Giving fees	1,304	1,072
	<hr/>	<hr/>
	1,304	1,072

TOTAL GOVERNANCE	31,951	30,225
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TOTAL	76,588	76,787
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Surplus / deficit in year	13,767	(19,607)
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Balance c/f	92,018	78,251
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As represented by:

Barclays Bank - current account	87,510	77,328
CAF Bank	-	1,632
Debtors	16,212	571
Creditors	(1,400)	(1,003)
Accruals	(9,000)	
PAYE owing	(1,027)	
Pension owing	(277)	(277)
	<hr/>	<hr/>

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MELANOMA FUND

**INCOME AND EXPENDITURE ACCOUNTS
FOR THE YEAR ENDED 1st OCTOBER 2024**

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	£	£	£	£
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**Melanoma Fund
Independent Examiner's Report**

I report on the accounts of the Fund for the year ended 1 October 2024.

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

E Pryor

Name: Emma Pryor

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

Date

15 July 2025