

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

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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

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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

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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

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 Lamnissos

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 Lamnissos

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
	<hr/>	<hr/>
Profit before taxation	59,793	62,731
Taxation	-	-
	<hr/>	<hr/>
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)
	<hr/>	<hr/>	<hr/>
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)
	<hr/>	<hr/>	<hr/>
Balance at 31 December 2020	<hr/> 1 <hr/>	<hr/> 59,793 <hr/>	<hr/> 59,794 <hr/>

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
	<hr/>	<hr/>
	1,534	23,055
	<hr/>	<hr/>
