

GYNAECOLOGY CANCER RESEARCH FUND

England & Wales · Charity number 1091708

Details

Other names	EVE APPEAL, GCRF, GYNAECOLOGICAL CANCER RESEARCH UK, GYNAECOLOGICAL CANCER UK, GYNAECOLOGY CANCER RESEARCH FUND, GYNAECOLOGY CANCER RESEARCH UK, GYNAECOLOGY CANCER UK, THE EVE APPEAL
Status	Registered
Legal form	Charitable company
Company number	04370087
Registered	2002-04-23
Register	View on the Charity Commission register

Contact

Address	The Eve Appeal 10-18 Union Street London SE1 1SZ
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Website	www.eveappeal.org.uk

Activities

Objects: TO ADVANCE AND FUND RESEARCH INTO GYNAECOLOGICAL CANCERS AND DISSEMINATE THE RESULTS OF SUCH RESEARCH. TO ADVANCE PUBLIC EDUCATION AND THEREBY TO RAISE AWARENESS OF AND THE PROFILE OF GYNAECOLOGICAL CANCERS, THEIR SIGNS AND SYMPTOMS, RISK FACTORS (INCLUDING BRCA AND INHERITED RISKS). TO RELIEVE THE NEEDS OF WOMEN AFFECTED BY GYNAECOLOGICAL CANCERS, AND INHERITED RISK FACTORS (INCLUDING GENETIC MUTATIONS) BY PROVIDING INFORMATION AND SUPPORT SERVICES FOR SUCH WOMEN, THEIR FAMILIES, FRIENDS AND HEALTH AND SOCIAL CARE PROFESSIONALS.?

Activities: The Eve Appeal's vision is a future where fewer women develop and more women survive the five gynaecological cancers. To achieve this vision we raise money to support and fund world-class research into the five gynaecological cancers alongside raising awareness of them. The five gynaecological cancers are ovarian, cervical, vulval, vaginal and womb (also known as endometrial or uterine).

Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Other Defined Groups

Geography

- Northern Ireland
- Scotland
- United States
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£1,782,838	£1,682,254	£782,371	18
2023-12-31	£1,344,858	£1,600,280	£681,787	20
2022-12-31	£1,597,614	£1,655,796	£937,209	16
2021-12-31	£1,514,951	£1,082,641	£995,391	14
2020-12-31	£1,846,624	£1,804,397	£563,081	13

Trustees

Name	Role	Appointed
Tamara Box	Chair	2020-07-01
Adam Rosenthal Prof.		2020-10-26
Christine Ekechi Dr		2020-10-26
Emma Dean		2023-10-18
Ian Jeffrey Jacobs		2022-05-29
Katharine Helen Byrne		2025-02-05
Marion O'Hara		2021-10-27
Sally Bailey		2023-10-18
Sarah Morris		2019-12-19

Accounts



the gynaecological cancers charity

Gynaecology Cancer Research Fund

Annual Report and Accounts
for the year ended 31 December 2024

Company Registration Number: 04370087

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

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Legal and Administrative Information

Charity Name

Gynaecology Cancer Research Fund – operating as 'The Eve Appeal'

Trustees

Tamara Box	(Appointed 01/07/2020) (Chair of Trustees effective 08/02/2024)
Sarah Clark	(Appointed 04/11/2019)
Ian Drew	(Appointed 29/09/2016)
Dr Christine Ekechi	(Appointed 26/10/2020)
Prof Ian Jacobs	(Appointed 29/05/2022)
Sarah Morris	(Appointed 19/12/2019)
Marion O'Hara	(Appointed 27/10/2021)
Cathy Pittham-Wiley	(Appointed 04/11/2019)
Prof Adam Rosenthal	(Appointed 26/10/2020)
Sally Bailey	(Appointed 18/10/2023)
Dee Brecker	(Appointed 18/10/2023)
Emma Dean	(Appointed 18/10/2023)

Chief Executive

Athena Lamnisos

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Registered Company Number: 04370087

Principal Office of Charity and Registered Office

The Eve Appeal, 10-18 Union Street, London, SE1 1SZ

Auditor

Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, EC2A 2AP

Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

Solicitors

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Reed Smith, Broadgate Tower, 20 Primrose St, London EC2A 2RS

From the Chief Executive and Chair of the Board of Trustees

We remain firmly focused on prevention and early diagnosis and seeing a world where all gynaecological cancers are prevented or detected at an early stage. Women make up 51% of the population but their health has been under prioritised; investment in prevention has been neglected and diagnosis still comes far too late.

Eve have maintained our ambition to accelerate progress on early diagnosis and prevention by investing in medical research and education. This is reflected in the funding of our second research fellow who will focus his programme on looking at new markers for ovarian cancer. This is a disease where late diagnosis has remained stubborn. We are really excited to award this funding at a new centre, the world class Edinburgh University and to fund this programme in partnership with North West Cancer Research. The power of collaboration to double the investment in our gynaecological fellowships programme is something we are very proud of.

We were delighted to receive support from the Medical Research Council for our fellowships programme during the year. Investing in the next generation of researchers is a shared ambition.

During 2024, we worked with the whole Eve community to review our mission, vision and values. We did this to provide a strong foundation to our new strategy, which will see us reach goals across research, awareness and public education by 2030.

We have stepped up our policy work: to evidence how those affected by gynae cancers are often failed, to provide expert insight into what needs to change and to outline how change can happen. We are contributing insights to a range of national and international forums and policy programmes including hosting an event for MSPs in the Scottish Parliament in November. This work has largely focused on cervical cancer elimination which is an ambitious national goal set for England. We're very proud to see our work recognised and were honoured to receive the award for international advocacy from the International Gynaecological Cancer Society in 2024. The ambition is always to change and influence clinical practice and we're delighted to see the launch of the NHS Jewish BRCA testing programme after Eve's many years of investing in and proving the life-saving and economic case for this programme.

While important progress has been made across gynaecological cancer awareness, our work and the contacts to our Ask Eve nurse information service tell us that they are still being overlooked and that we need to continue our efforts on driving forward awareness on the signs, symptoms and risk factors of all five diseases.

We know that funding pioneering research can be transformational. It can create a step change and enable us to have hope for the future. Investing in research that will uncover new ways of diagnosing ovarian cancer, identifying how to differentiate those affected by benign womb conditions so that cancer can be ruled out at the earliest stage and progressing our work in vulval cancer, have been highlights during the year. We have additionally supported wider research initiatives including the first national womb cancer audit and a programme to look at specific barriers which those affected by physical disability face when accessing cervical screening.

We have expanded our Ask Eve service so that the support, which is missing for too many, is available. Our unique nurse-led information line has supported a 1000% increase in contacts about cervical cancer, cervical screening and HPV. This resulted from the closure of a cervical cancer charity and both reflects the fragility in the charity sector and the huge need for information and support. We are looking at innovative ways to further expand this service and are delighted to have secured funding from a collaboration of two corporate partners, to develop a

digital solution to help provide expert information to even more people by the end of 2025.

Despite the challenging economic climate, we met our income targets and are grateful to our partners, donors and all those in our community who have supported us with gifts in kind and generous donations. The Eve team of expert, committed and ambitious staff, trustees, volunteers and advocates have made all our success possible. These are unprecedented times, but a shift to prevention in healthcare won't wait or happen, without all of us driving it forward. Our ambition and resolve remains: to invest in research, educate people about gynaecological cancers, offer expert information, and influence policy nationally and internationally. And it remains time critical.

Now is the time to fast forward prevention. Our 2025-2030 strategy will build on our momentum and impact. It will harness our partnerships and collaborations, our new digital opportunities and our growing reach to ensure that no one is left behind. Our focus on outreach, addressing health inequalities and including all those affected by gynaecological cancers across our programmes is at the heart of our work.

Eve have achieved so much, but there's still so much more to do. Together, with our committed and generous community - and with those affected by the five gynaecological cancers as our touchstone - we are confident that we can move towards a world where all gynaecological cancers are prevented or detected at an early stage.



Athena Lamnisis, Chief Executive Officer



Tamara Box, Chair of the Board of Trustees

Towards 2030 – Fast Forward Prevention

The Eve Appeal is the leading gynaecological cancer charity.

Our aim is to **prevent** gynae cancers from developing in the first place, but if they do develop, we want to make sure they're detected early so more people survive their diagnosis.

To make our goals a reality, we fund **research** in four key areas: uncovering the causes of gynae cancers, predicting a person's risk of developing them, identifying how people can reduce their risk, and improving their detection and diagnosis.

We **educate** people about gynae health, from knowing their anatomy, what's normal and what's not, and when to seek help. We aim to increase awareness of the signs and symptoms of gynae cancers and what people should do if they spot anything they're worried about.

Through our Ask Eve nurse service, we **answer people's questions** about their gynae health, gynae cancers and provide vital reassurance. This free, confidential and expert support is available over the phone, via email and through our website.

Developing our new strategy – the next five years, the journey to 2030

We will focus on six core strategic areas during 2025:

1. Reviewing our organisational strategy and creating a roadmap to take us to 2030.
2. Funding a new 3 year research fellowship and awarding research funding to the rare gynaecological cancers.
3. Building our fundraising partnerships programme to continue to grow the income that we have seen in this area.
4. Expanding our Ask Eve and outreach services so that we can address identified health inequalities around gynaecological health.
5. Internationalising our research and policy work so that we can share Eve's expertise and explore future funding opportunities.
6. Investing in our team to ensure resilience and sustainability and augmenting resources with digital solutions alongside training and investment.

Goals 2025

Invest in innovation and discovery

We will unlock new and better ways to understand gynae cancer, through seed-funding innovation and moonshot research programmes. We will explore new avenues to fund our researchers, including commercial opportunities that arise from research. We will streamline the way we work and engage to help achieve our mission. A specific focus will be in supporting a womb cancer detection test which has resulted from Eve funded research, being evaluated and moving into mainstream healthcare.

Engage and translate

We will accelerate our research findings into clinical practice, by sharing impact with the broadest range of policy, public, academic, lived-experience and clinical stakeholders. We will seek out those who need access to our health information and ensure it is shared in a way that is accessible and relevant to them. We will be investing in our 'Eve Voices' network of clinical, research and expert by lived experience during the year.

Drive support for our vision through collaboration

We will work across disciplines, across boundaries and connect in meaningful ways with all of our new and existing stakeholders, with the aim of raising the funds necessary to achieve our mission. Building our research co-funding across the charity sector and with other partners will be our focus.

Influence the new NHS 10 Year Plan

Making prevention and early detection central to delivery and ensure that we can support the development and implementation of delivery so that it reaches all parts of the community.

Priorities & Plans

The Eve Appeal team have made excellent progress against the action plans in the 3-year strategy. The following actions have been identified to ensure we meet the ambitious targets set two years ago:

Research and Advocacy

- **Continue advocating for gynaecological cancer research funding** by working with policymakers, funders and key stakeholders to highlight the need for more research on risk prediction and early detection of the five gynae cancers.
- **Continue to develop partnerships with research charities** to fund collaborative programs and campaigns.
- **Issue an open call for a third joint-funded fellowship** in 2024 across all five gynae cancers, to continue our support of early career researchers.
- **Launch a new Small Grants funding call** to kick-start innovation and build connections with the broader research community.
- **Strengthen international research networks** by increasing stakeholder engagement and participation with European and international counterparts.
- **Develop connections with research institutions and universities in the UK** to build our profile and network within the research community and build a pipeline of future applicants.

Ask Eve Priorities

- **Support development of technical interventions** to address increasing service demands.
- **Review and update Ask Eve evaluation systems** to enhance impact measurement and reporting.
- **Pilot the introduction of experienced volunteers to support the service** by developing the systems and processes within Ask Eve and the wider charity to train, support and recognise volunteer contributions.

Outreach & Awareness Priorities

- **Embed the brand refresh** by ensuring staff and stakeholders consistently use updated branding across all platforms and use the refresh as an opportunity to engage new audiences.
- **Health information development.** Continue to review existing material and develop new health information for audiences with the greatest barriers to access.
- **Continue to develop Eve Voices.** Complete the consultation process and implement practical steps for engaging and supporting volunteers and advocates.
- **Continue to fill the gap left by the closure of Jo's Cervical Cancer Trust.** Develop a 2025 plan to prioritise content updates and specifically to ensure both public and healthcare audiences have access to comprehensive information on cervical cancer, screening and HPV.

Strategic Planning

Develop a new adaptive strategy in consultation with key stakeholders to address priority areas and ensure Eve is meeting its ambition, goals and charitable objectives.

Governance and People

- **Consolidate the new governance structures** within the Board of Trustees and support continued functioning of the Finance and Audit Committee, Research Committee and the creation of a new Development Board.
- **Continue embedding the equity, diversity and inclusion workplan** across all our activity, focusing on co-production and working with patients and other groups to ensure that everything we produce meets the needs of the communities who would benefit from our information and services.
- **Complete the revision of all workplace policies and procedures** (from cyber security to enhanced parental leave) and roll out training to all staff. This will ensure the team is supported and can operate effectively and ensure that the charity is operating to best practice in all areas.

Fundraising

- **Continue with our test-learn-optimize approach** across our fundraising programme to ensure we continue to improve our overall fundraising programme.
- **Continue our strategic focus on growing our income** from businesses and specifically multi-year partnerships to better diversify our income sources.
- **Launch our new Development Committee** with a focus on raising the restricted income we need to fund our research programmes.
- **Undertake a complete review of our fundraising programme** and resources to ensure they are fit for the future.

Financial Management

Given the size of the charity, we have a lean financial management but significantly efficient structure. Key highlights of financial management structure includes:

- Producing monthly management accounts with summary explanation to the Senior Management Team.
- Annual review of all finance processes, policies and procedures as set out by the Charity Commission.
- Quarterly Financial reporting to the Board of Trustees and Finance and Audit Committee for regular monitoring of financial matters.
- Annual budget and reforecast with cashflow reporting to the Board of Trustees and Finance & Audit Committee.
- Dual authorisation system of banking transactions.
- Annual statutory audit carried out by a firm of chartered accountants.
- Reporting to statutory bodies including Charities Commissions and Companies House.
- Reviewing and restructuring our investment policy to increase returns.
- Working closely with our Treasurer and Trustees to review our risk management and mitigation processes.

Objectives and Activities

Introduction

Originally founded as the Gynaecology Cancer Research Fund in 1984 by Professor Ian Jacobs, The Eve Appeal was established in 2002 to raise awareness and funds into the research of the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 60 women and people with gynae organs are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but only 5% of UK cancer research funding goes on prevention and a tiny percentage of the total on the gynaecological cancers. One in three people can't name a gynae cancer and one in four have felt not listened to in a gynae health appointment.

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £3m to research focused on developing new screening, risk prediction and early detection methods. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma and offer a free, nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 2 February 2022), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research;
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, their signs and symptoms and risk factors (including BRCA and inherited risks);
- To relieve the needs of women affected by the gynaecological cancers and inherited risk factors (including genetic mutations) by providing information and support services for these women, their families, friends and health and social care professionals.

Aims and Vision

There are five gynaecological cancers, which are womb, ovarian, cervical, vulval and vaginal cancer.

The world-leading research that we fund is ambitious and challenging but our vision is simple: A world where all gynaecological cancers are prevented or detected at an earlier stage.

Public Benefit Statement

In reporting on the objectives and achievements of the Charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. The Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS102.

Achievements and Performance

Research

In the final year of our three-year strategy, we have made significant progress on our objectives set in 2023:

- Establish The Eve Appeal Fellowship Programme
- Support early career researchers
- Fund research across all five gynaecological cancers
- Support our heritage core programmes
- Strengthen and support the Research Advisory Committee
- Capture and share impact of research activity across the organisation
- Develop patient engagement with research.

Establish The Eve Appeal Fellowship Programme – supporting early career researchers and engaging the patient voice in review

With limited funding, and uncertain pathways, the challenges for researchers working in gynaecological cancer are numerous. In 2023, our Board of Trustees agreed to continue our legacy of investing in the next generation of gynaecological cancer research stars through a fellowship scheme. The aim was to attract and retain researchers in the field, by providing substantial financial assistance, resources, network, support and opportunities.

After the successful launch of the fellowship programme in 2023 and the development of a solid partnership with North West Cancer Research, our inaugural fellow, Dr Kelechi Njoku from the University of Manchester, was chosen. Dr Njoku and his team are working to develop a gentler test to diagnose womb cancer using proteins in the vaginal fluid.

In 2024, with funds available in a restricted funding pot for ovarian cancer, our second fellowship call was launched. We received several strong applications from across the UK.

We solidified our review processes and incorporated the voice of the lived-experience community, to ensure that their views on research priorities were heard. Drawing on the support of the volunteers in Ovarian Cancer Action's Research Network, we engaged with 16 women with lived experience to provide written feedback and participate in a focus group and discussion on the applicants and their projects. Their input was hugely valued, insightful and important. Feedback from this panel was shared with all applicants, to inform any future applications they make.

After rigorous external peer review, lived experience review and scrutiny from our Research Advisory Committee, Dr Neil Ryan from the University of Edinburgh was awarded our second fellowship. Dr Ryan is working to develop a blood test to detect ovarian cancer at its earliest stages.

Fund research across all five gynaecological cancers – active grants 2024

The Eve Appeal is the only UK charity funding research across all five gynaecological cancers.

Rare Gynae Cancer Research Fund

Research on rare gynaecological cancers is limited, leading to later diagnoses and fewer treatment options. For patients with even rarer subtypes, there may be no active research at all. Recognising this need, The Eve Appeal, supported by dedicated donors impacted by these cancers, now supports four pioneering projects to deepen understanding and improve outcomes for those affected.

Advances in Early Detection for Vulval Cancer and Pre-cancerous Conditions

Professor Maria Kyrgiou's team at Imperial College London is pioneering a new approach to diagnosing and treating vulval cancer. Vulval cancer is a rare form of cancer affecting around 1,400 women in the UK each year. Diagnosing and treating vulval cancer is challenging as symptoms can mimic other conditions and surgery often requires multiple procedures which causes significant physical and psychological impacts.

Maria's team is developing an innovative diagnostic technology called Laser-Assisted Rapid Evaporative Ionisation Mass Spectrometry (Laser-REIMS). This technology uses a laser to sample tissue, generating a vapor that can instantly identify whether the tissue is healthy or precancerous/cancerous. Initial studies using Laser-REIMS in other gynaecological cancers, like ovarian and cervical cancer, show promising results and Maria's team aim to extend this technology to vulval cancer.

By identifying affected areas in real time, this approach could reduce the need for repeat surgeries, minimise the removal of healthy tissue and improve outcomes for patients by ensuring that cancerous tissues are completely removed in a single surgery.

Their work has already received recognition, with Dr. Maria Paraskevaïdi, a lead researcher, presenting findings at major international conferences and winning multiple awards.

New Research Focused on Understanding and Detecting Mucinous Ovarian Cancer

Mucinous ovarian cancer is a rare and hard-to-treat type of ovarian cancer, accounting for only 2-3% of ovarian cancer cases. Professor Sudha Sundar and her team at the University of Birmingham are investigating five specific hormone markers they identified as being linked to mucinous ovarian cancer. They will use "3D organoids" — mini tumour replicas grown from actual cancer cells — to help mimic real tumour behaviour in the lab.

This project is co-funded by the Birmingham Women's Global Health Research Programme. It has also gained matched funding, allowing the team to expand their research collaborations nationally and internationally. The team has worked with diverse communities to make this research accessible, translating information into multiple languages and engaging with patients directly. Through this innovative approach, Sudha and her team are working to uncover new insights into mucinous ovarian cancer that could not only improve detection but also explore possible treatment options and make a real difference for women with this disease.

Research on Vulval Cancer Aims to Identify Risk Factors for Women with Lichen Sclerosus

Many women with vulval cancer also have a noncancerous skin condition called lichen sclerosus, which causes persistent inflammation and affects the vulva and anal area. Although only a small percentage (5%) of those with lichen sclerosus go on to develop vulval cancer, the reasons why some do and some don't remain unknown.

Dr Jason Yap at the University of Birmingham will examine whether specific genetic changes, or mutations, in cells could explain why vulval cancer develops in some women with lichen sclerosus. His team will analyse biopsies from women with lichen sclerosus and those with both lichen sclerosus and vulval cancer to look for these changes. By identifying any patterns, Jason hopes to uncover who may be at higher risk, allowing doctors to better monitor and support those individuals. For those at low risk, it could mean less frequent check-ups, which could ease anxiety and improve their quality of life.

New Research to Improve Diagnosis of Uterine Sarcomas

Uterine sarcomas are a rare and aggressive type of cancer that affects the womb. They account for around 3 in every 100 uterine cancers and are challenging to diagnose accurately because they share many symptoms and imaging features with common, non-cancerous growths called fibroids. Currently, only about one-third of uterine sarcomas can be detected through standard biopsies of the womb lining. This can lead to delayed diagnosis, which may worsen outcomes for affected women.

Dr. Esther Moss and her team at the University of Leicester are developing a blood test to help identify uterine sarcomas early and reliably. This test will be based on circulating tumour DNA (ctDNA) – tiny fragments of DNA shed by cancer cells into the bloodstream. This project is particularly important for Black women, who are at higher risk of both fibroids and uterine sarcomas. Early and accurate diagnosis will allow for more tailored and safer treatment, improving outcomes for women with this rare type of cancer.

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Uterine sarcomas are rare cancers that can have potentially devastating impacts on patients and their families. It is fantastic that The Eve Appeal is supporting this project which aims to make a real-world impact on women who are suspected of having, or diagnosed with, a uterine sarcoma.
- Dr Esther Moss

Vulval Cancer Research Fund

New Hope in Vulval Cancer Research Through Innovative Early Detection Approaches

Dr. Jackie McDermott and her team at Imperial College London are working to develop our understanding of vulval cancer, a condition that affects over 1,400 women in the UK annually. Working with the advocacy group Visible Vulvas, Jackie's research is exploring the genetic changes that occur in two types of pre-cancerous lesions — those linked to HPV infection and those associated with non-HPV inflammatory conditions, like lichen sclerosus.

The research team uses a powerful technique called spatial transcriptomics, which allows them to map gene activity within sections of vulval tissue. This approach provides a detailed view of how healthy skin can progress to pre-cancerous or cancerous states. By visualising this process at the genetic level, they hope to uncover early warning markers that could lead to earlier diagnoses, more targeted treatments, and potentially reduce the need for disfiguring surgeries.

Small Cell Ovarian Cancer Research Fund

Research Advances for Rare Ovarian Cancer SCCOHT, Bringing New Hope to Young Women

With support from The Eve Appeal, Dr William Foulkes and his team at McGill University, Canada, have been working to understand and ultimately treat Small Cell Carcinoma of the Ovary, Hypercalcemic Type (SCCOHT)—a rare but aggressive ovarian cancer that affects young women and adolescents.

Driven by variations in the SMARCA4 gene, SCCOHT is challenging to diagnose and treat. Many of these gene variations, known as variants of uncertain significance, create difficult decisions for patients and doctors. To address these challenges, Will and his team have created the SCCOHT & SMARCA4 Registry and Biobank—a global resource where data and biological samples are gathered to help researchers worldwide understand SCCOHT better.

The registry has become an essential hub for scientists, doctors, and advocates working together to increase awareness, improve diagnosis and develop treatment options for this disease. Donor support through The Eve Appeal has been essential, enabling this life-changing research to move forward and giving hope to young women with SCCOHT.

Small Research Grants Scheme

Supporting New Horizons in Cancer Detection for Women with Lynch Syndrome

The Eve Appeal has funded critical research at UCLH to explore early detection methods for womb cancer in women with Lynch syndrome. Women with Lynch syndrome are at increased risk for multiple cancers, including womb cancer, and face tough decisions about risk-reducing surgery. For those who choose to delay or decline surgery, having a reliable surveillance option is crucial—yet existing guidelines don't currently recommend any standard gynaecological screening. Leaving these women with limited alternatives.

This project aims to change that by investigating whether specific changes in DNA repair proteins within the womb lining can indicate the early onset of cancer in women with Lynch syndrome. This effort could ultimately guide more personalised surgical timing, giving women the option to delay surgery until it's genuinely needed.

The funding has been a catalyst, helping the team secure additional resources to expand the study with DNA methylation analyses—a promising avenue for future surveillance testing.

Increasing Awareness of Gynaecological Cancer in Young Women in University

The key to detecting cancer early is lifelong awareness, where people have an understanding of the signs and symptoms, are looking out for them and any changes to their body and going to medical professionals to get checked.

Dr. Trish Holsch and her team at Leeds Beckett University have developed an innovative educational programme aimed at increasing awareness of gynaecological cancers among university students. Participants reported gaining a greater understanding of gynaecological cancers and increased confidence in recognising and addressing symptoms. The study also found that participants felt more open discussing gynaecological health, which helped reduce stigma. This initial success suggests that the programme could be expanded to universities across the UK, helping more young people become proactive about their health.

The Endometrial Cancer Audit

The Eve Appeal are working together with the British Gynaecological Cancer Society, the British Association of Gynaecological Pathologists (BGAP) and Peaches Womb Cancer Trust to establish the Endometrial Cancer Audit. Focused on womb cancer, the audit has a few aims: to raise the profile of the disease, to assess regional variation in management and outcome and to promote the call for a fully commissioned publicly funded national audit. The pilot was launched at the BGCS annual conference in August 2024, with Helen Hyndman MBE from The Eve Appeal on the steering committee.

Support our Heritage Core Programmes

Following several years of strategic support, a final set of research grants are being awarded to Professor Martin Widschwendter's team at University College London to ensure the continued momentum of his Eve-supported portfolio of research as he works to secure long-term funding from other sources.

Professor Widschwendter's team has been generating new data on epigenetic tests used in the early diagnosis of breast and gynaecological cancers. Their focus has been on early detection of womb cancer with the simple PCR-based WID-qEC test. The team delivered a study – the EPI-SURE study – evaluating the test in a real-life setting at UCLH within Professor Davor Jurkovic's gynaecological rapid access clinic. Results of the study were published in the *Lancet Oncology* in November 2023: the WID-qEC outperformed imaging at ruling out womb cancer and could save nearly 90% of peri- and post-menopausal women with abnormal bleeding from needing invasive surgical biopsies.

With The Eve Appeal's support, the team examined whether the WID-qEC test could be used to identify womb cancer during routine surveillance of women with a genetic predisposition for the disease (Lynch syndrome). They also examined the performance of the test with Black women in the UK.

After many years of support, it is exciting to see that the team's efforts move closer to being accessible for all women and people with gynae organs in the UK on the NHS.

Strengthen and Support the Research Advisory Committee

The Research Advisory Committee is an external group of research experts and people with lived experience who advise the Board of Trustees and the Senior Management Team on research matters at the charity, including the following responsibilities:

- To provide expert scientific advice and intelligence to The Eve Appeal.
- To assist the Head of Programmes, Research Committee and Board of Trustees with strategic planning and prioritisation, in light of current knowledge and activity in gynaecological cancer research and make recommendations on the allocation of available research funds.
- To provide an external peer review function to assess research project proposals and identify and recommend the most appropriate projects for financial support.
- To assess ongoing research programmes and report findings to the Board of Trustees, advising on any necessary course of action or additional information requirements.
- To review evaluation of completed projects to assess impact.
- To ensure compliance with Association of Medical Research Charities guidance on peer review.

In 2023, a new Chair, Professor Emma Crosbie was appointed, and she started in position in January 2024. Three additional new members joined in early 2024. Professor Anne Lanceley, Dr Garth Funston and Professor Raji Ganesan.

The Research Committee – which is a Board sub-committee - continues to work effectively and fulfils a number of important functions at The Eve Appeal. This includes research strategy and planning; providing assurance about the peer and Research Advisory Committee review process (including handling any challenges or conflicts of interest that arise); scrutiny of research project budgets, overseeing research financial commitments and managing risk and associated mitigations arising from research activity.

Capture and Share Impact of Research Activity Across the Organisation

The Eve Appeal produced its first Research Update report in 2024, which shared details on all current funded projects and the impact our legacy projects have had. This document has been invaluable not only for donors and supporters to understand active projects and what they hope to achieve, but for staff and trustees to understand The Eve Appeal's journey over the last 23 years and the impact of the research funded during this time.

More work on legacy project impact will be undertaken in 2025.

Ask Eve – Nurse-Led Information Service

Our Ask Eve service continues to be a vital service for anyone concerned about their gynaecological health. Ask Eve is essential in promoting early diagnosis, encouraging preventative action for those at risk and supporting those diagnosed and their loved ones at all stages of the pathway and beyond. We also provide information to health care professionals who have questions about patients under their care, enabling them to offer correct, evidence-based information and guidance.

The ongoing NHS pressures and the sad, unexpected closure of Jo's Cervical Cancer Trust in May 2024, has led to an unprecedented increase in demand for Ask Eve over the last 12 months. There has been a 676% increase in cervical related queries, 155% increase in other contacts alongside significant increase in the complexity of contacts. Many people concerned about symptoms and experiencing significant delays in appointments, investigations and treatment contact Ask Eve for information, signposting, and support. Despite this huge increase, Ask Eve has maintained a 100% "extremely satisfied" rate from service users.

To address the growing pressure on the service, funding has been secured and a scoping exercise undertaken to develop an AI tool to enhance efficiency, expand capacity, and improve accessibility. The tool will help triage and manage simple queries, allowing our Ask Eve specialist nurses to focus on more complex cases, ultimately improving the quality and timeliness of support provided to individuals concerned about their gynae health.

Ask Eve is accessed by phone, email, on-line contact form, or Teams calls under specific circumstances. Bi-monthly online drop-in sessions were held through 2024, linked to cancer awareness weeks, months, campaigns and service user feedback. Ask Eve continues to offer immediate access to translation services, BSL and easy read materials to support accessibility.

Service users value the opportunity to talk through their concerns in detail and receive the individualised information and support they need, as well as empowerment so they can advocate

for their own gynae health. The average time spent on a simple phone or email response is 19 minutes, twice as long as a GP consultation. The average time spent on a complex phone or email response is 42 minutes, four times longer than a GP appointment.

In April 2024, our Ask Eve Co-ordinator attended Windsor Castle for her MBE Investiture and in November 2024, was runner-up in the Helplines Partnership, Employee of the Year category.

Information and Awareness

Information and Awareness is a key pillar of our work at The Eve Appeal. Across the whole year our gynae health information webpages had over 148,700 views. Our social posts, which contain vital gynae health information, reached over 750,800 people. We also ran ads across social media and google to try increase awareness of gynae cancers which were seen over 1,495,000 times.

The Eve Appeal was mentioned in the media 981 times in 2024, 66% more than in 2023. The titles we were mentioned in have a potential reach of 16.1 billion. These articles shared key gynae health information, how people can get support from our Ask Eve Nurses and commented on key stories in the news. Key outlets include BBC Online, Mail Online, Guardian Online, The Independent, The Sun Online, Telegraph, Express, Mirror Online, Metro, Cosmopolitan Online, ITV Online, Yahoo! News UK & Ireland, and Women's Health UK Online.

2024 Public Awareness and Education Campaigns

Cervical Cancer Prevention Week

This year we shared new informative illustrations showing what to expect from each stage of the cervical screening journey- from the screening test, colposcopy through to LLETZ. We also shared our information and tips for cervical screening in Easy Read. Across the week our social media posts reached over 85,000 people. The UK's leading charity for people with a learning disability, Mencap, also published our Easy Read guides on HPV and cervical screening on their website. This will help our information reach people with a learning disability and help support them to attend cervical screening.

Ovarian Cancer Awareness Month

This Ovarian Cancer Awareness Month we launched Easy Read information on ovarian cancer to help people with a learning disability or where English isn't their first language access life-saving information.

Get Lippy Campaign

This Get Lippy our survey (YouGov) found that less than half of the women we surveyed would get bleeding after the menopause checked by a doctor (45%). We also created tips to help women and people with gynae organs look after their health. The campaign reached 1.25M people on social media- a record year!

Cervical Screening Awareness Week

For Cervical Screening Awareness Week we shared tips on how to make yourself feel more comfortable during a cervical screening test, especially if you have any barriers that make the test particularly difficult. We worked with many partners to create tailored content for our mutual audiences such as The Survivor's Trust, Vaginismus Network and the Endometriosis Foundation. Our information was seen 649,000 times over the week across our website and social media. We also had adverts in 70 GP surgeries across the country.

Gynaecological Cancer Awareness Month

This Gynae Cancer Awareness Month we focussed our information on helping people know what was normal for their body, so that they are better able to spot when something changes that might need checking by a doctor. We also launched a self-check monthly text reminder service to remind people to check their vulva, along with information on how to check yourself and what to look out for. Nearly 2,000 people signed up to our text reminder service. Over 502,200 people saw our information on our social channels, and it was in the media 280 times, including in: inews, BBC, The Independent, Cosmopolitan and The Sun.

Outreach

Following our 2023 pilot outreach with South Asian Communities in London, Birmingham and Manchester, we began a new pilot outreach reaching Black Communities in the UK. The project was designed to be community-led, co-produced, and flexible to accommodate the diverse needs and preferences of different communities.

We ran a total of nine workshops with over 50 women across London and Manchester, delivered by doctors who work across women's health and gynaecology.

After the sessions 87% of participants rated themselves as having a "good" or "very good" understanding of the topics. On average participants increased their knowledge by 37%. Since our pilot project, our Ask Eve nurse information service has seen 167% increase in contacts from the Black communities.

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Feeling very confident and comfortable in knowing what to look for and what to ask doctor when need be.

In May, in partnership with NHS Cheshire and Merseyside Cancer Alliance and Improving Me, a Women's Health and Maternity Programme based in the area, gynaecological cancers and gynae health information sessions were delivered to South Asian women in Liverpool. Of the women who answered our feedback questionnaires, 30% felt they had a good or a very good understanding of the topics before the session, which rose to 89% after taking part in the workshop!

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There need to be more of these sessions within the community.

North East London Outreach Programme - You Need to Know

In 2023 we ran a joint local campaign with the North East London Cancer Alliance to raise awareness of abnormal bleeding as the red flag symptom of womb cancer in Black and south Asian women across the North East London boroughs. In 2024 the campaign won Bronze at the PM Society Awards for Diversity and Inclusion in Creative Comms.

The campaign has also been taken up by the South East London Cancer Alliance and in 2024 we ran our first session with them, with more planned for You Need to Know in 2025.

Health information

We know that not having access to appropriate information is one of the barriers preventing underserved communities access timely healthcare, leading to a later diagnosis of gynae cancer and sadly, worse outcomes. We are a PIF TICK approved health information provider and have a clear focus on addressing health inequalities by providing engaging and easy to understand information for the people who need it most. In 2024 we launched a brand-new website, with accessibility at its heart. We revamped all of our health information on the website, making it easier to find, easier to understand and easier to get further support or information.

We also launched Easy Read information on each of the five cancers. These guides will help people with a learning disability, or people where English isn't their first language, access and understand our life-saving information.

We also worked with GSK to translate our joint Be Gynae Aware guides into four languages: Bengali, French, Urdu and Arabic. These guides share key information for people to know their body and the key signs and symptoms of the five gynae cancers, as well as practical tips to get the most out of a GP appointment.

Fundraising

From the General Public

We are overwhelmed by the continued support of all those who choose to donate and fundraise towards our work during the year and the difference they are making.

Whether taking on virtual challenges, running marathons or donating in response to our appeals, generous people across the UK and beyond continued to pull together and do what they could to help stop gynaecological cancers before they start.

Gifts from the general public account for the vast majority of our income and so it is only thanks to these inspiring and generous individuals that we can fund world-class research, our cancer information service Ask Eve and our vital awareness raising work.

We are also touched by the incredible supporters who chose to include a gift to The Eve Appeal in their Will. These gifts make a real and lasting difference that will benefit all those affected by gynaecological cancers for generations to come. It's an incredible legacy to leave.

From Businesses

We are truly thankful for the ongoing support of our long-term corporate partners, including Tesco, Cosmetic Executive Women UK (CEW), League Manager's Association and Saks Hair and Beauty Salons, who continue to support The Eve Appeal in so many ways.

We are also incredibly grateful to all of those businesses that chose to support us during 2024, and especially to Daish's and Boux Avenue who selected us as their Charity of the Year and to MSD UK and Hologic for their ongoing partnerships.

From Trusts, Foundations and Statutory Funding

2024 was the final year of our funding from the Department of Health and Social Care to deliver our Every Woman Promise workplace programme to Small and Medium Size Enterprises (SMEs). This programme has made a huge difference to those in these companies and we are extremely grateful for the opportunity to deliver this programme of work.

We would like to thank all Trusts who supported us during 2024, and especially St James' Place for their multi-year funding, bringing stability and security to our Ask Eve service.

Impact

Despite the many challenges of capturing the impact as a small medical research and advocacy charity, we continue to support real change – in transformative research discovery, clinical practice, accessing appropriate care, developing a broader understanding about gynaecological health, reaching women who are not supported, and in breaking down the barriers that women face managing their health.

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small-scale research project.

Our relatively small research investments have enabled our researchers to leverage significant follow-on funds from national and international funding bodies. New awards made in the past 12 months provide the foundations of novel research that could make quicker diagnosis and ultimately improve treatment outcomes. It is particularly gratifying for all of our stakeholders to see that riskier research, supported in the early days, has many years later led to important changes in clinical practice.

This was a significant year for Eve, for recognition and honouring leadership in the research and advocacy sector:

- Awarded the Dacey Scroggins Distinguished Advocacy Award at the International Gynaecologic Cancer Society Conference in Dublin in October 2024.
- Our Ask Eve nurse service coordinator, Helen Hyndman receiving an MBE in recognition of her services to those affected by gynaecological cancers.
- Receiving the Health Education Visionary Award, along with our Communications Manager, Lydia Brain, receiving a Special Commendation for Excellence in Social Media Health Advocacy at the Cura-H awards, honouring exceptional women doing pioneering work in the healthcare industry.

Changing Clinical Practice

In 2024 the NICE guidelines on identifying and managing familial and genetic risk for ovarian cancer were updated. This marks a transformative moment in healthcare and The Eve Appeal's research contributions were pivotal in their development. Spearheaded by Professor Ranjit Manchanda, an Eve fellow, and with board member Professor Adam Rosenthal on the committee.

The guidelines lower the threshold for offering risk-reducing surgery, a change that could save lives by identifying at-risk individuals earlier. This shift is expected to have a substantial impact on the NHS. Many of The Eve Appeal-funded studies not only contributed background data but provided key evidence supporting specific recommendations. These guidelines represent a major step forward in ovarian cancer prevention and risk management, and they are a testament to The Eve Appeal's long-standing dedication to improving outcomes for women at risk of ovarian cancer.

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The small grant funding from The Eve Appeal made this work possible, enabling representation of many individuals from across the community. This study has influenced public policy around the publicity and recruitment to the NHS England pilot Jewish population BRCA genetic testing programme. This will help ensure all members of the public who are eligible for this programme are considered, including hardly reached and traditionally under-served communities. - Professor Ranjit Manchanda

The impact of The Eve Appeal's seed funding has been transformative, creating a powerful multiplier effect that accelerates research progress in gynaecological cancers.

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We are deeply grateful to The Eve Appeal, who were the first to believe in and financially support our vision for a dedicated research resource for small cell ovarian cancer. The progress made in the five years since has been noticeable to us, with awareness and recognition of small cell as a distinct form of ovarian cancer growing visibly throughout the medical community. There is still a lot of research work to be done to improve the outcomes of this deadly disease, but with more healthcare providers aware, and more willing research participants, research progress is accelerating. We can look forward to a day when we achieve our goal to develop effective treatments and save lives for small cell ovarian cancer patients, and we are grateful that we can rely on the support of The Eve Appeal and their dedicated donors until we get there.
-Professor William Foulkes, McGill University

Information and Awareness Impact

Year-on-year our impact and reach is continuing to grow thanks to our wonderful supporters and community. With hundreds of thousands of views to our website and millions of views across the media and our social media channels, The Eve Appeal has become the 'go-to' source for honest, trusted, health information and support.

As we continue to grow our pool of information and work hard to get it to the people who need it most, we are grateful for the support of our partner organisations who help us reach their communities who currently face barriers to healthcare. From other charities, grass roots community organisations, faith groups, and our wonderful medical advocates, women and people affected by gynae cancers, ambassadors, and supporters - everyone who has helped worked with us or share our information is helping to realise our vision of a world where all gynaecological cancers are prevented or detected at an early stage.

Ask Eve Nurse Service Impact

The increasing number of contacts to Ask Eve and feedback obtained from our service user satisfaction questionnaire clearly demonstrates the impact and value. People are often signposted to us from GP's, practice nurses, specialist gynae nurses, other health professionals, charity organisations, family members and friends. Ask Eve is a reputable, trusted source for evidence based gynae health information and support.

With empathy, understanding, compassion and care, Ask Eve has helped many facing extraordinary challenges, providing a lifeline to those concerned about gynae health and facing long waits for care. The testimonials from service users attest to this.

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I cannot tell you how much it has meant to have been listened to and shown such great compassion. Your passion shows in how you treat patients and families, and your organisation are very fortunate to have such a wonderful Nurse Coordinator. Thank you again. You have helped me and my daughter when we needed it, and I will be forever grateful.

Ask Eve is meeting the needs of its users at a time when service demand is the highest it has ever been. The implementation of our AI tool and volunteer support will enable the continued delivery of a high quality, accessible and inclusive service, reaching and meeting the needs of as many people as possible whilst continuing to demonstrate impact.

We are grateful to everyone who supports Ask Eve and contributes to its development and success. The added value of Ask Eve is summed up by one of our users:

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Nothing but praise and thanks for the accessibility to a very informative and valuable service that could save or change people's lives.

Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity for the purposes of the Companies Act. The Board sets the strategic direction of the Charity, ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2024 this figure was £0.

There are two Committees which make recommendations to the Board: the Finance & Audit Committee and the Research Committee.

The purpose of the Finance & Audit Committee is to ensure that a strategic approach is taken in the areas of finance, risk, audit, remuneration and other operational areas. The Finance & Audit Committee is comprised of at least four members, all of whom are Trustees, who give detailed consideration, on behalf of the Board, to these matters.

The Research Committee provides scientific research advice and works on the recommendations of the external Research Advisory Committee for new funding decisions. These recommendations are viewed in light of the charity's mission, charitable objectives and financial position, and the committee makes recommendations and provides advice to the Board of Trustees.

The Charity had one 100% owned subsidiary company in the year. Eve Appeal Limited is a trading company that distributes its profits under Gift Aid to the Charity.

In 2021, in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter, gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH, which will be taking forward innovative diagnostic tests which are at an early stage of development. Any profits arising from the venture will be fed back into academic medical research programmes. In 2023 Sola Diagnostics GMBH had yet to make a profit.

Trustee appointment, induction and training

Trustees are appointed in accordance with the Memorandum and Articles of Association, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications and experience, to make a contribution to the pursuit of the objects or the management of the Charity.

Trustees and staff consider the skills gaps formed by departing Trustees and both openly advertise for and nominate appropriate individuals with skills to match before recommendation to Board for appointment. References are taken before appointment is formalised and prospective Trustees are then proposed and appointed at the AGM.

The Charity undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers and duties of the Trustees and information about day-to-day running of The Eve Appeal. Key documents are provided, such as the Memorandum and Articles of Association, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Prospective Trustees may also attend relevant Trustee meetings as an observer as part of the induction process alongside introductions to key people and places. Trustees continue to be supported through ongoing training, with skills requirements regularly reviewed.

The Trustees who served in the period under review were:

Melanie Richards CBE (Chair of Trustees)	(Resigned, 07/02/24)
Tamara Box	(Appointed 01/07/2020) (Chair of Trustees effective 08/02/2024)
Sarah Clark	(Appointed 04/11/2019)
Ian Drew	(Resigned 05/02/2025)
Dr Christine Ekechi	(Appointed 26/10/2020)
Prof Ian Jacobs	(Appointed 29/05/2022)
Sidonie Kingsmill	(Resigned 25/01/24)
Sarah Morris	(Appointed 19/12/2019)
Marion O'Hara	(Appointed 27/10/2021)
Cathy Pittham-Wiley	(Appointed 04/11/2019)
Prof Adam Rosenthal	(Appointed 26/10/2020)
Sally Bailey	(Appointed 18/10/2023)
Dee Brecker	(Resigned 23/01/2025)
Emma Dean	(Appointed 18/10/2023)
Helen Byrne	(Appointed 05/02/2025)

Declaration of Interests

All Trustees and staff are required to declare their interests, and any payments (including, but not limited to, benefits in kind such as gifts, hospitality shopping/travel concessions, preferential treatment, etc) received in connection with their role in The Eve Appeal where such interests would, or might, conflict with, or otherwise influence their decision-making in respect of the Charity's activities.

Research Advisory Committee

With thanks to all members of the Research Advisory Committee:

Name	Occupation and Organisation	Date of appointment
Professor Emma Crosbie (Chair)	Professor of Gynaecological Oncology Manchester University	January 2024
Mrs Rhea Crighton	Lead Gynae Oncology Clinical Nurse Specialist Royal Devon University Healthcare Trust Lay/Community Representative	January 2021
Dr Helen Howie	Lay/Community Representative	January 2021
Professor Sudha Sundar	Professor of Gynaecological Cancer, University of Birmingham	June 2019
Professor Anne Lanceley	Emeritus Professor of Women's Cancer Care, Institute for Women's Health, University College London	June 2024
Dr Garth Funston	Senior Lecturer, Primary Care Cancer Research, Wolfson Institute of Population Health, Queen Mary University of London	June 2024
Professor Raji Ganesan	Honorary Professor, Institute of Cancer and Genomic Sciences, Birmingham University; Consultant Gynaecological Pathologist	June 2024
Professor James Brenton	Professor of Ovarian Cancer Medicine in the Department of Oncology, University of Cambridge	May 2025

Staff

A Senior Management Team comprising the Chief Executive, the Director of Fundraising, the Head of Finance and Head of Programmes allows for distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The CEO has particular responsibility for issues relating to governance and for the financial management of the organisation.

The Eve Appeal has 20 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

Volunteers and Advocates

Volunteers and advocates play an essential role in shaping and driving The Eve Appeal's mission. They share their personal experiences, support our research, review our health information, engage with the media, support fundraising and act as medical advocates across a range of activity. Their contributions ensure that our work remains patient-centred, impactful and far-reaching.

As we grow, we are committed to fostering a more structured and inclusive approach to volunteer engagement, recognising the vital role that Eve Voices play across our research, awareness and outreach efforts. By embedding meaningful involvement into our work, we aim to build a strong, empowered network that contributes to research, health education and advocacy in a way that benefits both the charity and those involved.

We are hugely proud of our many advocates and their passion and engagement in the charity. We are also proud of our support of these volunteers to date and the close community that we have fostered. We are working to build on this strong foundation and develop clear frameworks to support, train and recognise our volunteers, ensuring that their time and expertise are valued.

By strengthening our systems for engagement and impact measurement, we will continue to build a charity that not only listens to its community but thrives because of it. Our volunteers and advocates are the heart of our work, and their voices will shape the future of gynaecological cancer prevention and early detection.

Equity, Diversity and Inclusion

Equality, diversity and inclusion is at the heart of everything we do. Gynaecological cancers can have a negative impact on anyone's life. That's why we make sure our research, educational campaigns and free, expert information and advice are focused on helping everyone who could be affected by a gynaecological cancer.

We want to prevent every single case of gynaecological cancer possible. To do that we know that addressing health inequalities is central to our mission. We work with diverse communities across the UK to raise awareness of gynaecological cancers, to guide our research projects and our policy discussions.

We're unwavering in our commitment to foster an environment where equity is promoted, diversity is valued and celebrated, and everyone feels included. We're guided by our values and continuously learn and adapt to ensure EDI is embedded in everything we do. We invite all our partners, suppliers and supporters to join us in this work.

Safeguarding Policy

All staff and Trustees have been offered training. We have a safeguarding lead Trustee and a clear escalation process in place. Safeguarding issues and concerns are notified to the Board as part of the quarterly reporting process.

The Eve Appeal is committed to valuing diversity, preventing discrimination and achieving equality of opportunity. The Eve Appeal believes everyone has the right to live free from abuse or neglect regardless of age, ability or disability, sex, race, religion, ethnic origin, sexual orientation, marital or gender status.

The Eve Appeal will not discriminate on the grounds of domestic circumstances, educational or social-economic status, political affiliation, or trade union membership.

The Eve Appeal is committed to creating and maintaining a safe and positive environment and an open, listening culture where people feel able to share concerns without fear of retribution.

The Eve Appeal acknowledges that safeguarding is everybody's responsibility and is committed to preventing abuse and neglect through safeguarding the welfare of all adults involved. The Eve Appeal recognises that health, well-being, ability, disability and need for care and support can affect a person's resilience. We recognise that some people experience barriers, for example, to communication in raising concerns or seeking help. We recognise that these factors can vary at different points in people's lives.

Safeguarding actions taken by The Eve Appeal will be consistent with the principles of adult safeguarding ensuring that any action taken is prompt, proportionate and that it includes and respects the voice of the adult concerned.

Financial Review 2024

Transactions and Financial Position

At December 2024 year end, we reported a surplus of £470,402 (2023: £362,326) in unrestricted reserves to carry forward into 2025. This surplus comprises funds of £290,402 above our agreed operating reserves level of £180,000.

In 2023 we introduced a Research Fellowships Programme, supporting our legacy programme with Prof. Martin Widschwendter, as well as holding a research open call. We have an ambitious programme for 2025 grant awards.

Ending 2024 with substantial unrestricted reserves places The Eve Appeal in a position to meet our award ambitions.

In summary, we begin 2025 in a cautious but stable position with £470,402 in unrestricted funds. This leaves £290,402 in free reserves. Free reserves are the unrestricted funds balance minus the operating reserves level of £180,000. At end of 2024 overall cash balance was £1,060,129.

Funding

Fundraising policy Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. The legislation defines fundraising as 'soliciting or otherwise procuring money or other property for charitable purposes'. Such amounts receivable are presented in our accounts as 'donations and voluntary income'.

We confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. We have received no complaints in relation to fundraising activities.

The Eve Appeal is funded principally by voluntary donations from individuals and community groups who continue to support our work and mission. Corporate sponsorship and donations also account for a significant proportion of our funding. Without this support we would not be able to operate and we are incredibly grateful for every penny that is donated.

Risk Management

The Trustees have assessed the major risks to which The Eve Appeal is exposed and are satisfied that systems are established to mitigate the Charity's exposure to those risks. These risks are detailed on the Risk Register for The Eve Appeal, with information on the current practice and strategy used to mitigate the risk. The Register is reviewed quarterly by Trustees.

The current Risk Register pays particular attention to the risks around the current fundraising environment and the on-going economic crises on income and operations, research not reaching intended objectives, fundraising targets being missed, loss of key individuals, IT failure (including cyber security risk) and incorrect information being provided on a health issue.

The integrity of medical information provided by the Charity is managed by agreed peer-reviewed protocols, with information standards applied across all materials and channels. A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Reserves Policy

The 2024 annual review of the reserves policy determined that no adjustments was required to the figure set in 2023 of £180,000. The figure is set by the Board as a target of holding £180,000 in free reserves. This target is based on the contingency for wind up finds, calculated to satisfy all the Charity liabilities in the event of closure. In real terms, £180,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants and restricted charitable activities.

We begin 2025 in a cautious but stable position with £470,402 in unrestricted funds. This leaves £290,402 in free reserves which is in addition to operating reserve level of £180,000.

The Board will continue to review the reserves policy annually to ensure it remains appropriate to the needs of the Charity in the context of the economic climate.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the Charity is well placed to manage operational and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding. As a member of the Association of Medical Research Charities, we have developed a strategy and funding decision-making processes that meet strict awarding criteria and review, and recommendations are made by independent experts in the research field.

Statement of Trustees' Responsibilities

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

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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 apply them consistently;
- observe the methods and principles in the Charities SORP (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and 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, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). 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.

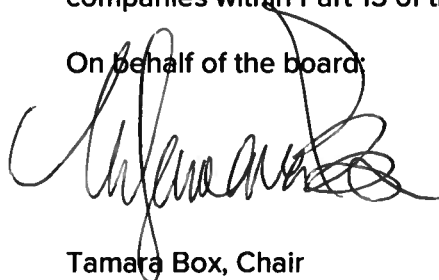
In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware;
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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 United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board:



Tamara Box, Chair

14/05/28

Date:

Independent Auditor's Report to the Trustees of Gynaecology Cancer Research Fund

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund ('the parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2024 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement 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 group's and the parent charitable company's affairs as at 31 December 2024 and of the group's 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, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland Regulations 2006 (as amended) and the Charities Act 2011.

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 annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual 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 there is 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' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- trustees' annual 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 company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2001 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; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the trustees' annual report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 27, 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

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Section 151 of the Charities Act 2011 and report to you in accordance with regulations made under those Acts.

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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of

detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks 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 to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

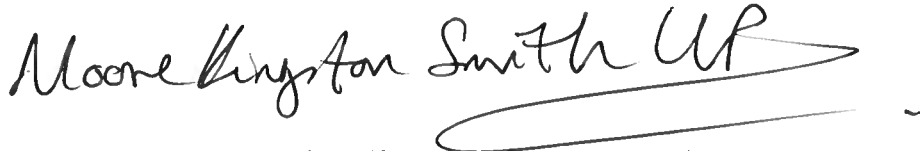
- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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; and to the Charity's Trustees, as a body in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 part 8 of the Charities Act 2011.

Our audit work has been undertaken so that we might state to the 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 any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in black ink that reads "Moore Kingston Smith UK". The signature is fluid and cursive, with a long horizontal stroke at the end.

James Saunders, FCCA, DCHA (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

6th floor
9 Appold Street
London
EC3A 2AP

Date:

16 May 2025

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2024

	Notes	Unrestricted £	Restricted £	2024 £	2023 £
Income					
Donations and legacies	3	1,231,010	427,576	1,658,586	1,241,205
Other trading activities	4	101,550	-	101,550	87,901
Investment income		22,702	-	22,702	15,474
Other income		-	-	-	278
Total		1,355,262	427,576	1,782,838	1,344,858
Expenditure					
Raising fund	5	584,374	84	584,458	594,756
Charitable activity	5	662,812	434,984	1,097,796	1,005,524
Total		1,247,186	435,068	1,682,254	1,600,280
Net income/expenditure		108,076	(7,492)	100,584	(255,422)
Transfers between funds		-	-	-	-
Net movement in funds		108,076	(7,492)	100,584	(255,422)
Reconciliation of funds					
Total funds brought forward		362,326	319,461	681,787	937,209
Total funds carried forward		470,402	311,969	782,371	681,787

All the above amounts relate to continuing activities.

Consolidated and Charity Balance Sheet as at 31 December 2024

	Notes	Group		Charity	
		2024	2023	2024	2023
		£	£	£	£
Fixed assets					
Intangible fixed assets	14	2,662	3,461	2,662	3,461
Tangible fixed assets	15	10,607	17,981	10,607	17,981
Investment	16	7,431	7,431	7,432	7,432
		<u>20,700</u>	<u>28,873</u>	<u>20,701</u>	<u>28,874</u>
Current assets					
Debtors	17	201,221	191,025	157,861	180,863
Cash at bank and in hand		<u>1,060,129</u>	<u>928,895</u>	<u>1,029,414</u>	<u>841,477</u>
		<u>1,261,350</u>	<u>1,119,920</u>	<u>1,187,275</u>	<u>1,022,340</u>
Creditors: amounts falling due	18	<u>(499,679)</u>	<u>(467,006)</u>	<u>(530,095)</u>	<u>(455,056)</u>
Net current assets		761,671	652,914	657,180	567,284
Net Assets		<u>782,371</u>	<u>681,787</u>	<u>677,881</u>	<u>596,158</u>
Funds					
Restricted	20	311,969	319,461	311,969	319,461
Unrestricted	19	<u>470,402</u>	<u>362,326</u>	<u>365,912</u>	<u>276,697</u>
Total Funds		<u>782,371</u>	<u>681,787</u>	<u>677,881</u>	<u>596,158</u>

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure and related notes.

These financial statements were approved by the Board of Trustees and authorised for issue on 14 May 2025 and were signed on its behalf by:



Tamara Box, Chair

Company No. 4370087

Consolidated Statement of Cash Flows for the year ended 31 December 2024

	2024 £	2023 £
Cashflow from operating activities		
Cash provided by operating activities	109,820	(151,812)
Cash flows from investing activities		
Interest income	22,702	15,474
Purchase of tangible fixed assets	(1,288)	(9,384)
Net cash used in investing activities	21,414	6,090
Change in cash and cash equivalent in the period	131,234	(145,722)
Cash and cash equivalents at 1 st January	928,895	1,074,607
Cash and cash equivalents at 31 st December	1,060,129	928,885
Reconciliation of net income/expenditure/ to net cash flow from operating activities:		
Net income/(expenditure) for the period	100,584	(255,422)
Adjustment for:		
Investment income	(22,702)	(15,474)
Depreciation	8,662	3,564
Amortisation	799	799
Decrease/(increase) in stock	-	250
Decrease/(increase) in debtors	(10,196)	95,406
(Decrease)/increase in creditors	32,673	19,065
Net cash provided by/used in operating activities	109,820	(151,812)
Analysis of cash and cash equivalent and net debts		
Cash in hand and at bank		
Opening balance	928,895	1,074,607
Cash flows	131,234	(145,722)
Closing balance	1,060,129	928,885

Notes to the Financial Statements For the Year Ended 31 December 2024

1. GENERAL INFORMATION

Company information

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612), and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is The Eve Appeal, 10-18 Union Street, London, SE1 1SZ.

2. ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company.

Monetary amounts in these financial statements are rounded to the nearest £1.

The Trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

(b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the current economic uncertainty and have reduced the risk with income spread across different stream of activity.

Having reviewed forecasts prepared by management the Trustees are confident that the Charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

Notes to the Financial Statements For the Year Ended 31 December 2024

(c) Group Financial Statements

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2024.

(d) Fund Accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives.

Designated funds are unrestricted funds which are earmarked for a particular purpose.

Restricted funds are funds subject to specific restrictions imposed by the donors.

(e) Income

Income represents amounts receivable by the Charity during the year from all sources. All income is included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Legacies are accounted for when the Charity has entitlement, receipt is probable, and the amount is measurable. Donations are accounted for on a receivable basis. Other trading activities are accounted for on a receivable basis and in the year to which they relate.

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

(f) Expenditure & VAT

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT. Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its objectives. It includes both costs that can be allocated directly to such activities and the costs of an indirect nature as necessary to support them.

Costs of raising funds comprise fundraising costs and the costs incurred in the subsidiary trading activities. Fundraising costs include advertising, producing publications, printing and mailing fundraising materials, associated staff costs and an appropriate allocation of support costs.

Support costs are those costs incurred in support of the Charity's primary objectives and are allocated on the basis of staff time spent on those objectives.

Notes to the Financial Statements For the Year Ended 31 December 2024

Governance costs are those costs relating to compliance with constitutional and statutory requirements and the structure and governance review and are allocated on the basis of time spent overseeing the relevant activities.

(g) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment. Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted for Fixtures and Fittings @ 25% on cost.

(h) Intangible Fixed Assets and Amortisation

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted for trademarks @10% on cost.

(I) Investments

Unlisted investments comprise the following: -

- investments in subsidiaries which are measured at cost less impairment.
- investments in a joint venture acquired in the year under review.

Under the charity SORP this is measured using the equity method of accounting.

The equity method of accounting requires the associate to be initially recognised at its cost (the transaction price paid), including any cost incurred making the investment (transaction costs).

Using the equity method, the carrying amount of an investment in an associate is subsequently adjusted through the SoFA to reflect the investing charity's share of the associate's results. The carrying amount thereby reflects the investor's share of the post acquisition change in the net assets of the associate.

(j) Stock

Stock principally consists of artwork donated by artists and is valued at the lower of cost and net realisable value. Artworks provided by artists are recognised in the financial statements at their anticipated sales price, less anticipated cost of sales and any subsequent impairment.

(k) Cash and Cash Equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short-term deposits which have a maturity period of 4 months or less and are not subject to significant risk of changes in value.

(l) Tax Status

Gynaecology Cancer Research Fund (Limited by Guarantee) is a registered company, number 04370087 and is exempt from corporation tax under the provisions of Sections 466-493 of the Corporation Taxes Act 2010.

Notes to the Financial Statements For the Year Ended 31 December 2024

(m) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease on a straight-line basis.

(n) Pensions

The Charity operates a defined contribution pension scheme. The contributions to the defined contribution scheme are charged to the Statement of Financial Activities as they become payable.

(o) Financial Instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value. The Charity does not have any bank loans.

(p) Significant Accounting Estimates and Judgements

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:

(i) Gifts In kind

Gifts in kinds are recognised within incoming resources and expenditure at an estimate of the value to the Charity of the donated services or goods. Where possible the value of services/goods are confirmed directly with the supplier however in some instances this information is not available and a best estimated is made of the expected cost of such goods based on what the Charity would be willing to pay for similar services or goods at a market rate.

Notes to the Financial Statements

For the Year Ended 31 December 2024

3. Income: donations and legacies

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Individual giving	335,650	14,494	350,144	328,189
Community	376,039	26,462	402,501	358,871
Trust and foundations	48,632	274,370	323,002	237,700
Major donors	20,524	66,250	86,774	37,671
Corporate	230,527	6,000	236,527	108,278
Legacies	28,866	40,000	68,866	55,870
Gifts in kind	190,772	-	190,772	114,626
Total	1,231,010	427,576	1,658,586	1,241,205

In 2024 £1,141,788 (2023: £880,855) of donation and legacies related to unrestricted funds and £427,576 (2023: £325,956) was attributable to restricted funds. Income from donation and legacies include donated services worth £190,772 (2023: £114,626)

4. Income: from trading activities

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Community	-	-	-	-
Trading subsidiary (see note 16)	101,550	-	101,550	87,901
Total	101,550		101,550	87,901

Notes to the Financial Statements For the Year Ended 31 December 2024

5. Analysis of expenditure

	Direct costs £	Support costs £	Governance cost £	Total 2024 £
Expenditure on raising funds (Notes 6,8,9)	458,128	96,970	29,360	584,458
Expenditure on charitable activities (Notes 7,8,9)	960,614	105,299	31,882	1,097,795
Charity expenditure on raising funds	1,418,742	202,269	61,242	1,682,253
Consolidated	1,418,742	202,269	61,242	1,682,253

	Direct costs £	Support costs £	Governance cost £	Total 2023 £
Expenditure on raising funds (Note 6,8,9)	495,588	80,336	18,832	594,756
Expenditure on charitable activities (Note 7,8,9)	850,381	126,894	28,249	1,005,524
Charity expenditure on raising funds	1,345,969	207,230	47,081	1,600,280
Consolidated	1,345,969	207,230	47,081	1,600,280

Expenditure relating to raising funds in 2024 was £584,374 unrestricted (2023: £594,007) and £84 restricted (2023: £751). Expenditure on charitable activities in 2024 was £662,812 unrestricted (2023: £667,337) including donated services worth £190,772 (2023: £114,626) and £434,984 from restricted (2023: £338,187).

6. Direct cost of generating donations and legacies

	2024			2023
	Unrestricted £	Restricted £	Total £	£
Individual giving	46,842	75	46,918	48,183
Community	89,473	9	89,482	73,112
Trust and foundations	469	-	469	3,264
Major donors	4,152	-	4,152	727
Corporate	12,937	-	12,937	381
Legacies	-	-	-	16,152
Central	304,170	-	304,170	353,769
Total	458,044	84	458,128	495,588

Notes to the Financial Statements

For the Year Ended 31 December 2024

7. Direct costs of charitable activities

		2024		2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Research grants (note 10)	27,071	207,131	234,202	248,861
Ask Eve - Nurse-led information service	18,426	57,344	75,770	76,776
Every Women Promise – DHSC	11,822	142,876	154,698	182,275
Information and awareness	225,838	-	225,838	232,151
Outreach	-	17,262	17,262	-
Research	62,073	-	62,073	48,969
Gifts in kind	190,772	-	190,772	61,349
Total	536,002	424,612	960,614	850,381

8. Direct costs of governance

		2024		2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Group - audit fees	17,256	-	17,256	16,679
Group - non audit fees	6,832	-	6,832	-
Directors indemnity insurance	2,869	-	2,869	1,157
Insurance	-	-	-	1,356
Trustee costs	77	-	77	72
Staff and contractor costs	33,785	-	33,785	27,738
Other costs	423	-	423	79
Total	61,242	-	61,242	47,081

9. Analysis of support costs

		2024		2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Rent, service charges and utilities	13,445	2,239	15,684	13,644
Insurance	423	-	423	306
IT, phone, and internet	27,665	6,621	34,286	35,245
Staff and contractor costs	106,695	-	106,695	139,282
General corporate services	43,670	1,511	45,181	18,753
Total	191,898	10,371	202,269	207,230

Notes to the Financial Statements

For the Year Ended 31 December 2024

10. Research grants awarded by institution

Included in Charitable Activities were the following research grants:

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
University College London	22,250	17,750	40,000	167,026
University of Birmingham	-	-	-	89,700
AMRC Fellowship	-	44,249	44,249	-
Ovarian Cancer	-	56,126	56,126	-
Rare Gynae	1,942	89,006	90,948	-
BGCS Audit	5,000	-	5,000	-
Grant commitments reclaimed	(2,121)	-	(2,121)	(7,866)
Total	27,071	207,131	234,202	248,861

11. Staff costs

	2024	2023
	£	£
Wages and salaries	718,591	722,297
Social security costs	70,230	69,819
Staff pension	31,697	27,653
	820,518	819,769
Costs of contracts	44,937	71,499
Total staff costs	865,455	891,268

Total number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the year were:

	2024	2023
£70,000 - £79,999	1	1
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1
Average staff numbers:		
Charitable activities	10	11
Fundraising and support	8	9
	18	20

Notes to the Financial Statements

For the Year Ended 31 December 2024

The key management personnel of the parent charity comprises the Chief Executive, the Director of Fundraising, the Head of Programmes and the Head of Finance. The total employee benefit of the key management personnel in the year were £309,683 (2023: £277,417).

12. Trustees remuneration and expenses of benefits in kind

None of the trustees received any remuneration during the year (2023: None).

During the year £2,869 (2023: £1,157) was paid in respect of trustees' indemnity insurance.

No trustees claimed for any expenses during the year (2023: none).

13. Net movement in funds

	2024	2023
	£	£
Net movement in funds is stated after charging:		
Auditors remuneration - current year	17,256	15,579
Amortisation	799	799
Depreciation	8,662	8,011
Amounts payable under operating leases:		
Land and buildings	38,433	46,747

Notes to the Financial Statements For the Year Ended 31 December 2024

14. Intangible fixed assets - Group and Charity

	Trademarks £
Cost at 1 st January 2024	7,988
Amortisation:	
At 1 st January 2024	4,527
Charge for the year	799
At 31 st December 2024	<u>5,326</u>
Net book value at 31 st December 2024	<u><u>2,662</u></u>
Net book value at 31 st December 2023	<u><u>3,461</u></u>

15. Tangible fixed assets

	Fitting & Equipment £
Cost:	
At 1 st January 2024	113,038
Additions	1,288
Disposal	<u>(80,876)</u>
At 31 st December 2024	33,450
Depreciation:	
At 1 st January 2024	95,057
Charge for the year	8,662
Depreciation on disposals	<u>(80,876)</u>
At 31 st December 2024	22,843
Net book value at 31 st December 2024	<u><u>10,607</u></u>
Net book value at 31 st December 2023	<u><u>17,981</u></u>

Notes to the Financial Statements For the Year Ended 31 December 2024

16. Investments held as fixed assets – charity

	2024 £	2023 £
Shares in subsidiary undertaking at cost	1	1
Shares in Joint Venture at fair value	7,431	7,431
	<u>7,432</u>	<u>7,432</u>

Joint Venture

The charity has a share in Sola Diagnostics GmbH, an Austrian company. Shares (which will decrease over time) were gifted to the Charity from Professor Martin Widschwendter. The carrying amount of the investment was £7,431 at the year end, which is deemed to be its fair value.

Subsidiary

The charity has wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through activity including cause related marketing and sales of goods. The company pays its profit under Gift Aid to the Gynaecological Cancer Research Fund. A summary of its trading results (included with "Other trading activities") for the period ended 31 December 2024 is as follows:

	2024 £	2023 £
Profit and loss		
Turnover	101,550	87,901
Administration expenses	2,940	(2,270)
Net profit before tax	104,490	85,631
Taxation	-	-
Net result	<u>104,490</u>	<u>85,631</u>
Profit and loss reserves		
Brought forward at 1st January	85,631	26,653
Net result in period	104,490	85,631
Distribution to Gynaecology Cancer Research Fund	(85,631)	(26,653)
	<u>104,490</u>	<u>85,631</u>
Summary Balance Sheet		
Current assets		
Debtors	74,845	28,339
Cash at bank and in hand	30,715	87,420
Total current assets	<u>105,560</u>	<u>115,759</u>
Current liabilities		
Creditors - amounts falling due within one year	(1,069)	(30,129)
Net current assets	<u>104,491</u>	<u>85,630</u>
Total assets less total liabilities	<u>104,491</u>	<u>85,630</u>
Capital and reserves		
Share capital	1	1
Profit and loss accounts	104,490	85,631
Total	<u>104,491</u>	<u>85,632</u>

Notes to the Financial Statements

For the Year Ended 31 December 2024

17. Debtors

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	65,696	34,239	22,337	5,896
Amount owed by group undertakings	-	-	-	18,181
Prepayment and accrued income	133,053	146,163	133,053	146,163
Other debtors	2,472	10,623	2,471	10,623
	<u>201,221</u>	<u>191,025</u>	<u>157,861</u>	<u>180,863</u>

18. Creditors

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Grants payable	447,286	418,838	447,286	418,838
Trade creditors	16,363	15,631	9,625	9,021
Amount owed to group undertakings	-	-	38,223	-
Accruals	25,888	20,450	24,820	15,250
Taxation and social security	1,251	160	1,250	20
Other creditors	8,891	11,927	8,891	11,927
	<u>499,679</u>	<u>467,006</u>	<u>530,095</u>	<u>455,056</u>

19. Unrestricted funds – Group

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
General funds	182,326	1,355,262	(1,247,186)	290,402
Emergency fund	180,000	-	-	180,000
	<u>362,326</u>	<u>1,355,262</u>	<u>(1,247,186)</u>	<u>470,402</u>

Emergency fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants. Further information on this and the rationale for this can be found in the reserves section of the Trustees Report.

Notes to the Financial Statements For the Year Ended 31 December 2024

Unrestricted funds - Charity

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
General funds	96,697	1,339,342	(1,250,127)	185,912
Emergency fund	180,000	-	-	180,000
	<u>276,697</u>	<u>1,339,342</u>	<u>(1,250,127)</u>	<u>365,912</u>

20. Restricted Funds - Group

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
Ask Eve	-	109,497	(57,427)	52,070
BRCA Research	15,995	50	(1)	16,044
Vulval Cancer	-	1,445	-	1,445
Awareness	78,093	1,317	-	79,410
HPV Resources	678	-	-	678
Rare Gynaecology Research	66,167	22,840	(89,006)	1
Ovarian Cancer Research	60,245	99,057	(56,126)	103,176
UCL Strategic Research Funding	12,750	6,000	(17,750)	1,000
Every Women Promise	66,886	143,121	(153,247)	56,760
Outreach	18,587	-	(17,262)	1,325
Fellowship	60	44,249	(44,249)	60
	<u>319,461</u>	<u>427,576</u>	<u>(435,068)</u>	<u>311,969</u>

Restricted Funds:

Ask Eve: The nurse let information service providing free, confidential, gynae information via phone or email.

BRCA Research: Several of our research programmes have a strong focus on the BRCA gene mutation to early detect or prevent ovarian and breast cancer - for example BRAC Project, BRCA UNITE and GCaPPS.

Vulval Cancer: Vulval cancer is one of the rare gynaecological cancers with just over 1,000 cases in the UK diagnosed each year. Increased awareness of the signs and symptoms of vulval cancer are essential to ensure that women see their GP as soon as they notice something not right for them and to keep going back if it continues.

Notes to the Financial Statements For the Year Ended 31 December 2024

Awareness: This fund is restricted to raising awareness of gynaecological cancers and communication work around certain campaigns such as Gynae Cancer Awareness Month.

HPV Resources: This project works to embed a deeper and more nuanced public understanding of HPV, seeing to reduce disease risk, promote preventative behavioural change, and improve patient outcomes for HPV and related disease across the board.

Rare Gynaecological Cancer Research: Less than 5% of the 21,000 women diagnosed with gynaecological cancer in the UK are diagnosed with the rare form. The low number of new cases of these rare cancers mean individual doctors are unfamiliar with symptoms, too often resulting in a late diagnosis, with treatment that may not be optimal for the disease type and subsequent progression of the disease. More research to advance and improve the early diagnosis and prevention rare gynaecological cancers.

Ovarian Cancer Research: In the UK nearly 7,500 people are diagnosed with ovarian cancer every year. The symptoms are not always obvious, and it is often diagnosed in a late state, Research into early detection, risk prediction and prevention is needed.

UCL Strategic Research Funding: Focusing on Prof. Widschwendter's research continuing at UCL. The Clinical Assessment & work up of the WIDqEC test in women at high risk for Endometrial (Womb) Cancer.

Every Women Promise: This project supports and educates women in the workplace, to report symptoms and seeks advice on gynaecological health issues and makes employers aware of the issues. The aim is to both improve the health chances for each woman but to improve to corporate environment, through engagement at a corporate ownership and management level.

Outreach: This project addressed the disparities in gynaecological health outcomes among Black women by improving awareness, access to information, and confidence in seeking medical care for gynae cancers and overall health. This funding enabled us to deliver tailored education, develop new partnerships, and create sustainable resources that will benefit communities beyond the initial grant period.

Fellowship: We appointed our first inaugural fellow: Dr Kelechi Njoku from the University of Manchester, who is using his fellowship to develop a simpler and kinder test for detecting womb cancer. We received a large grant from the AMRC towards this programme.

Notes to the Financial Statements

For the Year Ended 31 December 2024

21. Analysis of Net Assets between Funds - Group

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Fixed Assets	20,700	-	20,700	28,873
Current Assets	949,381	311,969	1,261,350	1,119,920
Creditors: amounts falling due within 1 year	(499,679)	-	(499,679)	(467,006)
Total	470,402	311,969	782,371	681,787

22. Legal Status of the Charity

The charity is limited by guarantee and therefore does not have share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 13 (2023: 13).

23. Ultimate Controlling Party

Eve Appeal Limited is a wholly owned subsidiary of Gynaecology Cancer Research Fund, which is the ultimate controlling party. The ultimate controlling party of Gynaecology Cancer Research Fund are the Trustees.

24. Related Party Transactions

During the year under review, the charity received income totalling £18,070 in donations from 9 Trustees, both current and resigned in the period, including partners (2023: £20,254 from 7 Trustees including partners).

Reed Smith LLP provided pro bono legal services and other support to the charity totalling £80,116 (2023: 14,989). Tamara Box, a partner at Reed Smith LLP is also chair of board of trustee of the charity.

25. Commitments under operating leases

The group and charity had the following future minimum lease payment under non-cancellable operating leases:

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Land and buildings:				
Within one year	10,675	10,657	10,675	10,675
Between one year and five years	25,357	36,090	25,357	36,090
	36,032	46,747	36,032	46,765
Equipment:				
Within one year	£840	-	£840	-
Between one year and five years	£1,561	-	£1,561	-
	£2,401	-	£2,401	-
Total Commitments	£38,433	£46,747	£38,433	£46,765

Accounts

**Annual Report incorporating a Directors' Report and Accounts for
the year ended 31 December 2023**



Gynaecology Cancer Research Fund

**Annual Report and Accounts for the year ended
31 December 2023**

**Company Registration Number: 04370087
Registered Charity Number (England and Wales): 1091708
Registered Charity Number (Scotland): SC042612**

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Legal and Administrative Information

Charity Name

Gynaecology Cancer Research Fund – operating as 'The Eve Appeal'

Trustees

Tamara Box	(Appointed 01/07/2020) (Chair of Trustees effective 08/02/2024)
Sarah Clark	(Appointed 04/11/2019)
Ian Drew	(Appointed 29/09/2016)
Dr Christine Ekechi	(Appointed 26/10/2020)
Dr Ian Jacobs	(Appointed 29/05/2022)
Sarah Morris	(Appointed 19/12/2019)
Marion O'Hara	(Appointed 27/10/2021)
Cathy Pittham-Wiley	(Appointed 04/11/2019)
Dr Adam Rosenthal	(Appointed 26/10/2020)
Sally Bailey	(Appointed 18/10/2023)
Dee Brecker	(Appointed 18/10/2023)
Emma Dean	(Appointed 18/10/2023)

Chief Executive

Athena Lamnisos

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Registered Company Number: 04370087

Principal Office of Charity and Registered Office

The Eve Appeal, 10-18 Union Street, London, SE1 1SZ

Auditor

Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, EC2A 2AP

Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

Solicitors

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Reed Smith, Broadgate Tower, 20 Primrose St, London EC2A 2RS

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

From the Outgoing Chair of Trustees

A Legacy of Dedication and Impact: A Future Filled with Hope

Dear Supporters and Friends of The Eve Appeal,

As I pen this annual report, I do so with a profound sense of pride and gratitude, reflecting on the remarkable journey we have undertaken together at The Eve Appeal. It has been an honour to serve as a Board member for the past 14 years and as the Chair of the Board of Trustees of The Eve Appeal since 2019.

In 2023, we celebrate not just the culmination of another impactful year but also the launch of a transformative initiative – our Fellowship Scheme. This forward-thinking program signifies our commitment to investing in the research stars of the future, fostering innovation, and ensuring the longevity of our mission to eradicate gynaecological cancers. The Fellowship Scheme is a testament to our dedication to the next generation of researchers who will undoubtedly lead us to new frontiers in the fight against these devastating diseases.

Our commitment to innovation and strategic partnerships continues to be a cornerstone of our success. By leveraging collaborative efforts and thinking creatively, we continue to maximise the impact of our research funding, enabling us to support groundbreaking projects and initiatives. We are thrilled to be working with the medical research charity, North West Cancer Research. By co-funding the fellowship scheme, we have the opportunity to provide the transformational support that researchers need to make impact. This approach not only amplifies our reach but also paves the way for sustained progress in gynaecological cancer research.

The challenging economic climate of recent times has tested our resilience, but I am pleased to report that we have weathered the storm. In the face of adversity, we have remained steadfast, demonstrating the true impact of our work and the critical need for our mission. By sticking to a clear strategy and effectively managing risks, we have navigated through a uniquely challenging time, emerging stronger and more determined than ever.

We want to share our thanks to our wonderful donors and partners who have helped us meet our fundraising objectives in the past year. We are grateful for their continued support. None of what we achieve would be possible without each and every one of our donors and strategic partners and their continuing efforts and generosity.

It is important to recognise the dedication and ambition of our incredible staff team under the excellent leadership of our Chief Executive, Athena. Their passion, diligence, and commitment are the driving force behind every success we celebrate today. A brilliant example of this dedication is

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

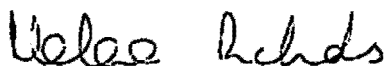
our Ask Eve Coordinator, Helen, who received an MBE in the New Years Honours list. Despite a significant increase in callers to our gynae health information service, and the challenges she faces with managing her own treatment for womb cancer, Helen's unwavering commitment has provided a lifeline for so many women with gynae health concerns. To Helen, and to each member of The Eve Appeal family, I extend my deepest gratitude for your tireless efforts and steadfast belief in our shared mission.

As I step down from my role as Chair of the Board of Trustees, I do so with immense pride in what we have accomplished together. The Eve Appeal is not just a research charity; it is a community united by a common goal. I have every confidence that we will continue to break barriers, drive innovation, and make strides towards a future where gynaecological cancers are a thing of the past.

Thank you, from the bottom of my heart, for being part of this incredible journey. Our collective impact is a beacon of hope for countless individuals affected by the gynaecological cancers.

I'm very proud of our legacy and hopeful for the future. I know that under the insightful stewardship of the new chair, Tamara Box, with our brilliant board, team and world class researchers, we will make powerful strides forward in 2024.

With sincere gratitude,

A handwritten signature in black ink, appearing to read 'Melanie Richards'.

Melanie Richards CBE, Outgoing Chair

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

From the Chief Executive

Rising Above the Challenges

As we reflect on the past year, it is impossible to ignore the unparalleled challenges: for those affected by health concerns, for The Eve Appeal, and for society.

We continue to see the overwhelming pressure on the NHS and gynaecology services. The tireless efforts of our medical advocates have been stretched to their limits as they grapple with the backlog of cases, with patients often waiting many weeks for crucial diagnostic tests. This wait extends significantly for those in areas with limited access to gynaecological oncology support or specialist women's health services.

Our focus at Eve is on prevention and early diagnosis. We know that when diagnosis comes late, the prognosis is often much poorer. Our Ask Eve nurse information services has never been more needed for those waiting and worrying.

One of the most pressing challenges we confront is the glaring inequality in research funding with so little available for gynaecological cancers. The disproportionate global investment in prostate cancer research is striking, perpetuating a systemic imbalance that leaves gynaecological cancer research severely underfunded. The consequences of this funding gap are deeply felt in our ability to make strides in the prevention, early detection, and treatment of gynaecological cancers.

Comparative analyses of global investment in cancer research reveal an alarming trend where women disproportionately lose out. The glaring disparities in funding are not merely financial but translate into real-life consequences for women grappling with gynaecological health concerns. The detrimental impact of this discrepancy is evident across various fronts, from research initiatives to public awareness campaigns and accessible healthcare.

The consequences of this underinvestment are acutely felt by women diagnosed with gynaecological cancers, as they confront not only the physical and emotional toll of the disease but also the systemic neglect in research and healthcare infrastructure. It is disheartening to witness the disparity in outcomes when compared to cancers that receive more substantial financial support.

We are working to break this cycle of inequality in women's health.

We continue to advocate for increased awareness, understanding, and, most importantly, equitable funding for gynaecological cancer research. We will continue to push for increased investment, foster collaborations, and champion research initiatives that aim to transform the landscape of gynaecological cancer research.

We know that to reach our ambitions we need to work in partnership. During 2023 Eve continued our powerful work in many coalitions including One Cancer Voice, Cancer52 and the new HPV Coalition. We also fast-forwarded a new strategy to fund research in partnership with other charities – effectively doubling the investment into gynaecological cancer research. We are so proud of the

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impact that our Fellowships partnership with North West Cancer Research will bring to the most common gynaecological cancer, womb cancer.

We are proud to have supported groundbreaking research such as Martin Widschwendter's work on the WID test, marking a significant step forward in our mission. Creating kinder, more specific and more equitable diagnostic tests is core to our mission. Make screening better for women. This early test for womb cancer could create a step change.

Seeing Professor Ranjit Manchanda's work on population testing for BRCA gene mutations manifest into a nation-wide screening programme via the NHS was a defining moment for the charity. Research funded by Eve proved the clinical efficacy of this programme in 2016. Our research paper demonstrated that rolling screening out to high risk populations would save 56% more lives. It is fantastic to see this mainstreamed in the NHS in 2024. In the future, we would like our findings to get to the clinical setting faster.

Thanks to the generosity of our incredible supporters, our Rare Gynae Cancer Fund continues to grow. The first two projects awarded in 2022 got started in earnest this year, and Professor Sudha Sundar's project on mucinous ovarian cancer has already received two significant pots of follow-on funding. We ran our second Rare Gynae Cancer call, and we look forward to announcing details of the award in the near future.

We are equally delighted to welcome Dr. Kelechi Njoku as our inaugural Eve Fellow, and his support his search for a kinder, simpler test to detect endometrial cancer. Dr. Njoku's dedication exemplifies our commitment to advancing knowledge and finding innovative solutions. Our partnership with North West Cancer Research extended to support the co-funding of a second fellowship, and this call launched in early 2023.

Despite the limited resources and persistent challenges, our outreach and engagement programs continue to make a meaningful impact. The 'You Need to Know' Campaign, tailored for Black women to recognize the red flag symptoms of womb cancer, has proven especially impactful. Addressing the alarming statistic that black women are 2 times more likely to succumb to womb cancer, this initiative aims to bridge the gap in awareness and empower women to take control of their health.

As we navigate this ever-evolving landscape, we extend our heartfelt gratitude to our outgoing Chair of Trustees, Melanie Richards CBE, for her invaluable leadership. We warmly welcome Tamara Box as our new Chair, confident in her ability to lead The Eve Appeal into the next chapter of our mission.

Heartfelt thanks also go to Professor Iain McNeish, Chair of our Research Advisory Committee. We've had the pleasure of having Professor Iain McNeish leading our RAC for the last six years – we could not have been in more capable and insightful hands. Iain is a leading light in the field of gynaecological cancer research. He has brilliantly supported our Board in keeping the focus on our mission and research strategy. 2023 has been a particularly exciting year as we have developed a new fellowship scheme and open research calls in rare gynaecological cancers. Our new programme will build the gynaecological cancer research stars of the future.

We extend our appreciation to the entire Eve community for their unwavering support and dedication to our cause. Together, we will continue to make strides in the prevention, early

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detection, and screening of gynae cancers, and continue reaching out to those in need with support and information to support gynaecological health.

Our work is fuelled by philanthropy and the generosity of so many.

A handwritten signature in black ink, appearing to read 'Athena Lamnisis'.

Athena Lamnisis, CEO

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Planning for the year ahead – Putting Prevention First

Working with a range of stakeholders, Eve launched a 3-year strategy in 2023. Our mission for 2023-2025 is to be here for everyone affected by gynaecological cancers – to provide them with information, amplify awareness, drive education, inspire support for the cause and fund world-class research to transform early diagnosis and prevention of these diseases.

This is the area of cancer research with the deepest funding gap and the greatest potential to prevent the immeasurable costs of treating late-stage disease.

We are the only national charity to focus all our efforts on prevention, funding world-class research and programmes to raise awareness of signs, symptoms and risk factors across all five cancers.

We will achieve our vision – a future where gynaecological cancers are diseases of the past – through our single-minded focus across all our programmes on early diagnosis, risk prediction and prevention of these cancers. We believe that every single case of cancer that can be prevented should be, and we include everyone in our work.

Goals 2023-25

Invest in innovation and discovery

We will unlock new and better ways to understand gynae cancer, through seed-funding innovation and moonshot research programmes. We will explore new avenues to fund our researchers, including commercial opportunities that arise from research. We will streamline the way we work and engage to help achieve our mission.

Engage and translate

We will accelerate our research findings into clinical practice, by sharing impact with the broadest range of policy, public, academic, lived-experience and clinical stakeholders. We will seek out those who need access to our health information and ensure it is shared in a way that is accessible and relevant to them.

Drive support for our vision through collaboration

We will work across disciplines, across boundaries, and connect in meaningful ways with all of our new and existing stakeholders, with the aim of raising the funds necessary to achieve our mission.

Priorities & Plans

As a medical research charity and an expert health information provider, we need to understand inequalities within health and research (they are many and varied) and make addressing these, part of everything we do. This commitment underpins our charitable activities 2024 and beyond.

We are progressing our ambitious agenda through unprecedented challenges and during a time of economic uncertainty resulting from global events. The impacts on health services have been huge and this has provided us with challenges but also opportunities – to pivot our programme work online, form exciting partnerships and thereby reach more people with our services.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

Our priorities for 2024

Research & Providing Expert Information

- Continue to advocate for funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by engaging and leading committees and steering groups, and working closely with policy makers and government where possible.
- To support the vision of The Eve Appeal through raising in excess of £1.3m in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our education awareness and information campaigns.
- To develop further partnerships with research charities in the sector to fund collaborative programmes and fellowships.
- Work closely and collaboratively with fellow members of the Association of Medical Research Charities to make the case for investing in medical research and the impact that this achieves.
- Issue an open call during 2024 in the core strategic areas of fellowship.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention. Making the service accessible to all with a focus on those with the highest barriers to accessing health information and screening services. Prioritising developing resources for groups disproportionately affected by health inequalities and where needs are currently unmet.

Extending our reach

- Build our European and international research networks through stakeholder work and attending and leading international conferences and events which focus on gynaecological cancer prevention.
- Extend our Ask Eve service through further consolidation and formalisation of our partnerships with a diverse range of community, patient and peer organisations that work directly with communities disproportionately affected by gynaecological cancers, and in areas where there are significant gaps in information provision. Launch our 'Eve Voices' collaboration in Autumn 2024 for Gynaecological Cancer Awareness Month.
- To reach more communities in the workplace by signing up both larger organisations and SMEs to our Every Woman Promise gynaecological health at work initiatives.
- Continue to build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences. A new website will be launched during the summer which will work to meet all our supporter needs.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

Building a strong team to meet our ambition

- Meet the ambitious targets set out in our 2024 financial year which build on learnings from 2023 successes. The plans demonstrate our commitment to a 'test, learn, implement' approach and support digital innovation across our fundraising streams and focus on the development of our major gifts programme. This is critical in meeting the needs of our research strategy and building new funding streams for fellowships, through new relationships with private donors, trusts and foundations.
- Consolidate the new governance structures within the Board of Trustees, and support continued functioning of the Finance and Audit Committee, Research Committee and the Development Board.
- Continue embedding the equity, diversity and inclusion workplan across all our activity, focusing on co-production and working with patients and other groups to ensure that everything we produce meets the needs of the communities who would benefit from our information and services.
- Complete the revision of all workplace policies and procedures (from cyber security to enhanced parental leave) and roll out training to all staff. This will ensure the team is supported and can operate effectively, and ensure that the charity is operating to best practice in all areas.
- Publish our impact report in Summer 2024 which brings together the monitoring, evaluation and impact data that we have gathered across programmes and gynaecological cancer research and unmet need.

We begin 2024 and the new financial year in a stable but cautiously optimistic position, intently focused on continuing our vital mission and with a clear plan for what we need to achieve over the next two years.

Objects and Activities

Introduction

Originally founded as the Gynaecology Cancer Research Fund in 1984 by Professor Ian Jacobs, The Eve Appeal was established in 2002 to raise awareness and funds into the research of the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 60 women are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but only 5% of UK cancer funding research goes on prevention¹ and a tiny percentage of the total on the gynaecological cancers. One in three people can't name a gynae cancer and one in four have felt not listened to in a gynae health appointment².

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £3m to research focused on developing new screening, risk prediction and early detection methods. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise

¹ World Cancer Research Fund

² Get Lippy YouGov Survey

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2023

vital awareness of signs and symptoms, break down taboos and stigma, and offer a free nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 2 February 2022), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research;
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, and their signs and symptoms, risk factors (including BRCA and inherited risks);
- To relieve the needs of women affected by the gynaecological cancers, and inherited risk factors (including genetic mutations) by providing information and support services for such women, their families, friends and health and social care professionals.

Aims and objectives

The Eve Appeal is the leading UK national charity raising awareness and funding research into the five gynaecological cancers.

The Charity was set up to save lives by funding ground-breaking research focused on developing effective methods of risk prediction, earlier detection and prevention for the gynaecological cancers. We have played a crucial role in providing seed funding, core infrastructure funding and project funding in addition to campaigning to raise awareness of gynae cancers.

The world-leading research that we fund is ambitious and challenging but our vision is simple:

A future where the gynaecological cancers are a disease of the past.

Public Benefit Statement

In reporting on the objectives and achievements of the Charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. The Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS102.

Achievements and Performance

Research

The Eve Appeal continues to show that in the under-profiled field of gynaecological cancer research, a small fund focused on early detection, prevention and screening can have great impact.

Increasingly, more stakeholders – including government, policy and allied charities – are recognising the importance of preventing and detecting these cancers before the burden is great. We continue to strive to detect every case of gynaecological cancer as early as possible, when it is most treatable, and ultimately prevent these cancers from developing in the first place.

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We continue to make significant progress on our objectives set in the 2023-2025 organisational strategy:

- Establish the Eve Appeal Fellowship Programme
- Support early career researchers from clinical and academic backgrounds
- Fund research across all five gynaecological cancers
- Support our heritage core programmes
- Strengthen and support the Research Advisory Committee
- Capture and share impact of research activity across the organisation
- Ensure partnership and collaboration with key stakeholders across the research landscape
- Develop patient engagement with research

Establish The Eve Appeal Fellowship Programme – supporting early career researchers

With limited funding, and uncertain pathways, the challenges for researchers working in gynaecological cancer are numerous. A priority for The Eve Appeal is to continue our legacy of investing in the next generation of gynaecological cancer research stars. The aim is to attract and retain these researchers in the field, by providing substantial financial assistance, resources, network, support and opportunities. By fostering the expertise and passion of these emerging leaders, we hope to drive advancements, potentially leading to groundbreaking discoveries and improved prevention and detection strategies.

The Eve Appeal has a 20-year track record of seed funding research on screening, early detection, prevention and risk prediction. We have supported and nurtured the careers of a series of outstanding researchers at an early stage of their career. They have all gone on to secure major programme awards and have had a major impact in gynaecological cancer research. Some of the leading researchers supported by Eve include Ian Jacobs, Martin Widschwendter, Usha Menon, Adam Rosenthal, Anne Lanceley, Simon Gayther and Susan Rasmus.

After extensive consultation with a range of allied charities, researchers and key stakeholders both nationally and internationally, the fellowship programme was launched in May 2023. The scheme was open to exceptional researchers in UK institutions, who have the potential to lead their own groups in discovery, translational or clinical research within the realm of prevention, risk prediction and early detection of gynae cancer.

Recognising the track record of The Eve Appeal and the impact of the projects funded over the last 22 years, North West Cancer Research – a medical research charity working in the North West of England – approached the charity to co-fund research projects. As The Eve Appeal was already in the midst of the call for applications for the fellowship scheme, a memorandum of understanding was organised between the two charities to jointly fund the 2023 fellowship scheme. The total financial investment for The Eve Appeal / North West Cancer Research Fellowship was up to £120,000 per year, to cover salaries and directly incurred costs of research for 3 years.

Our review processes were constructed in line with guidance and governance considerations set out by the Association of Medical Research Charities Principles of Peer Review.

In November 2023, we appointed our first inaugural fellow: Dr Kelechi Njoku from the University of Manchester, who will use his fellowship to develop a simpler and kinder test for detecting womb cancer.

There were many strong applications and hope to see more fantastic researchers joining Dr Njoku as Eve/NWCR Fellows in the future. We have confidence that The Eve Appeal and North West Cancer Research Fellowships will provide a step-change in transforming gynae cancer research, and

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achieve our shared vision of a future where the five gynaecological cancers are either prevented or diagnosed at the earliest stage.

Dr Njoku hopes to begin his project in Summer 2024.

Fund research across all five gynaecological cancers – active grants 2023

Small Cell Ovarian Cancer Registry

The Small Cell Ovarian Cancer Registry is led by Dr William Foulkes at McGill University, Montreal. It is a collaboration between The Eve Appeal, Angela's Fund and researchers at Cambridge University and University College London. The project aims to develop an International Research Collaboration and Patient Registry, consolidating the knowledge and experience of both patients and clinicians to provide a necessary foundation for effective research into small cell ovarian cancer.

In 2021 (and as a direct result of early support for the project) we were delighted to receive news that the project had been successful in securing a large grant of \$600k from the Canadian Department of Defense Rare Diseases Fund to support the project over several years. Consequently, we have been able to redirect much of our committed grant to other vital research into rarer ovarian cancers.

Dr Foulkes has changed the focus of the remaining Eve grant and has been awarded a no-cost extension. Dr Foulkes is focusing on the assessment of the disease-causing potential of SMARCA4 variants in the context of Small Cell Carcinoma of the Ovary, Hypercalcemic Type. We are looking forward to monitoring how this research progresses. Ultimately, this project aims to improve variant classification for *SMARCA4*.

Discovery of biomarkers for the early detection of vulvar cancer and pre-cancer by spatially resolved gene expression

Dr Jackie McDermott, at Imperial College London, examined samples of vulval cancer using a new technology called spatial transcriptomics, which allows researchers to measure the gene activity in specific areas of vulval tissue samples. The information is being used to build a picture of the genetic changes between normal skin, areas of inflammation, precancerous lesions and cancer, allowing the team to unpick why pre-cancer turns to cancer. This will help to identify the women at risk to prevent vulval cancer from occurring.

The team are awaiting finalised results, and a key team member was awarded an Honorary Research Officership to remain at Imperial College London after graduation in recognition of this ongoing work.

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Increasing awareness of gynaecological cancer and early detection in young women: Feasibility study of a university-based educational and behaviour change intervention

Dr Patricia Holsch at Leeds Beckett University is running a mixed methods feasibility study to assist in the development of a university multi-centre trial to increase awareness of and symptoms for gynaecological cancers.

After a delayed start due to Covid and the resulting delay with ethics and recruitment, the study started in January 2022. The team have secured extra funding from the Centre of Psychological Research (PsyCen) for additional research assistant time to enable them to complete the project after the Covid delays.

Ultimately, the intervention will empower young women to be aware of and seek help for symptoms of gynaecological cancer.

Lynch Syndrome Prediction of Endometrial Cancer (LSPEC)

Lynch Syndrome increases the risk of an individual developing endometrial (womb) cancer, as well as several other cancers. Dr Adam Rosenthal at University College London Hospital is investigating the hypothesis that mismatch repair (MMR) defects develop in the normal endometrium, prior to the development of atypical endometrial hyperplasia (AEH) and/or endometrial cancer.

The team received ethics approval after significant delays and have now started analysis.

This proposed work is essential in developing the direction of the research team which is now focusing on endometrial surveillance in women with Lynch Syndrome.

High throughput laser-assisted Rapid Evaporative Ionisation Mass Spectrometry (Laser-REIMS) in the early detection and diagnosis of vulval precancer and cancer

Professor Maria Kyrgiou is using technology previously used in Eve funded research; the technique is now being used for early detection and diagnosis of vulval cancer. The diagnosis of precancerous and cancerous lesions can present difficulties as the disease can present with atypical symptoms and lesions that can mimic other skin conditions. There are many challenges when surgically treating the disease.

The technology, called Laser-REIMS, allows interrogation of biological samples in near-real time without the need for prior sample preparation. During analysis with laser-REIMS a sample is rapidly heated with the use of a minimally invasive laser, producing an information-rich vapour, which can be used to accurately identify whether the tissue is healthy or contains precancerous/cancerous regions. By identifying these regions in real time within the gynaecology clinic or operating theatre, doctors can offer an immediate diagnosis and proceed to further excisional treatment of the diseased areas if necessary.

Maria's aim is to expand the use of this technology to improve diagnosis and allow earlier detection of rarer gynaecological diseases, such as vulval intraepithelial conditions (VIN) and cancer.

Characterisation of steroid metabolome in mucinous ovarian cancer

This project, led by the leading gynae oncologist Professor Sudha Sundar, aims to identify new tools for the earlier diagnosis of mucinous ovarian cancer. This is an extremely rare type of ovarian cancer which when diagnosed at advanced stages has very few successful treatment options.

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The team's previous research investigated urine steroid profiles in healthy women and women undergoing surgery or biopsy for suspected ovarian cancer. This was based on work by Professor Wiebke Arlt in adrenal cancer, where her team established that urine steroid profiles could differentiate accurately between adrenal benign tumours and adrenal cancers. The adrenal gland and the ovaries arise from the same 'ridge' of tissue when babies are developing as embryos.

In their work, rather serendipitously, they identified that 5 steroid metabolites involved in the earliest stages of steroid hormone production were elevated in mucinous cancer and mucinous borderline ovarian tumours compared to healthy women /women with benign tumours or other cancer types.

In the project, they want to confirm their findings in urine samples collected from a larger set of women undergoing surgery for ovarian masses, analyse urine from women with known mucinous ovarian cancer undergoing follow-up and analyse samples from women undergoing surgery for suspected mucinous cancer of possible bowel origin.

An excellent team have been recruited, and a number of patient engagement and collaboration initiatives are already in place.

Fund research across all five cancers – open call Rare Gynae Cancer Research 2023

The second Rare Gynae Cancer Research Call opened in May 2023, with a funding pot available to award was £90,000.00. A number of strong applications were received from candidates around the country. These were reviewed by the Research Advisory Committee (RAC) in September 2023. There were robust external peer reviews for each of the applications.

The RAC unanimously agreed to fund the project proposed by Dr Jason Yap from the University of Birmingham, which focuses on developing a vulval cancer risk prediction model based on the cancer field theory in Lichen Sclerosus. The Eve Appeal are delighted to be supporting another project focused on the under-researched area of vulval cancer. This project is due to start in May 2024.

Support our heritage core programmes

A penultimate research grant was awarded to Professor Martin Widschwendter's team at University College London to ensure the continued momentum of his Eve-supported portfolio of research as he works to secure long-term funding from other sources.

The team's work on the WID®-qEC test for detection of womb cancer continued. Womb cancer is the 4th most common cancer in women and case numbers are increasing. Womb cancers diagnosed early are treatable and outcomes are good. But even small delays in diagnosis mean that a cancer is likely to be diagnosed at a later stage. The project team has developed a simple, quick to process, objective test that detects womb cancer. The test – called the WID®-qEC test was discovered and validated in several sample sets but required further validation in a 'real world' clinical setting.

Results of the EPI-SURE study were finalised in June 2023, with excellent results and a publication in Lancet Oncology. The study compared the performance of the team's test with routine diagnostic procedures, with the test performing very well. Implementing the WID®-qEC would simplify and speed up diagnosis for women with womb cancer symptoms.

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Further investigations into populations who are at increased risk for womb cancer (including black women and those with Lynch Syndrome) will be investigated this year. The team have strong patient and public involvement initiatives, and have embedded equality, diversity and inclusion initiatives into their research plans.

Strengthen and support the Research Advisory Committee – Research Governance

In addition to the action points set out in the organisational strategy, we are continually reviewing governance measures to ensure they are in compliance with AMRC guidelines, and in keeping with the charity's mission and purpose.

In September 2023, the Research Committee (RComm) was established. The committee fulfils a number of important functions within the charity, namely:

- Research strategy and planning, focused on organisational three-year priorities, TEA strategy and guidelines
- Review research initiatives, opportunities for strategic partnerships and collaboration in research
- Providing assurance about the peer review process conducted by the Research Advisory Committee (including handling any challenges or conflicts of interest that arise)
- Scrutiny of application budgets, to ensure requests are reasonable
- Funding and resourcing for research
- Translation of impact of TEA-funded research
- Monitoring of key research performance indicators, including the utilisation of funds awarded
- Risk and associated mitigations arising from research activity
- Regulatory obligations specifically related to research activity.

Our external review body, the Research Advisory Committee, recruited a new Chair, Emma Crosbie, Professor of Gynaecological Oncology at Manchester University. Emma has taken over from 1 January 2024 after Professor Iain McNeish stepped down at the end of 2023. We are delighted that Emma will be leading our group of external and lay reviewers.

The Eve Appeal are keen to develop membership of the RAC, and this will be done with Professor Crosbie leading the process for review by the charity Board. Areas of interest have been outlined, and a shortlist of names are under review.

We are grateful to Professor McNeish for his leadership and support over several years and grateful to all past and present members for their time and commitment.

Capture and share impact of research activity across the organisation

The Eve Appeal has a particular strength in sharing research impact and success with key stakeholders and the general public. This is important not only for the researchers who are looking to build their profile, but to build patient engagement with research, and develop researcher's chances for follow-on funding and share details of their research. It also provides our donors and supporters with evidence of the work we are supporting.

In addition to sharing news across a range of platforms (including social media, newsletters, with press and public relations with broadcast and regional press), the charity shares impact of research

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investment with donors and supporters. We are gathering stories and impact data on the range of heritage projects that The Eve Appeal has supported over the years, and will be sharing this in an impact report in Summer 2024.

A number of Eve researchers have attended staff meetings to share details of their work. This is particularly meaningful for those not engaged with the research on a daily basis – for example, the fundraising team. Their work is vital to the continued support of research, and this connection between research and fundraising provides an important inspiring and engaging link to the whole staff team.

Ensure partnership and collaboration with key stakeholders across the research landscape

Collaborative working is a key value at The Eve Appeal, and this has been exemplified by the partnerships, connections and collaborations developed in 2023.

The partnership with North West Cancer Research (NWCRC) is a key example, where after being approached to co-fund research, we were able to rapidly engage in a partnership to co-fund fellowships. We leveraged the connection with the Association of Medical Research Charities, and their partnership focus over 2023, to facilitate an arrangement which draws on the strengths of both organisations to realise a coveted fellowship scheme. We have worked together not only on the funding side, but also on marketing, communications and support. We are delighted to be working with NWCRC on a second fellowship in 2024.

The Eve Appeal has developed a network of allied charities, meeting regularly to discuss challenges, opportunities and ways to collaborate to maximise funds available. This connection has facilitated the sharing of a range of opportunities, and we hope that this further manifests into additional joint-funded projects in 2024 and beyond.

Develop patient engagement with research

With the focus of funding medical research and raising awareness through outreach and education, some may argue that patient involvement is less relevant for The Eve Appeal. Many voices contribute across the organisation in meaningful ways already (lay members on the Research Advisory Committee, people sharing their stories, a bank of medical advocates who regularly contribute, along with several established Ambassadors) and there is a strong sense of community. However, systems for supporting these individuals, tracking engagement and recognising the important role they play within the charity has not been defined. As more people get involved, it is important to impart our values to those who are connected with the charity, provide a structured induction, support them along their journey with the charity, and recognise (and where possible) reward their efforts, as they help us work towards achieving our mission.

A proposal for meaningful lived experience engagement with research has been developed after extensive consultation with stakeholders, and we are excited to consult with the community and implement a number of these initiatives in 2024.

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Ask Eve – Nurse-Led Information Service

Ask Eve continues to be a lifeline for anyone concerned, diagnosed, or affected by a gynaecological cancer, enabling people, from all communities, to access trusted health advice when they need it. With ongoing pressures on the NHS, the demand for Ask Eve is rapidly increasing alongside the complexity of contacts. Ask Eve had a 109% increase in contacts over the last 12 months. Many people with concerns about symptoms, questions about genetics and who are experiencing significant delays in appointments, investigations, results and treatment contact Ask Eve for information, signposting, and support.

We continue to engage with hundreds of people, from diverse communities, providing vital information on gynaecological cancers, raising awareness of important signs and symptoms, promoting early diagnosis, encouraging preventative action for those at risk and supporting those diagnosed and their loved ones, at all stages of the pathway.

We are delighted to continue to improve the accessibility of Ask Eve using both telephone and written interpretation services, extending our range of easy read materials and having access to BSL as required.

We now offer access to Ask Eve via an online contact form. This is a popular option and we have had over 200 contacts since it was introduced in April 2023. A substantial proportion of Ask Eve contacts are via email with the average time spent on a response taking 20 mins. There has been an increase in the number of calls with the average call 42 mins long which is over four times longer than the average GP appointment. This level of engagement gives people the opportunity to talk through their concerns, at their own pace, receive the individualised information and support they need as well as empowering them to advocate for their own gynae health.

I found your website so helpful and informative, wish I'd found it just after diagnosis. I was so impressed with the support That I received from Helen, nurse specialist. She was kind, caring, supportive and listened. I didn't feel foolish, I felt for the first time supported and reassured.

Helen followed through with all she said she would. I wish more nurse specialists were like her. Her interaction, manner and listening skills are wonderful, just what is needed. I have already shared your charity's information and will support you in the future.

The most common reasons for contacting Ask Eve are for information about signs and symptoms, delays in treatment, concerns about care, HPV, cervical screening, menopause and hereditary risks. This highlights the valued and unique role we have in cancer prevention and early diagnosis.

Our outreach work continues to show an increasing number of contacts, from these groups, demonstrating the impact of our work.

Our Ask Eve Nurse Service Co-ordinator was awarded a Points of Light Award in May 2023 and an MBE in December 2023 for charitable services to women with gynaecological cancers.

Information and Awareness

Information and Awareness is a cornerstone of charitable activity at The Eve Appeal. In the relentless pursuit of reaching as many people as possible, with trusted, clear health information, the team's efforts have led to a series of impactful milestones throughout 2023.

The Eve Appeal continued its steadfast commitment to speak clearly and strongly, reach diverse communities and empower individuals with crucial knowledge about gynaecological health and understanding the signs and symptoms of gynae cancer. Efforts in 2023 have provided a beacon of

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best practice in the realm of gynaecological health advocacy, winning awards along the way.

Below are some of the highlights of the impactful endeavours of the team, showcasing their unwavering commitment to empowering women, and reaching out in creative, unique and impactful ways.

Across the whole year we had nearly 333,000 views of our website, and our gynae health information pages had nearly 56,700 views. Over the course of 2023 our social posts, which contain vital gynae health information and updates on The Eve Appeal, reached over 4,835,000 people. We started work on the development of a new website, engaging with hundreds of our key audiences to hear about their needs.

Despite the taboos around women's health, The Eve Appeal were mentioned in the media nearly 590 times, where we shared gynae health information, details about our Ask Eve service, and commented on key stories that were in the news. We were featured in key outlets such as iNews, HuffPost, BBC online, The Independent, The Daily Mail, The Sun, Mirror Online, BMJ, Mail Plus, The Times, BBC Radio (Women's Hour), The Guardian, The Stylist, The Metro, Black Ballad, The Express, ITV News, Podcasts: The Guilty Feminist, Media Storm, Should I Delete That? and Outspoken Beauty. Crucially, the team were able to share research updates and successes in the broadcast press, with a number of stories appearing on national television and in the newspapers.

January – Cervical Cancer Prevention Week

In January, for Cervical Cancer Prevention Week (CCPW), we shared our 'Check Me Out' video across Instagram to encourage women and people with gynae organs to attend their cervical screening test when invited. Working with a creative agency on a pro-bono basis, this unique and eye-catching video reached over 185,000 people with this message.

March – Ovarian Cancer Awareness Month

This Ovarian Cancer Awareness Month (OCAM) we teamed up with doctors and nurses to develop videos with the key signs and symptoms of ovarian cancer in different languages- Bengali, Krio, Gujarati, Fanti, Farsi and Yoruba, which was shared across ours and their channels. Later in the year we promoted the videos on Facebook to women in the UK who speak those languages, the three videos were seen by nearly 165,500 people from these communities.

May – Get Lippy

May 2023 saw our sixth year of the Get Lippy campaign. We ran a YouGov survey which found that only 7% of people had a good understanding of gynae symptoms before they experienced them themselves. We asked people what they wish they had known about gynae health when they were younger, to help people open up about their experiences and share the important gynae health information we should all know. The campaign media and communications had an estimated total reach of 950 million, across our own channels (website and social) we had a reach of 1.3 million people.

We landed 34 pieces of coverage, with an estimated potential reach of 950 million. This included several pieces in The Sun, iNews and the Guilty Feminist podcast.

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June – Cervical Screening Awareness Week

For Cervical Screening Awareness Week this year we shared tips on how to make yourself feel more comfortable during a cervical screening test, especially if you have any barriers that make this particularly difficult. Our content through the week reached 45,500 people.

September – Gynaecological Cancer Awareness Month

During Gynaecological Cancer Awareness Month we shared key information on hormones and how they affect cancer risk through a woman's lifecycle. Our YouGov survey which found that only one in five people know about the link between womb cancer and oestrogen and less than a third are aware of its link with ovarian cancer. Over 900 people read our informative blogs on hormones and cancer risk and early menopause from cancer treatment over the month. We gained 67 pieces of coverage in GCAM and our informative social media posts reached over nearly 102,000 people.

We also ran a week-long collaborative campaign, called Spot Check, with GSK and Peaches Womb Cancer Trust to raise awareness of the signs and symptoms of womb cancer. The campaign focussed in on abnormal vaginal bleeding. We launched a microsite with key information and signposting, ran a campaign on social media and had out of home adverts in service station toilets across the country. The campaign had an estimated potential reach of nearly 13.5 million people. With nearly 145,000 impressions across social media, 11 pieces of media coverage and 3,800 people visiting the website. There were a total of 161 posters in 24 service stations in the UK, which an estimated 3 million people would have had the chance to see.

Outreach- pilot project

In 2023 we finished off our pilot outreach project with south Asian communities in London, Birmingham and Manchester. We worked with four different grass roots organisations and charities working with south Asian women to co-produce awareness resources and sessions to raise awareness of the five gynae cancers, their key signs and symptoms and information to help empower women to access medical support when they need it. We ran a total of 23 workshops with nearly 220 women across the three cities. We asked the women what they felt they knew about the gynae health topics both before and after the sessions and on average across 3 educational sessions per group and 15 feedback questions, 68% of them said they knew very little or a little before session, and afterwards 96% of them felt they knew information well or very well.

Since our pilot project, the number of south Asian women contacting Ask Eve has risen from just 1% of total callers to 8%.

In 2023 we already received further funding from Gilead Sciences to continue our outreach work and expand it to Black communities in the three cities, and work is now underway to co-produce the content and sessions with our working group of Black women and grass roots organisations. We are grateful to Gilead for their generous support; with the impact data presented above, we know that meaningful community engagement has the potential to save lives.

Outreach- You Need to Know

In 2023 we ran a joint local campaign with the North East London Cancer Alliance to raise awareness of abnormal bleeding as the red flag symptom of womb cancer in Black and south Asian women across the North East London boroughs. We worked with the cancer alliance and a working group of

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women from the community to co-produce campaign adverts and videos to get the message out. Adverts were placed in community hubs, such as pharmacies and beauty salons. We ran 10 talks in local community centres and places of worship to over 225 people to share information about abnormal bleeding and womb cancer. The project impact is being evaluated by an expert team at the University of Leicester.

Health information

In 2023 we gained our PIF Tick accreditation - a symbol of trustworthy and co-produced health information which is backed up by thorough processes for producing health information to ensure it is accurate and accessible and involves people who it is for from start to finish.

We also launched a Guide to Lynch Syndrome, for anyone looking for information on the inherited genetic risk factor for womb, bowel and ovarian cancer - whether someone has had a cancer diagnosis, is considering or going through genetic testing or has found out they or a loved one has Lynch Syndrome. So far over 1000 people have downloaded our guide - which is also available in an Easy Read version - and over 4000 people have visited our webpage for information. The guide was also covered in iNews.

In 2023 we revamped our general gynae cancer information leaflets. We worked with a group of experts by experience to produce new, engaging, and accessible leaflets to raise awareness of the key signs and symptoms of the gynae cancers in the general population. Since they were launched at the end of August our leaflets have been downloaded by over 1400 people.

In 2023, 'Probably Nothing', The Eve Appeal's weekly online series hosted by Ask Eve's Ambassador, Karen Hobbs, continued for its sixth and seventh series, with eight new 45-minute conversations with experts broadcast live on our social media channels totalling in over 10,000 views. Through series seven we discussed topics related to gynae cancers and menopause, including what cancer symptoms to spot if you are post-menopausal, early menopause due to cancer treatment, and fertility options for women and people with gynae cancers.

The Ask Eve team delivered several workplace lunch and learn sessions this year. This programme, which takes gynaecological health into the workplace and on to the corporate wellbeing agenda, has been developed into an employee programme, The Every Woman Promise. The Every Woman Promise sees employers make a commitment to women's health in the workplace and has been incredibly well received by employers and employees alike.

Fundraising

From the General Public

We are overwhelmed by the continued support of all those who choose to donate and fundraise towards our work during the year and the difference they are making.

Whether taking on virtual challenges, running marathons or donating in response to our appeals, generous people across the UK continued to pull together and do what they could to help make gynaecological cancers diseases of the past.

Gifts from the general public account for the majority of our income and so it is only thanks to these inspiring and generous individuals that we can deliver fund world-class research, our cancer information service *Ask Eve* and our vital awareness raising work.

We are also touched by the incredible supporters who chose to include a gift to The Eve Appeal in

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their Will. These gifts make a real and lasting difference that will benefit all those affected by gynaecological cancers for generations to come. It's an incredible legacy to leave.

From Businesses

We are truly thankful for the ongoing support of our long-term corporate partners, including Tesco, Cosmetic Executive Women UK (CEW) and Saks Hair and Beauty Salons, who continue to support The Eve Appeal in so many ways.

We are also incredibly grateful to all of those businesses that joined our wellbeing programme (the Every Woman Promise) requested lunch and learns or supported us in other ways throughout the year. We would specifically like to thank the League Manager's Association for their phenomenal ongoing support.

We again ran our flagship Get Lippy campaign in May, a campaign which sets out to encourage everyone to speak up about gynae cancers. We were delighted with how many incredible brands chose to participate in donating 10% of sales from specific products in the month to The Eve Appeal. This was, again, our most successful campaign to date and we truly appreciate each and every brand that participated and every member of the public who purchased these products and contributed to its success. A special thanks, also, to our Get Lippy lead partner Tesco who have supported the campaign since its inception.

From Trusts, Foundations and Statutory Funding

We are hugely grateful to have benefitted from the support of numerous Trusts and Foundations throughout the year. Thanks to their support we could fund vital research into rarer gynaecological cancers, maintain our Cancer Information Service *Ask Eve* and deliver outreach sessions within targeted communities.

We are also delighted to have received the second instalment of our grant from the Department of Health and Social Care (DHSC). This funding is enabling us to deliver our *Every Woman Promise* programme to Small and Medium sized Enterprises - ensuring more businesses are able to support women's health in the workplace.

Impact

Despite the many challenges of capturing the impact as a small medical research and advocacy charity, we continue to support real change – in transformative research discovery, in clinical practice, in accessing appropriate care, in developing a broader understanding about gynaecological health, in reaching women who are not supported, and in breaking down the barriers that women face in managing their health.

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small-scale research project.

Our relatively small research investments have enabled our researchers to leverage significant follow-on funds from national and international funding bodies. New awards made in the past 12 months provide the foundations of novel research that could make quicker diagnosis and ultimately improve treatment outcomes. It is particularly gratifying for all of our stakeholders to see that riskier

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research, supported in the early days, has many years later led to important changes in clinical practice.

Staff, trustees and volunteers have continued to show incredible commitment to the mission of The Eve Appeal. Our progress in this mission - a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers - has been unyielding, and the impact of these investments spurs our community on further.

Research Impact Overview

Despite funding early-stage, 'riskier' and novel projects, The Eve Appeal has an extraordinary track record of success when it comes to research impact. Below are a few examples of the impact of legacy projects, as well as current funded projects.

The Eve Appeal funded PROMISE study, which started in 2011, continues to receive significant follow-on funding from a range of organisations including the Medical Research Council, Cancer Research UK, and the NHS Innovation Accelerator Fellowship scheme. They aim to develop and validate models for risk stratification, early detection and diagnosis of ovarian cancer which incorporate clinical, epidemiological, genetic, proteomic and imaging data and to then assess how best to apply them in large populations. The goal is to transform outcomes for people at risk from ovarian cancer, giving them a far stronger chance of survival.

The bioresource created during the course of UKCTOCS, re-branded as the UKCTOCS Longitudinal Women's Cohort (UKLWC), continues to support academic and industry collaborations. UKLWC has its own dedicated access and governance structure to support wide and efficient sharing of samples and data. The resource therefore provides an ideal setting for case control studies for early detection biomarkers. Longitudinal samples also provide a unique opportunity to improve biomarker performance for screening through development of longitudinal algorithms. The UKLWC bioresource has to-date supported over 70 collaborative projects, with over 65 publications resulting from these collaborations to date.

The research led by Professor Sadaf Ghaem-Maghami from Imperial College London has developed a tool to instantly diagnose or rule out womb cancer. If used in clinic, the intelligent knife (iKnife) technology – and the high diagnostic accuracy and positive predictive value - could provide a diagnosis within minutes for people with abnormal vaginal bleeding. This would speed up access to treatment for those with womb cancer, as well as reducing the stress and anxiety of waiting for results. The next step will be to run a multi-centre trial, to enable the technology to be put into clinical practice.

We continue to support the Professor Widschwendter's University College London's strategic programme through the funding of the UCLH lab team. In 2022, nine new academic papers relating to the results of Eve Appeal funded projects were published in journals including Nature Communications, Journal of Clinical Oncology, Genome Biology, Genome Medicine, Clinical Epigenetics and the International Journal of Cancer. Further research was published in 2023, and with the support of The Eve Appeal, the team continue to drive the translation of this research into clinically actionable tests.

Eve's support of Professor William Foulkes at McGill University (Montreal, Canada) was instrumental in helping to establish a research registry that would facilitate access to research data and materials for the study of small cell ovarian cancer (SCCOHT). The funding continues to support Q&A sessions with the public on SCCOHT and the registry has had an increase in requests for advice from patients

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and families, particularly around life-changing decisions like whether to perform preventive oophorectomies (the removal of both ovaries).

Our longstanding relationship with Professor Ranjit Manchanda at Queen Mary University in London has focused on hereditary risk and population testing of BRCA mutations. This work has led to the start in spring of 2023 of NHS population testing for BRCA, undertaken through the NHS Cancer Screening Programme. We have developed connections with Jewish community organisations, to support stakeholder engagement and support structures and networks, and will support outreach, awareness and engagement programmes going forward.

Vulval cancer remains a significantly under-researched disease. With over 1,400³ cases diagnosed each year in the UK and an estimated 45,000 globally⁴ there is potential for scientific advances in this area. We are pleased to be supporting two research initiatives in this area. Data from the first study led by Dr Jackie McDermott examining biomarkers for the early detection of vulvar cancer and pre-cancer by spatially resolved gene expression will be presented at a global open meeting in 2023 to share developments and next steps with this community. Working with the National Cancer Research Institute, we hope to develop a network to support those who are advancing knowledge around vulval cancer. By providing support, sharing knowledge and offering opportunities this will enable researchers to direct their efforts towards the most promising hypotheses.

A second project on vulval cancer, led by Professor Maria Kyrgiou at Imperial College London, is focused on early diagnosis of precancerous and cancerous lesions. Diagnosis of the disease is difficult, and surgically treating the disease is challenging. With the support of our generous donors to the Rare Gynae Cancer Fund, Maria and her team are developing novel technologies – called laser-assisted Rapid Evaporative Ionisation Mass Spectrometry (Laser-REIMS) - which could enhance diagnosis and intra-operative decision making, and this could lead to significant benefits and reduced morbidity for this commonly elderly population. This would minimise the need for repeat visits, unnecessary extensive surgical removal of skin whilst optimising clearance and minimise repeat surgical procedure by enhancing margin clearance and intra-operative sentinel lymph node diagnosis. The proposed technology has the potential to offer a single, rapid, low-cost and objective test for the early detection and further develop into a tool for bedside diagnosis. We will update our supporters as the study progresses, and the team have already won prizes and recognition for their work.

The second Rare Gynae Fund project led by Professor Sudha Sundar has received matched and follow-on funding in its first year and continues to seek additional support for their work. They recruited an excellent team to progress their work in understanding mucinous ovarian cancer. The team have been building collaborations both nationally and internationally and have had significant patient engagement through focused groups and on social media. The team are also making efforts to reach out to ethnically diverse communities and have translated their work into multiple languages. The team have a real opportunity to derive new insights into this disease to help women with mucinous ovarian cancer.

Information and Awareness Impact

Engagement across the range of activities connected with our many information and awareness initiatives is an excellent indicator of impact. With hundreds of thousands of views to our website and millions of views across social media channels, The Eve Appeal has become the 'go-to' source for

³ Cancer Research UK

⁴ Cancer.net

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honest, trusted health information and support.

From stories in the mainstream press, downloads of focused health information resources like our Lynch Syndrome Guide, large-scale campaigns across the calendar year and partnerships with a range of stakeholders to co-produce innovative ways of engaging with those who are experiencing social and health inequalities, we know that this targeted work has the potential to save lives.

We are grateful for the support of organisations that help us to do more and reach more people. While we know we are making a difference, funding for outreach is limited. We have identified communities in need and will continue our efforts to reach out to as many as possible.

Ask Eve Nurse Service Impact

Ask Eve has provided a lifeline for so many women unable to access gynaecological care to address their concerns. It has helped many with a new gynaecological cancer diagnosis to understand their situation, and access support. It has provided a supportive and empathetic ear to those facing extraordinary challenges. The many quotes and testimonials from callers attest to this:

"Many thanks to the wonderful Eve Appeal staff, in particular Tracie, for supporting me through an exceptionally isolating situation due to a very rare diagnosis. I would be in a very bad way without your help. I want to use my horrendous experiences and constant gaslighting and dismissing of serious symptoms to try and enact some changes. It's just unacceptable what some women have to go through to receive support for gynae problems. Thanks for all you do."

Our extraordinary team of gynae nurses are stretched to the limit and it would be ideal to grow the team to support more people. The challenge in 2024 will be to continue demonstrating impact to grow our service for more women.

We are grateful to everyone who supports Ask Eve and contributes to its ongoing development and success. The added value of Ask Eve is summed up by one of our users: *"You are all amazing and we are so lucky to have a charity like you!"*

Fundraising Impact

Our incredible supporters donated £1,310,542 towards our work during the financial year.

We are overwhelmed by this ongoing generosity, and we are truly thankful to everyone for their donations and support. They have helped to fund our cancer information service, Ask Eve, vital research via our Rare Gynae Fund and supported our wider work to help make gynaecological cancers diseases of the past.

Some standout achievements include:

- Continuing our partnership with the Department of Health and Social Care (DHSC) to bring gynae health information to small businesses;
- Another record-breaking year for our annual Get Lippy campaign – working with beauty brands to donate 10% of sales on specific products during May;
- Securing a partnership with The Big Give meaning all donations to Ask Eve, our nurse-led cancer information service, were doubled during the campaign period.

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Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity for the purposes of the Companies Act. The Board sets the strategic direction of the Charity ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2023 this figure was £0.

There are two Committees which make recommendations to the Board: the Finance & Audit Committee and the Research Committee.

The purpose of the Finance & Audit Committee is to ensure that a strategic approach is taken in the areas of finance, risk, audit, remuneration and other operational areas. The Finance & Audit Committee is comprised of at least four members, all of whom are Trustees, who give detailed consideration, on behalf of the Board, to these matters.

The Research Committee provides scientific research advice and works on the recommendations of the external Research Advisory Committee for new funding decisions. These recommendations are viewed in light of the charity's mission, charitable objectives and financial position, and the committee makes recommendations and provides advice to the Board of Trustees.

The Charity had one 100% owned subsidiary company in the year. Eve Appeal Limited is a trading company that distributes its profits under Gift Aid to the Charity.

In 2021, in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter has gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH which will be taking forward innovative diagnostic tests which are at an early stage of development. Any profits arising from the venture will be fed back into academic medical research programmes. In 2023 Sola Diagnostics GMBH had yet to make a profit.

Trustee appointment, induction and training

Trustees are appointed in accordance with the Memorandum and Articles of Association, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications and experience, to make a contribution to the pursuit of the objects or the management of the Charity.

Trustees and staff consider the skills gaps formed by departing Trustees and both openly advertise

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for and nominate appropriate individuals with skills to match before recommendation to Board for appointment. References are taken before appointment is formalised and prospective Trustees are then proposed and appointed at the AGM.

The Charity undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers and duties of the Trustees and information about day-to-day running of The Eve Appeal. Key documents are provided, such as the Memorandum and Articles of Association, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Prospective Trustees may also attend relevant Trustee meetings as an observer as part of the induction process alongside introductions to key people and places. Trustees continue to be supported through ongoing training, with skills requirements regularly reviewed.

The Trustees who served in the period under review were:

Melanie Richards CBE	(Chair of Trustees) (Resigned, 07/02/24)
Jenny Leonard	(Resigned 17/11/2023) (Chair, Finance & Audit Committee)
Tamara Box	(Appointed 01/07/2020)
Sarah Clark	(Appointed 04/11/2019)
Ian Drew	(Appointed 29/09/2016)
Dr Christine Ekechi	(Appointed 26/10/2020)
Dr Ian Jacobs	(Appointed 29/05/2022)
Sidonie Kingsmill	(Resigned 25/01/24)
Sarah Morris	(Appointed 19/12/2019)
Marion O'Hara	(Appointed 27/10/2021)
Cathy Pittham-Wiley	(Appointed 04/11/2019)
Kathleen Pritchard	(Resigned 20/02/2023)
Dr Adam Rosenthal	(Appointed 26/10/2020)
Sally Bailey	(Appointed 18/10/2023)
Dee Brecker	(Appointed 18/10/2023)
Emma Dean	(Appointed 18/10/2023)

Declaration of Interests

All Trustees and staff are required to declare their interests, and any payments (including, but not limited to, benefits in kind such as gifts, hospitality shopping/travel concessions, preferential treatment, etc) received in connection with their role in The Eve Appeal where such interests would, or might, conflict with, or otherwise influence their decision-making in respect of the Charity's activities.

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Staff

A Senior Management Team comprising the Chief Executive, the Fundraising Director, the Head of Finance and Head of Programmes allows for distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The CEO has particular responsibility for issues relating to governance and for the financial management of the organisation.

The Eve Appeal has 21 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

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Volunteers and Advocates

Volunteers form a vital part of The Eve Appeal's operations; from our dedicated fundraisers holding bake sales or sporting events, to those who help staff at larger events like Festival of Carols or assist with day-to-day tasks in the office over a busy period. Those affected by gynaecological cancers and their loved also play a vital role in adding their voice, their stories and their experiences to our work and events. As a small charity, these supporters make a real difference to our achievements throughout the year.

The Eve Appeal continues to benefit from the voluntary efforts of our community of researchers, scientists and clinicians, who willingly give up their time to help achieve the Charity's aims through engagement with the media.

A focus for the coming year is to enhance our 'Eve Voices' voluntary network and ensure that every person who contributes their time and expertise to Eve – whether a celebrity ambassador, a woman or loved one affected, or a clinical expert – is fully briefed, thanked and stewarded as part of the charity's mission.

The Trustees wish to extend their sincere thanks to all the volunteers who have supported The Eve Appeal.

Equity, Diversity and Inclusion

Being here for the people and communities who need us most, that are disproportionately affected by the gynaecological cancers and health inequalities, is a focus that runs through all our programmes.

The charity has an EDI working group and with Trustees, all policies and impact assessments have been reviewed during 2023. These policies apply to all Trustees, staff, service users and the public we serve. Commitment to equity and diversity are central to the work of The Eve Appeal. We will treat all people with dignity and respect, valuing the inclusion of all. We will promote equality of opportunity and diversity. We will seek to eliminate all forms of discrimination on grounds of race, gender reassignment, marriage and civil partnership, disability, sex, age, sexual orientation, religion or belief, pregnancy and maternity, and also caring responsibilities, social class, or any other factor irrelevant to the purpose in view.

We continue to take proactive steps to instil inclusivity across everything we do and make sure that all voices are amplified, all groups are listened to, represented and heard.

As part of this, we will ensure our policies and procedures are independently reviewed and fair and equal. Further we will review to ensure our research is reaching the diverse audiences we seek to serve and ensure that our communications reflect and engage all audiences. In line with the recent review of charity governance guidance, we will be actively stating the actions we take.

We will tackle social exclusion, inequality, discrimination and disadvantage. We value diversity and lived experience and understand that people from many backgrounds are currently underrepresented both within our organisation and across the communities who we support and work within the health sector and medical research. We believe these sectors are poorer for their lack of diversity and inclusivity and we take our role in changing that landscape seriously.

For this policy to be successful, it is essential that everyone is committed to and involved in its delivery. The Eve Appeal aims to embed this in all its policies, procedures, day-to-day practices and external relationships.

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Safeguarding Policy

Our safeguarding policy has been reviewed and updated during 2023 and all staff and Trustees offered training. We have a safeguarding lead Trustee and a clear escalation process in place. Safeguarding issues and concerns are notified to the Board as part of the quarterly reporting process.

The Eve Appeal believes everyone has the right to live free from abuse or neglect regardless of age, ability or disability, sex, race, religion, ethnic origin, sexual orientation, marital or gender status.

The Eve Appeal is committed to creating and maintaining a safe and positive environment and an open, listening culture where people feel able to share concerns without fear of retribution.

The Eve Appeal acknowledges that safeguarding is everybody's responsibility and is committed to prevent abuse and neglect through safeguarding the welfare of all adults involved.

The Eve Appeal recognises that health, well-being, ability, disability and need for care and support can affect a person's resilience. We recognise that some people experience barriers, for example, to communication in raising concerns or seeking help. We recognise that these factors can vary at different points in people's lives.

Safeguarding actions taken by The Eve Appeal will be consistent with the principles of adult safeguarding ensuring that any action taken is prompt, proportionate and that it includes and respects the voice of the adult concerned.

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Financial Review 2023

Transactions and Financial Position

At December 2023 year end, we reported a surplus of £362,326 in unrestricted reserves to carry forward into 2024. This surplus comprises funds of £182,326 above our agreed operating reserves level of £180,000.

In 2023 we introduced a Research Fellowships Programme, supporting our legacy programme with Prof. Martin Widschwendter, as well as holding a research open call. We have an ambitious programme for 2024 grant awards.

Ending 2023 with substantial unrestricted reserves places The Eve Appeal in a position to meet our award ambitions.

In summary, we begin 2024 in a cautious but stable position with £362,326 in free reserves and an overall cash balance of £928,895.

Funding

Fundraising policy Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. The legislation defines fundraising as 'soliciting or otherwise procuring money or other property for charitable purposes'. Such amounts receivable are presented in our accounts as 'donations and voluntary income'.

We confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. We have received no complaints in relation to fundraising activities.

The Eve Appeal is funded principally by voluntary donations from individuals and community groups who continue to support our work and mission. Corporate sponsorship and donations also account for a significant proportion of our funding. Without this support we would not be able to operate, and we are incredibly grateful for every penny that is donated.

Risk Management

The Trustees have assessed the major risks to which The Eve Appeal is exposed and are satisfied that systems are established to mitigate the Charity's exposure to those risks. These risks are detailed on the Risk Register for The Eve Appeal, with information on the current practice and strategy used to mitigate the risk. The Register is reviewed quarterly by Trustees.

The current Risk Register pays particular attention to the risks around the impact of the pandemic and the on-going economic crises on income and operations, research not reaching intended objectives, fundraising targets being missed, loss of key individuals, IT failure (including cyber security risk) and incorrect information being provided on a health issue.

The integrity of medical information provided by the Charity is managed by agreed peer-reviewed protocols, with information standards applied across all materials and channels.

A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular

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financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Reserves Policy

The 2023 annual review of the reserves policy determined that no adjustment was required to the figure as set in 2022 of £180,000. This figure is set by the Board as a target of holding £180,000 in free reserves. This target is based on the contingency for wind up funds, calculated to satisfy all the Charity's liabilities in the event of closure. In real terms, £180,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants.

The Board will continue to review the reserves policy annually to ensure it remains appropriate to the needs of the Charity in the context of the economic climate.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the Charity is well placed to manage operational and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding. As a member of the Association of Medical Research Charities, we have developed a strategy and funding decision-making processes that meet strict awarding criteria and review, and recommendations are made by independent experts in the research field.

Statement of Trustees' Responsibilities

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

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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:

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- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP (FRS 102);
- 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;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and 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, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). 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.

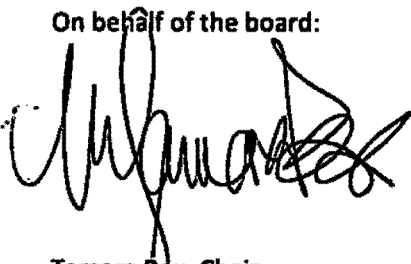
In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware;
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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 United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board:

A handwritten signature in black ink, appearing to read 'Tamara Box', written over a horizontal line.

Tamara Box, Chair

Date: 1st May 2024

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2023 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 group's and the parent charitable company's affairs as at 31 December 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011.

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 annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

information. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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' annual report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' annual 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 group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's 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; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 34, 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

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

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 group and parent 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 group or parent 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

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Section 151 of the Charities Act 2011 and report to you in accordance with regulations made under those Acts.

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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report.

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.
- We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks 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 to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation;
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance;
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance;
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations;

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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; and to the Charity's Trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which 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 any party other than the charitable company, the charitable company's members, as a body, and the Charity's Trustees, as a body for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders, FCCA, DChA (Senior Statutory Auditor)

for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

6th Floor
9 Appold Street
London
EC2A 2AP Date:

Date: 24 May 2024

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

**Independent Auditors Report to the Trustees of
Gynaecology Cancer Research Fund
Consolidated Statement of Financial Activities (incorporating an
income and expenditure account) for the year ended 31 December 2023**

	Notes	Unrestricted	Restricted	2023	2022
Income					
Donation and legacies	3	915,249	325,956	1,241,205	1,514,513
Other trading activities	4	87,901	-	87,901	78,321
Investment Income		15,474	-	15,474	4,780
Other Income		278	-	278	-
Total		1,018,902	325,956	1,344,858	1,597,614
Expenditure					
Raising Fund	6,7,9,10	594,006	750	594,756	519,514
Charitable activity	8,9,10	667,337	338,187	1,005,524	1,136,282
Total		1,261,343	338,937	1,600,280	1,655,796
Net Income/Expenditure		(242,441)	(12,981)	(255,422)	(58,182)
Transfers between funds	20,21	6,756	(6,756)	-	-
Net Movement in funds		(235,685)	(19,737)	(255,422)	(58,182)
Reconciliation of Funds					
Total funds brought forward		598,011	339,198	937,209	995,391
Total funds Carried forward		362,326	319,461	681,787	937,209

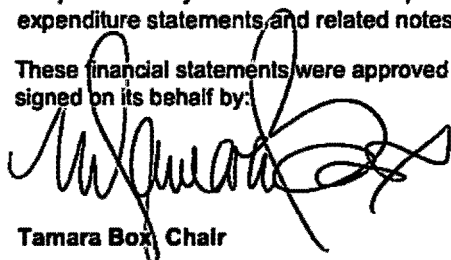
All the above amounts relate to continuing activities.

**Independent Auditors Report to the Trustees of
Gynaecology Cancer Research Fund
Consolidated and Charity Balance Sheet as at 31 December 2023**

	Notes	Group 2023 £	2022 £	Charity 2023 £	2022 £
Fixed assets					
Intangible fixed assets	15	3,461	4,260	3,461	4,260
Tangible fixed assets	16	17,981	12,171	17,981	12,171
Investment	17	7,431	7,431	7,432	7,432
		<u>28,873</u>	<u>23,862</u>	<u>28,874</u>	<u>23,863</u>
Current assets					
Stock		-	250	-	250
Debtors	18	191,025	286,431	180,863	308,920
Cash at bank and in hand		928,895	1,074,607	841,477	976,899
		<u>1,119,920</u>	<u>1,361,288</u>	<u>1,022,340</u>	<u>1,286,069</u>
Creditors: Amounts falling due					
	19	<u>(467,006)</u>	<u>(447,941)</u>	<u>(455,056)</u>	<u>(444,940)</u>
Net Current Assets		<u>652,914</u>	<u>913,347</u>	<u>567,284</u>	<u>841,129</u>
Net Assets		<u>681,787</u>	<u>937,209</u>	<u>596,158</u>	<u>864,992</u>
Funds					
Restricted		319,461	339,198	319,461	339,198
Unrestricted funds		362,326	598,011	276,697	525,794
Total Funds		<u>681,787</u>	<u>937,209</u>	<u>596,158</u>	<u>864,992</u>

As permitted by S408 of the Companies Act 2006, the Company has not presented its own income and expenditure statements and related notes.

These financial statements were approved by the Board of Trustees and authorised for issue on 1 May 2024 and were signed on its behalf by:



Tamara Box, Chair

Company No. 4370087

**Independent Auditors Report to the Trustees of
Gynaecology Cancer Research Fund
Consolidated Statement of Cash Flows for the year ended 31
December 2023**

	2023	2022
Cash flows from operating activities		
Cash provided by operating activities	(151,812)	5,670
Cash flows from investing activities		
Interest income	15,474	-
Purchase of tangible fixed assets	(9,384)	(6,535)
Purchase of intangible fixed assets	-	-
Purchase / acquisition of investments	-	-
Net cash used in investing activities	6,090	(6,535)
Change in cash and cash equivalents in the period	(145,722)	(683)
Cash and cash equivalents at 1 January 2023	1,074,607	1,075,290
Cash and cash equivalents at 31-Dec-23	<u>928,885</u>	<u>1,074,607</u>
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) for the period	(255,422)	(58,182)
Adjustments for:		
Investment income	(15,474)	-
Depreciation	3,564	6,666
Amortisation	799	799
Decrease/(Increase) in stock	250	950
Decrease/(Increase) in debtors	95,406	(76,238)
(Decrease)/increase in creditors	19,065	131,675
Net cash provided by/used in operating activities	<u>(151,812)</u>	<u>5,670</u>
Analysis of cash and cash equivalents and net debts		
Cash in hand and at bank		
Opening balance	1,074,607	1,075,290
Cash-flows	(145,722)	(683)
Closing balance	<u>928,885</u>	<u>1,074,607</u>

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2023

1 GENERAL INFORMATION

Company information

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612) and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is The Eve Appeal, 10-18 Union Street, London, SE1 1SZ

2 ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company.

Monetary amounts in these financial statements are rounded to the nearest £1.

The Trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

(b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the current economic uncertainty and have reduced the risk with income spread across different stream of activity.

Having reviewed forecasts prepared by management the Trustees are confident that the Charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

(c) Group Financial Statements

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2023.

(d) Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. Designated funds are unrestricted funds which are earmarked for a particular purpose.

Restricted funds are funds subject to specific restrictions imposed by the donors.

e) Income

Income represents amounts receivable by the Charity during the year from all sources. All income is included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2023

Legacies are accounted for when the Charity has entitlement, receipt is probable and the amount is measurable. Donations are accounted for on a receivable basis. Other trading activities are accounted for on a receivable basis and in the year to which they relate.

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

(f) Expenditure & VAT

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT.

Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its objectives. It includes both costs that can be allocated directly to such activities and the costs of an indirect nature as necessary to support them.

Costs of raising funds comprise fundraising costs and the costs incurred in the subsidiary trading activities. Fundraising costs include advertising, producing publications, printing and mailing fundraising materials, associated staff costs and an appropriate allocation of support costs.

Support costs are those costs incurred in support of the Charity's primary objectives and are allocated on the basis of staff time spent on those objectives.

Governance costs are those costs relating to compliance with constitutional and statutory requirements and the structure and governance review and are allocated on the basis of time spent overseeing the relevant activities.

(g) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment.

Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Fixtures and Fittings 25% on cost

(h) Intangible Fixed Assets and Amortisation

Intangible Fixed assets are recorded at cost less amortisation and impairment.

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Trademarks 10% on cost

(i) Investments

Unlisted investments comprise the following:-

- investments in subsidiaries which are measured at cost less impairment
- investments in a joint venture acquired in the year under review.

Under the charity SORP this is measured using the equity method of accounting.

The equity method of accounting requires the associate to be initially recognised at its cost (the transaction price paid), including any cost incurred making the investment (transaction costs).

Using the equity method, the carrying amount of an investment in an associate is subsequently adjusted through the SoFA to reflect the investing charity's share of the associate's results. The carrying amount thereby reflects the investor's share of the post acquisition change in the net assets of the associate.

**Gynaecology Cancer Research Fund
Notes to the Financial Statements
For the Year Ended 31 December 2023**

(j) Stock

Stock principally consists of artwork donated by artists and is valued at the lower of cost and net realisable value. Artworks provided by artists are recognised in the financial statements at their anticipated sales price, less anticipated cost of sales and any subsequent impairment.

(k) Cash and cash equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short-term deposits which have a maturity period of 3 months or less and are not subject to significant risk of changes in value.

(l) Tax Status

Gynaecology Cancer Research Fund (Limited by Guarantee) is a registered company, number 04370087 and is exempt from corporation tax under the provisions of Sections 466-493 of the Corporation Taxes Act 2010.

(m) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease on a straight-line basis.

(n) Pensions

The Charity operates a defined contribution pension scheme. The contributions to the defined contribution scheme are charged to the Statement of Financial Activities as they become payable.

(o) Financial Instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value. The Charity does not have any bank loans.

(p) Significant Accounting Estimates and Judgements

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:

(i) Gifts in kind

Gifts in kinds are recognised within incoming resources and expenditure at an estimate of the value to the Charity of the donated services or goods. Where possible the value of services/goods are confirmed directly with the supplier however in some instances this information is not available and a best estimated is made of the expected cost of such goods based on what the Charity would be willing to pay for similar services or goods at a market rate.

(ii) Grant creditors

In the year ended 30/06/2019 year the Trustees considered the treatment of the recognition of grant creditors falling due within one year and after one year and have adopted a better estimation of creditors falling due within one year.

As a result, a prior year adjustment was raised in the year ended 30/06/2018 to align the change in treatment of the comparatives with the current year.

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

3. Income-Donation and Legacies	2023		£	2022
	Unrestricted	Restricted		£
Individual giving	300,484	27,705	328,189	334,157
Community	319,828	39,043	358,871	353,948
Trusts and foundations	12,292	225,408	237,700	266,761
Major donors	22,871	14,800	37,671	91,598
Corporate	89,278	19,000	108,278	51,030
Legacies	55,870	-	55,870	202,526
Gifts in Kind	114,626	-	114,626	214,493
Total	915,249	325,956	1,241,205	1,514,513

In 2023 £880,855 (2022: £1,136,282) of donations and legacies related to unrestricted funds and £325,956 (2022: £378,231) was attributable to restricted funds. Income from donations and legacies includes donated services worth £77,958 (2022: £214,493).

4. Income - Income From Trading Activities

	2023		£	2022
	Unrestricted	Restricted		
Community				6,104
Trading subsidiary (see note 17)	87,901	-	87,901	72,217
Total	87,901	-	87,901	78,321

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

5. ANALYSIS OF EXPENDITURE

	Direct Cost	Support Cost	Governance Costs	Total 2023
Expenditure on raising funds (Note 6 and 7)	495,588	80,336	18,832	594,756
Expenditure on charitable activities (Note8)	850,379	126,894	28,249	1,005,522
Charity Expenditure on raising funds	1,345,967	207,230	47,081	1,600,278
Consolidated	1,345,967	207,230	47,081	1,600,278

	Direct Cost	Support Cost	Governance Costs	Total 2022
Expenditure on raising funds (notes 6 and 7)	404,461	98,347	16,706	519,514
Expenditure on charitable activities (note 8)	963,376	147,846	25,060	1,136,282
Charity Expenditure on raising funds	1,367,837	246,193	41,766	1,655,796
Consolidated	1,367,837	246,193	41,766	1,655,796

Expenditure relating to raising funds in 2023 was £594,006 unrestricted (2022: £517,818) and £751 restricted (2022: £1,696). Expenditure on charitable activities in 2023 was £667,336 unrestricted (2022: £732,476) including donated services worth £114,626 (2022: £214,493) and £338,186 from restricted (2022: £403,806).

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	Unrestricted	Restricted	2023	2022
Individual giving	47,870	313	48,183	41,628
Community	72,777	335	73,112	89,744
Legacies	3,264	-	3,264	-
Trusts and foundations	727	-	727	4,891
Major donors	279	102	381	3,941
Corporate	16,152	-	16,152	7,123
Central	353,768	-	353,768	249,149
	494,837	750	495,587	396,476

7. DIRECT COSTS OF TRADING ACTIVITIES

	Unrestricted	Restricted	2023	2022
Community	-	-	-	7,985
	-	-	-	7,985

TOTAL DIRECT COSTS OF RAISING FUNDS

495,587 404,461

All staff costs (including salaries) relating to Direct Costs of Raising Funds have been allocated this year to Central costs (note 6).

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	Unrestricted	Restricted	2023	2022
Research grants (note 11)	152,528	96,333	248,861	367,492
Ask Eve - Nurse-Led Information Service	38,204	38,572	76,776	77,603
EWP-DHSC	(344)	182,619	182,275	
Information & Awareness	217,870	14,281	232,151	303,788
Research	48,969	-	48,969	
Gifts in kind	61,349	-	61,349	214,493
	518,576	331,805	850,381	963,376

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

9. DIRECT COSTS OF GOVERNANCE

	Unrestricted	Restricted	2023	2022
Group - Audit fees	16,679	-	16,679	14,629
Group - Non audit fees	-	-	-	-
Directors Indemnity Insurance	1,157	-	1,157	389
Insurance	1,356	-	1,356	275
Trustee costs	72	-	72	972
Staff and contractor costs	27,738	-	27,738	25,501
Other costs	79	-	79	-
	47,081	-	47,081	41,766

10. ANALYSIS OF SUPPORT COSTS

	Unrestricted	Restricted	2023	2022
Rent, service charge and utilities	11,961	1,683	13,644	18,994
Insurance	(77)	383	306	2,863
IT, phone and internet	31,122	4,123	35,245	40,476
Staff and contractor costs	139,282	-	139,282	127,178
General corporate services	18,560	193	18,753	36,876
Research administration	-	-	-	19,806
	200,848	6,382	207,230	246,193

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	Unrestricted	Restricted	2023	2022
University College London	160,393	6,633	167,026	188,405
Imperial College London	-	-	-	90,000
University of Birmingham	-	89,700	89,700	87,262
Grant commitments reclaimed	(7,866)	-	(7,866)	1,825
	152,527	96,333	248,860	367,492

12. STAFF COSTS

	2023	2022
Wages and salaries	722,927	505,594
Social security costs	69,819	51,271
Staff pensions	27,653	18,614
	820,399	575,479
Cost of contracts	71,499	136,335
Total staff costs	891,898	711,814

The number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the year were:

	2023	2022
£60,000 - £69,999	-	1
£70,000 - £79,999	1	-
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1

Average Staff Numbers:

Charitable activities	11	10
Fundraising and support	9	6
	20	16

The key management personnel of the parent charity comprises the Trustees, the Chief Executive, the Director of Fundraising, the Head of Programmes and the Head of Finance. The total employee benefits of the key management personnel in the year were £277,417 (2022: £219,902).

13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2022: none).

During the year £1,157 (2022: £389) was paid in respect of Trustees Indemnity Insurance.

No Trustees claimed for any expenses during the year (2022: none).

14. NET MOVEMENT IN FUNDS

	2023	2022
Net movement in funds is stated after charging:		
Auditor's remuneration - current year	15,579	16,704
Amortisation	799	799
Depreciation	8,011	6,666
Amounts payable under operating leases:		
Land and Buildings	46,765	57,440

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks £
Cost at 31 December 2023	7,988
Amortisation	
At 1 January 2023	3,728
Amortisation	799
At 31 December 2023	<u>4,527</u>
Net book value at 31 December 2023	<u>3,461</u>
Net book value at 31 December 2022	<u>4,260</u>

16. Tangible Fixed Assets

	Fittings and Equipment £
Cost	
At 1 January 2023	103,654
Additions	9,384
Disposals	
At 31 December 2023	<u>113,038</u>
Depreciation	
At 1 January 2023	87,046
Charge for the year	8,011
Depreciation on disposals	
At 31 December 2023	<u>95,057</u>
Net Book Value	
At 31 December 2023	<u>17,981</u>
At 31 December 2022	<u>16,608</u>

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

17. INVESTMENTS HELD AS FIXED ASSETS - Charity

	2023	2022
Shares in Subsidiary Undertakings at cost	1	1
Shares in Joint Venture at fair value	7,431	7,431

Joint Venture

The Charity has a share in Sola Diagnostics GmbH, an Austrian company. Shares (which will decrease over time) were gifted to the Charity from Professor Martin Widschwendter.

The carrying amount of the investment was £7,431 at the year end, which is deemed to be its fair value.

Subsidiary

The Charity has a wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through trading activity including cause related marketing and sales of goods. The company pays its profits under Gift Aid to the Gynaecological Cancer Research Fund.

A summary of its trading results (included within "Other trading activities") for the period ended 31 December 2023 is as follows:

Profit and Loss	2023	2022
Turnover	87,900	73,092
Administration expenses	(2,270)	(875)
Net profit before tax	85,630	72,217
Taxation	-	-
Net result	85,630	72,217

Profit and loss reserve		
Brought forward at 1 January	72,217	26,653
Net result in period	85,630	72,217
Distribution to Gynaecology Cancer Research Fund	(72,217)	(26,653)
Carried forward at 31 December	85,630	72,217

Summary Balance Sheet

Current Assets

Debtors	28,339	273
Cash at bank and in hand	87,420	97,709
Total current assets	115,759	97,982

Current liabilities

Creditors - amounts falling due within one year	30,129	25,764
Net current assets	85,630	72,218
Total assets less total liabilities	85,630	72,218

Capital and reserves

Share capital	-	1
Profit and loss accounts	85,630	72,217
Total	85,630	72,218

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

18. DEBTORS

	Group		Charity	
	2023	2022	2023	2022
Trade Debtors	34,239	7,773	5,896	7,500
Amounts owed by group undertakings	-	-	18,181	22,763
Prepayments and accrued income	146,163	271,040	146,163	271,040
Other debtors	10,623	7,618	10,623	7,617
	191,025	286,431	180,863	308,920

19. CREDITORS

	Group		Charity	
	2023	2022	2023	2022
Grants payable	418,838	388,808	418,838	388,808
Trade Creditors	15,631	34,334	9,021	34,334
Accruals	20,450	16,919	15,250	13,919
Taxation and social security	160	6,235	20	5,109
Other Creditors	11,927	1,645	11,927	2,770
	467,006	447,941	455,056	444,940

20. UNRESTRICTED FUNDS - GROUP

	At January 2023	Income	Expenditure	Transfers	At 31 December 2023
General funds	418,011	1,018,902	(1,261,343)	6,756	182,326
Emergency fund	180,000	-	-	-	180,000
	598,011	1,018,902	(1,261,343)	6,756	362,326

Emergency Fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants. Further information on this and the rationale for this can be found in the reserves section of the Trustee Report.

Transfers

There was an unrestricting residual balance on NE London Cancer Alliance – Womb Cancer Awareness -this was transferred to Unrestricted Reserves.

UNRESTRICTED FUNDS – CHARITY

	At January 2023	Income	Expenditure	Transfers	At 31 December 2023
General funds	345,794	1,005,490	(1,261,343)	6,756	96,697
Emergency fund	180,000	-	-	-	180,000
	525,794	1,005,490	(1,261,343)	6,756	276,697

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

21. RESTRICTED FUNDS – CHARITY AND GROUP

	At January 2023	Income	Expenditure	Transfers	At 31 December 2023
Ask EVE	-	113,162	(38,158)	(75,004)	-
Small Cell Cancers	-				-
BRCA Protect	6,633			(6,633)	-
BRCA Research	14,104	1,891	-		15,995
Computational Biology Team	2,250			(2,250)	-
Vulval Cancer	-	872	(15)	(857)	-
Awareness	4	2,081	(5)	76,013	78,093
Know Your Body (formerly known as Every Girl Promise)	1,977		(968)	(1,009)	-
HPV Resource	678				678
e-learning Vulval Cancer Resource	-	6,000	(6,000)		-
Extension of Ask Eve - South Asian Communities	6,349		(6,349)		-
Rare Gynaecological Research	114,515	40,567	(72)	(88,843)	66,167
Ovarian Cancer Research	56,204	4,114	(73)		60,245
Lynch Syndrome Guide	-				-
UCL Strategic Research Funding	-	10,500	(6,633)	8,883	12,750
Every Woman Promise	129,701	126,709	(189,524)		66,886
NE London Cancer Alliance - Womb Cancer Awareness	6,783		(27)	(6,756)	-
Ourreach		20,000	(1,413)		18,587
Fellowships		60			60
Vulval Risk Prediction			(89,700)	89,700	-
	339,198	325,956	(338,937)	(6,756)	319,461

Transfers

The Every Girl education and information programme has closed and remaining funds moved into awareness activity focussed on same audience

The computational programme has been concluded and the programme of research continues through the UCL strategic research programme

The Vulval Cancer programme has concluded and the remaining funds moved to the Rare Gynae Fund where further vulval research has been awarded.

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

Restricted Funds

Ask Eve: The nurse led information service providing free, confidential, gynae information via phone or email.

BRCA Protect: The programme aims to identify the mechanisms of cancer development, understand its causes and test potential ways of preventing gynaecological cancer development. The focus of the programme is understanding why those in high-risk groups who carry mutated genes develop cancer.

BRCA Research: Several of our research programmes have a strong focus on the BRCA gene mutation to early detect or prevent ovarian and breast cancer – for example BRCA PROTECT, BRCA UNITE and GCaPPS.

Computational Biology Team: Our programmes require a substantial computational biology, statistics and bio-informatics which are central to our research.

Vulval Cancer: Vulval cancer is one of the rarer gynaecological cancers with just over 1,000 cases in the UK diagnosed each year. Increased awareness of the signs and symptoms of vulval cancer are essential to ensure that women see their GP as soon as they notice something not right for them and to keep going back if it continues.

Awareness: This fund is restricted to raising awareness of gynaecological cancers and communication work around certain campaigns such as Get Bleeding Checked.

eLearning Vulval Cancer Resource: This fund is the ongoing website hosting for the Royal College of GPs Project.

Know your Body (formerly know as Every Girl Promise): This fund is an outreach programme to work with schools about gynaecological health. This is funded by ICAP but has been delayed by the global pandemic.

HPV Resource: This project works to embed a deeper and more nuanced public understanding of HPV, seeking to reduce disease risk, promote preventative behavioural change, and improve patient outcomes for HPV and related diseases across the board.

Extension of Ask Eve – South Asian Communities: Tailored information provision and community education to improve gynaecological health outcomes. The project will evaluate and address the needs of three key audiences: South Asian women, economically deprived communities, and older women aged 50+.

Rare Gynaecological Cancer Research: Less than 5% of the 21,000 women diagnosed with gynaecological cancer in the UK are diagnosed with a rare form. The low number of new cases of these rarer cancers mean individual doctors are unfamiliar with symptoms, too often resulting in a late diagnosis, with treatment that may not be optimal for the disease type and subsequent progression of the disease. More research is needed to advance and improve the early diagnosis and prevention rare gynaecological cancers.

Ovarian Cancer Research: In the UK nearly 7,500 people are diagnosed with ovarian cancer every year. The symptoms are not always obvious, and it is often diagnosed in a late stage. Research into early detection, risk prediction and prevention is needed.

UCL Strategic Research Funding: focusing Prof Widschwendter's research continuing at UCL. The Clinical Assessment & Work up of the WIDqEC test in women at high risk for Endometrial (Womb)Cancer.

Every Woman Promise: This project supports and educates women in the workplace, to report symptoms and seeks advice on gynaecological health issues and makes employers aware of the issues. The aim is to both improve the health chances for each woman but also to improve the corporate environment, through engagement at a corporate ownership and management level.

Gynaecology Cancer Research Fund

For the year ended 31 December 2023

NE London Cancer Alliance, Womb Cancer Awareness: Working with the NHS to deliver 12 awareness sessions across north east London to increase the awareness of signs and symptoms of womb cancer amongst women. The project will primarily focus on areas where there is a large Black African, Black Caribbean or South Asian population, but will be available to all women regardless of ethnicity, sexual orientation or other protected characteristic.

Outreach: This fund is separating out our outbound and inbound work as part of Ask Eve.

Fellowships: This fund is a new programme funding early stage researchers.

Vulval Risk Prediction: This fund is for the rare gynaecology project, it is a new research project.

More information on the research can be found in the research review on page 13 and on the Ask Eve service on page 16 of the Trustee Report.

22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022
Fixed Assets	28,873	-	28,873	23,862
Current Assets	800,459	319,461	1,119,920	1,361,288
Creditors: amounts falling due within 1 year	(467,006)	-	(467,006)	(447,941)
	362,326	319,461	681,787	937,209

23. LEGAL STATUS OF THE CHARITY

The Charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 14 (2022:13).

24. ULTIMATE CONTROLLING PARTY

Eve Appeal Limited is a wholly owned subsidiary of Gynaecology Cancer Research Fund, which is the ultimate controlling party.

The Ultimate controlling party of Gynaecology Cancer Research Fund are the Trustees.

25. RELATED PARTY TRANSACTIONS

During the year under review, the Charity received income totalling £20,254 in donations from 7 Trustees, both current and resigned in the period, including partners (2022: £32,298 from 15 Trustees including partners).

Reed Smith LLP provided pro bono legal services to the charity in the year totalling £14,989.35 (2022: £70,138). Tamara Box, a partner in Reed Smith LLP is also a trustee of the charity.

26. COMMITMENTS UNDER OPERATING LEASES

The group and Charity had the following future minimum lease payments under non-cancellable operating leases:

	Group		Charity	
	2023	2022	2023	2022
Land and buildings:				
Within one year	10,675	10,675	10,675	10,675
Between one year and five years	36,090	42,700	36,090	42,700
After five years	-	4,065	-	4,065
	46,765	57,440	46,765	57,440

Accounts

Gynaecology Cancer Research Fund

Annual Report and Accounts for the year ended

31 December 2022



Company Registration Number: 04370087

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

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Legal and Administrative Information

Charity Name

Gynaecology Cancer Research Fund – operating as 'The Eve Appeal'

Trustees

Melanie Richards CBE	(Chair of Trustees)
Jenny Leonard	(Chair, Operations Committee)
Tamara Box	
Sarah Clark	
Ian Drew	
Dr Christine Ekechi	
Dr Ian Jacobs	(Appointed 29/05/2022)
Sidonie Kingsmill	
Sarah Morris	
Marion O'Hara	
Cathy Pittham-Wiley	
Kathleen Pritchard	
Dr Adam Rosenthal	

Chief Executive

Athena Lamnisos

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Registered Company Number: 04370087

Principal Office of Charity and Registered Office

The Eve Appeal, 10-18 Union Street, London, SE1 1SZ

Auditor

Moore Kingston Smith LLP, 9 Appold Street, London, EC2A 2AP

Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

Scottish Widows Bank, 67 Morrison Street, Edinburgh, EH3 8YR

Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

Solicitors

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Reed Smith, Broadgate Tower, 20 Primrose St, London, EC2A 2RS

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

From the Chair of Trustees

We have continued to invest in our mission to understanding how cancer develops and stopping it before it has a chance to start. Our Trustees and staff team worked collaboratively to review our past strategy and its impact to create a new strategic plan for the next three years. Moving closer to a future where gynaecological cancers are diseases of the past are at the heart of it.

The lion's share of our funding as a charity supports innovative medical research. The awards that we have made to support the development of a revolutionary screening tool that may predict the risk of developing four different cancers continues. We are expecting two new research papers this year alongside some exciting extension research in endometrial cancer detection. As part of our new research strategy we have put investing in the inspiring, aspiring and ambitious researchers of the future at its heart. Our history has seen us support the development of the careers of many talented individuals and we want to play our part in growing the future cohort of talent, with a focus on building programmes and careers in early diagnosis and prevention of gynae cancers. My Trustees and I are very proud that we will be launching our first Eve Appeal Research Fellowships programme in 2023 to this end.

Our research made exciting progress with papers published on advances in the early diagnosis of womb cancer, and really significantly, the development of a less invasive test to detect it. Making strides that make screening and diagnosis easier, less uncomfortable and more accurate is something that's very important to patients, reducing their anxiety about going through tests. We closed 2022 with the fantastic news that the ambition that we have for taking our message about cancer prevention would be brought into the workplace through a scaled up roll-out of our Every Woman Promise programme. The award of a three-year grant from the Department of Health and Social Care was testimony to our vision of mainstreaming gynaecological cancer awareness.

We are proud of the work that we have done through Ask Eve, our nurse-led information service and through the launch of our first education programme, to reach communities who need health information most but who are often left out of the conversation. We have formed partnerships with a number of fantastic communities and co-produced information and resources tailored to their needs on gynaecological health.

We have also made our services more accessible to all. Translation services are in place for Ask Eve – so any question, whether by email or telephone, can be answered in the language which suits the needs of the enquiry. We have also created a suite of resources in Easy Read for people affected by learning disabilities. This is a huge audience and one who are often left out when it comes to tailored health information, particularly around gynaecological health and cervical screening.

The coronavirus pandemic resulted in delayed diagnosis and screening because of disruptions to services and it impacted on peoples' health seeking behaviour as they protected GPs precious time. The news headlines as we come into 2023 are filled with stories about long waiting times for both diagnostic tests and treatment. The data for gynaecological referrals tells the same story and the demands on our Ask Eve nurse service reinforce this. We are experiencing a higher demand on our service than ever before with a 24% increase in contact to the service, with questions ranging from people concerned about symptoms to inherited risk.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

The pandemic brought with it uncertainty and challenge for our voluntary fundraising programmes. The current economic climate presents new challenges and is having an impact on many of those who have supported our programme and shared our ambition over many years. We want to share our thanks to those donors and partners who have helped us not just meet but exceed our fundraising objectives in the past year and for their continued support into the future. None of what we achieve would be possible without each and every one of our donors and strategic partners and their continuing efforts and generosity. We are so grateful.

I would also like to thank each and every one of the dedicated, ambitious and capable leadership team and staff at Eve, my Board of Trustees who continue to give their valuable time and commitment and the truly world-class teams of researchers we fund.

On behalf of The Eve Appeal, heartfelt thanks.

A handwritten signature in blue ink, reading 'Melanie Richards'.

Melanie Richards CBE, Chair

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

From the Chief Executive

As we enter 2023, so many of us are facing challenges and health services are no exception. Never has the continuing commitment of our donors and partners been more important and more appreciated. Investing in research progress takes many years and steadfast support, and we are lucky to count our supporters who stand shoulder to shoulder with us.

As a medical research charity, we play an important role in the research pipeline and provide a vital role in making the UK a world leader in science and research. We do this by seed funding in the riskier, more innovative research programmes, where conventional funding is harder to come by. Since its beginnings, Eve has pump-primed world-class research that has then brought in wide scale support from other funders – the Departments of Health across England and Wales, the Medical Research Council and Cancer Research UK – amongst many. We were delighted this year when Yorkshire Cancer Research funded a clinical trial in population genetic testing and cancer prevention which arose directly from the success of a research programme in BRCA testing that we have funded since 2010. Yorkshire Cancer Research investment in this £3 million programme is testimony to not only their vision but the important groundwork we lay and the impact that we can have in driving research funding.

Many audiences outside the 'mainstream' are often described as 'hard to reach'. What we have found through scoping, research, analysis of information gaps and speaking to the audiences themselves, is that they are much more accurately described as 'hardly reached'. We have made this central to all workplans. It is embedded in our strategic priorities to address health inequalities in gynaecological cancer information, and ensuring we reach audiences and communities who need us most and who are facing a lack of services, information and support in looking after their health.

We are committed to making sure that The Eve Appeal is a welcoming and inclusive charity and over the past year we put a new diversity, equity, and inclusion plan in place to help us to reach and support everyone impacted by gynaecological cancers. Plans for the next year have co-production, working alongside community organisations and other expert organisations, in reaching audiences who are most in need of health information. We have worked alongside a number of partners this year to produce tailored resources for those who are all too often left behind in conversations about health. This has included working with learning disability charity Mencap, support organisation for those affected by sexual violence, The Survivors Trust, young persons' sex education and health organisations Brook and the PHSE Association, along with a host of local community organisations. There is much to do to reach our ambition of making gynaecological cancers diseases of the past and we certainly can't do it alone.

We imagine a future where people are no longer affected by gynaecological cancers. The next three years will take us further towards that goal with a strategy and plan for 2023–5 which shows ambition, leadership and innovation.

To the many people who pulled together over the past year to support us, thank you. We see the pressures that you are facing and will ensure that we continue to support health services with support across research, information provision and signposting and of course, through delivering Ask Eve as a direct service for those who have questions and require expert information.

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We thank all those who made generous gifts. Our work is largely funded by amazing individuals who give their fivers, tenners and often much, much more to support our work. We also thank our extremely dedicated and expert staff team for working tirelessly to support our wide community of patients and stakeholders, in continuing difficult circumstances. While we are proud of our achievements, we know there is a real opportunity to transform the way we both prevent and detect these diseases. There is much more that is needed across all five of the gynaecological cancers which remain too-little known, too-little talked about and underfunded across international research programmes.

We are a small charity but our contribution is significant – made more so by the shared purpose we hold with our donors, researchers, staff, Trustees and of course the 22,000 families affected by a new diagnosis of one of these cancers every year.

A handwritten signature in dark ink, reading 'Athena Lamnisis'. The signature is fluid and cursive, with the first name 'Athena' written in a larger, more prominent script than the surname 'Lamnisis'.

Athena Lamnisis, CEO

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

Planning for the year ahead

The pandemic created challenges and changed ways of working for every organisation and we have adapted to hybrid working, developed our Ask Eve services and moved to a different office model in response. The uncertain economic climate continues to force huge challenges upon most charities in the sector and The Eve Appeal is no exception. Through diversifying our fundraising strategy and particularly by investing substantially in digital engagement across our programmes, we have had a successful fundraising year. We have exceeded both our 2022 budget and our mid-year reforecast targets.

We have continued with the agile and adaptive approach to planning, review and refocus that we adopted at the outset of the pandemic. This response to managing and balancing risk, contingency planning, drawing on the support and experience of our Board, has proved an effective approach. We have maintained our focus on our three-year strategic plan but adapted and changed both fundraising programmes and delivery mechanisms to meet our objectives.

We undertook a strategy review during the year and have developed an exciting, ambitious and focused strategy and set of plans for the next three years.

Our planning and programme delivery during the year have included:

- Consistent and robust cost-cutting measures, which have been maintained during the year;
- Investing in fundraising programme testing, review and data analysis to ensure that we are developing programmes in the right areas and stewarding donors effectively;
- Continued pivoting of both fundraising and awareness activities from event and face to face activities to digital, engaging with both current and new supporters;
- Giving notice on our current standalone office space and moving to a new 'hub' space at the Royal College of Obstetrics and Gynaecology which will reduce costs and increase partnership working and collaboration;
- Investing in our staff team through embedding hybrid working and reviewing staff benefits and policies including our long-term sickness and absence policy;
- Recruiting Trustees with specific skill sets in financial planning and management.

Our strategy & plans for 2023:

- Assumptions for the 2023 financial year are realistic and build on learnings from 2022 successes. The plans demonstrate our commitment to a 'test, learn, implement' approach and support digital innovation across our fundraising streams;
- Our new three-year plan includes a revised research vision and strategy for investment;
- Implementation of recommendations arising from an independent review of our governance and the creation of a Research and Development Committee. This will oversee research and other charitable activities and has been implemented with a revised governance structure in place that aligns with and supports strategic priorities;
- Embedding the equity, diversity and inclusion workplan across all our activity, focusing on co-production and working with patients and other groups to ensure that everything we produce meets the needs of the communities who would benefit from our information and services;
- Launching our second open call award from a restricted fund focused on rare gynaecological cancers (sub-types where there is currently under-investment);
- Launching our first Eve Appeal Research Fellowships Plan;

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

- Continued investment in our core research programme in prevention and developing an integrated strategy with the team led by Professor Martin Widschwendter and his pan-European team;
- Continued investment in the early detection and prevention of vulval cancer through an award for a diagnostic tool;
- Launch and evaluation of the first year of our workplace Every Woman Promise programme for SMEs;
- The continued implementation of the recommendations of a review of our Ask Eve nurse service so that it reaches more people who can receive support and prioritising minoritized groups.

As a result of these activities, we begin 2023 and the new financial year in a stable but cautiously optimistic position, intently focused on continuing our vital mission and with a clear plan for what we need to achieve over the next three years.

Objects and Activities

Introduction

Founded in 1984 by Professor Ian Jacobs, The Eve Appeal raises awareness and funds research into the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 60 women are diagnosed with a gynaecological cancer and 21 will die.

Improving these grim statistics will take targeted investment in preventative research, but only 5% of UK cancer funding research goes on prevention¹ and a tiny percentage of the total on the gynaecological cancers. One in three people can't name a gynae cancer and one in four have felt not listened to in a gynae health appointment².

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £3m to research focused on developing new screening, risk prediction and early detection methods. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma, and offer a free nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 2nd February 2022), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research;
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, and their signs and symptoms, risk factors (including BRCA and inherited risks);
- To relieve the needs of women affected by the gynaecological cancers, and inherited risk factors (including genetic mutations) by providing information and support services for such women, their families, friends and health and social care professionals.

¹ World Cancer Research Fund

² Get Lippy YouGov Survey

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Aims and objectives

The Eve Appeal is the leading UK national charity raising awareness and funding research into the five gynaecological cancers.

The Charity was set up to save lives by funding ground-breaking research focused on developing effective methods of risk prediction, earlier detection and prevention for the gynaecological cancers. We have played a crucial role in providing seed funding, core infrastructure funding and project funding in addition to campaigning to raise awareness of gynae cancers.

The world-leading research that we fund is ambitious and challenging but our vision is simple:

A future where the gynaecological cancers are a disease of the past.

Public Benefit Statement

In reporting on the objectives and achievements of the Charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. The Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS102.

Achievements and Performance

Summary

The Eve Appeal exists to raise awareness and fund research into the five gynaecological cancers. We are proud of the research we have funded and the partnerships we have forged to ensure more people are aware of the signs and symptoms of the five gynaecological cancers.

Under our strategic research programme researchers published a substantial number of results in 2022. Nine new academic papers relating to the results of Eve Appeal funded projects were published in journals including Nature Communications, Journal of Clinical Oncology, Genome Biology, Genome Medicine, Clinical Epigenetics and the International Journal of Cancer.

Our nurse-led information service, Ask Eve, has continued to provide expert support to people with questions about the gynae cancers. By encouraging anyone to ask anything, Ask Eve has been actively breaking down the barriers of embarrassment and lack of knowledge that can prevent early diagnosis.

We received funding to engage with South Asian communities including translating information into four languages and to deliver outreach sessions. We took a community led approach, working with Cysters, BAME Connect, Bury Active Women's Centre and AAWAZ and have delivered 16 sessions, to over 130 women. These have been well received with positive feedback, with women feeling more 'informed' about their gynae health after the sessions. In 2023 we hope to build on this achievement.

Eve continued to expand its information and education resources and focused on children understanding their bodies in relation to gynae health. We launched our 'Know Your Body' programme working with schools in London, Manchester and Liverpool to deliver over 70 age-appropriate educational sessions, reaching over 1,200 young people. Feedback from both the young

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people and teachers involved demonstrates how clearly this resource is needed; "I only thought smoking caused cancer, so now I feel a lot more informed", "Thanks to this workshop I'm confident to take the HPV vaccine."

Over the last year, we have developed several new and existing key partnerships with other charities including The Survivor's Trust – with whom we worked with on producing two guides around screening – one for survivors of sexual trauma, and the other for medical professionals who may be screening them. In addition, we collaborated with Mencap, who have helped us translate some of our health information into Easy Read guides for people with learning disabilities, including a guide to HPV and an information and tips on cervical screening.

All of this work was made possible by our generous donors and supporters. Thank you.

Research

The Eve Appeal continues to show that in the under-profiled field of gynaecological cancer research, a small fund focused on prevention can have great impact. Laying the groundwork for transformational outcome changes for patients, this year many of our existing research programmes transition to the next phase of their research, resulting in the publication of papers and proposing changes to national policy and guidance.

Our relatively small research investments have enabled our researchers to leverage significant follow-on funds from national and international funding bodies. New awards made in the past 12 months provide the foundations of novel research that could make quicker diagnosis and ultimately improve treatment outcomes.

Membership of our Research Advisory Committee (RAC) was expanded in January 2021 to include two new lay members, and Dr Andrew Nordin stood down, after five years of service. The new committee met for the first time in October 2021.

Recommendations for new RAC members are being reviewed, to reflect the range of research activity that Eve supports. Areas of interest include translational research, pathology, non-clinical basic science, and epidemiology. Professor Iain McNeish will step down as RAC Chair in 2023 and a successor is being sought. We are grateful to Professor McNeish for his leadership and support over a number of years and grateful to all past and present members for their time and commitment.

Grants Awarded in 2022

Open Research Calls - Rare Gynaecological Cancer Call 2022

An open call focused on rare gynaecological cancers was organised for 2022, with two excellent applications approved by the RAC. Both applications went through extensive peer review and have strong potential for follow-on funding.

The first is to Professor Maria Kyrgiou of Imperial College London, who focuses on laser technology in the early detection and diagnosis of vulval precancer and cancer. The project duration is two years, with a £90K contribution from Eve.

The second project was awarded to Professor Sudha Sundar, which will focus for the next three years on characterising the steroid metabolome in mucinous ovarian cancer. Eve's contribution is £87K and the University of Birmingham Gynaecology Legacy Fund is matching this contribution.

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Strategic Research Funding: staffing and bridge funding

A research grant has been awarded to Professor Martin Widschwendter's team at University College London (UCL) to ensure the continued momentum of Prof Widschwendter's portfolio of research.

The work at UCL primarily focuses on the the WID™-qEC test. Data supporting the effectiveness of the WID™-qEC test for the early detection of endometrial cancer were published in the Journal of Clinical Oncology in August 2022. Another paper describing the use of the WID™-qEC test in early detection of both endometrial and cervical cancers, including recurrent cancers, in an observational cohort study has been accepted for publication in the International Journal of Cancer. These real-world data from a hospital setting confirm the test's performance.

Active Grants in 2022

Small Cell Ovarian Cancer Registry

The Small Cell Ovarian Cancer Registry is led by Dr William Foulkes at McGill University, Montreal. It is a collaboration between The Eve Appeal, Angela's Fund and researchers at Cambridge University and University College London. The project aims to develop an International Research Collaboration and Patient Registry, consolidating the knowledge and experience of both patients and clinicians to provide a necessary foundation for effective research into small cell ovarian cancer.

In 2021 (and as a direct result of early support for the project) we were delighted to receive news that the project had been successful in securing a large grant of \$600k from the Canadian Department of Defense, Rare Diseases fund to support the project over several years. Consequently, we have been able to redirect much of our committed grant to other vital research into rarer ovarian cancers.

Dr Foulkes has changed the focus of the remaining Eve grant and has been awarded a no-cost extension. Dr Foulkes is focusing on the assessment of the disease-causing potential of SMARCA4 variants in the context of Small Cell Carcinoma of the Ovary, Hypercalcemic Type. We are looking forward to monitoring how this research progresses.

Computational Biologist

Computational Biology funding at University of Innsbruck, provided by The Eve Appeal ensures progress can be made across the portfolio of Professor Martin Widschwendter's projects; BRCA Protect, BRCA Alliance, BRCA-UNITE, FORCEE1.

The planned Genome Medicine publication was released in June 2022 (Bartlett et al, 2022). This publication summarised data from the BRCA-UNITE sample collection which showed that daily levels of progesterone throughout the menstrual cycle were different in women with and without a BRCA1/2 alteration, raising the prospect of targeting progesterone signaling as a means of cancer risk-reduction in this population.

These data support the potential of antiprogestins, such as mifepristone, for primary prevention of breast cancers with the worst prognoses. In 2023 we are looking forward to further engagement within the researcher community to discuss the use of mifepristone for breast cancer prevention.

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Rapid Tissue Diagnosis of Endometrial Cancer

Professor Sadaf Ghaem-Maghami, Imperial College London, is funded by the Charity to lead a research programme that focuses on rapid tissue diagnosis of endometrial (womb) cancer in patients with abnormal uterine bleeding. She seeks to identify new technologies that could be employed to make the diagnosis quicker and easier.

Currently it can take two to three weeks from having a biopsy taken to getting a diagnosis from the tissue in normal clinical practice in patients attending urgent rapid access clinics. Cutting the wait time for diagnosis would reduce their time to treatment in their pathway and significantly reducing anxiety. We are expecting research papers sharing the findings in early 2023.

Discovery of biomarkers for the early detection of vulvar cancer and pre-cancer by spatially resolved gene expression

Dr Jackie McDermott, at Imperial College London, is examining samples of vulval cancer using a new technology called spatial transcriptomics, which allows researchers to measure the gene activity in specific areas of vulval tissue samples. The information will be used to build a picture of the genetic changes between normal skin, areas of inflammation, precancerous lesions and cancer, allowing the team to unpick why pre-cancer turns to cancer. This will help to identify the women at risk to prevent vulval cancer from occurring.

The data will hopefully lead to a publication in a journal with a good impact factor. The team aim to publish in 2023. They hope to use this data to apply for funding for a PhD post. This will allow the work to continue and develop.

Jewish Hereditary Cancer Review - population based approach to genetic testing

Professor Ranjit Manchanda, at Queen Mary University London, aims to review the status of BRCA awareness, community support, testing provision, experience and satisfaction with BRCA testing in the UK Jewish Community.

Interviews have been completed, with web searches for health information provision being undertaken. The team are working closely and building connections with a number of Jewish community organisations. This will influence stakeholder engagement, information provision going forward as well as assisting the development of support structures/ networks. Jewish population testing for BRCA is being implemented by the NHS through pilot sites proposed for Jan 2023, undertaken through the NHS Cancer Screening Programme.

Increasing awareness of gynaecological cancer and early detection in young women: Feasibility study of a university-based educational and behaviour change intervention

Dr Patricia Holsch at Leeds Beckett University is running a mixed methods feasibility study to assist in the development of a university multi-centre trial to increase awareness of and symptoms for gynaecological cancers.

After a delayed start due to Covid and the resulting delay with ethics and recruitment, the study started in January 2022. The team have secured extra funding from the Centre of Psychological Research (PsyCen) for additional research assistant time to enable us to complete the project after the Covid delays.

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Lynch Syndrome Prediction of Endometrial Cancer (LSPEC)

Lynch Syndrome increases the risk on an individual developing endometrial (womb) cancer, as well as several other cancers. Dr Adam Rosenthal at University College London Hospital, is investigating the hypothesis that mismatch repair (MMR) defects develop in normal endometrium, prior to the development of atypical endometrial hyperplasia (AEH) and/or endometrial cancer.

They are in the process of applying for the ethics permission to run analyses and this has delayed the start of running the MMR protein stains which are the focus of The Eve Appeal Grant. They are confident that ethics permission will be forthcoming, as the proposed experiments have no impact on the care of the patients from whom the samples are being retrieved. The grant money from The Eve Appeal will be utilised once the sample retrieval and analysis begins.

Strategic Programme Review: BRCA Protect, BRCA Alliance, FORCEEE1, Computational Biology

In 2022, nine new reports relating to the results of Eve Appeal funded projects were published in journals including Nature Communications, Journal of Clinical Oncology, Genome Biology, Genome Medicine, Clinical Epigenetics and the International Journal of Cancer. These reports include data showing how a biological – *epigenetic* – readout:

- from a *single* cervical smear sample can be used to predict the risk of developing *four* different cancers (breast, ovarian, endometrial and cervical cancers);
- from a doctor- or self-collected cervicovaginal sample can be used to detect the presence of endometrial cancer with high sensitivity and specificity;
- from cervical smear or breast tissue samples can be used to monitor the effectiveness of actions, such as drugs, that aim to prevent future cancers.

The results also show that daily levels of the hormone progesterone are higher throughout the menstrual cycle in women who carry alterations in either the BRCA1 or BRCA2 genes. These results raise the prospect of targeting progesterone signalling to reduce cancer risk in this population.

Further research, to be published in 2023, will continue to drive the translation of this research into clinically actionable tests.

Ask Eve – Nurse-Led Information Service

Ask Eve continues to be a lifeline for anyone concerned, diagnosed, or affected by a gynaecological cancer, enabling people, from all communities, to access trusted health advice when they need it. With ongoing pressures on the NHS, the demand for Ask Eve is rapidly increasing. Eve had a 24% increase in contacts over the last 12 months. Many people concerned about symptoms and experiencing significant delays in appointments, investigations, and treatment contact Ask Eve for information, signposting, and support.

We continue to engage with hundreds of people, from diverse communities, providing vital information on gynaecological cancers, raising awareness and knowledge of important signs and symptoms, promoting early diagnosis, encouraging preventative action for those at risk and supporting those diagnosed at all stages of their treatment journey.

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We are delighted to have improved the accessibility of Ask Eve over the last 12 months with the service now offering immediate access to telephone interpretation services, written interpretation services, BSL, Easy Read documents and materials designed for those who are visually impaired.

A substantial proportion of Ask Eve contacts are via email with the average time spent on a response taking 15 mins. There has been an increase in the number of calls with the average call over 39 mins long which is four times longer than the average GP appointment. This gives people the opportunity to talk through their concerns, receive the individualised information and support they need as well as empowering them to advocate for their own gynae health.

“Helped to share and feel concerns heard/validated. Also helped me make appointment at GP [...] which, despite being a determined, health-conscious person who encourages others to ‘go to the doctor’, was what I needed - I was reduced to questioning my own experience and worried I’d be seen as fussy. GP then referred me asap (as Helen had said she would)”.

The most common reasons for contacting Ask Eve are for information about signs and symptoms, investigations, support with decision making, hereditary risks and emotional support. This highlights the valued and unique role we have in cancer prevention.

Since our outreach projects with the South Asian and Black communities across the UK to raise awareness of the sign and symptoms of the five gynae cancers, we are seeing an increasing number of contacts, from these groups, with worries about abnormal bleeding, demonstrating the impact of our work.

Information and Awareness

Across the whole year we had over 350,000 views of our website, and our gynae health information pages had 85,380 views. Over the course of 2022 our social posts, which contain vital gynae health information and updates on The Eve Appeal, reached over 7,300,000 people.

We were mentioned in the media 1,147 times in 2022, where we shared gynae health information, details about our Ask Eve service, and commented on key stories that were in the news. Our coverage over the year had an estimated total reach of 5.5 billion people. We were featured in key outlets such as The Telegraph, The Independent, The Guardian The Sun, The Daily Mail and Mail Online, BBC News Online, The Times, Stylist, Woman & Home, Closer Magazine, Metro.co.uk, Sky News, Channel 5 News, BBC Radio 4, ITV News, Lorraine and more.

January – Cervical Cancer Prevention Week

In January, for Cervical Cancer Prevention Week (CCPW), we showed real images of cervixes, abnormal cells and cancer as well as the equipment used in cervical screening and colposcopy to educate people on preventing cervical cancer. We also showed what abnormal cells and cancer look like under a microscope and shared a day in a life of a pathologist to try and demystify the processes behind the cervical screening programme. Our CCPW content reached over 300,500 people on our social channels.

March – Ovarian Cancer Awareness Month

This Ovarian Cancer Awareness Month (OCAM) we focussed on the rarer types of ovarian cancer. We put new pages on our website with information on the following forms of cancer: clear cell, mucinous, germ cell, small cell and stromal cell ovarian cancer. We also pushed this information out

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onto our social media channels as well as sharing personal stories of rarer cancers and holding a live virtual event on rarer ovarian cancers with one of our researchers, Dr William Foulkes, who is leading on our Small Cell Ovarian Research Project. Our OCAM content reached over 700,000 people across our social channels.

May – Get Lippy

May 2022 saw our fifth year of the Get Lippy campaign. We ran a YouGov survey which found that only 2% of the population know all five gynaecological cancers. This year we asked people to open up a lifesaving gynae health conversation with a loved one and produced a set of tips to help people broach the subject and raise awareness. The campaign media and communications had an estimated total reach of 258 million, across our own channels (website and social) we had a reach of 1.3 million people.

We landed 24 pieces of coverage, with an estimated reach of 256 million. This included a piece in The Sun, an exclusive pitch in The Independent, an ambassador segment on Steph's Packed Lunch and an opinion piece by Health Minister and medic Maria Cauldfield MP in Marie Claire.

June – Cervical Screening Awareness Week

Cervical Screening Awareness Week falls at the same time as Learning Disability Week, this year we launched Easy Read information on cervical screening and HPV, along with tips on making screening easier for people with a learning disability. These tips were developed with help from Mencap and our Get Lippy ambassador Ciara Lawrence.

September – Gynaecological Cancer Awareness Month

During Gynaecological Cancer Awareness Month in 2022 we worked with GSK on a joint campaign called Be Gynae Aware. We worked with them to develop a set of guides to help support gynae health consultations – one for patients and one for medical professionals.

The campaign reached 66,000 people across our social channels, around 1,000 people viewed the webpage and the media coverage had the potential reach of 14 million – 7.2 million online and in print and the rest via radio. We received 11 pieces of broadcast coverage and four pieces of print and online. The campaign ran through just a portion of September, due to the Queen's passing and the period of national mourning.

Fundraising

From the General Public

We are so incredibly grateful for the ongoing support and generosity of the thousands of people who choose to donate to us during the year despite the continued challenging external environment.

Whether holding bake sales, running marathons or donating in response to our appeals, generous people across the UK continued to take us a step closer to making gynaecological cancers diseases of the past.

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We are also touched by the incredible supporters who chose to include a gift to The Eve Appeal in their will. These are sure to make a real and lasting difference that will benefit women for generations to come.

Our Trek to Remember was well-received and was one of our most successful annual treks since we launched the programme in 2014. We continued our refreshed focus on digital fundraising and our virtual challenge events continued to bring new supporters to the charity and help raise awareness of our work. We also regularly fed back on the impact of supporter's donations and listened to their views and experiences as we continued to adapt our programme.

We are overwhelmed by all those who choose to support our work and the difference they are making.

From Businesses

We are truly thankful for the ongoing support of our long-term corporate partners, including Tesco, Cosmetic Executive Women UK (CEW) and Saks Hair and Beauty Salons, who continue to support The Eve Appeal in numerous ways.

We are also incredibly grateful to all of those businesses that joined our wellbeing programme (the Every Woman Promise) requested lunch and learns, or supported us in other ways throughout the year. We would specifically like to thank London Stock Exchange Group for their phenomenal ongoing support.

We again ran our flagship Get Lippy campaign in May, a campaign which sets out to encourage everyone to speak up about gynae cancers. We were delighted with the how many incredible brands who chose to participate in donating 10% of sales from specific products in the month to The Eve Appeal. This was our most successful campaign to date, in terms of income raised, and we truly appreciate each and every brand that participated and every member of the general public who purchased these products and contributed to its success. A special thanks, also, to our Get Lippy lead partner Tesco's who have supported the campaign since the inception.

From Trusts and Foundations

We are hugely grateful to have benefitted from the support of numerous Trusts and Foundations throughout the year and maintained our growth in this area of income. We are also delighted to have received a substantial grant from the Department of Health and Social Care (DHSC). This will see our workplace wellbeing programme, the Every Woman Promise, rolled out to Small and Medium sized Enterprises and ensure more businesses are able to support women's health in their businesses. We look forward to working on this project and our ongoing partnership with the DHSC in 2023.

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Impact

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small-scale research project.

Staff, Trustees and volunteers have continued to show incredible commitment to the mission of The Eve Appeal. Our progress in this mission, a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers, has been strong and measurable. Commentary on the objectives as described in last year's Trustee Report follows:

Research Impact Overview

The Eve Appeal funded PROMISE study, which started in 2011, continues to receive significant follow-on funding from a range of organisations including the Medical Research Council, Cancer Research UK, and the NHS Innovation Accelerator Fellowship scheme. They aim to develop and validate models for risk stratification, early detection and diagnosis of ovarian cancer which incorporate clinical, epidemiological, genetic, proteomic and imaging data and to then assess how best to apply them in large populations. The goal is to transform outcomes for people at risk from ovarian cancer, giving them a far stronger chance of survival.

The bioresource created during the course of UKCTOCS, re-branded as the UKCTOCS Longitudinal Women's Cohort (UKLWC), continues to support academic and industry collaborations. UKLWC has its own dedicated access and governance structure to support wide and efficient sharing of samples and data. The resource therefore provides an ideal setting for case control studies for early detection biomarkers. Longitudinal samples also provide a unique opportunity to improve biomarker performance for screening through development of longitudinal algorithms. The UKLWC bioresource has to-date supported over 70 collaborative projects, with over 65 publications resulting from these collaborations to date.

The research led by Professor Sadaf Ghaem-Maghami from Imperial College London has developed a tool to instantly diagnose or rule out womb cancer. If used in clinic, the intelligent knife (iKnife) technology – and the high diagnostic accuracy and positive predictive value - could provide a diagnosis within minutes for people with abnormal vaginal bleeding. This would speed up access to treatment for those with womb cancer, as well as reducing the stress and anxiety of waiting for results. The next step will be to run a multi-centre trial, to enable the technology to be put into clinical practice.

Eve's support of Professor William Foulkes at McGill University (Montreal, Canada) was instrumental in helping to establish a research registry that would facilitate access to research data and materials for the study of small cell ovarian cancer (SCCOHT). The funding continues to support Q&A sessions with the public on SCCOHT and the registry has had an increase in requests for advice from patients and families, particularly around life-changing decisions like whether to perform preventive oophorectomies (the removal of both ovaries).

Our longstanding relationship with Professor Ranjit Manchanda at Queen Mary University in London has focused on hereditary risk and population testing of BRCA mutations. This work has led to the start in spring of 2023 of NHS population testing for BRCA, undertaken through the NHS Cancer Screening Programme. We have developed connections with Jewish community organisations, to

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support stakeholder engagement and support structures and networks, and will support outreach, awareness and engagement programmes going forward.

Vulval cancer remains a significantly under-researched disease. With over 1,400³ cases diagnosed each year in the UK and an estimated 45,000 globally⁴ there is potential for scientific advances in this area. We are pleased to be supporting two research initiatives in this area. Data from the first study led by Dr Jackie McDermott examining biomarkers for the early detection of vulvar cancer and pre-cancer by spatially resolved gene expression will be presented at a global open meeting in 2023 to share developments and next steps with this community. Working with the National Cancer Research Institute, we hope to develop a network to support those who are advancing knowledge around vulval cancer. By providing support, sharing knowledge and offering opportunities will enable researchers to direct their efforts towards the most promising hypotheses.

We continue to support the Professor Widschwendter's University College London's strategic programme through the funding of the UCLH lab team. In 2022, nine new academic papers relating to the results of Eve Appeal funded projects were published in journals including Nature Communications, Journal of Clinical Oncology, Genome Biology, Genome Medicine, Clinical Epigenetics and the International Journal of Cancer. Further research, to be published in 2023, will continue to drive the translation of this research into clinically actionable tests.

Ask Eve Nurse Service Impact

Ask Eve has continued to support other workstreams of Eve as well as the wider gynae health agenda:

- In January 2022, we hosted an Instagram Live chat with Dr Sotonye West about the colposcopy process;
- As part of Ovarian Cancer Awareness Month in March 2022, we held a live chat with Dr Will Foulkes on rarer ovarian cancers;
- Podcast recording for the Survivors Trust;
- FAQ videos for Get Lippy partners;
- Our "Probably Nothing" series' six and seven continued, each series hosting live sessions with experts. Series 6 focussed on Hereditary Risks and series seven on Talking Menopause;
- Development of an easy read guide on cervical screening, launched as part of Cervical Screening Awareness Week and Learning Disability Week in June 2022;
- Delivery of lunch and learn sessions for Every Woman Promise partners and vulnerable groups;
- Support with development of policies and materials for Every Woman Promise partners;
- Participation in national groups and forums such as cancer screening and learning disabilities study; NHS Cancer Programme's ovarian cancer tumour review; NICE guidelines on Menopause: diagnosis and management and the National Lynch Project Oversight Group;
- Support with development for all information resources, materials, and achievement of the Patient Information Forum tick;
- Review of information resources, digital and non-digital;

³ Cancer Research UK

⁴ Cancer.net

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- Development of a Lynch Guide with Easy Read version due to launch in early 2023;
- Media support.

We are grateful to everyone who supports Ask Eve and contributes to its ongoing development and success. The added value of Ask Eve is summed up by one of our users: "You are all amazing and we are so lucky to have a charity like you!"

In 2022, 'Probably Nothing', The Eve Appeal's weekly online series hosted by Ask Eve's Ambassador, Karen Hobbs, continued for its sixth and seventh series, with eight new 45-minute conversations with experts broadcast live on our social media channels totalling in over 10,000 views. Series six was focussed on hereditary cancer risks, with experts and people with lived experience discussing BRCA gene alterations, Lynch Syndrome. Through series seven we discussed topics related to gynae cancers and menopause, including what cancer symptoms to spot if you are post-menopausal, early menopause due to cancer treatment, and fertility options for women and people with gynae cancers.

The Ask Eve team delivered eight workplace lunch and learn sessions this year. This programme which takes gynaecological health into the workplace and on to the corporate wellbeing agenda has been developed into an employee programme, The Every Woman Promise. The Every Woman Promise sees employers make a commitment to women's health in the workplace and has been incredibly well received by employers and employees alike.

Fundraising Impact

Our incredible supporters donated £1,597,614 during the financial year. And for every £1 spent on fundraising we generated £4.00.

We are overwhelmed by this ongoing generosity, and we are truly thankful to everyone for their donations and support.

In a tough external environment, we are delighted to continue to sustainably build our income so we can have even greater impact.

Some standout achievements include:

- Securing a substantial multi-year partnership with the Department of Health and Social Care (DHSC);
- Our Get Lippy campaign with beauty brands raised the most of any of our annual Get Lippy campaigns to date and introduced many new brands to the charity and our work;
- Securing a partnership with The Big Give meaning all donations to Ask Eve, our nurse-led cancer information service, were doubled during the campaign period;
- Our annual Trek to Remember was one of our most successful treks since launching in 2014 and we have received incredibly positive feedback from those who attended.

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Future Plans: Putting Prevention First

Working with a range of stakeholders, Eve has put forward a three year strategy. Our mission for 2023-2025 is to be here for everyone affected by gynaecological cancers – to provide them with information, amplify awareness, drive education, inspire support for the cause and fund world-class research to transform early diagnosis and prevention of these diseases.

This is the area of cancer research with the deepest funding gap and the greatest potential to prevent the immeasurable costs of treating late-stage disease.

We are the only national charity to focus all our efforts on prevention, funding world-class research and programmes to raise awareness of signs, symptoms and risk factors across all five cancers.

We will achieve our vision – **a future where gynaecological cancers are a disease of the past** – through our single-minded focus across all our programmes on early diagnosis, risk prediction and prevention of these cancers. We believe that every single case of cancer that can be prevented should be, and we include everyone in our work.

Our research priorities are to establish the next generation of gynaecological cancer researchers through a Fellowships Programme. We need more researchers within the fields to ensure that more lives can be saved.

Eve will also be continuing to hold open calls for under researched areas with a focus in 2023, on rarer gynae cancers.

Goals 2023-25

Invest in innovation and discovery

We will unlock new and better ways to understand gynae cancer, through seed-funding innovation and moonshot research programmes. We will explore new avenues to fund our researchers, including commercial opportunities that arise from research. We will streamline the way we work and engage to help achieve our mission.

Engage and translate

We will accelerate our research findings into clinical practice, by sharing impact with the broadest range of policy, public, academic, lived-experience and clinical stakeholders. We will seek out those who need access to our health information and ensure it is shared in a way that is accessible and relevant to them.

Drive support for our vision through collaboration

We will work across disciplines, across boundaries, and connect in meaningful ways with all of our new and existing stakeholders, with the aim of raising the funds necessary to achieve our mission.

Priorities & Plans

As a medical research charity and an expert health information provider, we need to understand inequalities within health and research (they are many and varied) and make addressing these, part of everything we do. This commitment underpins our charitable activities 2023 and beyond.

We are progressing our ambitious agenda through unprecedented challenges and during a time of economic uncertainty resulting from global events. The impacts on health services have been huge

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and this has provided us with challenges but also opportunities – to pivot our programme work online and reach more people with our services.

Our priorities for 2023

- Continue to represent funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by taking part in committees and steering groups, and working closely with policy makers and government where possible. Priorities for research investment:
 - To launch our Fellowship Programme to establish the next generation of gynaecological researchers;
 - Development of risk prediction test for four main cancers that affect women - breast, ovarian, womb and cervical cancer;
 - Developing new screening for the early diagnosis of ovarian cancer;
 - Carrying out research on inherited risk factors including genetic alterations;
 - Funding research in rare subtypes of gynaecological cancers.
- To support the vision of The Eve Appeal through raising in excess of £1.3m in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our education awareness and information campaigns.
- To reach more communities by signing up both larger organisations and SME's to our Every Woman Promise.
- Continue to develop our major gifts programme, through building solid relationships and demonstrating the need and the potential impact for each area of activity.
- Continue to build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences.
- Work closely and collaboratively with fellow members of the Association of Medical Research Charities to make the case for investing in medical research and the impact that this achieves and restoring research funding levels to pre-Covid levels by 2024.
- Extend our Ask Eve service through further consolidation and formalisation of our partnerships with a diverse range of community, patient and peer organisations that work directly with communities disproportionately affected by gynaecological cancers, and in areas where there are significant gaps in information provision.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention. Making the service accessible to all with a focus on those with the highest barriers to accessing health information and screening services. Prioritising developing resources for groups disproportionately affected by health inequalities and where needs are currently unmet.

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Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity for the purposes of the Companies Act. The Board sets the strategic direction of the Charity ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2022 this figure was £0.

There are two Committees which make recommendations to the Board: the Operations Committee and the Research Advisory Committee.

The purpose of the Operations Committee is to ensure that a strategic approach is taken in the areas of finance, risk, audit, remuneration and other operational areas. The Operations Committee is comprised of at least four members, all of whom are Trustees, who give detailed consideration, on behalf of the Board, to these matters.

The Research Advisory Committee provides scientific research advice, assesses research project proposals, makes recommendations and provides advice to the Board of Trustees. The Committee advises on any necessary course of action or additional information requirements when considering research funding proposals.

In 2022 a Governance review was performed, and the changes recommended have been fully implemented by the end of the year. The Operations Committee has been dissolved and a Finance and Audit Committee has been formed. This new committee has a narrower scope focusing on the monitoring and review of Eve's finances, internal controls, risk and risk mitigation. An additional Development and Research Committee has been created whose primary focus is to ensure that research – strategy and funding, remains central to the ambitions of Eve.

The Charity had one 100% owned subsidiary company in the year. Eve Appeal Limited is a trading company that distributes its profits under Gift Aid to the Charity.

In 2021, in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter has gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH which will be taking forward innovative diagnostic tests which are at an early stage of development. Any profits arising from the venture will be fed back into academic medical research programmes. In 2022 Sola Diagnostics GMBH had yet to make a profit.

Trustee appointment, induction and training

Trustees are appointed in accordance with the Memorandum and Articles of Association, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications and experience, to make a contribution to the pursuit of the objects or the management of the Charity.

Trustees and staff consider the skills gaps formed by departing Trustees and both openly advertise for and nominate appropriate individuals with skills to match before recommendation to Board for

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appointment. References are taken before appointment is formalised and prospective Trustees are then proposed and appointed at the AGM.

The Charity undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers and duties of the Trustees and information about day-to-day running of The Eve Appeal. Key documents are provided, such as the Memorandum and Articles of Association, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Prospective Trustees may also attend relevant Trustee meetings as an observer as part of the induction process alongside introductions to key people and places. Trustees continue to be supported through ongoing training, with skills requirements regularly reviewed.

The Trustees who served in the period under review were:

Melanie Richards CBE	(Chair of Trustees)
Jenny Leonard	(Chair, Operations Committee now Finance and Audit Committee)
Judy Bloomer	(Resigned 21/06/2022)
Tamara Box	
Sarah Clark	
Ian Drew	
Dr Christine Ekechi	
Dr Ian Jacobs	(Appointed 29/05/2022) (Co-Chair Development and research Committee)
Sidonie Kingsmill	
Sarah Morris	
Marion O'Hara	
Cathy Pittham-Wiley	(Co-Chair Development and Research Committee)
Kathleen Pritchard	
Dr Adam Rosenthal	
Lay Koon Tan	(Resigned 07/06/2022)

Declaration of Interests

All Trustees and staff are required to declare their interests, and any payments (including, but not limited to, benefits in kind such as gifts, hospitality shopping/travel concessions, preferential treatment, etc) received in connection with their role in The Eve Appeal where such interests would, or might, conflict with, or otherwise influence their decision-making in respect of the Charity's activities.

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Staff

A Senior Management Team comprising the Chief Executive, the Fundraising Director, the Head of Finance and Head of Programmes allows for distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The CEO has particular responsibility for issues relating to governance and for the financial management of the organisation.

The Eve Appeal has 16 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

Volunteers

Volunteers form a vital part of The Eve Appeal's operations; from our dedicated fundraisers holding bake sales or sporting events, to those who help staff at larger events like Festival of Carols or assist with day-to-day tasks in the office over a busy period. As a small charity, these supporters make a real difference to our achievements throughout the year.

The Eve Appeal continues to benefit from the voluntary efforts of our community of researchers, scientists, ambassadors and those sharing their stories, who willingly give up their time to help achieve the Charity's aims through engagement with the media.

The Trustees wish to extend their sincere thanks to all the volunteers who have supported The Eve Appeal.

Equity, Diversity and Inclusion

This policy applies to all Trustees, staff, service users and the general public. Commitment to equity and diversity are central to the work of The Eve Appeal. We will treat all people with dignity and respect, valuing the inclusion of all. We will promote equality of opportunity and diversity. We will seek to eliminate all forms of discrimination on grounds of race, gender reassignment, marriage and civil partnership, disability, sex, age, sexual orientation, religion or belief, pregnancy and maternity, and also caring responsibilities, social class, or any other factor irrelevant to the purpose in view.

We continue to take proactive steps to instil inclusivity across everything we do and make sure that all voices are amplified, all groups are listened to, represented and heard.

As part of this, we will ensure our policies and procedures are independently reviewed and fair and equal. Further we will review to ensure our research is reaching the diverse audiences we seek to serve and ensure that our communications reflect and engage all audiences. In line with the recent review of charity governance guidance, we will be actively stating the actions we take.

We will tackle social exclusion, inequality, discrimination and disadvantage. We value diversity and lived experience and understand that people from many backgrounds are currently underrepresented both within our organisation and across the communities who we support and work within the health sector and medical research. We believe these sectors are poorer for their lack of diversity and inclusivity and we take our role in changing that landscape seriously.

For this policy to be successful, it is essential that everyone is committed to and involved in its delivery. The Eve Appeal aims to embed this in all its policies, procedures, day-to-day practices and external relationships.

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Safeguarding Policy

The Eve Appeal believes everyone has the right to live free from abuse or neglect regardless of age, ability or disability, sex, race, religion, ethnic origin, sexual orientation, marital or gender status.

The Eve Appeal is committed to creating and maintaining a safe and positive environment and an open, listening culture where people feel able to share concerns without fear of retribution.

The Eve Appeal acknowledges that safeguarding is everybody's responsibility and is committed to prevent abuse and neglect through safeguarding the welfare of all adults involved.

The Eve Appeal recognises that health, well-being, ability, disability and need for care and support can affect a person's resilience. We recognise that some people experience barriers, for example, to communication in raising concerns or seeking help. We recognise that these factors can vary at different points in people's lives.

Safeguarding actions taken by The Eve Appeal will be consistent with the principles of adult safeguarding ensuring that any action taken is prompt, proportionate and that it includes and respects the voice of the adult concerned.

Financial Review 2022

Transactions and Financial Position

At December 2022 year end, we reported a surplus of £598,011 in unrestricted reserves to carry forward into 2023. This surplus comprises funds of £418,011 above our agreed operating reserves level of £180,000, well above our agreed target operating reserves level.

This result is in large part due to an increase in income performance throughout 2022. There was a 25% increase from budget and an increase of 5% from 2021.

In 2022 we moved to a shared office, which has considerably reduced our overheads. With the cost of living crisis we will be continuing to monitor our overheads very closely and reducing expenses where possible.

In 2022 we reviewed our research strategy and in 2023 we are introducing a Research Fellowships Programme, supporting our legacy programme with Prof. Martin Widschwendter, as well as holding a research open call. We have an ambitious programme for 2023 grant awards including the first year of the Fellowship. Ending the year with high unrestricted reserves places The Eve Appeal in a position to meet our award ambitions.

In summary, we are beginning 2023 in a cautious but stable position with £598,011 in free reserves and an overall cash balance of £1,074,607.

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Funding

Fundraising policy Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. The legislation defines fundraising as 'soliciting or otherwise procuring money or other property for charitable purposes'. Such amounts receivable are presented in our accounts as 'donations and voluntary income'.

We confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. We have received no complaints in relation to fundraising activities.

The Eve Appeal is funded principally by voluntary donations from individuals and community groups who continue to support our work and mission. Corporate sponsorship and donations also account for a significant proportion of our funding. Without this support we would not be able to operate, and we are incredibly grateful for every penny that is donated.

Risk Management

The Trustees have assessed the major risks to which The Eve Appeal is exposed and are satisfied that systems are established to mitigate the Charity's exposure to those risks. These risks are detailed on the Risk Register for The Eve Appeal, with information on the current practice and strategy used to mitigate the risk. The Register is reviewed quarterly by Trustees.

The current Risk Register pays particular attention to the risks around the impact of the pandemic and the on-going economic crises on income and operations, research not reaching intended objectives, fundraising targets being missed, loss of key individuals, IT failure (including cyber security risk) and incorrect information being provided on a health issue.

The integrity of medical information provided by the Charity is managed by agreed peer-reviewed protocols, with information standards applied across all materials and channels.

A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Reserves Policy

The reserves policy was reviewed in 2022 and has been set by the Board as a target of holding £180,000 in free reserves. This target is based on the contingency for wind up funds, calculated to satisfy all the Charity's liabilities in the event of closure. In real terms, £180,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants.

The Board will review the reserves policy annually to ensure it remains appropriate to the needs of the Charity in the context of the economic climate.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the Charity is well placed to manage operational

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding. As a member of the Association of Medical Research Charities, we have developed a strategy and funding decision-making processes that meet strict awarding criteria and review, and recommendations are made by independent experts in the research field.

Statement of Trustees' Responsibilities

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

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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 apply them consistently;
- Observe the methods and principles in the Charities SORP (FRS 102);
- 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;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and 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, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). 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.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware;
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2022

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 United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board:

A handwritten signature in blue ink, appearing to read 'Melanie Richards'.

Melanie Richards CBE, Chair

Date: 18th September 2023

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2021 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 group's and the parent charitable company's affairs as at 31 December 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011.

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 annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

information. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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' annual report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' annual 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 group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's 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; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 28, 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

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

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 group and parent 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 group or parent 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

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Section 151 of the Charities Act 2011 and report to you in accordance with regulations made under those Acts.

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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks 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 to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are [the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation;
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance;
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance;
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations;
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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; and to the Charity's Trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which 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 any party other than the charitable company, the charitable company's members, as a body, and the Charity's Trustees, as a body for our audit work, for this report, or for the opinion we have formed.

A handwritten signature in black ink that reads "Moore Kingston Smith LLP." The signature is written in a cursive, flowing style.

James Saunders, FCCA, DChA (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

9 Appold Street
London
EC2A 2AP

Date: 21 September 2023

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2022

	Note	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
		£	£	£	£
Income from:					
Donations and legacies	3	1,136,282	378,231	1,514,513	1,486,472
Other trading activities	4	78,308	13	78,321	28,479
Investment income		4,780	-	4,780	-
Total		<u>1,219,370</u>	<u>378,244</u>	<u>1,597,614</u>	<u>1,514,951</u>
Expenditure on:					
Raising funds		517,818	1,696	519,514	465,197
Charitable activities		732,476	403,806	1,136,282	617,444
Total	5	<u>1,250,294</u>	<u>405,502</u>	<u>1,655,796</u>	<u>1,082,641</u>
Net income/(expenditure)		<u>(30,924)</u>	<u>(27,258)</u>	<u>(58,182)</u>	<u>432,310</u>
Transfers between funds		<u>6,789</u>	<u>(6,789)</u>	<u>-</u>	<u>-</u>
Net movement in funds		<u>(24,135)</u>	<u>(34,047)</u>	<u>(58,182)</u>	<u>432,310</u>
Reconciliation of Funds:					
Total funds brought forward		622,146	373,245	995,391	563,081
Total funds carried forward	20-21	<u>598,011</u>	<u>339,198</u>	<u>937,209</u>	<u>995,391</u>

All the above amounts relate to continuing activities.

The notes on pages 44 to 57 form part of these financial statements.

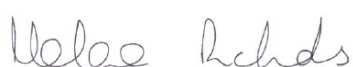
Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Consolidated and Charity Balance Sheet as at 31 December 2022

		Group		Charity	
	Note	2022 £	2021 £	2022 £	2021 £
Fixed assets					
Intangible assets	15	4,260	5,059	4,260	5,059
Tangible assets	16	12,171	12,484	12,171	12,484
Investments	17	7,431	7,431	7,432	7,432
		23,862	24,974	23,863	24,975
Current assets					
Stock		250	1,200	250	1,200
Debtors	18	286,431	210,193	308,920	196,113
Cash in bank and in hand		1,074,607	1,075,290	976,899	1,051,351
		1,361,288	1,286,683	1,286,069	1,248,664
Creditors: amounts falling due within one year	19	(447,941)	(316,266)	(444,940)	(304,901)
Net current assets		913,347	970,417	841,129	943,763
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		937,209	995,391	864,992	968,738
Funds					
	20-21				
Restricted funds		339,198	373,245	339,198	373,245
Unrestricted funds		598,011	622,146	525,794	595,493
Total funds		937,209	995,391	864,992	968,738

As permitted by S408 of the Companies Act 2006, the Company has not presented its own income and expenditure statements and related notes.

These financial statements were approved by the Board of Trustees and authorised for issue on 10/05/2023 and were signed on its behalf by:



Melanie Richards CBE, Chair
Registered Company No. 4370087

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Consolidated Statement of Cash Flows for the year ended 31 December 2022

	2022 £	2021 £
Cash flows from operating activities		
Cash provided by operating activities	5,670	99,356
Cash flows from investing activities		
Interest income	-	-
Purchase of tangible fixed assets	(6,353)	(8,090)
Purchase of intangible fixed assets	-	-
Purchase / acquisition of investments	-	(7,431)
Net cash used in investing activities	(6,353)	(15,521)
Change in cash and cash equivalents in the period	(683)	83,835
Cash and cash equivalents at 1 January 2022	1,075,290	991,455
Cash and cash equivalents at 31 December 2022	1,074,607	1,075,290
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) for the period	(58,182)	432,310
Adjustments for:		
Investment income	-	-
Depreciation	6,666	6,918
Amortisation	799	799
Decrease/(Increase) in stock	950	7,250
Decrease/(Increase) in debtors	(76,238)	(83,462)
(Decrease)/increase in creditors	131,675	(264,459)
Net cash provided by/used in operating activities	5,670	99,356
Analysis of cash and cash equivalents and net debts		
Cash in hand and at bank		
Opening balance	1,075,290	991,455
Cash-flows	(683)	83,835
Closing balance	1,074,607	1,075,290

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

1. GENERAL INFORMATION

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612) and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is The Eve Appeal, 10-18 Union Street, London, SE1 1SZ.

2. ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £1.

The Trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

(b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the current economic uncertainty and have reduced the risk with income spread across different stream of activity.

Having reviewed forecasts prepared by management the Trustees are confident that the Charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

(c) Group Financial Statements

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2022.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

(d) Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives.

Designated funds are unrestricted funds which are earmarked for a particular purpose.

Restricted funds are funds subject to specific restrictions imposed by the donors.

(e) Income

Income represents amounts receivable by the Charity during the year from all sources. All income is included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Legacies are accounted for when the Charity has entitlement, receipt is probable and the amount is measurable. Donations are accounted for on a receivable basis. Other trading activities are accounted for on a receivable basis and in the year to which they relate.

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

(f) Expenditure & VAT

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT.

Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its objectives. It includes both costs that can be allocated directly to such activities and the costs of an indirect nature as necessary to support them.

Costs of raising funds comprise fundraising costs and the costs incurred in the subsidiary trading activities. Fundraising costs include advertising, producing publications, printing and mailing fundraising materials, associated staff costs and an appropriate allocation of support costs.

Support costs are those costs incurred in support of the Charity's primary objectives and are allocated on the basis of staff time spent on those objectives.

Governance costs are those costs relating to compliance with constitutional and statutory requirements and the structure and governance review and are allocated on the basis of time spent overseeing the relevant activities.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

(g) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment.

Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Fixtures and Fittings 25% on cost

(h) Intangible Fixed Assets and Amortisation

Intangible Fixed assets are recorded at cost less amortisation and impairment.

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Trademarks 10% on cost

(i) Investments

Unlisted investments comprise the following:-

- investments in subsidiaries which are measured at cost less impairment
- investments in a joint venture acquired in the year under review.

Under the charity SORP this is measured using the equity method of accounting.

The equity method of accounting requires the associate to be initially recognised at its cost (the transaction price paid), including any cost incurred making the investment (transaction costs).

Using the equity method, the carrying amount of an investment in an associate is subsequently adjusted through the SoFA to reflect the investing charity's share of the associate's results. The carrying amount thereby reflects the investor's share of the post acquisition change in the net assets of the associate.

(j) Stock

Stock principally consists of artwork donated by artists and is valued at the lower of cost and net realisable value. Artworks provided by artists are recognised in the financial statements at their anticipated sales price, less anticipated cost of sales and any subsequent impairment.

(k) Cash and cash equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short-term deposits which have a maturity period of 3 months or less and are not subject to significant risk of changes in value.

(l) Tax Status

Gynaecology Cancer Research Fund (Limited by Guarantee) is a registered company, number 04370087 and is exempt from corporation tax under the provisions of Sections 466-493 of the Corporation Taxes Act 2010.

(m) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease on a straight-line basis.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

(n) Pensions

The Charity operates a defined contribution pension scheme. The contributions to the defined contribution scheme are charged to the Statement of Financial Activities as they become payable.

(o) Financial Instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value. The Charity does not have any bank loans.

(p) Significant Accounting Estimates and Judgements

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:

(i) Gifts in kind

Gifts in kinds are recognised within incoming resources and expenditure at an estimate of the value to the Charity of the donated services or goods. Where possible the value of services/goods are confirmed directly with the supplier however in some instances this information is not available and a best estimated is made of the expected cost of such goods based on what the Charity would be willing to pay for similar services or goods at a market rate.

3. INCOME – DONATIONS AND LEGACIES

	2022 £	Period to 2021 £
Individual giving	334,157	472,156
Community	353,948	375,451
Trusts and foundations	266,761	128,190
Major donors	91,598	125,084
Corporate	51,030	101,172
Legacies	202,526	109,667
Gifts in Kind	214,493	174,752
Total	1,514,513	1,486,472

In 2022 £1,136,282 (2021: £1,192,774) of donations and legacies related to unrestricted funds and £378,231 (2021: £293,698) was attributable to restricted funds. Income from donations and legacies includes donated services worth £214,493 (2021: £174,752).

4. INCOME – INCOME FROM TRADING ACTIVITIES

	2022 £	Period to 2021 £
Community	6,104	-
	-	-
Trading subsidiary (see note 17)	72,217	28,479
Total	78,321	28,479

5. ANALYSIS OF EXPENDITURE

	Direct Costs £	Support Costs (Note 10) £	Governance Costs (note 9) £	Total 2022 £
Expenditure on raising funds (notes 6 and 7)	404,461	98,347	16,706	519,514
Expenditure on charitable activities (note 8)	963,376	147,846	25,060	1,136,282
Charity	1,367,837	246,193	41,766	1,655,796
Consolidated	1,367,837	246,193	41,766	1,655,796

	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2021 £
Expenditure on raising funds (notes 6 and 7)	344,221	99,988	20,988	465,197
Expenditure on charitable activities (note 8)	432,083	153,879	31,482	617,444
Charity	776,304	253,867	52,470	1,082,641
Consolidated	776,304	253,867	52,470	1,082,641

Expenditure relating to raising funds in 2022 was £517,818 unrestricted (2021: £465,197) and £1,696 restricted (2021: £0). Expenditure on charitable activities in 2022 was £732,476 unrestricted (2021: £533,970) including donated services worth £214,493 (2021: £174,752) and £403,806 from restricted (2021: £83,474).

6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	2022 £	2021 £
Individual giving	41,628	81,490
Community	89,744	48,412
Trusts and foundations	4,891	857
Major donors	3,941	7,615
Corporate	7,123	6,375
Central	249,149	196,712
	396,476	344,221

7. DIRECT COSTS OF TRADING ACTIVITIES

	2022 £	Period to 2021 £
Community	7,985	-
	7,985	-

TOTAL DIRECT COSTS OF RAISING FUNDS

404,461	344,221
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All staff costs (including salaries) relating to Direct Costs of Raising Funds have been allocated this year to Central costs (note 6).

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2022 £	Period to 2021 £
Research grants (note 11)	367,492	(55,441)
Ask Eve – Nurse-Led Information Service	77,603	75,300
Information & Awareness	303,788	237,472
Gifts in kind	214,493	174,752
	963,376	432,083

9. DIRECT COSTS OF GOVERNANCE	2022	2021
	£	£
Group - Audit fees	14,629	14,310
Group - Non audit fees	-	4,428
Directors Indemnity Insurance	389	398
Insurance	275	1,163
Trustee costs	972	1,671
Staff and contractor costs	25,501	30,500
	41,766	51,444

10. ANALYSIS OF SUPPORT COSTS	2022	2021
	£	£
Rent, service charge and utilities	18,994	52,530
Insurance	2,863	2,110
IT, phone and internet	40,476	52,086
Staff and contractor costs	127,178	103,857
General corporate services	36,876	34,666
Research administration	19,806	8,618
	246,193	253,867

11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	2022 £	2021 £
University College London	188,405	43,465
Research Institute of the McGill University Health Centre ¹	-	(125,000)
Imperial College London	90,000	30,000
Leeds Beckett University	-	2,500
Queen Mary University of London	-	2,000
University of Birmingham	87,262	-
Grant commitments reclaimed	1,825	(8,406)
	367,492	(55,441)

¹ Independently of the charity, the project has been successful in securing a large grant of \$600k from the Canadian Department of Defence. As part of the grant agreement they are unable to accept any other funds. In November 2021 McGill formerly returned the charities grant award of £125,000.

12. STAFF COSTS

	2022 £	2021 £
Wages and salaries	505,594	454,456
Social security costs	51,271	43,553
Staff pensions	18,614	17,389
	576,479	515,277
Cost of contracts	136,335	113,628
Total staff costs	712,814	628,905

The number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the year were:

	2022	2021
£60,000 - £69,999	1	1
£70,000 - £79,999	-	-
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1

Average Staff Numbers:

Charitable activities	10	9
Fundraising and support	6	5
	16	14

The key management personnel of the parent charity comprises the Trustees, the Chief Executive, the Director of Fundraising, the Head of Programmes and the Head of Finance. The total employee benefits of the key management personnel in the year were £219,902 (2021: £174,943).

13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2021: none).

During the year £389 (2021: £398) was paid in respect of Trustees Indemnity Insurance.

No Trustees claimed for any expenses during the year (2021: none).

14. NET MOVEMENT IN FUNDS

	Total Funds 2022 £	Total Funds 2021 £
Net movement in funds is stated after charging:		
Auditor's remuneration – current year	16,704	18,738
Amortisation	799	799
Depreciation	6,666	6,917
Amounts payable under operating leases:		
Land and Buildings	-	17,973
Other	-	3,780

15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks
	£
Cost at 31 December 2022	7,988
Amortisation	
At 1 January 2022	2,929
Amortisation	799
At 31 December 2022	3,728
Net book value at 31 December 2022	4,260
Net book value at 31 December 2021	5,059

16. TANGIBLE FIXED ASSETS - Group and Charity

	Fixtures, Fittings & Equipment
	£
Cost	
At 1 January 2022	97,301
Additions	12,495
Disposals	(6,142)
At 31 December 2022	103,654
Depreciation	
At 1 January 2022	84,817
Depreciation	6,666
At 31 December 2022	91,483
Net book value at 31 December 2022	12,171
Net book value at 31 December 2021	12,484

	2022	2021
	£	£
17. INVESTMENTS HELD AS FIXED ASSETS - Charity		
Shares in Subsidiary Undertakings at cost	1	1
Shares in Joint Venture at fair value	7,431	7,431

Joint Venture

The Charity has a share in Sola Diagnostics GmbH, an Austrian company. Shares were gifted to the Charity from Professor Martin Widschwendter

The Charity currently holds a share of 8,842.11 shares worth 1 Euro each and a percentage holding of 21.68% which will decrease over time.

The carrying amount of the investment was £7,431 at the year end, which is deemed to be its fair value. There were no income and expenditure in the period under review.

Subsidiary

The Charity has a wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through trading activity including cause related marketing and sales of goods. The company pays its profits under Gift Aid to the Gynaecological Cancer Research Fund.

A summary of its trading results (included within "Other trading activities") for the period ended 31 December 2022 is as follows:

	2022	2021
	£	£
Profit and Loss		
Turnover	73,092	28,479
Administration expenses	(875)	(1,826)
Net profit before tax	72,217	26,653
Taxation	-	-
Net result	72,217	26,653

Profit and loss reserve

Brought forward at 1 January	26,653	59,793
Net result in period	72,217	26,653
Distribution to Gynaecology Cancer Research Fund	(26,653)	(59,793)
Carried forward at 31 December	72,217	26,653

Summary Balance Sheet

Current Assets

Debtors	273	7,581
Cash at bank and in hand	97,709	23,939
Total current assets	97,982	31,520

Current liabilities

Creditors – amounts falling due within one year	25,764	4,867
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Net current assets	72,218	26,654
---------------------------	---------------	--------

Total assets less total liabilities	72,218	26,654
--	---------------	--------

Capital and reserves

Share capital	1	1
Profit and loss accounts	72,217	26,653
Total	72,218	26,654

18. DEBTORS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Trade Debtors	7,773	12,069	7,500	4,488
Amounts owed by group undertakings	-	-	22,763	(6,499)
Prepayments and accrued income	271,040	160,854	271,040	160,854
Other debtors	7,618	37,270	7,617	37,270
	286,431	210,193	308,920	196,113

19. CREDITORS

Amounts falling due within one year

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Grants payable	388,808	235,588	388,808	235,588
Trade Creditors	34,334	38,788	34,334	28,087
Accruals	16,919	23,928	13,919	21,708
Taxation and social security	6,235	16,024	5,109	16,024
Other Creditors	1,645	1,938	2,770	3,495
	447,941	316,266	444,940	304,901

20. UNRESTRICTED FUNDS – GROUP

	At 1 January 2022 £	Income £	Expenditure £	Transfers £	At 31 December 2022 £
General funds	318,146	1,219,370	(1,250,294)	130,789	418,011
Designated funds:					
UCL research	170,000	-	-	(170,000)	-
Emergency fund	134,000	-	-	46,000	180,000
	<u>622,146</u>	<u>1,219,370</u>	<u>(1,250,294)</u>	<u>(6,789)</u>	<u>598,011</u>

UCL research

The £170,000 represents a 12-months research application process and budget approved for UCL as Professor Martin Widschwendter's vision 2040. UCL was awarded a research grant of £161,095 in March 2022 as part The Eve Appeal's Strategic Research Funding.

Emergency fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants. Further information on this and the rationale for this can be found in the reserves section of the Trustee Report.

Transfers

There was an overspend on Ask Eve therefore a transfer from Unrestricted Funds was needed to clear the negative balance.

Funds raised in 2021 should have been restricted to BRCA Research. Therefore in 2022 a transfer from Unrestricted Funds was needed to correct this.

UCL was awarded £161,095 grant in March 2022 as part Eve's Strategic Research Funding.

UNRESTRICTED FUNDS – CHARITY

	At 1 January 2022 £	Income £	Expenditure £	Transfers £	At 31 December 2022 £
General funds	291,493	1,173,806	(1,250,294)	130,789	345,794
Designated funds:					
UCL Research	170,000	-	-	(170,000)	-
Emergency fund	134,000	-	-	46,000	180,000
	<u>595,493</u>	<u>1,173,806</u>	<u>(1,250,294)</u>	<u>6,789</u>	<u>525,794</u>

21. RESTRICTED FUNDS – CHARITY AND GROUP

	At 1 January 2022 £	Income £	Expenditure £	Transfers £	At 31 December 2022 £
Ask EVE	16,475	58,909	(76,311)	927	-
Small Cell Cancers	148,330	2,097	-	(150,427)	-
BRCA Protect	6,633	-	-	-	6,633
BRCA Research	-	10,385	(65)	3,784	14,104
Computational Biology Team	-	2,250	-	-	2,250
Vulval Cancer	-	2,969	(2,969)	-	-
Awareness	-	3,590	(3,586)	-	4
Know Your Body (formerly known as Every Girl Promise)	102,962	-	(89,485)	(11,500)	1,977
HPV Resource	1,506	-	(828)	-	678
Extension of Ask Eve – South Asian Communities	14,990	(1,458)	(7,183)	-	6,349
Rare Gynaecological Research	33,079	108,925	(177,916)	150,427	114,515
Ovarian Cancer Research	49,270	7,041	(107)	-	56,204
Lynch Syndrome Guide	-	15,000	(15,000)	-	-
UCL Strategic Research Funding	-	25,000	(25,000)	-	-
Every Woman Promise	-	136,536	(6,835)	-	129,701
NE London Cancer Alliance – Womb Cancer Awareness	-	7,000	(217)	-	6,783
	373,245	378,244	(405,502)	(6,789)	339,198

Transfers

There was an overspend on Ask Eve therefore a transfer from Unrestricted Funds was needed to clear the negative balance.

Due to the large award from the Canadian Government in 2021 we would not be able to utilise these funds for several years. Eve asked donors whether they would be open to changing their restriction to Rare Gynae Cancer Research, so we can hopefully replicate the success we have had with this fund.

Funds raised in 2021 should have been restricted to BRCA Research. Therefore in 2022 a transfer from Unrestricted Funds was needed to reflect this.

Restricted Funds

Ask Eve: The nurse led information service providing free, confidential, gynae information via phone or email.

Small Cell Cancers: The project aims to develop a UK and international Registry for Small Cell Carcinoma of the Ovary (SSCO) that will be used to identify patients, consent them for research and provide access to tumour and non-tumour tissues.

BRCA Protect: The programme aims to identify the mechanisms of cancer development, understand its causes and test potential ways of preventing gynaecological cancer development. The focus of the programme is understanding why those in high-risk groups who carry mutated genes develop cancer.

BRCA Research: Several of our research programmes have a strong focus on the BRCA gene mutation to early detect or prevent ovarian and breast cancer – for example BRCA PROTECT, BRCA UNITE and GCaPPS.

Computational Biology Team: Our programmes require a substantial computational biology, statistics and bio-informatics which are central to our research.

Vulval Cancer: Vulval cancer is one of the rarer gynaecological cancers with just over 1,000 cases in the UK diagnosed each year. Increased awareness of the signs and symptoms of vulval cancer are essential to ensure that women see their GP as soon as they notice something not right for them and to keep going back if it continues.

Awareness: This fund is restricted to raising awareness of gynaecological cancers and communication work around certain campaigns such as Get Bleeding Checked.

Know your Body (formerly know as Every Girl Promise): This fund is an outreach programme to work with schools about gynaecological health. This is funded by ICAP but has been delayed by the global pandemic.

HPV Resource: This project works to embed a deeper and more nuanced public understanding of HPV, seeking to reduce disease risk, promote preventative behavioural change, and improve patient outcomes for HPV and related diseases across the board.

Extension of Ask Eve – South Asian Communities: Tailored information provision and community education to improve gynaecological health outcomes. The project will evaluate and address the needs of three key audiences: South Asian women, economically deprived communities, and older women aged 50+.

Rare Gynaecological Cancer Research: Less than 5% of the 21,000 women diagnosed with gynaecological cancer in the UK are diagnosed with a rare form. The low number of new cases of these rarer cancers mean individual doctors are unfamiliar with symptoms, too often resulting in a late diagnosis, with treatment that may not be optimal for the disease type and subsequent progression of the disease. More research is needed to advance and improve the early diagnosis and prevention rare gynaecological cancers.

Ovarian Cancer Research: In the UK nearly 7,500 people are diagnosed with ovarian cancer every year. The symptoms are not always obvious, and it is often diagnosed in a late stage. Research into early detection, risk prediction and prevention is needed.

Lynch Syndrome Guide: Lynch Syndrome is an inherited condition that increases your risk of developing some cancers, including bowel, womb and ovarian cancer. Eve developed an accurate and accessible guide on Lynch Syndrome for a lay audience.

UCL Strategic Research Funding: focusing Prof Widschwendter's research continuing at UCL. The Clinical Assessment & Work up of the WIDqEC test in women at high risk for Endometrial (Womb)Cancer.

Every Woman Promise: This project supports and educates women in the workplace, to report symptoms and seeks advice on gynaecological health issues and makes employers aware of the issues. The aim is to both improve the health chances for each woman but also to improve the corporate environment, through engagement at a corporate ownership and management level.

NE London Cancer Alliance, Womb Cancer Awareness: Working with the NHS to deliver 12 awareness sessions across north east London to increase the awareness of signs and symptoms of womb cancer amongst women. The project will primarily focus on areas where there is a large Black African, Black Caribbean or South Asian population, but will be available to all women regardless of ethnicity, sexual orientation or other protected characteristic.

More information on the research can be found in the research review on page 13 and on the Ask Eve service on page 16 of the Trustee Report.

22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
Fixed Assets	23,862	-	23,862	24,974
Current Assets	1,005,372	355,916	1,361,288	1,286,683
Creditors: amounts falling due within 1 year	(431,223)	(16,718)	(447,941)	(316,266)
	<u>598,011</u>	<u>339,198</u>	<u>937,209</u>	<u>995,391</u>

23. LEGAL STATUS OF THE CHARITY

The Charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 13 (2021:11).

24. ULTIMATE CONTROLLING PARTY

Eve Appeal Limited is a wholly owned subsidiary of Gynaecology Cancer Research Fund, which is the ultimate controlling party.

The Ultimate controlling party of Gynaecology Cancer Research Fund are the Trustees.

25. RELATED PARTY TRANSACTIONS

During the year under review, the Charity received income totalling £32,298 in donations from 15 Trustees, both current and resigned in the period, including partners (2021: £2,065 from 8 Trustees including partners).

Reed Smith LLP provided pro bono legal services to the charity in the year totalling £70,138 (2021: £4,250). Tamara Box, a partner in Reed Smith LLP is also a Trustee of the charity.

26. COMMITMENTS UNDER OPERATING LEASES

The group and Charity had the following future minimum lease payments under non-cancellable operating leases:

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Land and buildings:				
Within one year	-	17,973	-	17,973
Between one year and five years	-	-	-	-
	-	17,973	-	17,973
Equipment:				
Within one year	-	3,240	-	3,240
Between one year and five years	-	540	-	540
	-	3,780	-	3,780

Accounts

Gynaecology Cancer Research Fund

Annual Report and Accounts for the year ended

31 December 2021



Company Registration Number: 04370087

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

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Legal and Administrative Information

Charity Name

Gynaecology Cancer Research Fund – operating as 'The Eve Appeal'

Trustees

Melanie Richards CBE (Chair of Trustees)
Jenny Leonard (Chair, Operations Committee)
Judy Bloomer
Tamara Box
Sarah Clark
Ian Drew
Dr Christine Ekechi
Sidonie Kingsmill
Sarah Morris
Marion O'Hara Appointed 27/10/2021
Cathy Pittham-Wiley
Kathleen Pritchard Appointed 27/10/2021
Dr Adam Rosenthal
Lay Koon Tan

Chief Executive

Athena Lamnisos

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Registered Company Number: 04370087

Principal Office of Charity and Registered Office

10-18 Union Street, London, SE1 1SZ

Auditor

Moore Kingston Smith LLP, Devonshire House, 60 Goswell Road, London, EC1M 7AD

Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
Scottish Widows Bank, 67 Morrison Street, Edinburgh, EH3 8YR
Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

Solicitors

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

From the Chair of Trustees

As we head into our twentieth year, we have much to celebrate in terms of progress made and much to be hopeful about in the steps towards cancer prevention that we have made possible – hand in hand with researchers, donors and patient advocates. However, with the five gynaecological cancers where we focus our attention, we are not yet where we wanted to be when we launched the Charity in 2002. For ovarian cancer, the most deadly of these diseases, only 35% of women diagnosed will survive their diagnosis for 10 years.

For a charity with the sharp focus that we have – in prevention, early diagnosis and risk prediction – the pandemic has underscored the need to invest in keeping people well. Understanding how cancer develops and stopping it before it has a chance to start, is at the heart of our strategy.

We are proud of the research we have supported in 2021, along with all the research continued from our previous funding. Providing public information on signs, symptoms and risk factors as well as providing a unique and vital specialist nurse information service has remained a key focus. The coronavirus pandemic has resulted in delayed diagnosis and screening because of disruptions to services and it impacted on peoples' health seeking behaviour as they protected GPs precious time. Our Ask Eve nurse service – expert, free at the point of use and there for everyone who needs it – has had a lasting impact.

The awards that we have made to support the development of a revolutionary screening tool that may predict the risk of developing four different cancers have resulted in exciting findings which were published in early 2022. The next stage which involves taking this work into clinical trials represents a significant research undertaking.

My Trustees and I are very proud that we have funded new research programmes through the year. We have continued to work towards our strategic objectives and focused new awareness information into key areas including HPV and symptoms which are often not recognised as potentially signs of cancer. We have achieved our fundraising strategic objective of digitising our programme and moving to a data led approach in how we target our income generation efforts. Our brand and reputation has continued to grow with record media coverage and social media engagement achieved during our flagship campaign Get Lippy during May.

Looking to the future, we will be supporting a group of researchers who continuously innovate, pioneer and improve cancer diagnosis and prevention. This, combined with our ambitious staff and Trustee team who have the skills and expertise to raise and deploy funds with great impact, is a magical combination. We will continue to fund in areas where there are gaps, to invest in early-stage research where conventional funding is harder to come by, and to seed fund in rare disease where there is much to be learnt. Bringing together research efforts to make a bigger impact is paramount. We will be reviewing strategy and setting a new three-year plan towards the end of the year. The ambition will not change: to make gynaecological cancers a disease of the past.

I would like to personally thank each and every one of the dedicated and highly capable leadership team and staff at Eve, my Board of Trustees who continue to give their valuable

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

time and commitment and the truly world-class teams of researchers we fund. None of this would be possible without the extraordinary people who support The Eve Appeal. I am truly grateful to each and every one of our donors for their continuing efforts and generosity.

On behalf of The Eve Appeal, heartfelt thanks.

A handwritten signature in blue ink, appearing to read 'Melanie Richards'.

Melanie Richards CBE, Chair

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

From the Chief Executive

As we reflect on a challenging year, never has the commitment of our donors and partners been more important and more appreciated.

As a medical research charity, we play an important role in the research pipeline and provide a vital role in making the UK a world leader in science and research. We do this by seed funding in the riskier, more innovative research programmes, where conventional funding is harder to come by. In the last decade, Eve has pump-primed world-class screening research in ovarian cancer that has then brought in wide scale support from other funders – the Departments of Health across England and Wales, the Medical Research Council and Cancer Research UK.

For every £1 brought in from our donors, many more pounds are leveraged later on down the line. We achieved a first during the year – being handed back research funding by a research team who, because of our early funding, had results where a mainstream funder would commit a substantial award. This investment in early-stage research and innovation allows a programme to flourish and we can invest our funds in a new project where we hope to see similar results.

Embedded in our current strategic priorities is to ensure that health inequalities are addressed, and we reach audience and communities who need us most and who are facing a lack of services, information and support in looking after their health. We are committed to making sure that The Eve Appeal is a welcoming and inclusive charity and over the past year we put a new diversity, equity, and inclusion plan in place to help us to reach and support everyone impacted by gynaecological cancers.

We are proud to have invested in the development of an innovative education programme which will be piloted in schools in four London Boroughs in Spring 2022. The areas have been selected based on health inequality evidence. We carried out an information gaps analysis in 2020, this identified a large gap in information around HPV (the Human Papilloma Virus, which is the key risk factor in the development in both cervical and vulval cancer). We produced a range of resources in innovative formats and in partnership with expert organisations including the Sex Education Forum, Brook and Mencap.

To the many people who pulled together over the past year to support us, thank you. You made sure The Eve Appeal could not only deliver frontline services in an extremely uncertain fundraising environment, but that we could continue to make progress in early diagnosis and cancer prevention.

We thank all those who made generous gifts, including trusts and foundations who funded our nurse information service as well as our cutting-edge medical research programmes. We also thank our extremely dedicated and expert staff team for working tirelessly to support our community, in very difficult circumstances. While we are proud of our achievements, we know there is a real opportunity to transform the way we both prevent and detect these diseases so that every girl born today faces a different future.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

Our shared purpose is powerful. This year, we have stood side by side with supporters, researchers, partners and those affected by gynaecological cancers to challenge the notion that cancer is a 'throw of the dice' by championing a clear message that we can, and will, find ways to detect it at the earliest opportunity. Our strategy and plans for 2021/2022 take this vision forward.

A handwritten signature in black ink, appearing to read 'Athena Lamnison'.

Athena Lamnison, CEO

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

Planning for the year ahead

The pandemic has created challenges and changed ways of working for every organisation. The uncertain economic climate continues to force huge challenges upon most charities in the sector and The Eve Appeal is no exception. Through diversifying our fundraising strategy and particularly by investing substantially in digital engagement across our programmes, we have had a successful fundraising year. We have exceeded both our 2021 budget and our mid-year reforecast targets.

We have continued with the agile and adaptive approach to planning, review and refocus that we adopted at the outset of the pandemic. This response to managing and balancing risk, contingency planning, drawing on the support and experience of our Board, has proved an effective approach. We have maintained our focus on our three-year strategic plan but adapted and changed both fundraising programmes and delivery mechanisms to meet our objectives.

The actions taken enabled us to withstand the uncertainty and prepare for the road ahead. These actions included:

- Consistent and robust cost-cutting measures, which have been maintained during the year;
- Investing in fundraising programme testing, review and data analysis to ensure that we are developing programmes in the right areas and stewarding donors effectively;
- Continued pivoting of both fundraising and awareness activities from event and face to face activities to digital, engaging with both current and new supporters;
- Giving notice on our current standalone office space and researching a new 'hub' space which will reduce costs and increase partnership working and collaboration.
- Investing in our staff team through embedding hybrid working and reviewing staff benefits and policies including our long-term sickness and absence policy;
- recruiting Trustees with specific skill sets in financial planning and management.

Our strategy & plans for 2022:

- Assumptions for the 2022 financial year are realistic and build on learnings from 2021 successes. They are also conservative and assume limited growth, while ensuring the ability to react as required to occasional lockdowns and their impact on fundraising events;
- A new three-year plan will be launched at the end of this year, and this will include a revised research vision and strategy for investment;
- Implementation of recommendations arising from an independent review of our governance and the development of an External Affairs Board Committee which will oversee research and other charitable activities;
- Embedding the equality, diversity and inclusion workplan across all our activity, starting with audience identification and prioritisation to ensure we are engaging the communities who need us most;
- The launch and first award from a new restricted fund focused on rare gynaecological cancers (sub-types where there is currently under-investment);
- Continued investment in our core research programme in prevention and developing an integrated strategy with the team led by Professor Martin Widschwendter and his pan-European team;

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

- Continued investment in the early detection and prevention of vulval cancer through our partnership with the Royal College of General Practitioners, the launch of a training tool and the delivery of a biomarkers research programme;
- Launch and evaluation of our first education programme, Know Your Body;
- Implement the recommendations of a review of our Ask Eve nurse service so that it reaches more people who can receive support and prioritising minoritized groups.

As a result of these activities, we begin 2022 and the new financial year in a stable but optimistic position, intently focused on continuing our vital mission.

Objects and Activities

Introduction

Founded in 1984 by Professor Ian Jacobs, The Eve Appeal raises awareness and funds research into the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 58 women are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but under 7% of the UK's national spend on cancer research goes on prevention (National Cancer Research Institute, 2021) and a tiny percentage of the total on the gynaecological cancers. 1 in 7 women can't name a gynae cancer and nearly 20% of women don't know they menstruate and urinate from different places.

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £2.7m to research focused on developing new screening, risk prediction and early detection methods and evidence. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma, and offer a free nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed, the Association of Medical Research Charities (AMRC) predict that it will take 4.5 years for medical research spend to recover to 2019 levels as a result of the pandemic. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 19 January 2019), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research;
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, and their signs and symptoms, risk factors (including BRCA and inherited risks);
- To relieve the needs of women affected by the gynaecological cancers, and inherited risk factors (including genetic mutations) by providing information and support services for such women, their families, friends and health and social care professionals.

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Aims and objectives

The Eve Appeal is the only UK national charity raising awareness and funding research into the five gynaecological cancers.

The Charity was set up to save lives by funding ground-breaking research focused on developing effective methods of risk prediction, earlier detection and prevention for the gynaecological cancers. We have played a crucial role in providing seed funding, core infrastructure funding and project funding in addition to campaigning to raise awareness of gynae cancers.

The world-leading research that we fund is ambitious and challenging but our vision is simple:

A future where the gynaecological cancers are a disease of the past.

Public Benefit Statement

In reporting on the objectives and achievements of the Charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. The Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS102.

Achievements and Performance

Summary

The Eve Appeal exists to raise awareness and fund research into the five gynaecological cancers. We are proud of the research we have funded and the partnerships we have forged to ensure more people are aware of the signs and symptoms of the five gynaecological cancers.

Under our strategic research programme researchers published a substantial number of results from FORECEE and BRCA-ERC projects in sixteen journals including Nature Comms, Clin Epigenetics, The Lancet Oncology, with an additional five manuscripts relating to the work either accepted for publication or in the review/acceptance stages.

The £1.8m investment from The Eve Appeal for this research has, in part, led to further funding totalling €7m from European funding programmes clearly demonstrating the power of our research funding strategy.

We were also delighted to receive news that the Small Cell Ovarian Cancer Registry that we had committed to part-funding had been successful in securing a large grant of \$600k from the Canadian Department of Defense Rare Diseases fund to support the project over several years, and so much of our committed grant will now be used for other vital research into rarer ovarian cancers. We look forward to monitoring progress with the Small Cell Ovarian Cancer Registry and are proud of the work we have helped to fund.

Our nurse-led information service, Ask Eve, has continued to provide expert support to people with questions about the gynae cancers throughout the pandemic. By encouraging anyone to ask anything, Ask Eve has been actively breaking down the barriers of embarrassment and lack of knowledge that can prevent early diagnosis.

We instilled new monitoring and reporting for the service which helped to highlight gaps in the audiences we are reaching. As a result, we managed to secure funding to translate our

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resources into four South Asian languages and to deliver outreach sessions within these communities work for which is ongoing.

Over the last year, we have developed several new and existing key partnerships with other charities including The Survivor's Trust – with whom we held a joint episode of our Probably Nothing web series focussed on cervical screening as a survivor of sexual trauma. We also collaboratively created guides for patients and healthcare professionals about cervical screening and survivorship.

We continued our relationship with Mencap, Brook and the Sex Education Forum by producing a range of resources on HPV (the Human Papilloma Virus, which is the key risk factor in the development in both cervical and vulval cancer).

We also partnered with the Royal College of General Practitioner's to begin developing a training tool for GPs on the signs and symptoms of vulval cancer which is due to roll out in early 2022.

All of this work was made possible by our generous donors and supporters, and we are incredibly proud of how our fundraising programme has grown, despite the obvious challenges posed by the pandemic.

Research

The Eve Appeal continues to show that in the under-profiled field of gynaecological cancer research, a small fund focused on prevention can have great impact. Whilst laying the groundwork for transformational outcome changes for patients, this year many of our existing research programmes transition to the next phase of their research, resulting in the publication of papers and proposing changes to national policy and guidance.

Our relatively small research investments have enabled our researchers to leverage significant follow-on funds from national and international funding bodies. New awards made in the past 12 months provide the foundations of novel research that could make quicker diagnosis and ultimately improve treatment outcomes.

Membership of our Research Advisory Committee was expanded in January 2021 to include two new lay members, and sadly Dr Andrew Nordin stood down, after five years of service. The new committee met for the first time in October 2021.

Open Research Calls

The Eve Appeal ran two open calls for research applications in 2021, for Small Grant Awards and Vulval Cancer Research.

Small Grant Awards

The Small Grant Awards scheme was launched in February 2021. The applications were reviewed by members of the Research Advisory Committee (RAC) and two awards of £2,500 were recommended for funding. The first to Dr Trish Holch, Leeds Beckett University for Increasing awareness of Gynaecological Cancer and the second to Professor Adam Rosenthal, University College London for work towards the prediction of Endometrial Cancer in Lynch Syndrome.

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Vulval Cancer Research Call

The Vulval Cancer Research call was launched in April 2021 and a recommendation was made by the RAC at the October meeting to make an award of £30,000 to fund discovery of biomarkers for the early detection of vulvar cancer and pre-cancer by spatially resolved gene expression, the work to be led by Dr Jacqueline McDermott, Imperial College London.

Strategic Programme Review: BRCA Protect, BRCA Alliance, FORCEEE1, Computational Biology

The suite of research projects led by Professor Martin Widschwendter (BRCA Protect, BRCA Alliance, FORCEEE1, Computational Biology) provided a progress report as part of a Strategic Programme Review carried out in September 2021.

Peer reviewers concluded that The Eve Appeal's initial funding has been central to the foundation and extension of research into epigenetic biomarkers of gynaecological cancers by the UCL team. Successful, and successive research applications to prestigious and highly competitive European and UK funding programmes provide an external validation of the quality of the research undertaken. The £1.8m investment from the Eve Appeal has in part led to further funding totalling €7.0m from European funding programmes.

During the period covered by the report, staff in the projects have published a substantial number of results from FORCEEE and BRCA-ERC projects in sixteen journals including Nature Comms, Clin Epigenetics, The Lancet Oncology, with an additional five manuscripts relating to the work either accepted for publication or in the review/acceptance stages.

Patents relating to the work undertaken in the FORCEEE and BRCA-ERC projects were filed in June 2020 by UCL. Further patents relating to additional DNAm signatures (age-, smoking-, and BMI-related indices) are also in process.

Building on the body of work, Professor Widschwendter has developed "Vision2040" which will now focus on building on these datasets to develop and refine the Women's Cancer Risk Identification (WID) indices to deliver clinically actionable molecular tests.

A Research Support Grant to provide continuity for the laboratory team will be reviewed and awarded in Spring 2022, with the intention to invite the research team to prepare a new three-year strategic programme application later in 2022.

UKCTOCS (UK Collaborative Trial of Ovarian Cancer Screening)

UKCTOCS comprises a National Institute for Health and Care Research award of £845,000, with an aligned award from the Eve Appeal of £150,000. UKCTOCS is intended to answer the question if screening impacts on ovarian cancer mortality; the result of the trial will have global implications on screening. Despite the incredibly challenging times in view of the lockdown, medical notes have been retrieved and collated for a comprehensive Outcomes Review.

The results were published in April 2021 and showed that neither the annual screening with a transvaginal ultrasound scan or the annual screening with a CA125 blood test followed by a transvaginal ultrasound method saved lives, compared to no screening. The trial did however find that annual screening of a blood test then ultrasound scan diagnosed patients earlier than those who had no annual screening.

From UKCTOCS we now know that an annual blood test and ultrasound does pick up cancers at an earlier stage, with 39% of the ovarian cancers found being in stage 1 or 2,

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that's 10% more compared to having no screening. Unfortunately, it didn't follow through to saving lives – which is the threshold needed to approve a screening programme on the NHS.

Small Cell Ovarian Cancer Registry

The Small Cell Ovarian Cancer Registry is led by Dr William Foulkes at McGill University, Montreal. It is a collaboration between The Eve Appeal, Angela's Fund and researchers at Cambridge University and University College London. The project aims to develop an International Research Collaboration and Patient Registry, consolidating the knowledge and experience of both patients and clinicians to provide a necessary foundation for effective research into small cell ovarian cancer.

We were delighted to receive news that the project had been successful in securing a large grant of \$600k from the Canadian Department of Defense, Rare Diseases fund to support the project over several years, and so much of our committed grant will now be used for other vital research into rarer ovarian cancers. We look forward to monitoring progress with the Small Cell Ovarian Cancer Registry and are proud of the work we have helped to fund.

Rapid Tissue Diagnosis of Endometrial Cancer

Professor Sadaf Ghaem-Maghami, Imperial College London is funded by the Charity to lead a research programme that focuses on rapid tissue diagnosis of endometrial (womb) cancer in patients with abnormal uterine bleeding and seeks to identify new technologies that could be employed to make the diagnosis quicker and easier. Due to the pandemic this project was late in commencing and we are due our first report in early 2022.

Ask Eve – Nurse-Led Information Service

The average call to the Ask Eve service is over 26 minutes long, which is between 2-3 times longer than the average 10-minute GP appointment, allowing people concerned about their gynae health an extra layer of information and support.

84% of all contact made to Ask Eve in 2021 was from people who are pre-diagnosis, i.e., not on the cancer pathway but who have a gynae health concern or are being investigated for a possible malignancy. This underscores the unique role our nurse information service plays in cancer prevention.

This high volume of 'pre-diagnosis' questions demonstrates that the service is being used primarily by people who are concerned about potential signs and symptoms, cervical screening, and their family links/hereditary cancer risks. The Ask Eve service has gained an increasing visibility as the first-place people come to when they have concerns.

In the first three months of the pandemic and during lockdown in 2020, 35% of all contact made to the Ask Eve service was specifically related to Covid, e.g., the cervical screening programme was stopped, or an ultrasound appointment had been cancelled. The first quarter of 2021 saw that number of Covid related queries reduce to 14%, and 2021 ended on less than 2%. This is a reassuring trend.

In 2021, 'Probably Nothing', The Eve Appeal's weekly online series hosted by Ask Eve's Nurse Service Co-ordinator, continued for its third, fourth and fifth series, with twelve new 45-minute conversations with experts planned, recorded, edited and broadcast reaching nearly 21,000 people. Series three, which was watched by nearly 6,400 people, centred around cervical cancer, specifically prevention. This included collaboration on the opening

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episode with Jo's Cervical Cancer Trust.

During Ovarian Cancer Awareness Month, the first three episodes were focused on relevant subjects: the symptoms of ovarian cancer, "I've just been diagnosed with ovarian cancer, what happens next?", and the BRCA gene alteration. The fourth and final episode was a 'drop in' gynae clinic with women's health expert and Bradford-based GP, Dr Anne Connolly. Nearly 8,400 people tuned in to series four.

The four episodes of series five focused on: checking your vulva, cervical screening as a survivor of sexual trauma with The Survivor's Trust, managing menopause after cancer treatment, and ended with another GP drop-in session. Series five of Probably Nothing was watched by nearly 6,000 people.

The Probably Nothing episode about cervical screening for survivors of sexual abuse and trauma marked the start of an ongoing partnership with The Survivor's Trust. Collaborative guides for patients and healthcare professionals about cervical screening and survivorship have been created, and a podcast on the same subject is being planned for March 2022.

The Ask Eve team delivered eight workplace lunch and learn sessions this year. This programme which takes gynaecological health into the workplace and on to the corporate wellbeing agenda has been developed into an employee programme, The EveryWoman Promise. The EveryWoman Promise sees employers make a commitment to women's health in the workplace and has been incredibly well received by employers and employees alike.

One new and notable request from The Environmental Agency, was to specifically focus on cervical screening information for their LGBTQIA+ staff members.

Information and Awareness

Across the whole year over 256,000 people accessed our website, and our gynae health information pages were looked at by 205,500 people.

Over the course of 2021 our social posts, which contain vital gynae health information and updates on The Eve Appeal, reached over 9,860,000 people.

We were mentioned in the media 431 times in 2021, where we shared gynae health information, details about our Ask Eve service, and commented on key stories that were in the news, our coverage over the year had an estimated total reach of 7.7 billion people. We were featured in key outlets such as The Telegraph, The Sun, The Daily Mail and Mail Online, BBC Online, The Times, Stylist, Woman & Home, Closer Magazine, Sky News, Channel 5 News, BBC Radio 4 and more.

January – Cervical Cancer Prevention Week

In January, for Cervical Cancer Prevention Week, we ran a survey (YouGov) to see whether people were attending their cervical screening tests when invited, and if not then why. We found that nearly 1 in 3 who didn't attend their screening were put off by Covid, either by fear of catching Covid, or from assuming that the cervical screening test wasn't running.

Our survey landed coverage in The Telegraph, Good Housekeeping and the Metro – with a total estimated reach of nearly 111,228,000 people. Marina Wheeler, who had cervical cancer also spoke to The Telegraph about her experience for us, which reached over 90,000,000 people and made the front page of The Telegraph and Stella, the Telegraph's weekend magazine.

Our content over the week reached nearly 160,000 people via our social media platforms.

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We also launched a guide to genetic testing for women and people who have been diagnosed with ovarian cancer. The resource was funded by GSK and explained everything someone newly diagnosed would need to know about genetic testing to be informed and supported in making decisions about their healthcare. Nearly 850 people have been on the webpage with the guide.

March – Ovarian Cancer Awareness Month

Due to the Covid pandemic we did not ask people to hold Make Time for Tea parties in March 2021, but we still raised awareness of ovarian cancer and its signs and symptoms all through the month for Ovarian Cancer Awareness Month.

We focused on sharing patient stories, key information and hosting live session on Instagram and twitter with a young woman who had stage 3 cancer. Our awareness content reached over 1,150,000 people through our social media channels.

May – Get Lippy

May 2021 saw our fourth year of the Get Lippy campaign. We ran a YouGov survey which found that 1 in 4 have felt not listened to when seeking medical help for their gynaecological health. To help change this we updated our tips to help people attending gynae health appointments feel informed and empowered and help them go with all of the information they need to help their doctor.

We developed an Easy Read version of our tips, so that they were accessible for people with learning disabilities or any language barriers. We also created some tips for medical professionals for when they are looking after patients with additional barriers, to help them be trauma informed and support their patients.

Through our social media channels, our campaign reached nearly 1,191,000 people. Over 775 people looked at our tips for going to your gynae health appointment in 2021, and 216 people looked at our tips for healthcare professionals. In total, nearly 10,200 people looked at our Get Lippy pages.

June – Know Your Normal

For the first time in June 2021, we partnered with Tesco, Always and Always Discreet to help raise awareness of red flag cancer symptom, abnormal bleeding.

In selected Tesco stores, Always and Always Discreet products had information about the campaign on them, with a QR code linking to a landing page on The Eve Appeal website with information on the gynaecological cancers, abnormal bleeding, and how to track your periods to spot if you have any changes.

The campaign reached an estimated 0.3 billion people across the country through its media coverage, in outlets such as The Times, The Metro and The Sun.

The adverts in print alone reached 1.3 million people, and 5.3 million people were reached on social media – through paid ads and organic social.

15,000 people viewed the campaign on one of the three websites: The Eve Appeal, Tesco and Always, with over 715,500 reached on The Eve Appeal's social media channels alone.

September – Gynaecological Cancer Awareness Month

For Gynaecological Cancer Awareness Month (GCAM) in 2021 we took people back to school to give them the sex ed they missed out on and need to look after their gynae health.

We covered topics such as anatomy, periods and menopause, and pulled in relevant information on gynaecological cancers at each opportunity. We created a range of engaging

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and interesting content, using reels and illustrations, to try and increase gynae health and gynae cancer knowledge.

Part of our gynae health information was on HPV, the related cancers and cervical screening. Over the course of the month our educational content reached over 472,700 people across our social media channels and website.

We released a guide to HPV as part of our GCAM activity, called HPV Has No Gender, which was funded by MSD. The guide aims to increase awareness of HPV and how to help prevent it, for young adults aged 16 and above, in an inclusive and accessible manner.

The guide covers what HPV is, all of the diseases it is linked to, and ways in which you can prevent it. Over 2,400 people have been on the HPV Has No Gender page and blog on our website. And our HPV information reached nearly 97,000 people across our main social media channels.

December – Be Gynae Aware:

In December we ran a campaign with GSK called Be Gynae Aware. The campaign aimed to raise awareness of gynaecological health and had a checklist that helped people spot when something may be wrong that needs to get checked by a doctor.

The campaign reached nearly 34 million people, largely due to the campaign being covered widely in the media, including in The Metro, and many regional pieces of print and online coverage. Over 1,300 people went on the Be Gynae Aware landing page during 2021, it has since reached over 2000 views. A paid for advert on the campaign made 250,000 impressions.

Fundraising

From the General Public

We are incredibly grateful for the amazing support and generosity of the thousands of people who choose to donate to us during the year despite the continued challenges posed by the coronavirus pandemic.

Continuing to build upon our success with digital fundraising, we held numerous virtual challenges throughout the year which have been well received by new and existing supporters alike.

We regularly fed back on the impact of supporter's donations and listened to their views and experiences. Our new Rare Gynaecological Cancer Research Fund is a direct result of some of these conversations and we are excited to fill this need for patients and fundraisers.

Despite the challenges the pandemic has brought, it is clear that the passion and drive of all those looking to support women affected by gynaecological cancers is unwavering.

From Businesses

We are truly thankful for the ongoing support of our long-term corporate partners, including Tesco, Cosmetic Executive Women UK (CEW) and Saks Hair and Beauty Salons, who continue to support The Eve Appeal in numerous ways.

We are also incredibly grateful to all of those businesses that joined our EveryWoman Promise wellbeing programme, requested lunch and learns, or supported us in other ways throughout the year. We would specifically like to thank London Stock Exchange Group, Man Group, and Proctor & Gamble for their phenomenal support.

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We again ran our flagship Get Lippy campaign in May, a campaign which sets out to encourage everyone to speak up about gynae cancers. Numerous brands participated in our Cause Related Marketing campaign with Tesco, as well as via their own websites – generating vital visibility, awareness and funds. Brands involved included Blistex, Carmex, Yes, Elemis and many others.

From Trusts and Foundations

We are lucky to have benefitted from the support of numerous Trusts and Foundations throughout the year and maintained our growth in this area of income.

We are truly grateful for their support and the difference this is making to all those affected by gynaecological cancers. We look forward to continuing these relationships in 2022.

Impact

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small-scale research project.

Staff, Trustees and volunteers have continued to show incredible commitment to the mission of The Eve Appeal. Our progress in this mission, a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers, has been strong and measurable. Commentary on the objectives as described in last year's Trustee Report follows:

Research Impact Overview

- Thanks to fundraising efforts by our dedicated Eve supporters, the funding we provided to McGill University for Small Cell Ovarian Cancer Registry was able to provide them the evidence needed to apply for a government grant. We are delighted that they were successful in their application and have attracted a hundred-thousand-dollar grant for this work to continue.
- Professor Martin Widschwendter continued to lead on our flagship FORECEE programme: in 2021, his team submitted four manuscripts on breast, cervical, womb and ovarian cancer to leading research publications. These papers are currently under review – one more crucial step towards the effective risk prediction and early detection of the four cancers.
- We saw further progress on an Eve-funded study into ovarian cancer screening (UKCTOCS), which suggested that certain screening methods could help to prevent cancer deaths. The team are planning for a follow-up study to develop these important findings.
- An ovarian cancer risk prediction model – which was developed through the Eve-funded PROMISE programme – is now available to health professionals and is currently being tested for routine clinical use. This could transform outcomes for people at risk from ovarian cancer, giving them a far stronger chance of survival.

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Ask Eve Nurse Service Impact

The Ask Eve team has worked exceptionally hard to reach new people throughout the pandemic, to ensure that everyone who needs the service knows about it. Some of our 2021 success stories include:

- Holding an online talk on cervical and ovarian cancer with Dr Tracie Miles and menopause guru Ruth Devlin, this was aimed at nurses in Scotland and achieved a reach of approximately 1,000 people.
- A podcast on ovarian cancer aimed at clinicians featuring Dr Tracie Miles and representatives from AstraZeneca.
- Our 'Behind the Beams' podcast focused on radiotherapy for gynaecological cancers hosted by Dr Tracie Miles and two therapeutic radiographers.
- Dr Tracie Miles' interview on Radio 4 Woman's Hour about HPV self-testing kits.
- Ask Eve Cancer Information Nurse Hilary Maxwell's blog focused on the change in cervical screening intervals in Wales.
- BBC 5 Live radio interview with Ask Eve Cancer Information Nurse Hilary Maxwell about the reduction in cervical cancer cases since the HPV vaccine rollout.
- Live Sky News segment with Nurse Service Co-ordinator Karen Hobbs on the reduction in cervical cancer cases since the HPV vaccine rollout.
- A gynae health and sex education video filmed with Nurse Service Co-ordinator Karen Hobbs and media partners Freeda Media, this was released during Gynaecological Cancer Awareness Month in September 2021.
- A pre-recorded online discussion for Latte Lounge's Mid-Life Festival, on gynae cancer prevention and positive outlooks featuring Nurse Service Co-ordinator Karen Hobbs and Dr Philippa Kaye.

Fundraising Impact

Our incredible supporters donated £1,514,951 during the financial year. And for every £1 spent on fundraising we generated £4.40.

This is a phenomenal show of generosity, and we truly appreciate and celebrate every person and organisation who have chosen to support our work.

We are delighted that, despite the ongoing challenges the coronavirus pandemic brought, we have managed to grow our fundraising income across audiences and continue to develop our programme across all areas. We have further diversified our fundraising channel mix and have grown our proportion of unrestricted income to give the Charity greater flexibility in channelling funders wherever they will have the greatest impact.

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Some standout achievements include:

- Growing all areas of our programme vs our last 12 months accounts;
- Securing a partnership with PayPal that generated over £70,000 of unrestricted income and substantial exposure for the Charity;
- Securing a key strategic partnership with Tesco, Always and Always Discreet;
- Developing new virtual challenges for our supporters to stay engaged and raising money, while bringing on new donors to the Charity.

Future Plans: Putting Prevention First

Our mission for 2022 and beyond is a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers. We will work to save lives by focusing on the prevention and earliest diagnosis of the gynaecological cancers.

This is the area of cancer research with the deepest funding gap and the greatest potential to prevent the immeasurable costs of treating late-stage disease.

We are the only national charity to focus all our efforts on prevention, funding world-class research and programmes to raise awareness of signs, symptoms and risk factors across all five cancers.

We will achieve our vision – **a future where gynaecological cancers are a disease of the past** – through our single-minded focus across all our programmes on early diagnosis, risk prediction and prevention of these cancers. We believe that every single case of cancer that can be prevented should be, and we include everyone in our work.

Our research priorities are to fund programmes which will decode these cancers and uncover the full range of risk factors for their development and develop new tests that will diagnose them at the earliest stage. This focus holds the key to preventing cancers before they start and ultimately saving lives. Our research will compile a holistic picture of the role that hormones, genes and lifestyle play in cancer development. Once we've decoded this, we can be clear on effective prevention.

Goals 2021 - 23

Fund and support world-class medical research programmes that transform clinical practice

Maximise the impact of our research programmes and play a significant role in influencing the research agenda in cancer prevention and early diagnosis.

Anyone at risk of cancer development (and their loved ones) will have access to the best support and information

Through our specialist nurse service to work collaboratively with a range of health stakeholders to provide high quality and evidence-based information for patients and loved ones.

More people will be diagnosed at the earliest stage

To improve early diagnosis by increasing awareness and education of signs and symptoms and ensuring people attend screening and other detection programs.

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Priorities & Plans

As a medical research charity and an expert health information provider, we need to understand inequalities within health and research (they are many and varied) and make addressing these, part of everything we do. This commitment underpins our charitable activities 2022 and beyond.

We are progressing our ambitious agenda through unprecedented challenges and during a time of economic uncertainty resulting from global events. The impacts on health services have been huge and this has provided us with challenges but also opportunities – to pivot our programme work online and reach more people with our services.

Our priorities for 2022

- Continue to represent funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by taking part in committees and steering groups, and working closely with policy makers and government where possible. Priorities for research investment:
 - Development of risk prediction test for four main cancers that affect women - breast, ovarian, womb and cervical cancer;
 - Developing new screening for the early diagnosis of ovarian cancer;
 - Carrying out research inherited risk factors including genetic alterations;
 - Funding new research in vulval and womb cancer which are currently underfunded and profiled in terms of medical research;
 - Funding research in rare subtypes of gynaecological cancers.
- To support the vision of The Eve Appeal through raising £1,275,000 in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our education awareness and information campaigns.
- Review our research strategy development and management capacity within the staff team and Trustee body to ensure that research awarding and strategy are maximising funds, managed to gold-star standards and are benefiting those who are most at risk of gynaecological cancer development.
- Continue to develop our major gifts programme, through building solid relationships; and by getting businesses to make a commitment to support women's health in the workplace through signing up to our EveryWoman Promise.
- Continue to build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences (with a view to securing 400 items of media coverage).
- Work closely and collaboratively with fellow members of the Association of Medical Research Charities to make the case for investing in medical research and the impact that this achieve and restoring research funding levels to pre-Covid levels by 2024.

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- Extend our Ask Eve service through further consolidation and formalisation of our partnerships with a diverse range of community, patient and peer organisations that work directly with communities disproportionately affected by gynaecological cancers, and in areas where there are significant gaps in information provision.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention. Making the service accessible to all with a focus on those with the highest barriers to accessing health information and screening services. Prioritising developing resources for groups disproportionately affected by health inequalities and where needs are currently unmet.
- Implement the recommendations of an independent evaluation of the Ask Eve service and audit any gaps in targeting and service provision in order to better understand the needs of users and the best way to support them through the extension of the service through online platforms and through virtual events.

Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity for the purposes of the Companies Act. The Board sets the strategic direction of the Charity ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2021 this figure was £0.

There are two Committees which make recommendations to the Board: the Operations Committee and the Research Advisory Committee.

The purpose of the Operations Committee is to ensure that a strategic approach is taken in the areas of finance, risk, audit, remuneration and other operational areas. The Operations Committee is comprised of at least four members, all of whom are Trustees, who give detailed consideration, on behalf of the Board, to these matters.

The Research Advisory Committee provides scientific research advice, assesses research project proposals, makes recommendations and provides advice to the Board of Trustees. The Committee advises on any necessary course of action or additional information requirements when considering research funding proposals.

The Charity had one 100% owned subsidiary company in the year. Eve Appeal Limited is a trading company that distributes its profits under Gift Aid to the Charity.

During the year in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter has gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH which will be taking forward innovative diagnostic tests which are at an early stage of development.

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Any profits arising from the venture will be fed back into academic medical research programmes. Further details of this can be found in note 17 in the notes to the financial statements.

Trustee appointment, induction and training

Trustees are appointed in accordance with the Memorandum and Articles of Association, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the Charity.

Trustees and staff consider the skills gaps formed by departing Trustees and both openly advertise for and nominate appropriate individuals with skills to match before recommendation to Board for appointment. References are taken before appointment is formalised and prospective Trustees are then proposed and appointed at the AGM.

The Charity undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers of the Trustees and information about day-to-day running of The Eve Appeal. Key documents are provided, such as the Memorandum and Articles of Association, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Prospective Trustees may also attend relevant Trustee meetings as an observer as part of the induction process alongside introductions to key people and places. Trustees continue to be supported through ongoing training, with skills requirements regularly reviewed.

The Trustees who served in the period under review were: -

Melanie Richards CBE (Chair of Trustees)

Jenny Leonard (Chair, Operations Committee)

Judy Bloomer

Tamara Box

Sarah Clark

Ian Drew

Dr Christine Ekechi

Sidonie Kingsmill

Sarah Morris

Marion O'Hara Appointed 27/10/2021

Cathy Pittham-Wiley

Kathleen Pritchard Appointed 27/10/2021

Dr Adam Rosenthal

Lay Koon Tan

Declaration of Interests

All Trustees and staff are required to declare their interests, and any payments (including, but not limited to, benefits in kind such as gifts, hospitality shopping/travel concessions, preferential treatment, etc) received in connection with their role in The Eve Appeal where such interests would, or might, conflict with, or otherwise influence their decision-making in respect of the Charity's activities.

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Staff

A Senior Management Team comprising the Chief Executive; the Fundraising Director and the Head of Finance allows for distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The CEO has particular responsibility for issues relating to governance and for the financial management of the organisation.

The Eve Appeal has 16 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

Volunteers

Volunteers form a vital part of The Eve Appeal's operations; from our dedicated fundraisers holding bake sales or sporting events, to those who help staff at larger events like Festival of Carols or assist with day-to-day tasks in the office over a busy period. As a small charity, these supporters make a real difference to our achievements throughout the year.

The Eve Appeal continues to benefit from the voluntary efforts of our community of researchers, scientists, ambassadors and those sharing their stories, who willingly give up their time to help achieve the Charity's aims through engagement with the media.

The Trustees wish to extend their sincere thanks to all the volunteers who have supported The Eve Appeal.

Equality, Diversity and Inclusion

This policy applies to all Trustees, staff, service users and the general public. Commitment to equality and diversity are central to the work of The Eve Appeal. We will treat all people with dignity and respect, valuing the inclusion of all. We will promote equality of opportunity and diversity. We will eliminate all forms of discrimination on grounds of race, gender, marital status, caring responsibilities, disability, gender, age, social class, sexual orientation, religion, belief, irrelevant offending behaviour or any other factor irrelevant to the purpose in view.

We have set out in our organisational priorities for 2022, the need to take proactive steps to instil inclusivity across everything we do and make sure that all voices are amplified, all groups are listened to, represented and heard.

As part of this, we will ensure our policies and procedures are independently reviewed and fair and equal. Further we will review to ensure our research is reaching the diverse audiences we seek to serve and ensure that our communications reflect and engage all audiences.

In line with the recent review of charity governance guidance, we will be actively stating the actions we take.

We will tackle social exclusion, inequality, discrimination and disadvantage. We value diversity and lived experience and understand that people from many backgrounds are currently underrepresented both within our organisation and across the communities who we support and work within the health sector and medical research. We believe these sectors are poorer for their lack of diversity and inclusivity and we take our role in changing that landscape seriously.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

For this policy to be successful, it is essential that everyone is committed to and involved in its delivery. The Eve Appeal aims to embed this in all its policies, procedures, day-to-day practices and external relationships.

Safeguarding Policy

The Eve Appeal believes everyone has the right to live free from abuse or neglect regardless of age, ability or disability, sex, race, religion, ethnic origin, sexual orientation, marital or gender status.

The Eve Appeal is committed to creating and maintaining a safe and positive environment and an open, listening culture where people feel able to share concerns without fear of retribution.

The Eve Appeal acknowledges that safeguarding is everybody's responsibility and is committed to prevent abuse and neglect through safeguarding the welfare of all adults involved.

The Eve Appeal recognises that health, well-being, ability, disability and need for care and support can affect a person's resilience. We recognise that some people experience barriers, for example, to communication in raising concerns or seeking help. We recognise that these factors can vary at different points in people's lives.

Safeguarding actions taken by The Eve Appeal will be consistent with the principles of adult safeguarding ensuring that any action taken is prompt, proportionate and that it includes and respects the voice of the adult concerned.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

Financial Review 2021

Transactions and Financial Position

At December 2021 year end, we reported a surplus of £622,146 in unrestricted reserves to carry forward into 2022. This surplus comprises funds of £488,146 above our agreed operating reserves level of £134,000, and the total represents nearly 10 months' operating costs, well above our agreed target operating reserves level.

The charity has designated £170,000 for UCL research and total free reserves at the year end were £318,146.

This result is in large part due to an increase income performance throughout 2021. There was a 41% increase from budget and an increase of 21% for the equivalent 12 months in 2019-2020.

We maintained our overhead reduction in 2021, which had been imposed from March 2020. These reductions were due to consistent and robust cost-cutting exercises as part of crisis contingency planning at the onset of the Covid pandemic. The forward financial strategy for 2023 takes the view that these savings will be maintained and potentially increased as we move to a new premises.

A delay in awarding research grants at the end of 2021 has also meant that we have had higher reserves than anticipated. We are holding a Research Advisory Committee in early 2022 to review and award funding to research programmes that have a focus on the risk prediction, early detection, and prevention of gynaecological cancers.

In summary, we are beginning 2022 in a cautious but stable position with £622,146 in free reserves and an overall cash balance of £1,075,290.

Funding

Fundraising policy Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. The legislation defines fundraising as 'soliciting or otherwise procuring money or other property for charitable purposes'. Such amounts receivable are presented in our accounts as 'donations and voluntary income'.

We confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. We have received no complaints in relation to fundraising activities.

The Eve Appeal is funded principally by voluntary donations from individuals and community groups who continue to support our work and mission. Corporate sponsorship and donations also account for a significant proportion of our funding. Without this support we would not be able to operate, and we are incredibly grateful for every penny that is donated.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

Risk Management

The Trustees have assessed the major risks to which The Eve Appeal is exposed and are satisfied that systems are established to mitigate the Charity's exposure to those risks. These risks are detailed on the Risk Register for The Eve Appeal, with information on the current practice and strategy used to mitigate the risk. The Register is reviewed quarterly by Trustees.

The current Risk Register pays particular attention to the risks around the impact of the pandemic and the on-going economic crises on income and operations, research not reaching intended objectives, fundraising targets being missed, loss of key individuals, IT failure and incorrect information being provided on a health issue.

The integrity of medical information provided by the Charity is managed by agreed peer-reviewed protocols, with information standards applied across all materials and channels.

A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Reserves Policy

The reserves policy was reviewed in 2021 and has been set by the Board as a target of holding £134,000 in free reserves. This target is based on the contingency for wind up funds, calculated to satisfy all the Charity's liabilities in the event of closure. In real terms, £134,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants.

The Board will review the reserves policy annually to ensure it remains appropriate to the needs of the Charity in the context of the economic climate.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the Charity is well placed to manage operational and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding. As a member of the Association of Medical Research Charities, we have developed a strategy and funding decision-making processes that meet strict awarding criteria and review, and recommendations are made by independent experts in the research field.

Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

Statement of Trustees' Responsibilities

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

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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 apply them consistently;
- Observe the methods and principles in the Charities SORP (FRS 102);
- 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;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and 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, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). 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.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware;
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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 United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board:



Melanie Richards CBE, Chair

Date: 04/05/2022

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF GYNAECOLOGY CANCER RESEARCH FUND LIMITED

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2021 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 group's and the parent charitable company's affairs as at 31 December 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011.

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 annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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' annual report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' annual 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 group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's 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; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 27, 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 group and parent 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 group or parent 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

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Section 151 of the Charities Act 2011 and report to you in accordance with regulations made under those Acts.

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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty

exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks 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 to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are [the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation;
-
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance;

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance;
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations;
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

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; and to the Charity's Trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which 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 any party other than the charitable company, the charitable company's members, as a body, and the Charity's Trustees, as a body for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders, FCCA, DChA (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

Devonshire House
60 Goswell Road
London
EC1M 7AD

Date: 27/05/2022

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Gynaecology Cancer Research Fund

Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2021

	Note	Unrestricted Funds	Restricted Funds	Total 2021	Total 2020
		£	£	£	£
Income from:					
Donations and legacies	3	1,192,774	293,698	1,486,472	1,753,185
Other trading activities	4	28,479	-	28,479	91,940
Investment income		-	-	-	1,499
Total		<u>1,221,253</u>	<u>293,698</u>	<u>1,514,951</u>	<u>1,846,624</u>
Expenditure on:					
Raising funds		465,197	-	465,197	668,800
Charitable activities		533,970	83,474	617,444	1,135,597
Total	5	<u>999,167</u>	<u>83,474</u>	<u>1,082,641</u>	<u>1,804,397</u>
Net income/(expenditure)		<u>222,086</u>	<u>210,224</u>	<u>432,310</u>	<u>42,227</u>
Transfers between funds		-	-	-	-
Net movement in funds		<u>222,086</u>	<u>210,224</u>	<u>432,310</u>	<u>42,227</u>
Reconciliation of Funds:					
Total funds brought forward		400,060	163,021	563,081	520,854
Total funds carried forward	20-21	<u>622,146</u>	<u>373,245</u>	<u>995,391</u>	<u>563,081</u>

All the above amounts relate to continuing activities.

The notes on pages 37 to 53 form part of these financial statements.

Gynaecology Cancer Research Fund

Consolidated and Charity Balance Sheet as at 31 December 2021

		Group		Charity	
	Note	2021 £	2020 £	2021 £	2020 £
Fixed assets					
Intangible assets	15	5,059	5,858	5,059	5,858
Tangible assets	16	12,484	11,312	12,484	11,312
Investments	17	7,431	-	7,432	1
		24,974	17,170	24,975	17,171
Current assets					
Stock		1,200	8,450	1,200	8,450
Debtors	18	210,193	126,731	196,113	119,920
Cash in bank and in hand		1,075,290	991,455	1,051,351	930,334
		1,286,683	1,126,636	1,248,664	1,058,704
Creditors: amounts falling due within one year	19	(316,266)	(580,725)	(304,901)	(572,587)
Net current assets		970,417	545,911	943,763	486,117
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		995,391	563,081	968,738	503,288
Funds					
	20-21				
Restricted funds		373,245	163,021	373,245	164,524
Unrestricted funds		622,146	400,060	595,493	338,764
Total funds		995,391	563,081	968,738	503,288

As permitted by S408 of the Companies Act 2006, the Company has not presented its own income and expenditure statements and related notes.

These financial statements were approved by the Board of Trustees and authorised for issue on 04/05/2022 and were signed on its behalf by:



Melanie Richards CBE, Chair

Registered Company No. 4370087

Gynaecology Cancer Research Fund

Consolidated Statement of Cash Flows for the year ended 31 December 2021

	2021 £	2020 £
Cash flows from operating activities		
Cash provided by operating activities	99,356	(11,610)
Cash flows from investing activities		
Interest income	-	1,499
Purchase of tangible fixed assets	(8,090)	(4,794)
Purchase of intangible fixed assets	-	-
Purchase / acquisition of investments	(7,431)	-
Net cash used in investing activities	(15,521)	(3,295)
Change in cash and cash equivalents in the period	83,835	(14,905)
Cash and cash equivalents at 1 January 2021	991,455	1,006,360
Cash and cash equivalents at 31 December 2021	1,075,290	991,455
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) for the period	432,310	42,227
Adjustments for:		
Investment income	-	(1,499)
Depreciation	6,918	10,635
Amortisation	799	1,198
Decrease/(Increase) in stock	7,250	8,125
Decrease/(Increase) in debtors	(83,462)	215,506
(Decrease)/increase in creditors	(264,459)	(287,802)
Net cash provided by/used in operating activities	99,356	(11,610)
Analysis of cash and cash equivalents and net debt		
Cash in hand and at bank		
Opening balance	991,455	1,006,360
Cash-flows	83,835	(14,905)
Closing balance	1,075,290	991,455

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

1. GENERAL INFORMATION

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612) and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is 10-18 Union Street, London, SE1 1SZ.

2. ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS 102.

The Trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

The prior year's financial statements have been prepared for the long period from 1 July 2019 to 31 December 2020 in order to report on commitments in line with other organisations. Due to this, comparative amounts presented in the financial statements including the related notes are not entirely comparable.

(b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the impact of the Covid-19 pandemic, which has remained an issue in the period between the year end and the signing of the financial statements. The Charity's income continues to be largely sheltered from the impact of Covid-19 due to its loyal supporter base, who have continued to support the Charity in the current global pandemic.

Income estimates for 2021 and 2022 are cautious as with the cancellation of many events in 2020 and 2021 there has been a reduction in the number of new donors, which is being actively addressed. Having reviewed forecasts prepared by management the Trustees are confident that the Charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £1.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

(c) Group Financial Statements

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2020.

(d) Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives.

Designated funds are unrestricted funds which are earmarked for a particular purpose.

Restricted funds are funds subject to specific restrictions imposed by the donors.

(e) Income

Income represents amounts receivable by the Charity during the year from all sources. All income is included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Legacies are accounted for when the Charity has entitlement, receipt is probable and the amount is measurable. Donations are accounted for on a receivable basis. Other trading activities are accounted for on a receivable basis and in the year to which they relate.

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

(f) Expenditure & VAT

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT. Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its objectives. It includes both costs that can be allocated directly to such activities and the costs of an indirect nature as necessary to support them.

Costs of raising funds comprise fundraising costs and the costs incurred in the subsidiary trading activities. Fundraising costs include advertising, producing publications, printing and mailing fundraising materials, associated staff costs and an appropriate allocation of support costs.

Support costs are those costs incurred in support of the Charity's primary objectives and are allocated on the basis of staff time spent on those objectives.

Governance costs are those costs relating to compliance with constitutional and statutory requirements and the structure and governance review and are allocated on the basis of time spent overseeing the relevant activities.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

(g) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment.

Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Fixtures and Fittings 25% on cost

(h) Intangible Fixed Assets and Amortisation

Intangible Fixed assets are recorded at cost less amortisation and impairment.

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Trademarks 10% on cost

(i) Investments

Unlisted investments comprise the following:-

- investments in subsidiaries which are measured at cost less impairment
- investments in a joint venture acquired in the year under review.

Under the charity SORP this is measured using the equity method of accounting.

The equity method of accounting requires the associate to be initially recognised at its cost (the transaction price paid), including any cost incurred making the investment (transaction costs).

Using the equity method, the carrying amount of an investment in an associate is subsequently adjusted through the SoFA to reflect the investing charity's share of the associate's results. The carrying amount thereby reflects the investor's share of the post acquisition change in the net assets of the associate.

(j) Stock

Stock principally consists of artwork donated by artists and is valued at the lower of cost and net realisable value. Artworks provided by artists are recognised in the financial statements at their anticipated sales price, less anticipated cost of sales and any subsequent impairment.

(k) Cash and cash equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short-term deposits which have a maturity period of 3 months or less and are not subject to significant risk of changes in value.

(l) Tax Status

Gynaecology Cancer Research Fund (Limited by Guarantee) is a registered company, number 04370087 and is exempt from corporation tax under the provisions of Sections 466-493 of the Corporation Taxes Act 2010.

(m) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease on a straight-line basis.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

(n) Pensions

The Charity operates a defined contribution pension scheme. The contributions to the defined contribution scheme are charged to the Statement of Financial Activities as they become payable.

(o) Financial Instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value. The Charity does not have any bank loans.

(p) Significant Accounting Estimates and Judgements

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:

(i) Gifts in kind

Gifts in kind are recognised within incoming resources and expenditure at an estimate of the value to the Charity of the donated services or goods. Where possible the value of services/goods are confirmed directly with the supplier however in some instances this information is not available and a best estimate is made of the expected cost of such goods based on what the Charity would be willing to pay for similar services or goods at a market rate.

(ii) Grant creditors

In the year ended 30/06/2019 year the Trustees considered the treatment of the recognition of grant creditors falling due within one year and after one year and have adopted a better estimation of creditors falling due within one year.

As a result, a prior year adjustment was raised in the year ended 30/06/2018 to align the change in treatment of the comparatives with the current year.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

3. INCOME – DONATIONS AND LEGACIES

	2021 £	Period to 2020 £
Individual giving	472,156	592,436
Community	375,451	405,357
Trusts and foundations	128,190	152,449
Major donors	125,084	119,093
Corporate	101,172	188,205
Legacies	109,667	41,205
Regional	-	-
Events	-	2,879
Gifts in Kind	174,752	251,561
Total	1,486,472	1,753,185

In 2021, £1,192,774 (2020: £1,488,868) of donations and legacies related to unrestricted funds and £293,698 (2020: £357,756) was attributable to restricted funds. Income from donations and legacies includes donated services worth £174,752 (2020: £251,561).

4. INCOME – INCOME FROM TRADING ACTIVITIES

	2021 £	Period to 2020 £
Events	-	12,440
Community	-	10,563
Corporate	-	-
Major donors	-	7,610
	-	32,113
Trading subsidiary (see note 17)	28,479	61,327
Total	28,479	91,940

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

5. ANALYSIS OF EXPENDITURE

	Direct Costs £	Support Costs (Note 10) £	Governance Costs (note 9) £	Total 2021 £
Expenditure on raising funds (notes 6 and 7)	344,221	99,988	20,988	465,197
Expenditure on charitable activities (note 8)	432,083	153,879	31,482	617,444
Charity	776,304	253,867	52,470	1,082,641
Expenditure on raising funds	-	-	-	-
Consolidated	776,304	253,867	52,470	1,082,641

	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2020 £
Expenditure on raising funds (notes 6 and 7)	484,501	158,106	9,926	652,533
Expenditure on charitable activities (note 8)	883,550	237,159	14,888	1,135,597
Charity	1,368,051	395,265	24,814	1,788,130
Expenditure on raising funds	16,267	-	-	16,267
Consolidated	1,384,318	395,265	24,814	1,804,397

All expenditure relating to raising funds was unrestricted in this and the prior year.
Expenditure on charitable activities in 2021 was £617,444 (2020: £1,135,597) of which
£533,970 (2020: £616,541) was unrestricted and £83,474 (2020: £519,056) was restricted.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	2021 £	Period to 2020 £
Individual giving	81,490	40,111
Community	48,412	41,433
Trusts and foundations	857	86
Major donors	7,615	135
Corporate	6,375	8,145
Central	196,712	426,999
	344,221	516,909

7. DIRECT COSTS OF TRADING ACTIVITIES

	2021 £	Period to 2020 £
Events	-	5,888
Community	-	4,598
Major donor	-	1,200
	-	11,686
TOTAL DIRECT COSTS OF RAISING FUNDS	344,221	528,595

All staff costs (including salaries and contractor costs) relating to Direct Costs of Raising Funds have been allocated this year to Central costs (note 6).

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2021 £	Period to 2020 £
Research grants (note 11)	(55,441)	265,704
Ask Eve – Nurse-Led Information Service	75,300	84,529
Information & Awareness	237,472	281,756
Gifts in kind	174,752	251,561
	432,083	883,550

9. DIRECT COSTS OF GOVERNANCE

	2021 £	Period to 2020 £
Group - Audit fees	14,310	14,928
Group - Non audit fees	4,428	4,134
Directors Indemnity Insurance	398	398
Insurance	1,163	2,067
Trustee costs	1,671	1,326
Staff and contractor costs	30,500	-
Other costs	-	1,961
	51,444	24,814

10. ANALYSIS OF SUPPORT COSTS

	2021 £	Period to 2020 £
Rent, service charge and utilities	52,530	61,050
Insurance	2,110	1,773
IT, phone and internet	52,086	47,702
Staff and contractor costs	103,857	229,635
General corporate services	34,666	46,621
Research administration	8,618	8,484
	253,867	395,265

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	2021 £	Period to 2020 £
University College London	43,465	92,000
University of Innsbruck	-	94,000
Research Institute of the McGill University Health Centre*	(125,000)	175,000
Imperial College London	30,000	-
Leeds Beckett University	2,500	-
Queen Mary University of London	2,000	-
Grant commitments reclaimed	(8,406)	(95,296)
	(55,441)	265,704

*Independently of the charity, the project has been successful in securing a large grant of \$600k from the Canadian Department of Defence. As part of the grant agreement they are unable to accept any other funds. In November 2021 McGill formerly returned the charities grant award of £125,000.

12. STAFF COSTS

	2021 £	Period to 2020 £
Wages and salaries	454,456	675,630
Social security costs	43,553	70,421
Staff pensions	17,389	26,559
	515,277	772,610
Cost of contracts	113,628	125,349
Total staff costs	628,905	897,959

The number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the year (2020 pro rata) were:

	2021	2020
£60,000 - £69,999	1	-
£70,000 - £79,999	-	-
£80,000 - £89,999	-	1
£90,000 - £99,999	1	-

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

Average Staff Numbers:

Charitable activities	9	9
Fundraising and support	5	4
	14	13

The key management personnel of the parent charity comprises the Trustees, the Chief Executive and the Director of Fundraising. The total employee benefits of the key management personnel in the year were £174,943 (2020: 18 month period £228,265).

13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2020: none).
During the year £398 (2020: £398) was paid in respect of Trustees Indemnity Insurance.
No Trustees claimed for any expenses during the year (2020: none).

14. NET MOVEMENT IN FUNDS

	Total Funds 2021 £	Total Funds 2020 £
Net movement in funds is stated after charging:		
Auditor's remuneration – current year	18,738	18,630
Amortisation	799	1,198
Depreciation	6,917	10,635
Amounts payable under operating leases:		
Land and Buildings	17,973	53,916
Other	3,780	4,860

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks £
Cost at 31 December 2021	7,988
Amortisation	
At 1 January 2021	2,130
Amortisation	799
At 31 December 2021	2,929
Net book value at 31 December 2021	5,059
Net book value at 31 December 2020	5,858

16. TANGIBLE FIXED ASSETS - Group and Charity

	Fixtures, Fittings & Equipment £
Cost	
At 1 January 2021	89,211
Additions	8,090
At 31 December 2021	97,301
Depreciation	
At 1 January 2021	77,900
Depreciation	6,917
At 31 December 2020	84,817
Net book value at 31 December 2021	12,484
Net book value at 31 December 2020	11,311

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

	2021 £	2020 £
17. INVESTMENTS HELD AS FIXED ASSETS - Charity		
Shares in Subsidiary Undertakings at cost	1	1
Shares in Joint Venture at fair value	7,431	-

Joint Venture

The Charity has a share in Sola Diagnostics GmbH, an Austrian company. Shares were gifted to the Charity from Professor Martin Widschwendter

The Charity currently holds a share of 8,842.11 shares worth 1 Euro each and a percentage holding of 21.68% which will decrease over time.

The carrying amount of the investment was £7,431 at the year end, which is deemed to be its fair value.

There were no income and expenditure in the period under review.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

Subsidiary

The Charity has a wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through trading activity including cause related marketing and sales of goods. The company pays its profits under Gift Aid to the Gynaecological Cancer Research Fund.

A summary of its trading results (included within "Other trading activities") for the period ended 31 December 2021 is as follows:

Profit and Loss	2021 £	Period to 2020 £
Turnover	28,479	61,327
Administration expenses	(1,826)	(1,534)
Net profit before tax	26,653	59,793
Taxation	-	-
Net result	26,653	59,793

Profit and loss reserve

Brought forward at 1 January	59,793	62,731
Net result in period	26,653	59,793
Distribution to Gynaecology Cancer Research Fund	(59,793)	(74,685)
Carried forward at 31 December	26,653	59,793

Summary Balance Sheet

Current Assets

Debtors	7,581	4,736
Cash at bank and in hand	23,939	61,845
Total current assets	31,521	65,857

Current liabilities

Creditors – amounts falling due within one year	4,867	(6,063)
---	--------------	---------

Net current assets

Total assets less total liabilities

26,654	59,794
26,654	59,794

Capital and reserves

Share capital	1	1
Profit and loss accounts	26,653	59,793
Total	26,654	59,794

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

18. DEBTORS

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Trade Debtors	12,069	14,758	4,488	10,022
Amounts owed by group undertakings	-	-	(6,499)	(2,075)
Prepayments and accrued income	160,854	87,984	160,854	87,984
Other debtors	37,270	23,989	37,270	23,989
	210,193	126,731	196,113	119,920

19. CREDITORS

Amounts falling due within one year

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Grants payable	235,588	509,671	235,588	509,671
Trade Creditors	38,788	20,372	28,087	13,762
Accruals	23,928	35,169	21,708	33,009
Taxation and social security	16,024	14,393	16,024	15,025
Other Creditors	1,938	1,120	3,495	1,120
	316,266	580,725	304,901	572,587

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

20. UNRESTRICTED FUNDS – GROUP

	At 1 January 2021 £	Income £	Expenditure £	Transfers £	At 31 December 2021 £
General funds	266,060	1,221,253	(999,167)	(170,000)	318,146
Designated funds:					
UCL research	-	-	-	170,000	170,000
Emergency fund	134,000	-	-	-	134,000
	<u>400,060</u>	<u>1,221,253</u>	<u>(999,167)</u>	<u>-</u>	<u>622,146</u>

UCL research

This represents a 12-month research application process and budget approved for UCL, as part of Professor Martin Widschwendter's vision 2040.

Emergency fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants. Further information on this and the rationale for this can be found in the reserves section of the Trustee Report.

UNRESTRICTED FUNDS – CHARITY

	At 1 January 2021 £	Income £	Expenditure £	Transfers £	At 31 December 2021 £
General funds	206,267	1,252,531	(997,305)	(170,000)	291,493
Designated funds:					
UCL Research	-	-	-	170,000	170,000
Emergency fund	134,000	-	-	-	134,000
	<u>340,267</u>	<u>1,252,531</u>	<u>(997,305)</u>	<u>-</u>	<u>595,493</u>

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

21. RESTRICTED FUNDS – CHARITY AND GROUP

	At 1 January 2021 £	Income £	Expenditure £	Transfers £	At 31 December 2021 £
Ask EVE	13,916	78,271	(75,712)	-	16,475
Small Cell Cancers	(2,056)	25,386	125,000	-	148,330
BRCA Protect	6,633	-	-	-	6,633
BRCA Research	-	10,459	(10,459)	-	-
Computational Biology Team	-	19,750	(19,750)	-	-
Vulval Cancer	18,514	2,995	(21,509)	-	-
GcaPPs2.0	2,000	-	(2000)	-	-
Awareness	3,632	7,021	(10,653)	-	-
Ovarian Microbiome	5,382	1,572	47,698	-	49,270
Know Your Body (formerly known as Every Girl Promise)	115,000	-	(12,038)	-	102,962
HPV Resource	-	1,506	-	-	1,506
Breast and Ovarian Cancer Prevention	-	8,625	(8,625)	-	-
e-learning Vulval Cancer Resource	-	22,509	(22,509)	-	-
Gynae Cancer Info Video	-	5,000	(5,000)	-	-
Extension of Ask Eve – South Asian Communities	-	14,990	-	-	14,990
Rare Gynaecological Research	-	1,900	31,179	-	33,079
Ovarian Cancer Research	-	80,219	85,601	-	-
	<u>163,021</u>	<u>293,698</u>	<u>(83,474)</u>	-	<u>373,245</u>

Restricted Funds

Ask Eve: The nurse led information service providing free, confidential, gynae information via phone or email.

Small Cell Cancers: The project aims to develop a UK and international Registry for Small Cell Carcinoma of the Ovary (SSCO) that will be used to identify patients, consent them for research and provide access to tumour and non-tumour tissues.

BRCA Protect: The programme aims to identify the mechanisms of cancer development, understand its causes and test potential ways of preventing gynaecological cancer development. The focus of the programme is understanding why those in high-risk groups who carry mutated genes develop cancer.

BRCA Research: Several of our research programmes have a strong focus on the BRCA gene mutation to early detect or prevent ovarian and breast cancer – for example BRCA

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

PROTECT, BRCA UNITE and GCaPPS.

Computational Biology Team: Our programmes require a substantial computational biology, statistics and bio-informatics which are central to our research.

Vulval Cancer Awareness: Vulval cancer is one of the rarer gynaecological cancers with just over 1,000 cases in the UK diagnosed each year. Increased awareness of the signs and symptoms of vulval cancer are essential to ensure that women see their GP as soon as they notice something not right for them and to keep going back if it continues.

GcaPPs2.0: This fund was to further the work of Professor Ranjit Manchanda and his study screening within high-risk population groups, specifically for BRCA alteration.

Awareness: This fund is restricted to raising awareness of gynaecological cancers and communication work around certain campaigns such as Get Bleeding Checked.

Ovarian Microbiome Research: This fund is for a further project undertaken as part of Professor Martin Widschwendter's work, specifically focussed on ovarian cancer screening.

Know your Body (formerly know as Every Girl Promise): This fund is an outreach programme to work with schools about gynaecological health. This is funded by ICAP but has been delayed by the global pandemic.

HPV Resource: This project works to embed a deeper and more nuanced public understanding of HPV, seeking to reduce disease risk, promote preventative behavioural change, and improve patient outcomes for HPV and related diseases across the board.

Breast and Ovarian Cancer Prevention: This is a strand of the work that looks at the role of progesterone in the development of breast and ovarian cancers with the poorest prognoses. Looking at the DNA methylation data generated and analysed by the computational biology team by applying the recently developed epigenetic signatures.

e-learning Vulval Cancer Resource: Eve worked with the Royal College of General Practitioners to develop a training tool for GPs on the signs and symptoms of vulval cancer which is due to roll out in early 2022.

Gynae Cancer Info Video: This project focused on producing a gynae cancer information video and translating into French, German, Italian and Spanish

Extension of Ask Eve – South Asian Communities: Tailored information provision and community education to improve gynaecological health outcomes. The project will evaluate and address the needs of three key audiences: South Asian women, economically deprived communities, and older women aged 50+.

Rare Gynaecological Cancer Research: Less than 5% of the 21,000 women diagnosed with gynaecological cancer in the UK are diagnosed with a rare form. The low number of new cases of these rarer cancers mean individual doctors are unfamiliar with symptoms, too often resulting in a late diagnosis, with treatment that may not be optimal for the disease type and subsequent progression of the disease. More research is needed to advance and improve the early diagnosis and prevention rare gynaecological cancers.

Ovarian Cancer Research: In the UK nearly 7,500 people are diagnosed with ovarian cancer every year. The symptoms are not always obvious, and it is often diagnosed in a late stage. Research into early detection, risk prediction and prevention is needed.

More information on the research can be found in the research review on page 10 and on the Ask Eve service on page 12 of the Trustee Report

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Fixed Assets	24,974	-	24,974	17,170
Current Assets	682,697	603,986	1,286,683	1,126,636
Creditors: amounts falling due within 1 year	(85,525)	(230,741)	(316,266)	(580,725)
	<u>622,146</u>	<u>373,245</u>	<u>995,391</u>	<u>563,081</u>

23. LEGAL STATUS OF THE CHARITY

The Charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 11 (2020:12).

24. ULTIMATE CONTROLLING PARTY

Eve Appeal Limited is a wholly owned subsidiary of Gynaecology Cancer Research Fund, which is the ultimate controlling party.

The Ultimate controlling party of Gynaecology Cancer Research Fund are the Trustees.

25. RELATED PARTY TRANSACTIONS

During the year under review, the Charity received income totalling £2,065 in donations from 8 Trustees, both current and resigned in the period, including partners (2020: £13,435 from 15 Trustees including partners).

Reed Smith LLP provided pro bono legal services to the charity in the year totalling £4,250. Tamara Box, a partner in Reed Smith LLP is also a trustee of the charity.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2021

26. COMMITMENTS UNDER OPERATING LEASES

The group and Charity had the following future minimum lease payments under non-cancellable operating leases:

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Land and buildings:				
Within one year	17,973	35,944	17,973	35,944
Between one year and five years	-	17,972	-	17,972
	17,973	53,916	17,973	53,916
Equipment:				
Within one year	3,240	3,240	3,240	3,240
Between one year and five years	540	4,050	540	4,050
	3,780	7,290	3,780	7,290

Accounts

Gynaecology Cancer Research Fund

Annual Report and Accounts for the period ended

31 December 2020



Company Registration Number: 04370087

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

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Legal and Administrative Information

Charity Name

Gynaecology Cancer Research Fund – operating as ‘The Eve Appeal’

Trustees

Melanie Richards CBE (Chair of Trustees)
Jenny Leonard (Chair, Operations Committee)
Judy Bloomer
Tamara Box
Sarah Clark
Ian Drew
Dr Christine Ekechi
Sidonie Kingsmill
Sarah Morris
Cathy Pittham-Wiley
Dr Adam Rosenthal
Lay Koon Tan

Chief Executive

Athena Lamnisos

Company Secretary

Cosec Direct Limited

Registered Charity Number (England and Wales):	1091708
Registered Charity Number (Scotland):	SC042612
Registered Company Number:	04370087

Principal Office of Charity and Registered Office

15B Berghem Mews, Blythe Road, London, W14 0HN

Auditor

Moore Kingston Smith LLP, Devonshire House, 60 Goswell Road, London, EC1M 7AD

Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
Scottish Widows Bank, 67 Morrison Street, Edinburgh, EH3 8YR
Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

Solicitors

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Annual Report incorporating a Directors' Report and Accounts for the period ended 31 December 2020

From the Chair of Trustees

2020 proved a very challenging time for voluntary fundraising. I am very proud to have led The Eve Appeal team through these unprecedented times. With my Vice Chairs – to whom I would like to extend a particular thanks – and the senior management team, we formed an oversight group at the end of March 2020 that met on a weekly basis and took rapid decisions to pivot our programmes, ways of working and moved all systems and controls online. We took strategic and operational decisions which enabled us to continue supporting the women and the researchers who are central to our mission. We stood by our research funding commitments and moved all our education, awareness and information campaigns online. At the same time, we scaled up our nurse service which enabled the charity to provide extended and uninterrupted direct support throughout the pandemic.

I would like to personally thank each and every one of the dedicated and highly capable leadership team and staff at Eve, my Board of Trustees who continue to give their valuable time, commitment and countless contributions and the truly world-beating teams of researchers and beneficiaries of our support. None of this would be possible without the unstinting and invaluable support of our donors. I am truly grateful to each and every one and their continuing efforts and generosity. In this challenging year, many of our donors, not only maintained but increased their financial support in spite of the difficult backdrop of the pandemic. While financial support is of course critical so too is the time, energy, advocacy and incredible individual efforts of our supporters, all of which take us one step closer to a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers.

On behalf of The Eve Appeal, I give our heartfelt thanks.

A handwritten signature in purple ink, reading 'Melanie Richards'.

Melanie Richards CBE, Chair

Annual Report incorporating a Directors' Report and Accounts for the period ended 31 December 2020

From the Chief Executive

The Covid pandemic has brought a charity like Eve huge challenges. As the crisis hit, not only did our income take a hit but the demand on our specialist nurse service, Ask Eve, rocketed. This wasn't surprising at a time of unprecedented uncertainty around our health and a fierce wish to stay well. With routine cancer screening cancelled or delayed, with changes to treatment plans, with the worries about the NHS becoming overwhelmed and confusion over when, and if, it was appropriate to 'bother your doctor', there was quite a list of things to keep people anxious and concerned about their health. A body-blow of circumstances for us to face as a charity.

Robust risk management and a focused charitable ambition enabled us to steer through the crisis. The demand for our nurse services provided a clear sense of purpose and the backdrop of the pandemic reinforced the urgency of our mission around investing in, and focusing on, research in prevention – finding new possibilities for predicting risk, diagnosing earlier and ultimately, stopping cancer before it has the chance to start.

As a medical research charity, we play an important role in the research pipeline and provide a vital role in making the UK a world leader in science and research. We do this by seed funding in the riskier more innovative research programmes where conventional funding is harder to come by. In the last decade, Eve has pump-primed world-class screening research in ovarian cancer that has then brought in wide scale support from other funders – the Departments of Health across England and Wales, the Medical Research Council and Cancer Research UK. For every £1 brought in from our donors, £13 pounds has been brought in later on down the line.

Our shared purpose is powerful. We stand together with all those affected by gynaecological cancers, our researchers, with the NHS and health policy partners to show that cancer doesn't stop for Covid, but also that health prevention must be placed front and centre of everyone's minds. Our refreshed strategy and plans for 2021 take this vision forward.



Athena Lamnisis, CEO

Annual Report incorporating a Directors' Report and Accounts for the period ended 31 December 2020

Covid Impact

The Covid pandemic forced huge challenges upon most charities in the sector and The Eve Appeal is no exception. Our income took an immediate and critical hit as a result, with every event, challenge activity and community fundraising event cancelled at once. These activities are at the heart of how we raise income to fund research and information programmes to achieve our mission: a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers.

As a society, the pandemic presented us with opportunities despite devastating consequences for so many. It has taught us that health is quite literally wealth and that science and research are central to humanity's exit strategy from the crippling crisis. Our mission to fund world-class life-saving research has never been more critical.

At the onset of the Covid pandemic and faced with an uncertain future, the Eve team enacted immediate crisis contingency planning, drawing on the support and experience of our Board to set up a Risk Response Team which met weekly for the first six months of the pandemic, and has continued monthly thereafter.

The actions taken enabled us to withstand the worst and prepare for the road ahead. These actions included:

- consistent and robust cost-cutting measures, garnering 40% savings on operations, with the commitment that these will be maintained going forward;
- immediate and seamless pivoting of all fundraising activities from event and face to face activities to digital processes, engaging with both current and new supporters;
- an immediate review of the charity's operational and strategic risks, implementing mitigating actions and new ways of working;
- an immediate review of strategy and plans, resulting in a new 2020-2023 strategy and operational plan.

Our updated strategy for 2021-23 includes:

- Assumptions for the 2021 financial year are realistic and conservative and assume slow recovery to limited growth operating under Covid environment, while ensuring the ability to react as required to occasional lockdowns and their impact on fundraising events;
- The revised strategic plan proposes a break-even budget for the first year of the strategy, returning to modest growth over years 2 and 3;
- A detailed review of the financial forecast will be undertaken quarterly by the Operations Committee and Board.

As a result of these activities, we begin 2021 and the new financial year in a stable but cautious position, intently focused on continuing our vital mission.

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Objects and Activities

Introduction

Founded in 1984 by Prof Ian Jacobs, The Eve Appeal raises awareness and funds research into the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 58 women are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but only 3.6% of the UK total spend in cancer research is allocated to this vital area. Gynaecological cancer research itself is also woefully underfunded, with only 0.4% of medical research funding allocated to obstetrics and gynaecology. 1 in 7 women can't name a gynae cancer and nearly 20% of women don't know they menstruate and urinate from different places.

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £2.7m to research focused on developing new screening, risk prediction and early detection methods and evidence. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma, and offer a free nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed, the Association of Medical Research Charities (AMRC) predict that it will take 4.5 years for medical research spend to recover to 2019 levels as a result of the pandemic. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 19 January 2019), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, and their signs and symptoms
- To deliver healthcare services, including diagnosis, treatment and care, to women affected by gynaecological cancers
- To relieve the needs of women affected by the gynaecological cancers, including by providing information and support services for such women, their families, friends and health and social care professionals

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Aims and objectives

The Eve Appeal is the only UK national charity raising awareness and funding research into the five gynaecological cancers.

The Charity was set up to save women's lives by funding ground-breaking research focused on developing effective methods of risk prediction, earlier detection and prevention for the gynaecological cancers. We have played a crucial role in providing seed funding, core infrastructure funding and project funding in addition to campaigning to raise awareness of gynae cancers.

The world-leading research that we fund is ambitious and challenging but our vision is simple:

A future where the gynaecological cancers are a disease of the past.

Public Benefit Statement

In reporting on the objectives and achievements of the Charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. The Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS102.

Achievements and Performance

Summary

The Eve Appeal exists to raise awareness and fund research into the five gynaecological cancers, and we continued to realise this vision in 2019-20. We are very proud to have not only maintained all of our research awards over this challenging period, but have awarded new research funding as well. The AMRC is predicting a 40% decrease in medical research spend by charities over the coming year and a £310 million shortfall in UK medical research spend over the period. Our focused research investment and support is needed more than ever.

Our nurse-led information service, Ask Eve, has continued to provide expert support to people with questions about the gynae cancers. By encouraging anyone to ask anything, Ask Eve has been actively breaking down the barriers of embarrassment and lack of knowledge that can prevent early diagnosis. Demand for the service grew with the onset of the pandemic (people were unable, fearful or reticent to book GP appointments) and contact grew by 65% when comparing July 2018-19 with Jan-Dec 2020. With 930 new users in the last 18 months, 81.4% of whom were pre-diagnosis, our service continues to offer substantial value to the community.

We introduced a new aspect to the Ask Eve service in 2020 with the launch of a 30-minute live programme called Probably Nothing. Hosted by our nurse service coordinator and featuring expert guests from across medical, patient and specialist gynaecology fields, these programmes have been viewed over 14,000 times across social media channels. The programme derives its name from the most frequent opening sentence to any contact to Ask Eve 'it's probably nothing, but...' which underlines how vital Eve's work is in giving people the confidence to seek advice about their gynaecological health when they spot changes.

Over the last year, we've developed educational content for people with physical and learning disabilities, trans men, and those affected by FGM and trauma. We've worked with community and peer organisations to ensure that our messages reach minoritised communities in the UK. This has included working closely with peer and community groups such as Black Women Rising

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and Cysters. We also supported a number of national and international public health days including World Cancer Day, International Women's Day, World Menopause Day, Rare Diseases Day and played a leading role in the UK of the World Health Organisation's (WHO) Cervical Cancer Global Elimination Day in November 2020.

In February 2020, we launched the first of our specialist nursing guides on vulval cancer. This is an expert guide, aimed at primary care nurses and doctors, and provides much needed information to help medical professionals spot vulval cancer and other vulval diseases and support their patients who are going through a diagnosis or treatment.

In April, we launched our Covid and Gynaecological Cancer Information hub with comprehensive and up-to-date information about how Covid is impacting all NHS services for gynaecological cancer diagnosis and treatment. This has been an invaluable resource with nearly 44,000 visits to the pages over the course of the year.

In June, for Cervical Screening Awareness Week, we launched tailored information to support trans men, non-binary and intersex people with cervical screening information, support and expert advice, as well as tailored information pages on each of the five gynaecological cancers. This was the first information hub with information on gynaecological cancer and cervical screening for trans bodies. We worked closely with LGBTQ+ sexual health clinic, 56 Dean Street and members of the trans and non-binary community to create these resources. These pages were read by over 3,700 people in 2019 and 2020.

We introduced a new campaign in August this year – Selfcare Summer – where we highlighted wellbeing issues and covered lifestyle topics which can help reduce the risks of some cancers, and help with the management for those diagnosed. In addition, we launched two new programmes: The EveryWoman Promise, a workplace wellbeing programme aimed at businesses, and the EveryGirl Project which will further develop our Educating Eve resources as an online tool for parents, carers and teachers.

We have continued to engage proactively with government policy teams, and have led work on the case for a new hereditary ovarian cancer guideline. Early indications are that NICE will be implementing this guideline during 2021 and this will have a positive impact for ovarian cancer prevention and those whose families are affected by BRCA mutations.

In October 2020, we welcomed a change in NICE guidelines around testing for the genetic mutation Lynch Syndrome. Carrying this mutation increases the risk of womb cancer development by around 5%. We worked closely with the team from Manchester University and patients to deliver a public engagement programme to communicate why this change was so vital for cancer prevention.

Our campaigns were publicised across broadcast, digital and print media from outlets with the likes of Sky News, Grazia, The Telegraph, Woman and Home and The Times. Our key campaigns, including Gynaecological Cancer Awareness Month, Ovarian Cancer Awareness Month and Get Lippy, attracted extensive press coverage and social media engagement throughout the year. We have focused on reaching groups most affected by gynaecological cancers, where diagnosis is highest, screening uptake is lowest and there are particular barriers to accessing health information or services.

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Research

The Eve Appeal continues to show that in the under-profiled field of gynaecological cancer research, a small fund focused on prevention can have great impact. Whilst laying the groundwork for transformational outcome changes for patients, this year many of our existing research programmes transition to the next phase of their research, resulting in the publication of papers and proposing changes to national policy and guidance. Awards made in the past 18 months provide the foundations of new research that could make quicker diagnosis and ultimately improve treatment outcomes.

We achieved our goal of becoming a member of the prestigious Association of Medical Research Charities (AMRC) in October 2020. This is a valuable quality mark of our research strategy and awarding processes.

In view of the Covid 19 pandemic no new research calls were opened in 2020, with planned calls for Small Grants Awards and Vulval Cancer Awards being held over to 2021. Four awards were made in the 18 months period to December 2020. In 2019 the Research Advisory Committee (RAC) reviewed an application from Prof Martin Widschwendter, UCL for two years funding for Computational Biology to underpin analysis from the FORCEE programme. It was agreed to award one year's funding with the second-year dependent on progress. Progress was reviewed in December 2020, and the RAC were satisfied that milestones had been met. Total funding to date is £186,000, with £92,000 paid in February 2020 as part of year 1 funding and £94,000 awarded in December 2020 as part of year 2 funding.

Following the open call for Small Cell Ovarian Cancer an award of £50,000 was made in January 2020 to Dr William Foulkes, McGill University, Montreal for the establishment of a Small Cell Ovarian Cancer Registry and the RAC recommended a further extension award of £125,000 in December 2020.

Research reporting was successfully conducted for the period to December 2020, while we are no longer using the ResearchFish reporting system, to provide more relevant reporting we are asking for similar information along with a narrative report on progress. Principal Investigators completed annual reports in January 2021.

The suite of research projects led by Professor Martin Widschwendter (BRCA Protect, BRCA Alliance, FORCEE1, Computational biology) will provide progress reports as part of a Quinquennial review to be carried out in 2021. Future funding will be dependent on the outcome of this review. A positive assessment would result in creating a framework for future research-awards. Trustees have agreed the scope of the QQ review, detailed criteria and panel selection is in consultation with Chair of RAC, Prof Iain McNeish.

In addition, we received a ResearchFish report from Cancer Research UK (CRUK) and a National Institute for Health Research (NIHR) annual report for our joint funded projects. Highlights from our specific research programmes for this year are as follows:

- **UKCTOCS (UK Collaborative Trial of Ovarian Cancer Screening)**

UKCTOCS comprises an NIHR award of £845,000, with an aligned award from the Eve Appeal of £150,000. UKCTOCS is intended to answer the question if screening impacts on ovarian cancer mortality; the result of the trial will have global implications on screening. Despite the incredibly challenging times in view of the lockdown, medical notes have been retrieved and collated for a comprehensive Outcomes Review. The results of this long term follow up have

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been presented to relevant trials committees. The mortality results will inform the NHS Screening Committee recommendations. Data analysis for the long term follow up has now been completed, and a manuscript drafted with plan to submit to The Lancet in February 2021. The Eve Appeal has continued to support the research team during the follow-up phase and we expect full mortality and cost benefit results by the end of 2021.

- **Maintenance of UKFOCSS (UK Familial Ovarian Cancer Screening Study) Biobank**

This unique sample set will allow exploration of cancer screening in BRCA mutation carriers using cfDNA. During 2019- 20, two studies were approved by the UKFOCSS Data Access Committee. Experimental work has started for a collaboration with Prof Sarah Blagden, University of Oxford, discussions on the precise samples to be included in the collaboration with Prof Martin Widschwendter, UCL are ongoing.

- **Population Based Approach to Testing - BRCA**

The traditional approach to genetic testing for ovarian cancer has involved testing affected individuals from high-risk families through specialised cancer genetic clinics, however, this approach is only moderately effective. Our researchers have shown that this family history-based approach misses >50% mutation carriers at risk. GCaPPS (Genetic Cancer Prediction through Population Screening Study) has shown that population screening in Ashkenazi Jews over the age of 30 years is highly cost-effective and leads to gains in life-expectancy. Prof Ranjit Manchanda, QMUL, who leads this work is currently engaged with Department of Health, Cancer Screening Team to develop pilot sites for Jewish Population testing. He also has a submission to Prof Sue Hill, Chief Scientific Officer for England to change the criteria for BRCA founder mutation testing for everyone in the Jewish Population.

- **PROMISE Risk Stratification, Early Detection and Diagnosis of Ovarian Cancer**

Professor Ian Jacobs, University of New South Wales, Australia: PROMISE is a multi-disciplinary, international research programme investigating the role of risk stratification in the early detection of ovarian cancer and subsequent management of women identified at risk. The project ran from Sept 2011 to Oct 2019 and was co-funded with CRUK. A final report was provided in October 2020, two key outcomes from the research are: 1)The development of a comprehensive risk prediction model for ovarian cancer developed by the team in Cambridge led by Professor Antoniou: the CanRisk tool (CE certified) is now available to health professionals and is being tested for routine clinical use; 2)Led by Prof Ranjit Manchanda, QMUL the first clinical study examining the feasibility of implementing a risk stratified approach to OC screening and prevention in the general population. The pilot demonstrated that this approach is feasible, and acceptable to women.

- **Small Cell Ovarian Cancer Registry, Dr William Foulkes, McGill University, Montreal**

The Small Cell Ovarian Cancer Project is a collaboration between The Eve Appeal, Angela's Fund and researchers at Cambridge University and University College London. The project aims to develop an International Research Collaboration and Patient Registry, consolidating the knowledge and experience of both patients and clinicians to provide a necessary foundation for effective research into small cell ovarian cancer. This project is due to make its

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first report in December 2021.

- **Rapid tissue diagnosis of endometrial cancer**

Professor Sadaf Ghaem-Maghami, Imperial College London. The funded research will focus on rapid tissue diagnosis of endometrial (womb) cancer in patients with abnormal uterine bleeding and seeks to identify new technologies that could be employed to make the diagnosis quicker and easier. This project is due to make its first report in December 2021.

Ask Eve – Nurse-Led Information Service

Over the course of last year and a half, and particularly after March 2020, our Specialist Nurse and Information Officer have dealt with a 30% increase in contact enquiries via email, phone, social media and the HealthUnlocked forum. Our main objectives for Ask Eve, in terms of responding to service users, are:

- to give detailed, accurate, clear information on all the signs and symptoms associated with the gynae cancers;
- to encourage appointments with GP's/secondary care professionals when necessary;
- to be a source of knowledge in terms of genetic testing and hereditary cancer risks.

Since the pandemic, the service has steadily become a first point of contact for women worried about signs and symptoms but unable to access a GP appointment. The fastest growing group of enquiries has been from those who have been unable to book their cervical screening appointment.

Providing Support around Gynaecological Cancers

Over 80% (81.4%) of new users who contact the Ask Eve service haven't been diagnosed with a gynaecological cancer. This is a 4.4% increase from last year's 77 % and the previous year's stat was 71%. This demonstrates that the service is being used primarily by people who are concerned about potential signs and symptoms, screening, and their family links/hereditary cancer risks and that the Ask Eve service has gained an increasing visibility as the first-place people come to when they have concerns. It also underlines the uniqueness of the service and of Eve – our focus on prevention and early diagnosis.

Around 20% of new users are contacting Ask Eve because they have been diagnosed with a gynae cancer and they want to talk to the specialist nurse about the treatment they are currently receiving or about to undergo. The average length of call from someone diagnosed with a gynae cancer is at least 20 minutes. The Ask Eve team have observed a significant increase in people's health anxiety since the start of the pandemic, which, coupled with increased difficulty in getting a GP appointment and longer waiting times for gynae referrals, has led to people leaning on the Ask Eve service.

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Campaign Highlights

- **Go Red 2020**

This campaign had record reach on our social channels with over 1,500,000 engaged on Instagram, Facebook and Twitter. We created content around one red flag symptom – abnormal vaginal bleeding - and a range of infographics explained and supported this message. Over 3,000 people downloaded our Go Red tracking tips to help them be more aware of abnormal bleeding.

We achieved press coverage in a range of leading publications including Grazia, the Mail on Sunday and Daily Mail, The Sun, Huffington Post, Woman and Home, Prima, the National Scot.

- **Ovarian Cancer Awareness Month (OCAM) – March 2020**

For the fifth year running, we launched Ovarian Cancer Awareness Month at the House of Commons with support from Sharon Hodgson MP, who chairs the All-Party Parliamentary Group on ovarian cancer. MPs in attendance included Andrew Gwynne, who gave a moving speech about losing his mother to ovarian cancer when he was 19 and articulated why The Eve Appeal's work is so critical.

Although, due to the pandemic, our fundraising campaign Make Time for Tea had to be halted halfway through the month, we used social media to spread awareness of ovarian cancer signs and symptoms and reached over 7,300 people on Instagram, Twitter and Facebook with important information on the disease.

- **Get Lippy – May 2020**

This was the third year for Get Lippy: a consumer-facing awareness campaign run with a number of beauty and retail partners. Get Lippy generated media coverage both regionally and nationally across the month of May, from outlets including The Mail Online, The Sun, Glamour, The Independent, The I, Wired and Woman and Home, in association with participating beauty products. Coverage was focused on our YouGov survey which found that women would delay getting key potential symptoms of gynae cancer checked during the pandemic. The coverage urged everyone to get any key symptoms checked by their GP as soon as possible.

The campaign achieved its aim of broadening awareness among our social media community, providing accessible information on the types, signs and symptoms of gynaecological cancers, while also encouraging individuals to donate. Across Twitter, Facebook and Instagram our posts reached 1,433,930 people. A range of ambassadors and celebrity/influencer supporters, including Megan Barton-Hanson (1.8million followers), Scummy Mummies (137k followers) and Victoria Eames (139k followers), shared Get Lippy content to spread the message about the campaign, and promoted our text-to-donate number to their subscribers.

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- **Updating and Engaging Health Policy Makers and Practitioners**

The Eve Appeal has continued to build its reputation amongst a range of stakeholders, media outlets and supporters, as an authoritative voice on all matters relating to gynaecological cancers. We have communicated widely about progress made in our research, such as the microbiome aspect of the FORECEE project – generating 19 pieces of media coverage across the BBC, the Daily Mail, The Independent, the Sun and New Scientist Magazine, among others.

We have also engaged with key organisations on women's health issues such as the menopause and the impact of gynaecological cancers, and have attended a number of key conferences, such as the annual British Gynaecological Cancer Society (BGCS) conference.

These activities have helped to cement The Eve Appeal as a leading voice in gynaecological cancer research. The Eve Appeal sits on a number of forums including the British Gynaecological Cancer Society Charity group and we are active members in Cancer 52, which represents charities who work on rarer cancers, and we participate in Cancer Campaigning Group work streams.

- **Eve Appeal Ambassadors**

Over the years, we've been fortunate to build a strong network of ambassadors who play a pivotal role in spreading our message.

We have a range of campaign ambassadors from a variety of backgrounds, including TV presenters, high-profile healthcare professionals, women's health campaigners, and women directly affected by the gynae cancers. Our ambassadors have been instrumental in raising awareness for this particular campaign and have made an ongoing commitment to support the charity when further campaigns and major research developments are announced. Our focus has been on recruiting diverse and representative ambassadors who care deeply about the issues, have a trusted and authoritative voice and offer outreach to wider networks.

Special thanks to Nigel Havers, Julie Hesmondhalgh, Cherry Healey, and women's health campaigners Dr Ellie Cannon, Dr Amir Khan and Dr Anita Mitra (a.k.a. the 'Gynae Geek'), who have made it possible for The Eve Appeal to rally crucial support for key campaigns. This has significantly amplified the charity's presence, both in the cancer community and the wider public arena.

- **Information Provision**

The Eve Appeal's informational web pages for the five gynae cancers and their signs and symptoms are regularly checked and updated when needed. Specialist blogs are written with topics ranging from the importance of getting abnormal bleeding checked to detailed information on abnormal abdominal bloating that may need further investigation. We also produce informational material on a wide range of subjects, answering frequently asked questions and shining a light on lesser-known areas of gynae health that may increase a woman's risk factors for cancer development.

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- **Online Presence**

In addition to the two series of Probably Nothing which ran through 2020, we also held other virtual events on Facebook and Twitter through Get Lippy month, with key ambassadors such as Lauren Mahon, Kenny Ethan Jones and Yomi Adegoke.

The Eve Appeal team have been interviewed for various podcasts and corporate partnership resources: our CEO and Information Officer were featured in the award-winning BBC podcast 'You Me and the Big C'; an Instagram Live featured our ambassador Caroline Hirons and the Ask Eve Team, netting over 85,000 views, leading to increased Ask Eve enquiries; our Cancer Information Officer also held an Instagram Live with ambassador and gynaecologist Dr Anita Mitra (aka Gynae Geek) for Cervical Screening Awareness Week, producing over 2,000 views; the Charity Comms Podcast was launched with our Cancer Information Officer and winner of a 2019 Charity Comms Communications Star award, as its first guest; YouTube sensation Hannah Witton also interviewed our Cancer Information Officer for an episode of her 'Doing It' podcast which brought the topic of gynae cancers to a younger audience.

- **Stakeholder Forums, Health Influencing Work and Reaching Key Audiences**

Throughout this 18-month period, we have delivered 14 'Lunch and Learn' workplace talks, directly speaking to over 1,000 people about the signs and symptoms of gynaecological cancers.

In addition to the corporate audience, our Information Officer has presented her personal experience of cervical cancer at the annual conference of the Royal College of Nursing. Her 'Smashing the Stigma' session was followed by a talk from our gynae cancer nurse on the updates in cervical cancer treatment. A real 'patient and professional' double act that was extremely well received by the 150 nurses in attendance.

Our gynae cancer nurse has been involved in several NICE meetings, including the Lynch endometrial specialist committee meeting and has also assisted our Protector research team in their meetings and updates with clinicians across the country.

Adults with learning disabilities and South Asian communities are two of the three key new audiences that the Ask Eve team want to reach in 2021-23. Our Cancer Information Officer has begun work in these areas already by delivering talks at Bell House, Dulwich to a group of adults with dyslexia, a session on cervical screening with Kensington and Chelsea's Learning Disabilities community and their support workers, and a talk on the five gynae cancers at North Hertfordshire Ethnic Minority Forum, alongside an interpreter.

Through attending conferences, engaging with communities who have specific needs and barriers in accessing gynaecological information and medical appointments, and visiting workplaces, we have been able to reach a broader audience, encouraging them to become more aware of gynaecological health issues and the signs and symptoms associated with gynaecological cancer.

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Fundraising

From the General Public

We are grateful for the amazing support and generosity of the thousands of people who choose to donate to us.

This year, we continued our programme of print mailings while working to optimise these for the audience and as a result increased engagement and returns. We also changed our approach to digital communications with the general public, generating substantial additional income.

Another focus was on increasing the number of people donating on a monthly basis, and this number has increased by 1/3 over the financial year.

We regularly fed back on the impact of supporter's donations, and received positive feedback to numerous research projects including our new Ovarian Cancer Prevention project.

The Covid pandemic has its biggest impact on our community and events fundraisers. With gatherings and sporting events cancelled and postponed for a considerable period in the year.

The dedication, energy and imagination of our community fundraisers during the pandemic was hugely inspiring and we are so grateful to each and every one of them. We are also truly appreciative of all of our sporting event fundraisers who took on our virtual runs, or found other ways to fundraise, and generated substantial funds and awareness while doing so.

From Businesses

We are truly thankful for the ongoing support of our long-term corporate partners, including Tesco, Cosmetic Executive Women UK (CEW) and Saks Hair and Beauty Salons, who continue to support The Eve Appeal in numerous ways.

We are also incredibly grateful to all of those businesses that came on board, requested lunch and learns, or supported us in other ways throughout the year. And we would specifically like to thank ICAP and London Stock Exchange Group for their incredible support.

We again ran our Get Lippy campaign in May, a campaign which sets out to encourage everyone to speak up about gynae cancers. Numerous brands participated in our CRM campaign with Tesco, as well as via their own websites – generating vital visibility, awareness and funds.

Brands involved included Vaseline, Carmex, Elemis, Eos, Laura Mercier, O'Keeffe's, Smashbox, Tatty Divine, Sports Hai, Juni Cosmetics, TOTM, Balmkind and Limitato.

From Trusts and Foundations

We are lucky to have benefitted from the support of numerous Trusts and Foundations throughout the year. This is an area which grew considerably from the prior financial year – with over £150,000 raised from this area. This will continue to be an area of strategic focus and we look forward to building and cementing these relationships.

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Impact

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small-scale research project. Staff, Trustees and volunteers have continued to show incredible commitment to the mission of The Eve Appeal. Our progress in this mission, a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers has been strong and measurable. Commentary on the objectives as described in last year's trustee report follows:

Research Impact Overview

- We awarded £186,000 to the University of Innsbruck and University College London for their Computational Biology programme. This work is an exciting step forward in the field of genetic data analysis, which will underpin multiple studies in cancer prevention and early detection over the coming years.
- Thanks to fundraising efforts by our dedicated Eve supporters, we continued to drive new research into some of the rarest cancers. In 2019-20, we awarded £175,000 for MacGill University's Small Cell Ovarian Cancer Registry in Montreal. This unique project is helping to unite clinicians and researchers across the globe, as they work collaboratively to understand this little-known but deadly cancer.
- Professor Martin Widschwendter continued to lead on our flagship FORECEE programme: in 2020, his team submitted four manuscripts on breast, cervical, womb and ovarian cancer to leading research publications. These papers are currently under review – one more crucial step towards the effective risk prediction and early detection of the four cancers.
- We saw further progress on an Eve-funded study into ovarian cancer screening (UKCTOCS), which suggested that certain screening methods could help to prevent cancer deaths. The team are planning for a follow-up study to develop these important findings.
- An ovarian cancer risk prediction model – which was developed through the Eve-funded PROMISE programme – is now available to health professionals and is currently being tested for routine clinical use. This could transform outcomes for people at risk from ovarian cancer, giving them a far stronger chance of survival.
- **July 2019**

Vaginal biome research

Prof Martin Widschwendter and his team at UCL found a link between the 'good' bacteria in the vagina, called lactobacilli, and the risk of developing ovarian cancer. The team looked at

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the amount of lactobacilli in the vaginas of women with an average risk of ovarian cancer, women with an increased risk due to a BRCA gene alteration, and women with ovarian cancer. Women with ovarian cancer or a BRCA gene alteration had significantly lower levels of lactobacilli. The team are planning further research to hopefully one day be able to harness lactobacilli to monitor and reduce a woman's risk of ovarian cancer.

- **August 2019**

Potential new screening test for ovarian cancer

As part of the PROMISE programme, Dr Bobby Graham and his team at Queen's University Belfast, discovered that there are four proteins, which if all present together, indicate the presence of the most common form of ovarian cancer- epithelial ovarian cancer. Using these proteins as a biomarker panel, they could identify ovarian cancer up to two years before current tests can pick up the disease. The study analysed blood samples from 80 women over the course of seven years, and with further research, the team hopes this test can help detect ovarian cancer in the earliest stages.

- **September 2019**

Population testing and the Jewish community

Dr Ranjit Manchanda from Barts Cancer Centre compared population wide BRCA testing across the whole of the female Jewish population (who are 5x more likely to carry an alteration) to the current criteria for testing. 60% of women who discovered they had the BRCA gene alteration through population-wide testing wouldn't currently qualify for testing under the NHS. Dr Manchanda, his team and The Eve Appeal are now calling for BRCA testing to be expanded to all Jewish women, so that many more cancers can be prevented, and lives saved.

- **October 2019**

Genetic testing and breast cancer

It is thought that 97% of the people with the BRCA gene alteration haven't yet been identified- a huge, missed opportunity to prevent cancer and save lives. Dr Ranjit Manchanda modelled the impact of expanding genetic testing to all women who have been diagnosed with breast cancer, based on data from nearly 12,000 women across the UK, US and Australia. He found that it would save 2102 women from being diagnosed with a cancer and save 633 lives each year in the UK alone, as well as being extremely cost effective.

- **April 2020**

Small Cell Consortium paper

A review was published that pulled together everything known about the rare and devastating small cell ovarian cancer, led by Marc Tischkowitz from the University of Cambridge. The review covers all areas of small cell research and care- genetics, hereditary

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risk, diagnosis, treatment and new potential drug targets. The review will provide a spring board for new research, and a basis for gold standard care for clinicians caring for women with small cell cancer.

- **May 2020**

PROMISE results

We were delighted to share the first paper published from our PROMISE programme, which ran for seven years, led by Prof Ian Jacobs. A pilot trial that allowed 103 women to get a personalised score of their ovarian cancer risk- using genetic testing, epidemiology and hormonal data, found women to be very satisfied with and put at ease with knowing their cancer risk. A decision tool was available to all of the women and 98% of the women were satisfied with their decision and 92% were satisfied with the decision tool.

- **July 2020**

Modelling and BRCA testing

Prof Ranjit Manchanda found that extending genetic testing to all women worldwide would save millions of lives and would be cost effective for high- and medium-income countries. The model suggested that population wide BRCA testing could save an additional 2,319-2,666 breast cancer and 327-449 ovarian cancer cases per million women than current testing criteria. In the UK, this translates to preventing an additional 57,700 breast cancer cases (5,900 deaths) and 9,700 ovarian cancer cases (5,900 deaths).

- **November 2020**

Vaginal Biome Research and Ovarian Cancer

Prof Martin Widschwendter's research found the next piece of the puzzle in understanding how lactobacilli influences someone's risk of ovarian cancer. The team found a causal link between the amount of lactobacilli in the vagina and changes to the software to our cells, the epigenome. This gives us more understanding of how lower levels of lactobacilli can increase cancer development, by changing the epigenome and increasing the rate of changes to cells. This research gives us even more confidence that we might soon be able to reduce someone's risk of ovarian cancer by harnessing the power of lactobacilli.

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Ask Eve Nurse Service Impact

The Ask Eve team have worked exceptionally hard to reach new people throughout the pandemic, to ensure that everyone who needs the service knows about it. Some of our 2020 success stories include:

- Running a phenomenally popular Ask Eve Instagram Live Q&A in August. We partnered with skincare guru Caroline Hiron (whose online following consists of over half a million people) to deliver a 90 minute session on gynaecological cancers. A staggering 84,000 people tuned in to learn about their gynaecological health, leading to 22 immediate follow-up enquiries with the Ask Eve service.
- Launching Season 2 of The Eve Appeal's weekly online series 'Probably Nothing', which ran for 5 episodes throughout September. We covered a host of important topics in an accessible and friendly way – from post-menopausal bleeding, to stigma surrounding gynaecological health in South Asian communities.
- Delivering an online 'Lunch and Learn' session with RBS/NatWest during Gynaecological Cancer Awareness Month. Over 100 people watched the session live, and it was also recorded and shared widely. Audience members described the content as 'funny, engaging and informative'.
- Throughout 2020, the team helped to provide essential, up-to-the-minute information for cancer patients via our online Cancer and Coronavirus Hub. They also offered a much-needed listening ear for those undergoing diagnosis, or facing gynaecological symptoms.

Fundraising Impact

Our incredible supporters donated £1,753,185 and in total we raised £1,846,624 during the 18 month period to 31 December 2020. With the covid-19 pandemic creating so many challenges with many of our core fundraising activities – for example wholly preventing community gathering and sporting events, as well as limiting footfall in shops - we are incredibly proud of the money raised and the difference this will make.

We quickly pivoted much of our activity to digital, while maintaining as much of our offline activity as the pandemic allowed for, and we are proud of how our team managed this move and truly grateful to all the supporters who donated during the year.

Some standout achievements from the year including increasing the number of people donating each and every month by 33%, our first ever virtual run raising over £35,000 and a substantial increase in our donations from Trusts and Foundations which were a strategic priority over the period.

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Future Plans: Putting Prevention First

Our mission for 2021 and beyond is a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers. We will work to save lives by focusing on the prevention and earliest diagnosis of the gynaecological cancers.

This is the area of cancer research with the deepest funding gap and the greatest potential to prevent the immeasurable costs of treating late-stage disease.

We are the only charity to focus all our efforts on prevention, funding world-class research and programmes to raise awareness of signs, symptoms and risk factors across all five cancers.

We will achieve our vision - **a future where gynaecological cancers are a disease of the past** - through our single-minded focus across all our programmes on early diagnosis, risk prediction and prevention of these cancers. We believe that every single case of cancer that can be prevented should be, and we include everyone in our work.

Our research priorities are to fund programmes which will decode these cancers and uncover the full range of risk factors for their development and develop new tests that will diagnose them at the earliest stage. This focus holds the key to preventing cancers before they start and ultimately saving women's lives. Our research will compile a holistic picture of the role that hormones, genes and lifestyle play in cancer development. Once we've decoded this, we can be clear on effective prevention.

Goals 2021 – 23

Fund and support world-class medical research programmes that transform clinical practice

Maximise the impact of our research programmes and play a significant role in influencing the research agenda in cancer prevention and early diagnosis.

Anyone at risk of cancer development (and their loved ones) will have access to the best support and information

Through our specialist nurse service to work collaboratively with a range of health stakeholders to provide high quality and evidence-based information for patients and loved ones.

More people will be diagnosed at the earliest stage

To improve early diagnosis by increasing awareness and education of signs and symptoms and ensuring people attend screening and other detection programs.

Priorities & Plans

We are living in a world where as a health charity, a brand and an expert information provider, being in tune with sensitivities is not enough - we need to understand inequalities within health (they are many and varied) and make addressing these part of everything we do - from formulating research awards, to the way we raise funds, to the information resources and campaigns that we run. This commitment underpins our charitable activities 2021 and beyond.

We are also progressing our ambitious agenda through unprecedented challenges and during a time of economic uncertainty resulting from the pandemic. The impacts on health services have been huge and this has provided us with challenges but also opportunities – to pivot our

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programme work online and reach more people with our services.

Our priorities for 2021

- Continue to represent funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by taking part in committees and steering groups, and working closely with policy makers and government where possible. Priorities for research investment:
 - development of risk prediction test for the four main cancers that affect women;
 - developing new screening for the early diagnosis of ovarian cancer;
 - carrying out research inherited risk factors including genetic mutations;
 - funding new research in vulval and womb cancer which are currently underfunded and profiled in terms of medical research.
- To support the vision of The Eve Appeal through raising £900k in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our education awareness and information campaigns.
- Publish an impact report which evaluates the charity's contribution to prevention across all our programmes and research.
- Work with an independent consultant to audit our internal policies, research awarding and programmes to ensure that they are reaching all audiences are inclusive of those with the highest barriers to accessing gynaecological health care and who are most at risk of gynaecological cancer development.
- Continue to develop our major gifts programme, through building solid relationships and asking individuals to join our Pioneers Research Fund; and by getting businesses to make a commitment to support women's health in the workplace through signing up to our EveryWoman Promise.
- Continue to build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences (with a view to securing 400 items of media coverage).
- Work closely and collaboratively with fellow members of the Association of Medical Research charities to make the case for investing in medical research and the impact that this achieve and restoring research funding levels to pre-Covid levels by 2024.
- Launch a comprehensive resource and digital engagement programme on HPV that reaches audiences currently underserved with this information with a specific focus on minoritised under 35s and people with learning disabilities.
- Launch an expert resource on BRCA gene mutations and ovarian cancer risks for patients and clinicians.

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- Extend our Ask Eve service through further consolidation and formalisation of our partnerships with a diverse range of community, patient and peer organisations that work directly with communities disproportionately affected by gynaecological cancers, and in areas where there are significant gaps in information provision.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention. Making the service accessible to all with a focus on those with the highest barriers to accessing health information and screening services. Prioritising developing resources for groups disproportionately affected by health inequalities and where needs are currently unmet.
- Carry out an independent evaluation of the service and audit any gaps in targeting and service provision in order to better understand the needs of users and the best way to support them through the extension of the service through online platforms and through virtual events.

Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity for the purposes of the Companies Act. The Board sets the strategic direction of the Charity ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

The Eve Appeal considers each of the Trustees to be independent in character and judgement, and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2019-20, this figure was £389.

There are two Committees which make recommendations to the Board: the Operations Committee and the Research Advisory Committee.

The purpose of the Operations Committee is to ensure that a strategic approach is taken in the areas of finance, risk, audit, remuneration and other operational areas. The Operations Committee is comprised of at least four members, the majority of whom are Trustees, who give detailed consideration, on behalf of the Board, to these matters.

The Research Advisory Committee provides scientific research advice, assesses research project proposals, makes recommendations and provides advice to the Board of Trustees. The Committee advises on any necessary course of action or additional information requirements when considering research funding proposals.

The Charity had one 100% owned subsidiary company in the year. Eve Appeal Limited is a trading company that distributes its profits under Gift Aid to the Charity.

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Trustee appointment, induction and training

Trustees are appointed in accordance with the Memorandum and Articles of Association, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the Charity.

Trustees and staff consider the skills gaps formed by departing Trustees, and nominate appropriate individuals with skills to match. References are taken before appointment is formalised and prospective trustees are then proposed and appointed at the AGM.

The charity undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers of the Trustees and information about day-to-day running of The Eve Appeal. Key documents are provided, such as the Memorandum and Articles of Association, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Prospective trustees may also attend relevant Trustee meetings as an observer as part of the induction process alongside introductions to key people and places. Trustees continue to be supported through ongoing training, with skills requirements regularly reviewed.

The trustees who served in the period under review were:-

Melanie Richards CBE (Chair of Trustees)

Jenny Leonard (Chair, Operations Committee)

Dr Lisa Anderson	Resigned	19/12/2019
Sally Bailey	Resigned	19/12/2019
Judy Bloomer	Appointed	04/11/2019
Tamara Box	Appointed	27/07/2020
Sarah Clark		
Ian Drew		
Dr Christine Ekechi	Appointed	26/10/2020
Emma Gervasio	Resigned	04/11/2019
Sidonie Kingsmill		
Angus MacLennan	Resigned	19/12/2019
Sarah Morris	Appointed	19/12/2019
Adeola Olaitan	Resigned	04/11/2019
Cathy Pittham-Wiley	Appointed	04/11/2019
Dr Adam Rosenthal	Appointed	26/10/2020
Lay Koon Tan	Appointed	04/11/2019

Declaration of Interests

All trustees and staff are required to declare their interests, and any payments (including, but not limited to, benefits in kind such as gifts, hospitality shopping/travel concessions, preferential treatment, etc) received in connection with their role in The Eve Appeal where such interests would, or might, conflict with, or otherwise influence their decision-making in respect of the charity's activities.

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Staff

A Senior Management Team comprising the Chief Executive and Fundraising Director allows for distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The CEO has particular responsibility for issues relating to governance and for the financial management of the organisation.

The Eve Appeal has 13 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

Volunteers

Volunteers form a vital part of The Eve Appeal's operations; from our dedicated fundraisers holding bake sales or sporting events, to those who help staff at larger events like Festival of Carols or assist with day-to-day tasks in the office over a busy period. As a small charity, these supporters make a real difference to our achievements throughout the year.

The Eve Appeal continues to benefit from the voluntary efforts of our community of researchers, scientists, ambassadors and case studies, who willingly give up their time to help achieve the Charity's aims through engagement with the media. An Eve case study might take the form of an article for Huffington Post on their experience with womb cancer, or a clinician might give an interview for BBC News on a new breakthrough in their field. Many of these requests come in at short notice or outside normal working hours, yet this work is crucial in raising awareness.

The Trustees wish to extend their sincere thanks to all the volunteers who have supported The Eve Appeal.

Equality, Diversity and Inclusion

This policy applies to all Trustees, staff, service users and the general public. Commitment equality and diversity are central to the work of The Eve Appeal. We will treat all people with dignity and respect, valuing the inclusion of all. We will promote equality of opportunity and diversity. We will eliminate all forms of discrimination on grounds of race, gender, marital status, caring responsibilities, disability, gender, age, social class, sexual orientation, religion, belief, irrelevant offending behaviour or any other factor irrelevant to the purpose in view.

We have set out in our organisational priorities for 2021, the need to take proactive steps to instil inclusivity across everything we do and make sure that all voices are amplified, all groups are listened to, represented and heard.

As part of this, we will ensure our policies and procedures are independently reviewed and fair and equal. Further we will review to ensure our research is reaching the diverse audiences we seek to serve and ensure that our communications reflect and engage all audiences.

In line with the recent review of charity governance guidance, we will be actively stating the actions we take.

We will tackle social exclusion, inequality, discrimination and disadvantage. For this policy to be successful, it is essential that everyone is committed to and involved in its delivery. The charity's goal is to work towards a just society free from discrimination, harassment and prejudice. The Eve Appeal aims to embed this in all its policies, procedures, day-to-day practices and external relationships.

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Safeguarding Policy

The Eve Appeal believes everyone has the right to live free from abuse or neglect regardless of age, ability or disability, sex, race, religion, ethnic origin, sexual orientation, marital or gender status.

The Eve Appeal is committed to creating and maintaining a safe and positive environment and an open, listening culture where people feel able to share concerns without fear of retribution.

The Eve Appeal acknowledges that safeguarding is everybody's responsibility and is committed to prevent abuse and neglect through safeguarding the welfare of all involved.

The Eve Appeal recognises that health, well-being, ability, disability and need for care and support can affect a person's resilience. We recognise that some people experience barriers, for example, to communication in raising concerns or seeking help. We recognise that these factors can vary at different points in people's lives.

Safeguarding actions taken by The Eve Appeal will be consistent with the principles of adult safeguarding ensuring that any action taken is prompt, proportionate and that it includes and respects the voice of the adult concerned.

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Financial Review 2019/20

Transactions and Financial Position

Total income for the 18 month period was £1,846,624 (2019: £1,372,733).

Total expenditure was £1,804,397 (2019: £1,237,163) representing cost of raising funds of £668,800 (2019: £529,729) and cost of charitable activities of £1,135,597 (2019: £707,884), with research grants awarded totalling £361,000 (2019: £75,000).

At December 2020 year end, we reported a surplus of £42,227 to carry forward into 2021.

Total unrestricted movement for the year was a surplus of £203,527 and total restricted movement for the period was a deficit of £161,300.

The unrestricted surplus comprises funds of £69,527 above our agreed operating reserves level of £134,000, and the total unrestricted funds carried forward represents over 9 months' operating costs, well above our agreed target operating reserves level.

This result is in part due to steady income performance throughout 2020 despite the significant impact of the Covid-19 pandemic on our voluntary fundraising activities.

Further gains were found with overhead reductions of 40% which were consistently maintained from March 2020 to year end. These reductions were due to consistent and robust cost-cutting exercises as part of crisis contingency planning at the onset of the Covid-19 pandemic.

The forward financial strategy for 2021 takes the view that these savings will be maintained.

In summary, we are beginning 2021 in a cautious but stable position with £248,890 in free reserves, represented by unrestricted funds less designated funds, less fixed assets, and an overall cash balance of £991,445.

Reserves Policy

The reserves policy was reviewed in 2020 and has been set by the Board as a target of holding £134,000 in free reserves. This target is based on the contingency for wind up funds, calculated to satisfy all the charity's liabilities in the event of closure. In real terms, £134,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants.

The Board will review the reserves policy annually to ensure it remains appropriate to the needs of the charity in the context of the economic climate.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the charity is well placed to manage operational and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

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Funding

Fundraising policy Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. The legislation defines fundraising as 'soliciting or otherwise procuring money or other property for charitable purposes'. Such amounts receivable are presented in our accounts as 'donations and voluntary income'.

We confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the trustees. We have received no complaints in relation to fundraising activities.

The Eve Appeal is funded principally by voluntary donations from individuals and community groups who continue to support our work and mission. Corporate sponsorship and donations also account for a significant proportion of our funding. Without this support we would not be able to operate, and we are incredibly grateful for every penny that is donated.

Risk Management

The Trustees have assessed the major risks to which The Eve Appeal is exposed and are satisfied that systems are established to mitigate the Charity's exposure to those risks. These risks are detailed on the Risk Register for The Eve Appeal, with information on the current practice and strategy used to mitigate the risk. The Register is reviewed quarterly by Trustees.

The current Risk Register pays particular attention to the risks around the impact of the Covid pandemic on income and operations, research not reaching intended objectives, fundraising targets being missed, loss of key individuals and incorrect information being provided on a health issue.

The integrity of medical information provided by the Charity is managed by agreed peer-reviewed protocols, with information standards applied across all materials and channels.

A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding. As a member of the Association of Medical Research Charities, we have developed a strategy and funding decision-making processes that meet strict awarding criteria and review and recommendations are made by independent experts in the research filed.

Statement of Trustees' Responsibilities

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

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Generally Accepted Accounting Practice).

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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 apply them consistently
- Observe the methods and principles in the Charities SORP (FRS 102)
- 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
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and 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, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). 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.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information

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 United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board:



Melanie Richards CBE, Chair

Date: 12/07/21

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF GYNAECOLOGY CANCER RESEARCH FUND

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund for the period ended 31 December 2020 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 group's and the parent charitable company's affairs as at 31 December 2020 and of the group's incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011.

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 annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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' annual report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual 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 group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's 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; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 28, 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 group and parent 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 group or parent 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

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Section 151 of the Charities Act 2011 and report to you in accordance with regulations made under those Acts.

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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks 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 to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are [the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation;
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance;
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance;
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations;
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report.

However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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; and to the charity's trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which 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 any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP.

James Saunders, FCCA, DChA (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

Date: 15/07/2021

Devonshire House
60 Goswell Road
London
EC1M 7AD

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Gynaecology Cancer Research Fund

Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the period ended 31 December 2020

	Note	Unrestricted Funds	Restricted Funds	Total 2020	Total 2019
		£	£	£	£
Income from:					
Donations and legacies	3	1,395,429	357,756	1,753,185	1,198,028
Other trading activities	4	91,940	-	91,940	172,349
Investment income		1,499	-	1,499	2,356
Total		1,488,868	357,756	1,846,624	1,372,733
Expenditure on:					
Raising funds		668,800	-	668,800	529,279
Charitable activities		616,541	519,056	1,135,597	707,884
Total	5	1,285,341	519,056	1,804,397	1,237,163
Net income/(expenditure)		203,527	(161,300)	42,227	135,570
Transfers between funds		(46,107)	46,107	-	-
Net movement in funds		157,420	(115,193)	42,227	135,570
Reconciliation of Funds:					
Total funds brought forward		242,640	278,214	520,854	385,284
Total funds carried forward	20-21	400,060	163,021	563,081	520,854

All the above amounts relate to continuing activities.

The notes on pages 38 to 54 form part of these financial statements.

Gynaecology Cancer Research Fund

Consolidated and Charity Balance Sheet as at 31 December 2020

		Group		Charity	
	Note	2020 £	2019 £	2020 £	2019 £
Fixed assets					
Intangible assets	15	5,858	7,055	5,858	7,055
Tangible assets	16	11,312	17,153	11,312	17,153
Investments	17	-	-	1	1
		17,170	24,208	17,171	24,209
Current assets					
Stock		8,450	16,575	8,450	16,575
Debtors	18	126,731	342,238	119,920	328,159
Cash in bank and in hand		991,455	1,006,360	930,334	944,514
		1,126,636	1,365,173	1,058,704	1,289,248
Creditors: amounts falling due within one year	19	(580,725)	(868,527)	(572,587)	(855,335)
Net current assets		545,911	496,646	486,117	433,913
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		563,081	520,854	503,288	458,122
Funds					
	20-21				
Restricted funds		163,021	278,214	164,524	278,214
Unrestricted funds		400,060	242,640	338,764	179,708
Total funds		563,081	520,854	503,288	458,122

As permitted by S408 of the Companies Act 2006, the Company has not presented its own income and expenditure statements and related notes.

These financial statements were approved by the Board of Trustees and authorised for issue on 12/07/2021 and were signed on its behalf by:



Melanie Richards CBE, Chair
Registered Company No. 4370087

Gynaecology Cancer Research Fund

Consolidated Statement of Cash Flows for the period ended 31 December 2020

	2020 £	2019 £
Cash flows from operating activities		
Cash provided by operating activities	(11,610)	(1,039,641)
Cash flows from investing activities		
Interest income	1,499	2,356
Purchase of tangible fixed assets	(4,794)	(6,158)
Purchase of intangible fixed assets	-	-
Net cash used in investing activities	(3,295)	(3,802)
Change in cash and cash equivalents in the period	(14,905)	(1,039,641)
Cash and cash equivalents at 1 July 2019	1,006,360	2,046,001
Cash and cash equivalents at 31 December 2020	991,455	1,006,360
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) for the period	42,227	135,570
Adjustments for:		
Investment income	(1,499)	(2,356)
Depreciation	10,635	6,186
Amortisation	1,198	799
Decrease/(Increase) in stock	8,125	(16,575)
Decrease/(Increase) in debtors	215,506	(204,386)
(Decrease)/increase in creditors	(287,802)	(955,079)
Net cash used in operating activities	(11,610)	(1,039,641)
Analysis of cash and cash equivalents and net debts		
Cash in hand and at bank		
Opening balance	1,006,360	2,046,001
Cash-flows	(14,905)	(1,039,641)
Closing balance	991,455	1,006,360

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

1. GENERAL INFORMATION

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612) and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is 15B Berghem Mews, Blythe Road, London, W14 0HN.

2. ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS 102.

The Trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

The financial statements have been prepared for the long period from 1 July 2019 to 31 December 2020 in order to report on commitments in line with other organisations. Due to this, comparative amounts presented in the financial statements including the related notes are not entirely comparable.

(b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the impact of the Covid-19 pandemic, which has remained an issue in the period between the year end and the signing of the financial statements. The charity's income continues to be largely sheltered from the impact of Covid-19 due to its loyal supporter base, who have continued to support the charity in the current global pandemic.

Income estimates for 2021 and 2022 are cautious as with the cancellation of many events in 2020 and 2021 there has been a reduction in the number of new donors, which is being actively addressed. Having reviewed forecasts prepared by management the Trustees are confident that the charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

The financial statements are prepared in sterling, which is the functional currency of the company.

Monetary amounts in these financial statements are rounded to the nearest £1.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

(c) Group Financial Statements

These financial statements consolidate the results of the charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line by line basis. The subsidiary company has the same year end date of 31 December 2020.

(d) Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives.

Designated funds are unrestricted funds which are earmarked for a particular purpose.

Restricted funds are funds subject to specific restrictions imposed by the donors.

(e) Income

Income represents amounts receivable by the charity during the year from all sources. All income is included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Legacies are accounted for when the charity has entitlement, receipt is probable and the amount is measurable. Donations are accounted for on a receivable basis. Other trading activities are accounted for on a receivable basis and in the year to which they relate.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably.

(f) Expenditure & VAT

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT.

Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its objectives. It includes both costs that can be allocated directly to such activities and the costs of an indirect nature as necessary to support them.

Costs of raising funds comprise fundraising costs and the costs incurred in the subsidiary trading activities. Fundraising costs include advertising, producing publications, printing and mailing fundraising materials, associated staff costs and an appropriate allocation of support costs.

Support costs are those costs incurred in support of the charity's primary objectives and are allocated on the basis of staff time spent on those objectives.

Governance costs are those costs relating to compliance with constitutional and statutory requirements and the structure and governance review and are allocated on the basis of time spent overseeing the relevant activities.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

(g) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment.

Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Fixtures and Fittings 25% on cost

(h) Intangible Fixed Assets and Amortisation

Intangible Fixed assets are recorded at cost less amortisation and impairment.

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Trademarks 10% on cost

(i) Investments

Unlisted investments comprise investments in subsidiaries which are measured at cost less impairment.

(j) Stock

Stock principally consists of artwork donated by artists and is valued at the lower of cost and net realisable value. Artworks provided by artists are recognised in the financial statements at their anticipated sales price, less anticipated cost of sales and any subsequent impairment.

(k) Cash and cash equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short term deposits which have a maturity period of 3 months or less and are not subject to significant risk of changes in value.

(l) Tax Status

Gynaecology Cancer Research Fund (Limited by Guarantee) is a registered company, number 04370087 and is exempt from corporation tax under the provisions of Sections 466-493 of the Corporation Taxes Act 2010.

(m) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease on a straight-line basis.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

(n) Pensions

The charity operates a defined contribution pension scheme. The contributions to the defined contribution scheme are charged to the Statement of Financial Activities as they become payable.

(o) Financial Instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value. The charity does not have any bank loans.

(p) Significant Accounting Estimates and Judgements

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:

(i) Gifts in kind

Gifts in kinds are recognised within incoming resources and expenditure at an estimate of the value to the charity of the donated services or goods. Where possible the value of services/goods are confirmed directly with the supplier however in some instances this information is not available and a best estimated is made of the expected cost of such goods based on what the charity would be willing to pay for similar services or goods at a market rate.

(ii) Grant creditors

In the prior year the Trustees considered the treatment of the recognition of grant creditors falling due within one year and after one year and have adopted a better estimation of creditors falling due within one year.

As a result a prior year adjustment was raised in 2018 to align the change in treatment of the comparatives with the current year.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

3. INCOME – DONATIONS AND LEGACIES

	Period to 2020 £	2019 £
Individual giving	592,436	307,557
Community	405,357	379,678
Trusts and foundations	152,449	57,050
Major donors	119,093	29,474
Corporate	188,205	123,513
Legacies	41,205	173,145
Regional	-	3,867
Events	2,879	1,147
Gifts in Kind	251,561	122,597
Total	1,753,185	1,198,028

In 2020, £1,488,868 (2019: £1,094,782) of donations and legacies related to unrestricted funds and £357,756 (2019: £103,246) was attributable to restricted funds. Income from donations and legacies includes donated services worth £251,561 (2019: £122,597).

4. INCOME – INCOME FROM TRADING ACTIVITIES

	Period to 2020 £	2019 £
Events	12,440	56,461
Community	10,563	6,486
Corporate	-	2,500
Major donors	7,610	21,116
	32,113	86,563
Trading subsidiary (see note 17)	61,327	85,786
Total	91,940	172,349

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

5. ANALYSIS OF EXPENDITURE

	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2020 £
Expenditure on raising funds (notes 6 and 7)	484,501	158,106	9,926	652,533
Expenditure on charitable activities (note 8)	883,550	237,159	14,888	1,135,597
Charity	1,368,051	395,265	24,814	1,788,130
Expenditure on raising funds	16,267	-	-	16,267
Consolidated	1,384,318	395,265	24,814	1,804,397

	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2019 £
Expenditure on raising funds (notes 6 and 7)	395,433	127,525	5,498	528,456
Expenditure on charitable activities (note 8)	508,348	191,288	8,248	707,884
Charity	903,781	318,813	13,746	1,236,340
Expenditure on raising funds	823	-	-	823
Consolidated	904,604	318,813	13,746	1,237,163

All expenditure relating to raising funds was unrestricted in this and the prior year. Expenditure on charitable activities in 2020 was £1,135,597 (2019: £691,309) of which £616,541 (2019: £562,689) was unrestricted and £519,056 (2019: £128,620) was restricted.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	Period to 2020 £	2019 £
Individual giving	40,111	43,998
Community	41,433	44,497
Trusts and foundations	86	85
Major donors	135	1,790
Events	-	200
Corporate	8,145	17,855
Central	426,999	251,840
	<u>516,909</u>	<u>360,265</u>

7. DIRECT COSTS OF TRADING ACTIVITIES

	Period to 2020 £	2019 £
Events	5,888	18,215
Community	4,598	4,314
Major donor	1,200	12,639
	<u>11,686</u>	<u>35,168</u>

TOTAL DIRECT COSTS OF RAISING FUNDS

<u>528,595</u>	<u>395,433</u>
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All staff costs (including salaries and contractor costs) relating to Direct Costs of Raising Funds have been allocated this year to Central costs (note 6).

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	Period to 2020 £	2019 £
Research grants (note 11)	265,704	66,653
Ask Eve – Nurse-Led Information Service	84,529	62,151
Information & Awareness	281,756	257,472
Gifts in kind	251,561	122,072
	883,550	508,348

9. DIRECT COSTS OF GOVERNANCE

	Period to 2020 £	2019 £
Group - Audit fees	14,928	12,060
Group - Non audit fees	4,134	3,960
Group – Prior year over/under accrual	-	(3,660)
Directors Indemnity Insurance	398	388
Insurance	2,067	-
Trustee costs	1,326	47
Other costs	2,393	951
	24,814	13,746

10. ANALYSIS OF SUPPORT COSTS

	Period to 2020 £	2019 £
Rent, service charge and utilities	61,050	48,442
Insurance	1,773	943
IT, phone and internet	47,702	24,539
Staff and contractor costs	229,635	193,616
General corporate services	46,621	39,140
Research administration	8,484	12,133
	395,265	318,813

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	Period to 2020	2019
	£	£
University College London	92,000	-
University of Innsbruck	94,000	-
Research Institute of the McGill University Health Centre	175,000	-
Imperial College London	-	75,000
Grant commitments reclaimed	(95,296)	(8,347)
	<u>265,704</u>	<u>66,653</u>

12. STAFF COSTS

	Period to 2020	2019
	£	£
Salaries and child care vouchers	675,630	499,858
Social security costs	70,421	49,404
Staff pensions	26,559	18,888
	<u>772,610</u>	<u>568,150</u>
Cost of contracts	125,349	146,488
Total staff costs	<u>897,959</u>	<u>714,638</u>

The number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the period, pro rata were:

	2020	2019
£80,001 to £90,000	<u>1</u>	<u>1</u>

Average Staff Numbers:

Charitable activities	9	9
Fundraising and support	4	5
	<u>13</u>	<u>14</u>

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

The key management personnel of the parent charity comprises the Trustees and the Chief Executive. The total employee benefits of the key management personnel in the 18 month period were £228,265 (2019: £100,661).

13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2019: none).

During the year £398 (2019: £389) was paid in respect of Trustees Indemnity Insurance.

No Trustees claimed for any expenses during the year (2019: none).

14. NET MOVEMENT IN FUNDS

	Total Funds 2020 £	Total Funds 2019 £
Net movement in funds is stated after charging:		
Auditor's remuneration – current year	18,630	12,360
Amortisation	1,198	799
Depreciation	10,635	6,197
Amounts payable under operating leases:		
Land and Buildings	53,916	42,148
Other	4,860	4,669

15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks £
Cost at 1 July 2019 and 31 December 2020	7,988
Amortisation	
At 1 July 2019	932
Amortisation	1,198
At 31 December 2020	2,130
Net book value at 31 December 2020	5,858
Net book value at 30 June 2019	7,056

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

16. TANGIBLE FIXED ASSETS - Group and Charity

	Fixtures, Fittings & Equipment £
Cost	
At 1 July 2019	84,407
Additions	4,794
At 31 December 2020	89,201
Depreciation	
At 1 July 2019	67,254
Depreciation	10,635
At 31 December 2020	77,889
Net book value at 31 December 2020	11,312
Net book value at 30 June 2019	17,153

17. INVESTMENTS HELD AS FIXED ASSETS - Charity

	2020 £	2019 £
Shares in Subsidiary Undertakings at cost	1	1

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

The Charity has a wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through trading activity including cause related marketing and sales of goods. The company pays its profits under Gift Aid to the Gynaecological Cancer Research Fund.

A summary of its trading results (included within “Other trading activities”) for the period ended 31 December 2020 is as follows:

Profit and Loss	Period to 2020	2019
	£	£
Turnover	61,327	85,786
Administration expenses	(1,534)	(23,055)
Net profit before tax	59,793	62,731
Taxation	-	-
Net result	59,793	62,731

Profit and loss reserve		
Brought forward at 1 July	62,731	74,685
Net result in period	59,793	62,731
Distribution to Gynaecology Cancer Research Fund	(62,731)	(74,685)
Carried forward at 30 June	59,793	62,731

Summary Balance Sheet

Current Assets

Debtors	4,736	66,866
Cash at bank and in hand	61,121	61,845
Total current assets	65,857	128,711

Current liabilities

Creditors – amounts falling due within one year	(6,063)	(65,979)
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Net current assets	59,794	62,732
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Total assets less total liabilities	59,794	62,732
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Capital and reserves

Share capital	1	1
Profit and loss accounts	59,793	62,731
Total	59,794	62,732

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

18. DEBTORS

	Group		Charity	
	2020	2019	2020	2019
	£	£	£	£
Trade Debtors	14,758	102,339	10,022	35,473
Amounts owed by group undertakings	-	-	(2,075)	52,787
Prepayments and accrued income	87,984	230,898	87,984	230,898
Other debtors	23,989	9,001	23,989	9,001
	<u>126,731</u>	<u>342,238</u>	<u>119,920</u>	<u>328,159</u>

19. CREDITORS

Amounts falling due within one year

	Group		Charity	
	2020	2019	2020	2019
	£	£	£	£
Grants payable	509,671	792,600	509,671	792,600
Trade Creditors	20,372	26,767	13,762	26,767
Accruals	35,169	15,620	33,009	13,620
Taxation and social security	14,393	27,283	15,025	16,091
Other Creditors	1,120	6,257	1,120	6,257
	<u>580,725</u>	<u>868,527</u>	<u>572,587</u>	<u>855,335</u>

20. UNRESTRICTED FUNDS – GROUP

	At 1 July 2019 £	Income £	Expenditure £	Transfers £	At 31 December 2020 £
General funds	123,517	1,488,868	(1,285,341)	(60,984)	266,060
Designated funds:					
Emergency fund	119,123	-	-	14,877	134,000
	<u>242,640</u>	<u>1,488,868</u>	<u>(1,285,341)</u>	<u>(46,107)</u>	<u>400,060</u>

Emergency fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants. Further information on this and the rationale for this can be found in the reserves section of the Trustee Report.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

UNRESTRICTED FUNDS – CHARITY

	At 1 July 2019 £	Income £	Expenditure £	Transfers £	At 31 December 2020 £
General funds	75,269	1,490,473	(1,283,807)	(75,668)	206,267
Designated funds:					
Emergency fund	104,439	-	-	29,561	134,000
	<u>179,708</u>	<u>1,490,473</u>	<u>(1,283,807)</u>	<u>(46,107)</u>	<u>340,267</u>

21. RESTRICTED FUNDS – CHARITY AND GROUP

	At 1 July 2019 £	Income £	Expenditure £	Transfers £	At 31 December 2020 £
FORCEE (4C)	14,322	36,286	(50,608)	-	-
Ask EVE	11,544	84,834	(82,462)	-	13,916
Small Cell Cancers	121,520	51,464	(175,040)	-	(2,056)
BRCA Protect	5,212	1,421	-	-	6,633
Womb Cancer Research	-	426	(426)	-	-
BRCA Research	53,005	9,885	-	(62,890)	-
BRCA Tissue	12,500	-	(12,500)	-	-
Computational Biology Team	50,000	25,500	(186,000)	110,500	-
Vulval Cancer Awareness	8,111	10,403	-	-	18,514
GcaPPs2.0	2,000	-	-	-	2,000
Awareness	-	3,632	-	-	3,632
Ovarian Research	-	5,382	-	-	5,382
Every Girl Promise	-	115,000	-	-	115,000
Patient Information	-	13,523	(12,020)	(1,503)	-
	<u>278,214</u>	<u>357,756</u>	<u>(519,056)</u>	<u>46,107</u>	<u>163,021</u>

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

Restricted Funds

FORECEE (4C): This programme aims to make individualised risk predictions for cancer available to women, by looking for molecular markers in cervical cells that can predict the risk of them developing any one of four cancers: breast, cervical, ovarian and womb.

Ask Eve: The nurse led information service.

Small Cell Cancers: The project aims to develop a UK and international Registry for Small Cell Carcinoma of the Ovary (SSCO) that will be used to identify patients, consent them for research and provide access to tumour and non-tumour tissues.

BRCA PROTECT: The programme aims to identify the mechanisms of cancer development, understand its causes and test potential ways of preventing gynaecological cancer development. The focus of the programme is understanding why those in high risk groups who carry mutated genes develop cancer.

Womb Cancer Research: We have held an open call for research into the early detection or prevention of womb cancer. A research grant of £75,000 was awarded during the year.

BRCA Research: Several of our research programmes have a strong focus on the BRCA gene mutation to early detect or prevent ovarian and breast cancer – for example BRCA PROTECT, BRCA UNITE and GCaPPS.

BRCA Tissue: Women with a BRCA mutation have an up to 85% risk of developing breast cancer. The UCL team has discovered that aberrant levels of progesterone play an essential role in breast cancer development in these young women. The UCL research team is aiming to develop so-called “intermediate surrogate endpoints”: these are markers analysed in breast tissue indicating whether a preventive measure is effective.

Computational Biology Team: Our programmes require a substantial computational biology, statistics and bio-informatics which are central to our research.

Vulval Cancer Awareness: Vulval cancer is one of the rarer gynaecological cancers with just over 1,000 cases in the UK diagnosed each year. Increased awareness of the signs and symptoms of vulval cancer are essential to ensure that women see their GP as soon as they notice something not right for them and to keep going back if it continues.

Awareness: This fund is restricted to raising awareness of gynaecological cancers and communication work around certain campaigns such as Get Bleeding Checked.

Ovarian Screening Research: This fund is for a further project undertaken as part of Professor Martin Widschwendter’s work, specifically focussed on ovarian cancer screening.

Every Girl Promise: This fund is an outreach programme to work with schools about gynaecological health. This is funded by ICAP but has been delayed by the global pandemic.

Patient Information: The charity is working with the British Gynaecological Cancer Society to provide a patient information source for women with ovarian cancer.

More information on the research can be found in the research review on page 10 and on the Ask Eve service on page 12 of the Trustee Report.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

Restricted Fund Transfers

BRCA Research is a general fund for research relating to the BRCA alteration and the increased risk of certain cancers. The Computational Biologist programme (another part of FORECEE) has a significant focus on that, funds have been used for that project as agreed.

22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
Fixed Assets	17,170	-	17,170	24,208
Current Assets	564,904	561,732	1,126,636	1,365,173
Creditors: amounts falling due within 1 year	(182,014)	(398,711)	(580,725)	(868,527)
	<u>400,060</u>	<u>163,021</u>	<u>563,081</u>	<u>520,854</u>

23. LEGAL STATUS OF THE CHARITY

The charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 12 (2019:10).

24. ULTIMATE CONTROLLING PARTY

Eve Appeal Limited is a wholly owned subsidiary of Gynaecology Cancer Research Fund, which is the ultimate controlling party.

The Ultimate controlling party of Gynaecology Cancer Research Fund are the Trustees.

25. RELATED PARTY TRANSACTIONS

During the year under review, the charity received income totalling £13,435 in donations from 15 Trustees, both current and resigned in the period, including partners (2019: £10,258 from 7 Trustees including partners).

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Period Ended 31 December 2020

26. COMMITMENTS UNDER OPERATING LEASES

The group and charity had the following future minimum lease payments under non-cancellable operating leases:

	Group		Charity	
	2020	2019	2020	2019
	£	£	£	£
Land and buildings:				
Within one year	35,944	35,944	35,944	35,944
Between one year and five years	17,972	71,888	17,972	71,888
	<u>53,916</u>	<u>107,832</u>	<u>53,916</u>	<u>107,832</u>
Equipment:				
Within one year	3,240	4,164	3,240	4,164
Between one year and five years	4,050	-	4,050	-
	<u>7,290</u>	<u>4,164</u>	<u>7,290</u>	<u>4,164</u>

Eve Appeal Limited

Annual Report and Unaudited Financial Statements

For the Period ended 31 December 2020

Eve Appeal Limited

Company Information

Directors	Athena Lamnisos Cosec Direct Ltd Sidonie Kingsmill Catherine Wiley	(Appointed 6 March 2020) (Appointed 6 March 2020)
Secretary	Cosec Direct Ltd	
Company number	04656355	
Registered office	15B Bergham Mews Blythe Road London United Kingdom W14 0HN	
Accountants	Moore Kingston Smith LLP Devonshire House 60 Goswell Road London EC1M 7AD	

Eve Appeal Limited

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Eve Appeal Limited

Directors' Report

For the period ended 31 December 2020

The directors present their annual report and financial statements for the Period ended 31 December 2020.

Principal activities

The principal activity of the company continued to be that of commercial partnerships and the sale of merchandise bearing the name and logo of the Gynaecology Cancer research Fund.

Directors

The directors who held office during the period and up to the date of signature of the financial statements were as follows:

Athena Lamnisos

Cosec Direct Ltd

E Gervasio

(Resigned 6 March 2020)

A MacLennan

(Resigned 6 March 2020)

Sidonie Kingsmill

(Appointed 6 March 2020)

Catherine Wiley

(Appointed 6 March 2020)

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board



Athena Lamnisos

Director

12 July 2021

Eve Appeal Limited

Accountants' Report to the Board of Directors on The Preparation of the Unaudited Statutory Financial Statements of Eve Appeal Limited for the Period ended 31 December 2020

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Eve Appeal Limited for the Period ended 31 December 2020 which comprise the Profit And Loss Account, the Balance Sheet, the Statement of Changes in Equity and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Eve Appeal Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the financial statements of Eve Appeal Limited and state those matters that we have agreed to state to the Board of Directors of Eve Appeal Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Eve Appeal Limited and its Board of Directors as a body, for our work or for this report.

It is your duty to ensure that Eve Appeal Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Eve Appeal Limited. You consider that Eve Appeal Limited is exempt from the statutory audit requirement for the Period.

We have not been instructed to carry out an audit or a review of the financial statements of Eve Appeal Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Moore Kingston Smith LLP.

Moore Kingston Smith LLP

15 July 2021

Chartered Accountants

Devonshire House
60 Goswell Road
London
EC1M 7AD

Eve Appeal Limited

Profit and loss account

For the period ended 31 December 2020

	Period ended 31 December 2020 £	ended 30 June 2019 £
Turnover	59,869	85,636
Administrative expenses	(1,534)	(23,055)
Other operating income	1,458	150
Profit before taxation	59,793	62,731
Taxation	-	-
Profit for the financial Period	<u>59,793</u>	<u>62,731</u>

Eve Appeal Limited

Statement of Changes in Equity

For the period ended 31 December 2020

	Share capital	Profit and loss reserves	Total
	£	£	£
Balance at 1 July 2017 (as restated)	1	22,618	22,619
Year ended 30 June 2019:			
Profit and total comprehensive income for the year	-	62,731	62,731
Distributions to parent charity under gift aid	-	(22,618)	(22,618)
Balance at 30 June 2018 (as restated)	1	74,685	74,686
Period ended 31 December 2020:			
Profit and total comprehensive income for the period	-	59,793	59,793
Distributions to parent charity under gift aid	-	(74,685)	(74,685)
Balance at 31 December 2020	1	59,793	59,794

Eve Appeal Limited

Balance Sheet

As at 31 December 2020

	Notes	2020 £	£	2019 £	£
Current assets					
Debtors	3	4,736		66,866	
Cash at bank and in hand		61,121		61,845	
		<u>65,857</u>		<u>128,711</u>	
Creditors: amounts falling due within one year	4	<u>(6,063)</u>		<u>(58,416)</u>	
Net current assets			<u>59,794</u>		<u>70,295</u>
Capital and reserves					
Called up share capital	5		1		1
Profit and loss reserves			<u>59,793</u>		<u>74,685</u>
Total equity			<u>59,794</u>		<u>74,686</u>

For the financial Period ended 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the Period in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 12 July 2021 and are signed on its behalf by:



Athena Lamnissos
Director

Company Registration No. 04656355

Eve Appeal Limited

Notes to the Financial Statements

For the period ended 31 December 2020

1 Accounting policies

Company information

Eve Appeal Limited is a private company limited by shares incorporated in England and Wales. The registered office is 15B Bergham Mews, Blythe Road, London, United Kingdom, W14 0HN.

1.1 Accounting convention

The financial statements have been prepared under the historical cost convention and in compliance with United Kingdom Accounting Standards, including Financial Reporting Standard 102 Section 1A, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Companies Act 2006.

The financial statements have been prepared on a going concern basis, under the historical cost convention.

The principal accounting policies applied in the preparation of these financial statements are set out in the notes below. These policies have been consistently applied to all the years presented, unless otherwise stated.

The financial statements are prepared in sterling which is the functional currency of the Company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Reporting period

The reporting period has been extended to 18 months to align it with the reporting dates of the parent.

1.3 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

1.4 Related party transactions

The Company discloses transactions with related parties which are not wholly owned within the same group. It does not disclose transactions with members of the same group that are wholly owned.

1.5 Financial instruments

The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.6 Cash at bank and in hand

Cash and cash equivalents included cash in hand, deposits held at call with banks and other short-term liquid investments with original maturities of three months or less.

Eve Appeal Limited

Notes to the Financial Statements (Continued)

For the period ended 31 December 2020

2 Judgements and key sources of estimation uncertainty

In the view of the directors in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

3 Debtors

	2020 £	2019 £
Amounts falling due within one year:		
Trade debtors	4,736	66,866

4 Creditors: amounts falling due within one year

	2020 £	2019 as restated £
Trade creditors	6,610	-
Amounts due to group undertakings	(2,075)	44,171
Other taxation and social security	(632)	11,192
Other creditors	2,160	2,000
	6,063	57,363

5 Called up share capital

	2020 £	2019 £
Ordinary share capital		
Issued and fully paid		
1 Ordinary shares of £1 each	1	1
	1	1

6 Related party transactions

The Company is exempt from disclosing other related party transactions as they are with other companies that are wholly owned within the group.

7 Ultimate parent undertaking

The company was controlled throughout the current and previous period by its parent charity, the Gynaecology Cancer Research Fund, a company limited by guarantee with company registration number 4370087 and a registered charity with charity number 1091708. Copies of the parent entity's accounts are available from the registered office at 15B Berghem Mews, Blythe Road, London, W14 0HN.

Eve Appeal Limited

Management Information

For the Period ended 31 December 2020

Eve Appeal Limited

Detailed Trading and Profit and Loss Account

For the period ended 31 December 2020

	Period ended 31 December 2020	30 June 2019
	£	£
Turnover		
Turnover	59,869	85,636
 Other operating income		
Community fundraising events	1,458	150
 Administrative expenses	(1,534)	(23,055)
 Operating profit	<u>59,793</u>	<u>62,731</u>

Eve Appeal Limited

Schedule of Administrative Expenses

For the period ended 31 December 2020

	Period ended 31 December 2020 £	30 June 2019 £
Administrative expenses		
Legal and professional fees	-	3,300
Accountancy	1,424	5,500
Bank charges	110	151
Bad debts	-	9,928
Management expenses	-	4,176
	1,534	23,055
