

# **Gynaecology Cancer Research Fund**

**Annual Report and Accounts for the year ended**

**31 December 2021**



**Company Registration Number: 04370087**

**Registered Charity Number (England and Wales): 1091708**

**Registered Charity Number (Scotland): SC042612**

# Contents

Legal and Administrative Information .....	3
From the Chair of Trustees .....	4
From the Chief Executive.....	6
Planning for Year Ahead .....	8
Objects and Activities.....	9
Achievements and Performance .....	10
Structure, Governance and Management .....	21
Financial Review 2021 .....	25
Statement of Trustees' Responsibilities .....	27
Independent Auditors Report.....	28
Consolidated Statement of Financial Activities for the year ended 31 December 2021. ....	33
Consolidated and Charity Balance Sheet as at 31 December 2021 .....	34
Consolidated Statement of Cash Flows for the year ended 31 December 2021 .....	35
Notes to the Financial Statements .....	36

## Legal and Administrative Information

### Charity Name

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

### Trustees

Melanie Richards CBE (Chair of Trustees)  
Jenny Leonard (Chair, Operations Committee)  
Judy Bloomer  
Tamara Box  
Sarah Clark  
Ian Drew  
Dr Christine Ekechi  
Sidonie Kingsmill  
Sarah Morris  
Marion O'Hara Appointed 27/10/2021  
Cathy Pittham-Wiley  
Kathleen Pritchard Appointed 27/10/2021  
Dr Adam Rosenthal  
Lay Koon Tan

### Chief Executive

Athena Lamnisos

**Registered Charity Number (England and Wales):** 1091708

**Registered Charity Number (Scotland):** SC042612

**Registered Company Number:** 04370087

### Principal Office of Charity and Registered Office

10-18 Union Street, London, SE1 1SZ

### Auditor

Moore Kingston Smith LLP, Devonshire House, 60 Goswell Road, London, EC1M 7AD

### Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ  
Scottish Widows Bank, 67 Morrison Street, Edinburgh, EH3 8YR  
Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

### Solicitors

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

# **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

## **From the Chair of Trustees**

As we head into our twentieth year, we have much to celebrate in terms of progress made and much to be hopeful about in the steps towards cancer prevention that we have made possible – hand in hand with researchers, donors and patient advocates. However, with the five gynaecological cancers where we focus our attention, we are not yet where we wanted to be when we launched the Charity in 2002. For ovarian cancer, the most deadly of these diseases, only 35% of women diagnosed will survive their diagnosis for 10 years.

For a charity with the sharp focus that we have – in prevention, early diagnosis and risk prediction – the pandemic has underscored the need to invest in keeping people well. Understanding how cancer develops and stopping it before it has a chance to start, is at the heart of our strategy.

We are proud of the research we have supported in 2021, along with all the research continued from our previous funding. Providing public information on signs, symptoms and risk factors as well as providing a unique and vital specialist nurse information service has remained a key focus. The coronavirus pandemic has resulted in delayed diagnosis and screening because of disruptions to services and it impacted on peoples' health seeking behaviour as they protected GPs precious time. Our Ask Eve nurse service – expert, free at the point of use and there for everyone who needs it – has had a lasting impact.

The awards that we have made to support the development of a revolutionary screening tool that may predict the risk of developing four different cancers have resulted in exciting findings which were published in early 2022. The next stage which involves taking this work into clinical trials represents a significant research undertaking.

My Trustees and I are very proud that we have funded new research programmes through the year. We have continued to work towards our strategic objectives and focused new awareness information into key areas including HPV and symptoms which are often not recognised as potentially signs of cancer. We have achieved our fundraising strategic objective of digitising our programme and moving to a data led approach in how we target our income generation efforts. Our brand and reputation has continued to grow with record media coverage and social media engagement achieved during our flagship campaign Get Lippy during May.

Looking to the future, we will be supporting a group of researchers who continuously innovate, pioneer and improve cancer diagnosis and prevention. This, combined with our ambitious staff and Trustee team who have the skills and expertise to raise and deploy funds with great impact, is a magical combination. We will continue to fund in areas where there are gaps, to invest in early-stage research where conventional funding is harder to come by, and to seed fund in rare disease where there is much to be learnt. Bringing together research efforts to make a bigger impact is paramount. We will be reviewing strategy and setting a new three-year plan towards the end of the year. The ambition will not change: to make gynaecological cancers a disease of the past.

I would like to personally thank each and every one of the dedicated and highly capable leadership team and staff at Eve, my Board of Trustees who continue to give their valuable

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

time and commitment and the truly world-class teams of researchers we fund. None of this would be possible without the extraordinary people who support The Eve Appeal. I am truly grateful to each and every one of our donors for their continuing efforts and generosity.

On behalf of The Eve Appeal, heartfelt thanks.

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

Melanie Richards CBE, Chair

# **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

## **From the Chief Executive**

As we reflect on a challenging year, never has the commitment of our donors and partners been more important and more appreciated.

As a medical research charity, we play an important role in the research pipeline and provide a vital role in making the UK a world leader in science and research. We do this by seed funding in the riskier, more innovative research programmes, where conventional funding is harder to come by. In the last decade, Eve has pump-primed world-class screening research in ovarian cancer that has then brought in wide scale support from other funders – the Departments of Health across England and Wales, the Medical Research Council and Cancer Research UK.

For every £1 brought in from our donors, many more pounds are leveraged later on down the line. We achieved a first during the year – being handed back research funding by a research team who, because of our early funding, had results where a mainstream funder would commit a substantial award. This investment in early-stage research and innovation allows a programme to flourish and we can invest our funds in a new project where we hope to see similar results.

Embedded in our current strategic priorities is to ensure that health inequalities are addressed, and we reach audience and communities who need us most and who are facing a lack of services, information and support in looking after their health. We are committed to making sure that The Eve Appeal is a welcoming and inclusive charity and over the past year we put a new diversity, equity, and inclusion plan in place to help us to reach and support everyone impacted by gynaecological cancers.

We are proud to have invested in the development of an innovative education programme which will be piloted in schools in four London Boroughs in Spring 2022. The areas have been selected based on health inequality evidence. We carried out an information gaps analysis in 2020, this identified a large gap in information around HPV (the Human Papilloma Virus, which is the key risk factor in the development in both cervical and vulval cancer). We produced a range of resources in innovative formats and in partnership with expert organisations including the Sex Education Forum, Brook and Mencap.

To the many people who pulled together over the past year to support us, thank you. You made sure The Eve Appeal could not only deliver frontline services in an extremely uncertain fundraising environment, but that we could continue to make progress in early diagnosis and cancer prevention.

We thank all those who made generous gifts, including trusts and foundations who funded our nurse information service as well as our cutting-edge medical research programmes. We also thank our extremely dedicated and expert staff team for working tirelessly to support our community, in very difficult circumstances. While we are proud of our achievements, we know there is a real opportunity to transform the way we both prevent and detect these diseases so that every girl born today faces a different future.

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

Our shared purpose is powerful. This year, we have stood side by side with supporters, researchers, partners and those affected by gynaecological cancers to challenge the notion that cancer is a 'throw of the dice' by championing a clear message that we can, and will, find ways to detect it at the earliest opportunity. Our strategy and plans for 2021/2022 take this vision forward.

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

Athena Lamnison, CEO

# **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

## **Planning for the year ahead**

The pandemic has created challenges and changed ways of working for every organisation. The uncertain economic climate continues to force huge challenges upon most charities in the sector and The Eve Appeal is no exception. Through diversifying our fundraising strategy and particularly by investing substantially in digital engagement across our programmes, we have had a successful fundraising year. We have exceeded both our 2021 budget and our mid-year reforecast targets.

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

The actions taken enabled us to withstand the uncertainty and prepare for the road ahead. These actions included:

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

Our strategy & plans for 2022:

- Assumptions for the 2022 financial year are realistic and build on learnings from 2021 successes. They are also conservative and assume limited growth, while ensuring the ability to react as required to occasional lockdowns and their impact on fundraising events;
- A new three-year plan will be launched at the end of this year, and this will include a revised research vision and strategy for investment;
- Implementation of recommendations arising from an independent review of our governance and the development of an External Affairs Board Committee which will oversee research and other charitable activities;
- Embedding the equality, diversity and inclusion workplan across all our activity, starting with audience identification and prioritisation to ensure we are engaging the communities who need us most;
- The launch and first award from a new restricted fund focused on rare gynaecological cancers (sub-types where there is currently under-investment);
- Continued investment in our core research programme in prevention and developing an integrated strategy with the team led by Professor Martin Widschwendter and his pan-European team;



## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

- Continued investment in the early detection and prevention of vulval cancer through our partnership with the Royal College of General Practitioners, the launch of a training tool and the delivery of a biomarkers research programme;
- Launch and evaluation of our first education programme, Know Your Body;
- Implement the recommendations of a review of our Ask Eve nurse service so that it reaches more people who can receive support and prioritising minoritized groups.

As a result of these activities, we begin 2022 and the new financial year in a stable but optimistic position, intently focused on continuing our vital mission.

## **Objects and Activities**

### **Introduction**

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

Every day in the UK, 58 women are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but under 7% of the UK's national spend on cancer research goes on prevention (National Cancer Research Institute, 2021) and a tiny percentage of the total on the gynaecological cancers. 1 in 7 women can't name a gynae cancer and nearly 20% of women don't know they menstruate and urinate from different places.

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £2.7m to research focused on developing new screening, risk prediction and early detection methods and evidence. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma, and offer a free nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed, the Association of Medical Research Charities (AMRC) predict that it will take 4.5 years for medical research spend to recover to 2019 levels as a result of the pandemic. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 19 January 2019), the Charity's objects are outlined as follows:

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

# Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

## Aims and objectives

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

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

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

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

## Public Benefit Statement

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

## Achievements and Performance

### Summary

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

Under our strategic research programme researchers published a substantial number of results from FORECEE and BRCA-ERC projects in sixteen journals including Nature Comms, Clin Epigenetics, The Lancet Oncology, with an additional five manuscripts relating to the work either accepted for publication or in the review/acceptance stages.

The £1.8m investment from The Eve Appeal for this research has, in part, led to further funding totalling €7m from European funding programmes clearly demonstrating the power of our research funding strategy.

We were also delighted to receive news that the Small Cell Ovarian Cancer Registry that we had committed to part-funding had been successful in securing a large grant of \$600k from the Canadian Department of Defense Rare Diseases fund to support the project over several years, and so much of our committed grant will now be used for other vital research into rarer ovarian cancers. We look forward to monitoring progress with the Small Cell Ovarian Cancer Registry and are proud of the work we have helped to fund.

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

We instilled new monitoring and reporting for the service which helped to highlight gaps in the audiences we are reaching. As a result, we managed to secure funding to translate our

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

resources into four South Asian languages and to deliver outreach sessions within these communities work for which is ongoing.

Over the last year, we have developed several new and existing key partnerships with other charities including The Survivor's Trust – with whom we held a joint episode of our Probably Nothing web series focussed on cervical screening as a survivor of sexual trauma. We also collaboratively created guides for patients and healthcare professionals about cervical screening and survivorship.

We continued our relationship with Mencap, Brook and the Sex Education Forum by producing a range of resources on HPV (the Human Papilloma Virus, which is the key risk factor in the development in both cervical and vulval cancer).

We also partnered with the Royal College of General Practitioner's to begin developing a training tool for GPs on the signs and symptoms of vulval cancer which is due to roll out in early 2022.

All of this work was made possible by our generous donors and supporters, and we are incredibly proud of how our fundraising programme has grown, despite the obvious challenges posed by the pandemic.

### **Research**

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

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

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

### **Open Research Calls**

The Eve Appeal ran two open calls for research applications in 2021, for Small Grant Awards and Vulval Cancer Research.

### **Small Grant Awards**

The Small Grant Awards scheme was launched in February 2021. The applications were reviewed by members of the Research Advisory Committee (RAC) and two awards of £2,500 were recommended for funding. The first to Dr Trish Holch, Leeds Beckett University for Increasing awareness of Gynaecological Cancer and the second to Professor Adam Rosenthal, University College London for work towards the prediction of Endometrial Cancer in Lynch Syndrome.

# **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

## **Vulval Cancer Research Call**

The Vulval Cancer Research call was launched in April 2021 and a recommendation was made by the RAC at the October meeting to make an award of £30,000 to fund discovery of biomarkers for the early detection of vulvar cancer and pre-cancer by spatially resolved gene expression, the work to be led by Dr Jacqueline McDermott, Imperial College London.

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

The suite of research projects led by Professor Martin Widschwendter (BRCA Protect, BRCA Alliance, FORCEEE1, Computational Biology) provided a progress report as part of a Strategic Programme Review carried out in September 2021.

Peer reviewers concluded that The Eve Appeal's initial funding has been central to the foundation and extension of research into epigenetic biomarkers of gynaecological cancers by the UCL team. Successful, and successive research applications to prestigious and highly competitive European and UK funding programmes provide an external validation of the quality of the research undertaken. The £1.8m investment from the Eve Appeal has in part led to further funding totalling €7.0m from European funding programmes.

During the period covered by the report, staff in the projects have published a substantial number of results from FORCEEE and BRCA-ERC projects in sixteen journals including Nature Comms, Clin Epigenetics, The Lancet Oncology, with an additional five manuscripts relating to the work either accepted for publication or in the review/acceptance stages.

Patents relating to the work undertaken in the FORCEEE and BRCA-ERC projects were filed in June 2020 by UCL. Further patents relating to additional DNAm signatures (age-, smoking-, and BMI-related indices) are also in process.

Building on the body of work, Professor Widschwendter has developed "Vision2040" which will now focus on building on these datasets to develop and refine the Women's Cancer Risk Identification (WID) indices to deliver clinically actionable molecular tests.

A Research Support Grant to provide continuity for the laboratory team will be reviewed and awarded in Spring 2022, with the intention to invite the research team to prepare a new three-year strategic programme application later in 2022.

## **UKCTOCS (UK Collaborative Trial of Ovarian Cancer Screening)**

UKCTOCS comprises a National Institute for Health and Care Research award of £845,000, with an aligned award from the Eve Appeal of £150,000. UKCTOCS is intended to answer the question if screening impacts on ovarian cancer mortality; the result of the trial will have global implications on screening. Despite the incredibly challenging times in view of the lockdown, medical notes have been retrieved and collated for a comprehensive Outcomes Review.

The results were published in April 2021 and showed that neither the annual screening with a transvaginal ultrasound scan or the annual screening with a CA125 blood test followed by a transvaginal ultrasound method saved lives, compared to no screening. The trial did however find that annual screening of a blood test then ultrasound scan diagnosed patients earlier than those who had no annual screening.

From UKCTOCS we now know that an annual blood test and ultrasound does pick up cancers at an earlier stage, with 39% of the ovarian cancers found being in stage 1 or 2,

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

that's 10% more compared to having no screening. Unfortunately, it didn't follow through to saving lives – which is the threshold needed to approve a screening programme on the NHS.

### **Small Cell Ovarian Cancer Registry**

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

We were delighted to receive news that the project had been successful in securing a large grant of \$600k from the Canadian Department of Defense, Rare Diseases fund to support the project over several years, and so much of our committed grant will now be used for other vital research into rarer ovarian cancers. We look forward to monitoring progress with the Small Cell Ovarian Cancer Registry and are proud of the work we have helped to fund.

### **Rapid Tissue Diagnosis of Endometrial Cancer**

Professor Sadaf Ghaem-Maghami, Imperial College London is funded by the Charity to lead a research programme that focuses on rapid tissue diagnosis of endometrial (womb) cancer in patients with abnormal uterine bleeding and seeks to identify new technologies that could be employed to make the diagnosis quicker and easier. Due to the pandemic this project was late in commencing and we are due our first report in early 2022.

### **Ask Eve – Nurse-Led Information Service**

The average call to the Ask Eve service is over 26 minutes long, which is between 2-3 times longer than the average 10-minute GP appointment, allowing people concerned about their gynae health an extra layer of information and support.

84% of all contact made to Ask Eve in 2021 was from people who are pre-diagnosis, i.e., not on the cancer pathway but who have a gynae health concern or are being investigated for a possible malignancy. This underscores the unique role our nurse information service plays in cancer prevention.

This high volume of 'pre-diagnosis' questions demonstrates that the service is being used primarily by people who are concerned about potential signs and symptoms, cervical screening, and their family links/hereditary cancer risks. The Ask Eve service has gained an increasing visibility as the first-place people come to when they have concerns.

In the first three months of the pandemic and during lockdown in 2020, 35% of all contact made to the Ask Eve service was specifically related to Covid, e.g., the cervical screening programme was stopped, or an ultrasound appointment had been cancelled. The first quarter of 2021 saw that number of Covid related queries reduce to 14%, and 2021 ended on less than 2%. This is a reassuring trend.

In 2021, 'Probably Nothing', The Eve Appeal's weekly online series hosted by Ask Eve's Nurse Service Co-ordinator, continued for its third, fourth and fifth series, with twelve new 45-minute conversations with experts planned, recorded, edited and broadcast reaching nearly 21,000 people. Series three, which was watched by nearly 6,400 people, centred around cervical cancer, specifically prevention. This included collaboration on the opening

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

episode with Jo's Cervical Cancer Trust.

During Ovarian Cancer Awareness Month, the first three episodes were focused on relevant subjects: the symptoms of ovarian cancer, "I've just been diagnosed with ovarian cancer, what happens next?", and the BRCA gene alteration. The fourth and final episode was a 'drop in' gynae clinic with women's health expert and Bradford-based GP, Dr Anne Connolly. Nearly 8,400 people tuned in to series four.

The four episodes of series five focused on: checking your vulva, cervical screening as a survivor of sexual trauma with The Survivor's Trust, managing menopause after cancer treatment, and ended with another GP drop-in session. Series five of Probably Nothing was watched by nearly 6,000 people.

The Probably Nothing episode about cervical screening for survivors of sexual abuse and trauma marked the start of an ongoing partnership with The Survivor's Trust. Collaborative guides for patients and healthcare professionals about cervical screening and survivorship have been created, and a podcast on the same subject is being planned for March 2022.

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

One new and notable request from The Environmental Agency, was to specifically focus on cervical screening information for their LGBTQIA+ staff members.

### **Information and Awareness**

Across the whole year over 256,000 people accessed our website, and our gynae health information pages were looked at by 205,500 people.

Over the course of 2021 our social posts, which contain vital gynae health information and updates on The Eve Appeal, reached over 9,860,000 people.

We were mentioned in the media 431 times in 2021, where we shared gynae health information, details about our Ask Eve service, and commented on key stories that were in the news, our coverage over the year had an estimated total reach of 7.7 billion people. We were featured in key outlets such as The Telegraph, The Sun, The Daily Mail and Mail Online, BBC Online, The Times, Stylist, Woman & Home, Closer Magazine, Sky News, Channel 5 News, BBC Radio 4 and more.

### **January – Cervical Cancer Prevention Week**

In January, for Cervical Cancer Prevention Week, we ran a survey (YouGov) to see whether people were attending their cervical screening tests when invited, and if not then why. We found that nearly 1 in 3 who didn't attend their screening were put off by Covid, either by fear of catching Covid, or from assuming that the cervical screening test wasn't running.

Our survey landed coverage in The Telegraph, Good Housekeeping and the Metro – with a total estimated reach of nearly 111,228,000 people. Marina Wheeler, who had cervical cancer also spoke to The Telegraph about her experience for us, which reached over 90,000,000 people and made the front page of The Telegraph and Stella, the Telegraph's weekend magazine.

Our content over the week reached nearly 160,000 people via our social media platforms.



## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

We also launched a guide to genetic testing for women and people who have been diagnosed with ovarian cancer. The resource was funded by GSK and explained everything someone newly diagnosed would need to know about genetic testing to be informed and supported in making decisions about their healthcare. Nearly 850 people have been on the webpage with the guide.

### **March – Ovarian Cancer Awareness Month**

Due to the Covid pandemic we did not ask people to hold Make Time for Tea parties in March 2021, but we still raised awareness of ovarian cancer and its signs and symptoms all through the month for Ovarian Cancer Awareness Month.

We focused on sharing patient stories, key information and hosting live session on Instagram and twitter with a young woman who had stage 3 cancer. Our awareness content reached over 1,150,000 people through our social media channels.

### **May – Get Lippy**

May 2021 saw our fourth year of the Get Lippy campaign. We ran a YouGov survey which found that 1 in 4 have felt not listened to when seeking medical help for their gynaecological health. To help change this we updated our tips to help people attending gynae health appointments feel informed and empowered and help them go with all of the information they need to help their doctor.

We developed an Easy Read version of our tips, so that they were accessible for people with learning disabilities or any language barriers. We also created some tips for medical professionals for when they are looking after patients with additional barriers, to help them be trauma informed and support their patients.

Through our social media channels, our campaign reached nearly 1,191,000 people. Over 775 people looked at our tips for going to your gynae health appointment in 2021, and 216 people looked at our tips for healthcare professionals. In total, nearly 10,200 people looked at our Get Lippy pages.

### **June – Know Your Normal**

For the first time in June 2021, we partnered with Tesco, Always and Always Discreet to help raise awareness of red flag cancer symptom, abnormal bleeding.

In selected Tesco stores, Always and Always Discreet products had information about the campaign on them, with a QR code linking to a landing page on The Eve Appeal website with information on the gynaecological cancers, abnormal bleeding, and how to track your periods to spot if you have any changes.

The campaign reached an estimated 0.3 billion people across the country through its media coverage, in outlets such as The Times, The Metro and The Sun.

The adverts in print alone reached 1.3 million people, and 5.3 million people were reached on social media – through paid ads and organic social.

15,000 people viewed the campaign on one of the three websites: The Eve Appeal, Tesco and Always, with over 715,500 reached on The Eve Appeal's social media channels alone.

### **September – Gynaecological Cancer Awareness Month**

For Gynaecological Cancer Awareness Month (GCAM) in 2021 we took people back to school to give them the sex ed they missed out on and need to look after their gynae health.

We covered topics such as anatomy, periods and menopause, and pulled in relevant information on gynaecological cancers at each opportunity. We created a range of engaging

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

and interesting content, using reels and illustrations, to try and increase gynae health and gynae cancer knowledge.

Part of our gynae health information was on HPV, the related cancers and cervical screening. Over the course of the month our educational content reached over 472,700 people across our social media channels and website.

We released a guide to HPV as part of our GCAM activity, called HPV Has No Gender, which was funded by MSD. The guide aims to increase awareness of HPV and how to help prevent it, for young adults aged 16 and above, in an inclusive and accessible manner.

The guide covers what HPV is, all of the diseases it is linked to, and ways in which you can prevent it. Over 2,400 people have been on the HPV Has No Gender page and blog on our website. And our HPV information reached nearly 97,000 people across our main social media channels.

### **December – Be Gynae Aware:**

In December we ran a campaign with GSK called Be Gynae Aware. The campaign aimed to raise awareness of gynaecological health and had a checklist that helped people spot when something may be wrong that needs to get checked by a doctor.

The campaign reached nearly 34 million people, largely due to the campaign being covered widely in the media, including in The Metro, and many regional pieces of print and online coverage. Over 1,300 people went on the Be Gynae Aware landing page during 2021, it has since reached over 2000 views. A paid for advert on the campaign made 250,000 impressions.

## **Fundraising**

### **From the General Public**

We are incredibly grateful for the amazing support and generosity of the thousands of people who choose to donate to us during the year despite the continued challenges posed by the coronavirus pandemic.

Continuing to build upon our success with digital fundraising, we held numerous virtual challenges throughout the year which have been well received by new and existing supporters alike.

We regularly fed back on the impact of supporter's donations and listened to their views and experiences. Our new Rare Gynaecological Cancer Research Fund is a direct result of some of these conversations and we are excited to fill this need for patients and fundraisers.

Despite the challenges the pandemic has brought, it is clear that the passion and drive of all those looking to support women affected by gynaecological cancers is unwavering.

### **From Businesses**

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

We are also incredibly grateful to all of those businesses that joined our EveryWoman Promise wellbeing programme, requested lunch and learns, or supported us in other ways throughout the year. We would specifically like to thank London Stock Exchange Group, Man Group, and Proctor & Gamble for their phenomenal support.



## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

We again ran our flagship Get Lippy campaign in May, a campaign which sets out to encourage everyone to speak up about gynae cancers. Numerous brands participated in our Cause Related Marketing campaign with Tesco, as well as via their own websites – generating vital visibility, awareness and funds. Brands involved included Blistex, Carmex, Yes, Elemis and many others.

### **From Trusts and Foundations**

We are lucky to have benefitted from the support of numerous Trusts and Foundations throughout the year and maintained our growth in this area of income.

We are truly grateful for their support and the difference this is making to all those affected by gynaecological cancers. We look forward to continuing these relationships in 2022.

## **Impact**

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

Staff, Trustees and volunteers have continued to show incredible commitment to the mission of The Eve Appeal. Our progress in this mission, a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers, has been strong and measurable. Commentary on the objectives as described in last year's Trustee Report follows:

### **Research Impact Overview**

- Thanks to fundraising efforts by our dedicated Eve supporters, the funding we provided to McGill University for Small Cell Ovarian Cancer Registry was able to provide them the evidence needed to apply for a government grant. We are delighted that they were successful in their application and have attracted a hundred-thousand-dollar grant for this work to continue.
- Professor Martin Widschwendter continued to lead on our flagship FORECEE programme: in 2021, his team submitted four manuscripts on breast, cervical, womb and ovarian cancer to leading research publications. These papers are currently under review – one more crucial step towards the effective risk prediction and early detection of the four cancers.
- We saw further progress on an Eve-funded study into ovarian cancer screening (UKCTOCS), which suggested that certain screening methods could help to prevent cancer deaths. The team are planning for a follow-up study to develop these important findings.
- An ovarian cancer risk prediction model – which was developed through the Eve-funded PROMISE programme – is now available to health professionals and is currently being tested for routine clinical use. This could transform outcomes for people at risk from ovarian cancer, giving them a far stronger chance of survival.

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

### **Ask Eve Nurse Service Impact**

The Ask Eve team has worked exceptionally hard to reach new people throughout the pandemic, to ensure that everyone who needs the service knows about it. Some of our 2021 success stories include:

- Holding an online talk on cervical and ovarian cancer with Dr Tracie Miles and menopause guru Ruth Devlin, this was aimed at nurses in Scotland and achieved a reach of approximately 1,000 people.
- A podcast on ovarian cancer aimed at clinicians featuring Dr Tracie Miles and representatives from AstraZeneca.
- Our 'Behind the Beams' podcast focused on radiotherapy for gynaecological cancers hosted by Dr Tracie Miles and two therapeutic radiographers.
- Dr Tracie Miles' interview on Radio 4 Woman's Hour about HPV self-testing kits.
- Ask Eve Cancer Information Nurse Hilary Maxwell's blog focused on the change in cervical screening intervals in Wales.
- BBC 5 Live radio interview with Ask Eve Cancer Information Nurse Hilary Maxwell about the reduction in cervical cancer cases since the HPV vaccine rollout.
- Live Sky News segment with Nurse Service Co-ordinator Karen Hobbs on the reduction in cervical cancer cases since the HPV vaccine rollout.
- A gynae health and sex education video filmed with Nurse Service Co-ordinator Karen Hobbs and media partners Freeda Media, this was released during Gynaecological Cancer Awareness Month in September 2021.
- A pre-recorded online discussion for Latte Lounge's Mid-Life Festival, on gynae cancer prevention and positive outlooks featuring Nurse Service Co-ordinator Karen Hobbs and Dr Philippa Kaye.

### **Fundraising Impact**

Our incredible supporters donated £1,514,951 during the financial year. And for every £1 spent on fundraising we generated £4.40.

This is a phenomenal show of generosity, and we truly appreciate and celebrate every person and organisation who have chosen to support our work.

We are delighted that, despite the ongoing challenges the coronavirus pandemic brought, we have managed to grow our fundraising income across audiences and continue to develop our programme across all areas. We have further diversified our fundraising channel mix and have grown our proportion of unrestricted income to give the Charity greater flexibility in channelling funders wherever they will have the greatest impact.

# Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

Some standout achievements include:

- Growing all areas of our programme vs our last 12 months accounts;
- Securing a partnership with PayPal that generated over £70,000 of unrestricted income and substantial exposure for the Charity;
- Securing a key strategic partnership with Tesco, Always and Always Discreet;
- Developing new virtual challenges for our supporters to stay engaged and raising money, while bringing on new donors to the Charity.

## Future Plans: Putting Prevention First

***Our mission for 2022 and beyond is a future where fewer women are diagnosed with, and many more women survive, gynaecological cancers. We will work to save lives by focusing on the prevention and earliest diagnosis of the gynaecological cancers.***

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

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

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

Our research priorities are to fund programmes which will decode these cancers and uncover the full range of risk factors for their development and develop new tests that will diagnose them at the earliest stage. This focus holds the key to preventing cancers before they start and ultimately saving lives. Our research will compile a holistic picture of the role that hormones, genes and lifestyle play in cancer development. Once we've decoded this, we can be clear on effective prevention.

## Goals 2021 - 23

### **Fund and support world-class medical research programmes that transform clinical practice**

Maximise the impact of our research programmes and play a significant role in influencing the research agenda in cancer prevention and early diagnosis.

### **Anyone at risk of cancer development (and their loved ones) will have access to the best support and information**

Through our specialist nurse service to work collaboratively with a range of health stakeholders to provide high quality and evidence-based information for patients and loved ones.

### **More people will be diagnosed at the earliest stage**

To improve early diagnosis by increasing awareness and education of signs and symptoms and ensuring people attend screening and other detection programs.

# Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

## Priorities & Plans

As a medical research charity and an expert health information provider, we need to understand inequalities within health and research (they are many and varied) and make addressing these, part of everything we do. This commitment underpins our charitable activities 2022 and beyond.

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

## Our priorities for 2022

- Continue to represent funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by taking part in committees and steering groups, and working closely with policy makers and government where possible. Priorities for research investment:
  - Development of risk prediction test for four main cancers that affect women - breast, ovarian, womb and cervical cancer;
  - Developing new screening for the early diagnosis of ovarian cancer;
  - Carrying out research inherited risk factors including genetic alterations;
  - Funding new research in vulval and womb cancer which are currently underfunded and profiled in terms of medical research;
  - Funding research in rare subtypes of gynaecological cancers.
- To support the vision of The Eve Appeal through raising £1,275,000 in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our education awareness and information campaigns.
- Review our research strategy development and management capacity within the staff team and Trustee body to ensure that research awarding and strategy are maximising funds, managed to gold-star standards and are benefiting those who are most at risk of gynaecological cancer development.
- Continue to develop our major gifts programme, through building solid relationships; and by getting businesses to make a commitment to support women's health in the workplace through signing up to our EveryWoman Promise.
- Continue to build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences (with a view to securing 400 items of media coverage).
- Work closely and collaboratively with fellow members of the Association of Medical Research Charities to make the case for investing in medical research and the impact that this achieve and restoring research funding levels to pre-Covid levels by 2024.

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

- Extend our Ask Eve service through further consolidation and formalisation of our partnerships with a diverse range of community, patient and peer organisations that work directly with communities disproportionately affected by gynaecological cancers, and in areas where there are significant gaps in information provision.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention. Making the service accessible to all with a focus on those with the highest barriers to accessing health information and screening services. Prioritising developing resources for groups disproportionately affected by health inequalities and where needs are currently unmet.
- Implement the recommendations of an independent evaluation of the Ask Eve service and audit any gaps in targeting and service provision in order to better understand the needs of users and the best way to support them through the extension of the service through online platforms and through virtual events.

## **Structure, Governance and Management**

### **Organisational structure and decision making**

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

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2021 this figure was £0.

There are two Committees which make recommendations to the Board: the Operations Committee and the Research Advisory Committee.

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

The Research Advisory Committee provides scientific research advice, assesses research project proposals, makes recommendations and provides advice to the Board of Trustees. The Committee advises on any necessary course of action or additional information requirements when considering research funding proposals.

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

During the year in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter has gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH which will be taking forward innovative diagnostic tests which are at an early stage of development.

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

Any profits arising from the venture will be fed back into academic medical research programmes. Further details of this can be found in note 17 in the notes to the financial statements.

### **Trustee appointment, induction and training**

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

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

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

The Trustees who served in the period under review were: -

Melanie Richards CBE (Chair of Trustees)

Jenny Leonard (Chair, Operations Committee)

Judy Bloomer

Tamara Box

Sarah Clark

Ian Drew

Dr Christine Ekechi

Sidonie Kingsmill

Sarah Morris

Marion O'Hara Appointed 27/10/2021

Cathy Pittham-Wiley

Kathleen Pritchard Appointed 27/10/2021

Dr Adam Rosenthal

Lay Koon Tan

### **Declaration of Interests**

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

## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

### **Staff**

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

The Eve Appeal has 16 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

### **Volunteers**

Volunteers form a vital part of The Eve Appeal's operations; from our dedicated fundraisers holding bake sales or sporting events, to those who help staff at larger events like Festival of Carols or assist with day-to-day tasks in the office over a busy period. As a small charity, these supporters make a real difference to our achievements throughout the year.

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

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

### **Equality, Diversity and Inclusion**

This policy applies to all Trustees, staff, service users and the general public. Commitment to equality and diversity are central to the work of The Eve Appeal. We will treat all people with dignity and respect, valuing the inclusion of all. We will promote equality of opportunity and diversity. We will eliminate all forms of discrimination on grounds of race, gender, marital status, caring responsibilities, disability, gender, age, social class, sexual orientation, religion, belief, irrelevant offending behaviour or any other factor irrelevant to the purpose in view.

We have set out in our organisational priorities for 2022, the need to take proactive steps to instil inclusivity across everything we do and make sure that all voices are amplified, all groups are listened to, represented and heard.

As part of this, we will ensure our policies and procedures are independently reviewed and fair and equal. Further we will review to ensure our research is reaching the diverse audiences we seek to serve and ensure that our communications reflect and engage all audiences.

In line with the recent review of charity governance guidance, we will be actively stating the actions we take.

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



## **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

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

### **Safeguarding Policy**

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

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

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

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

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



# **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

## **Financial Review 2021**

### **Transactions and Financial Position**

At December 2021 year end, we reported a surplus of £622,146 in unrestricted reserves to carry forward into 2022. This surplus comprises funds of £488,146 above our agreed operating reserves level of £134,000, and the total represents nearly 10 months' operating costs, well above our agreed target operating reserves level.

The charity has designated £170,000 for UCL research and total free reserves at the year end were £318,146.

This result is in large part due to an increase income performance throughout 2021. There was a 41% increase from budget and an increase of 21% for the equivalent 12 months in 2019-2020.

We maintained our overhead reduction in 2021, which had been imposed from March 2020. These reductions were due to consistent and robust cost-cutting exercises as part of crisis contingency planning at the onset of the Covid pandemic. The forward financial strategy for 2023 takes the view that these savings will be maintained and potentially increased as we move to a new premises.

A delay in awarding research grants at the end of 2021 has also meant that we have had higher reserves than anticipated. We are holding a Research Advisory Committee in early 2022 to review and award funding to research programmes that have a focus on the risk prediction, early detection, and prevention of gynaecological cancers.

In summary, we are beginning 2022 in a cautious but stable position with £622,146 in free reserves and an overall cash balance of £1,075,290.

### **Funding**

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

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

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

# **Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021**

## **Risk Management**

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

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

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

A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

## **Reserves Policy**

The reserves policy was reviewed in 2021 and has been set by the Board as a target of holding £134,000 in free reserves. This target is based on the contingency for wind up funds, calculated to satisfy all the Charity's liabilities in the event of closure. In real terms, £134,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants.

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

## **Going Concern**

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

## **Grant Making Policy**

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

# Annual Report incorporating a Directors' Report and Accounts for the year ended 31 December 2021

## Statement of Trustees' Responsibilities

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

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP (FRS 102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

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

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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

On behalf of the board:



Melanie Richards CBE, Chair

Date: 04/05/2022

# **INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF GYNAECOLOGY CANCER RESEARCH FUND LIMITED**

## **Opinion**

We have audited the financial statements of Gynaecology Cancer Research Fund (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2021 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## **Other information**

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' annual report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' annual report have been prepared in accordance with applicable legal requirements.

## **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

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

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

## **Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement set out on page 27, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty

exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

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

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

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

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are [the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation;
- 
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance;

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance;
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations;
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

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

### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006; and to the Charity's Trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the Charity's Trustees, as a body for our audit work, for this report, or for the opinion we have formed.

*Moore Kingston Smith LLP.*

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

Devonshire House  
60 Goswell Road  
London  
EC1M 7AD

Date: 27/05/2022

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



## Gynaecology Cancer Research Fund

### Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2021

	Note	Unrestricted Funds	Restricted Funds	<b>Total 2021</b>	Total 2020
		£	£	£	£
<b>Income from:</b>					
Donations and legacies	3	1,192,774	293,698	<b>1,486,472</b>	1,753,185
Other trading activities	4	28,479	-	<b>28,479</b>	91,940
Investment income		-	-	-	1,499
Total		<u>1,221,253</u>	<u>293,698</u>	<u><b>1,514,951</b></u>	<u>1,846,624</u>
<b>Expenditure on:</b>					
Raising funds		465,197	-	<b>465,197</b>	668,800
Charitable activities		533,970	83,474	<b>617,444</b>	1,135,597
Total	5	<u>999,167</u>	<u>83,474</u>	<u><b>1,082,641</b></u>	<u>1,804,397</u>
<b>Net income/(expenditure)</b>		<u>222,086</u>	<u>210,224</u>	<u><b>432,310</b></u>	<u>42,227</u>
Transfers between funds		-	-	-	-
<b>Net movement in funds</b>		<u>222,086</u>	<u>210,224</u>	<u>432,310</u>	<u>42,227</u>
<b>Reconciliation of Funds:</b>					
Total funds brought forward		400,060	163,021	<b>563,081</b>	520,854
Total funds carried forward	20-21	<u>622,146</u>	<u>373,245</u>	<u><b>995,391</b></u>	<u>563,081</u>

All the above amounts relate to continuing activities.

The notes on pages 37 to 53 form part of these financial statements.

# Gynaecology Cancer Research Fund

## Consolidated and Charity Balance Sheet as at 31 December 2021

		Group		Charity	
	Note	2021 £	2020 £	2021 £	2020 £
<b>Fixed assets</b>					
Intangible assets	15	<b>5,059</b>	5,858	<b>5,059</b>	5,858
Tangible assets	16	<b>12,484</b>	11,312	<b>12,484</b>	11,312
Investments	17	<b>7,431</b>	-	<b>7,432</b>	1
		<b>24,974</b>	17,170	<b>24,975</b>	17,171
<b>Current assets</b>					
Stock		<b>1,200</b>	8,450	<b>1,200</b>	8,450
Debtors	18	<b>210,193</b>	126,731	<b>196,113</b>	119,920
Cash in bank and in hand		<b>1,075,290</b>	991,455	<b>1,051,351</b>	930,334
		<b>1,286,683</b>	1,126,636	<b>1,248,664</b>	1,058,704
Creditors: amounts falling due within one year	19	<b>(316,266)</b>	(580,725)	<b>(304,901)</b>	(572,587)
Net current assets		<b>970,417</b>	545,911	<b>943,763</b>	486,117
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		<b>995,391</b>	563,081	<b>968,738</b>	503,288
<b>Funds</b>					
	20-21				
Restricted funds		<b>373,245</b>	163,021	<b>373,245</b>	164,524
Unrestricted funds		<b>622,146</b>	400,060	<b>595,493</b>	338,764
Total funds		<b>995,391</b>	563,081	<b>968,738</b>	503,288

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

These financial statements were approved by the Board of Trustees and authorised for issue on 04/05/2022 and were signed on its behalf by:



Melanie Richards CBE, Chair

Registered Company No. 4370087

## Gynaecology Cancer Research Fund

### Consolidated Statement of Cash Flows for the year ended 31 December 2021

	2021 £	2020 £
<b>Cash flows from operating activities</b>		
Cash provided by operating activities	<b>99,356</b>	(11,610)
<b>Cash flows from investing activities</b>		
Interest income	-	1,499
Purchase of tangible fixed assets	<b>(8,090)</b>	(4,794)
Purchase of intangible fixed assets	-	-
Purchase / acquisition of investments	<b>(7,431)</b>	-
<b>Net cash used in investing activities</b>	<b>(15,521)</b>	(3,295)
Change in cash and cash equivalents in the period	<b>83,835</b>	(14,905)
Cash and cash equivalents at 1 January 2021	<b>991,455</b>	1,006,360
<b>Cash and cash equivalents at 31 December 2021</b>	<b>1,075,290</b>	991,455
<b>Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>		
Net income/(expenditure) for the period	<b>432,310</b>	42,227
Adjustments for:		
Investment income	-	(1,499)
Depreciation	<b>6,918</b>	10,635
Amortisation	<b>799</b>	1,198
Decrease/(Increase) in stock	<b>7,250</b>	8,125
Decrease/(Increase) in debtors	<b>(83,462)</b>	215,506
(Decrease)/increase in creditors	<b>(264,459)</b>	(287,802)
Net cash provided by/used in operating activities	<b>99,356</b>	(11,610)
<b>Analysis of cash and cash equivalents and net debt</b>		
Cash in hand and at bank		
Opening balance	<b>991,455</b>	1,006,360
Cash-flows	<b>83,835</b>	(14,905)
Closing balance	<b>1,075,290</b>	991,455

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 1. GENERAL INFORMATION

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

### 2. ACCOUNTING POLICIES

#### (a) Basis of preparation

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

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

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

The prior year's financial statements have been prepared for the long period from 1 July 2019 to 31 December 2020 in order to report on commitments in line with other organisations. Due to this, comparative amounts presented in the financial statements including the related notes are not entirely comparable.

#### (b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the impact of the Covid-19 pandemic, which has remained an issue in the period between the year end and the signing of the financial statements. The Charity's income continues to be largely sheltered from the impact of Covid-19 due to its loyal supporter base, who have continued to support the Charity in the current global pandemic.

Income estimates for 2021 and 2022 are cautious as with the cancellation of many events in 2020 and 2021 there has been a reduction in the number of new donors, which is being actively addressed. Having reviewed forecasts prepared by management the Trustees are confident that the Charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £1.

# **Gynaecology Cancer Research Fund**

## **Notes to the Financial Statements**

### **For the Year Ended 31 December 2021**

#### **(c) Group Financial Statements**

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2020.

#### **(d) Fund accounting**

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

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

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

#### **(e) Income**

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

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

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

#### **(f) Expenditure & VAT**

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

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

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

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

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

# **Gynaecology Cancer Research Fund**

## **Notes to the Financial Statements**

### **For the Year Ended 31 December 2021**

#### **(g) Tangible Fixed Assets and Depreciation**

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

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

Fixtures and Fittings 25% on cost

#### **(h) Intangible Fixed Assets and Amortisation**

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

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

Trademarks 10% on cost

#### **(i) Investments**

Unlisted investments comprise the following:-

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

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

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

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

#### **(j) Stock**

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

#### **(k) Cash and cash equivalents**

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

#### **(l) Tax Status**

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

#### **(m) Operating Leases**

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

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

### For the Year Ended 31 December 2021

#### **(n) Pensions**

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

#### **(o) Financial Instruments**

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

#### **(p) Significant Accounting Estimates and Judgements**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances:

##### **(i) Gifts in kind**

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

##### **(ii) Grant creditors**

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

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

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 3. INCOME – DONATIONS AND LEGACIES

	2021 £	Period to 2020 £
Individual giving	<b>472,156</b>	592,436
Community	<b>375,451</b>	405,357
Trusts and foundations	<b>128,190</b>	152,449
Major donors	<b>125,084</b>	119,093
Corporate	<b>101,172</b>	188,205
Legacies	<b>109,667</b>	41,205
Regional	-	-
Events	-	2,879
Gifts in Kind	<b>174,752</b>	251,561
Total	<b>1,486,472</b>	<b>1,753,185</b>

In 2021, £1,192,774 (2020: £1,488,868) of donations and legacies related to unrestricted funds and £293,698 (2020: £357,756) was attributable to restricted funds. Income from donations and legacies includes donated services worth £174,752 (2020: £251,561).

### 4. INCOME – INCOME FROM TRADING ACTIVITIES

	2021 £	Period to 2020 £
Events	-	12,440
Community	-	10,563
Corporate	-	-
Major donors	-	7,610
	-	32,113
Trading subsidiary (see note 17)	<b>28,479</b>	61,327
Total	<b>28,479</b>	91,940



# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 5. ANALYSIS OF EXPENDITURE

	Direct Costs £	Support Costs (Note 10) £	Governance Costs (note 9) £	<b>Total 2021 £</b>
Expenditure on raising funds (notes 6 and 7)	344,221	99,988	20,988	<b>465,197</b>
Expenditure on charitable activities (note 8)	432,083	153,879	31,482	<b>617,444</b>
Charity	776,304	253,867	52,470	<b>1,082,641</b>
Expenditure on raising funds	-	-	-	-
Consolidated	776,304	253,867	52,470	<b>1,082,641</b>

	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2020 £
Expenditure on raising funds (notes 6 and 7)	484,501	158,106	9,926	652,533
Expenditure on charitable activities (note 8)	883,550	237,159	14,888	1,135,597
Charity	1,368,051	395,265	24,814	1,788,130
Expenditure on raising funds	16,267	-	-	16,267
Consolidated	1,384,318	395,265	24,814	1,804,397

All expenditure relating to raising funds was unrestricted in this and the prior year.  
Expenditure on charitable activities in 2021 was £617,444 (2020: £1,135,597) of which  
£533,970 (2020: £616,541) was unrestricted and £83,474 (2020: £519,056) was restricted.

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	2021 £	Period to 2020 £
Individual giving	81,490	40,111
Community	48,412	41,433
Trusts and foundations	857	86
Major donors	7,615	135
Corporate	6,375	8,145
Central	196,712	426,999
	<b>344,221</b>	<b>516,909</b>

### 7. DIRECT COSTS OF TRADING ACTIVITIES

	2021 £	Period to 2020 £
Events	-	5,888
Community	-	4,598
Major donor	-	1,200
	-	11,686
<b>TOTAL DIRECT COSTS OF RAISING FUNDS</b>	<b>344,221</b>	<b>528,595</b>

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

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2021 £	Period to 2020 £
Research grants (note 11)	<b>(55,441)</b>	265,704
Ask Eve – Nurse-Led Information Service	<b>75,300</b>	84,529
Information & Awareness	<b>237,472</b>	281,756
Gifts in kind	<b>174,752</b>	251,561
	<b>432,083</b>	883,550

### 9. DIRECT COSTS OF GOVERNANCE

	2021 £	Period to 2020 £
Group - Audit fees	<b>14,310</b>	14,928
Group - Non audit fees	<b>4,428</b>	4,134
Directors Indemnity Insurance	<b>398</b>	398
Insurance	<b>1,163</b>	2,067
Trustee costs	<b>1,671</b>	1,326
Staff and contractor costs	<b>30,500</b>	-
Other costs	-	1,961
	<b>51,444</b>	24,814

### 10. ANALYSIS OF SUPPORT COSTS

	2021 £	Period to 2020 £
Rent, service charge and utilities	<b>52,530</b>	61,050
Insurance	<b>2,110</b>	1,773
IT, phone and internet	<b>52,086</b>	47,702
Staff and contractor costs	<b>103,857</b>	229,635
General corporate services	<b>34,666</b>	46,621
Research administration	<b>8,618</b>	8,484
	<b>253,867</b>	395,265

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	2021 £	Period to 2020 £
University College London	43,465	92,000
University of Innsbruck	-	94,000
Research Institute of the McGill University Health Centre*	(125,000)	175,000
Imperial College London	30,000	-
Leeds Beckett University	2,500	-
Queen Mary University of London	2,000	-
Grant commitments reclaimed	(8,406)	(95,296)
	<b>(55,441)</b>	<b>265,704</b>

\*Independently of the charity, the project has been successful in securing a large grant of \$600k from the Canadian Department of Defence. As part of the grant agreement they are unable to accept any other funds. In November 2021 McGill formerly returned the charities grant award of £125,000.

### 12. STAFF COSTS

	2021 £	Period to 2020 £
Wages and salaries	454,456	675,630
Social security costs	43,553	70,421
Staff pensions	17,389	26,559
	<b>515,277</b>	<b>772,610</b>
Cost of contracts	113,628	125,349
Total staff costs	<b>628,905</b>	<b>897,959</b>

The number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the year (2020 pro rata) were:

	2021	2020
£60,000 - £69,999	1	-
£70,000 - £79,999	-	-
£80,000 - £89,999	-	1
£90,000 - £99,999	1	-

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

### For the Year Ended 31 December 2021

Average Staff Numbers:

Charitable activities	9	9
Fundraising and support	5	4
	<b>14</b>	<b>13</b>

The key management personnel of the parent charity comprises the Trustees, the Chief Executive and the Director of Fundraising. The total employee benefits of the key management personnel in the year were £174,943 (2020: 18 month period £228,265).

### 13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2020: none).  
During the year £398 (2020: £398) was paid in respect of Trustees Indemnity Insurance.  
No Trustees claimed for any expenses during the year (2020: none).

### 14. NET MOVEMENT IN FUNDS

	<b>Total Funds 2021 £</b>	<b>Total Funds 2020 £</b>
Net movement in funds is stated after charging:		
Auditor's remuneration – current year	<b>18,738</b>	<b>18,630</b>
Amortisation	<b>799</b>	<b>1,198</b>
Depreciation	<b>6,917</b>	<b>10,635</b>
Amounts payable under operating leases:		
Land and Buildings	<b>17,973</b>	<b>53,916</b>
Other	<b>3,780</b>	<b>4,860</b>

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks £
<b>Cost at 31 December 2021</b>	<b>7,988</b>
Amortisation	
At 1 January 2021	2,130
Amortisation	799
<b>At 31 December 2021</b>	<b>2,929</b>
<b>Net book value at 31 December 2021</b>	<b>5,059</b>
Net book value at 31 December 2020	5,858

### 16. TANGIBLE FIXED ASSETS - Group and Charity

	Fixtures, Fittings & Equipment £
Cost	
At 1 January 2021	89,211
Additions	8,090
<b>At 31 December 2021</b>	<b>97,301</b>
Depreciation	
At 1 January 2021	77,900
Depreciation	6,917
<b>At 31 December 2020</b>	<b>84,817</b>
<b>Net book value at 31 December 2021</b>	<b>12,484</b>
Net book value at 31 December 2020	11,311

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

	2021 £	2020 £
<b>17. INVESTMENTS HELD AS FIXED ASSETS - Charity</b>		
Shares in Subsidiary Undertakings at cost	<b>1</b>	1
Shares in Joint Venture at fair value	<b>7,431</b>	-

### Joint Venture

The Charity has a share in Sola Diagnostics GmbH, an Austrian company. Shares were gifted to the Charity from Professor Martin Widschwendter

The Charity currently holds a share of 8,842.11 shares worth 1 Euro each and a percentage holding of 21.68% which will decrease over time.

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

There were no income and expenditure in the period under review.

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

### For the Year Ended 31 December 2021

#### Subsidiary

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

A summary of its trading results (included within "Other trading activities") for the period ended 31 December 2021 is as follows:

<b>Profit and Loss</b>	<b>2021 £</b>	<b>Period to 2020 £</b>
Turnover	<b>28,479</b>	61,327
Administration expenses	<b>(1,826)</b>	(1,534)
Net profit before tax	<b>26,653</b>	59,793
Taxation	-	-
Net result	<b>26,653</b>	59,793

#### **Profit and loss reserve**

Brought forward at 1 January	<b>59,793</b>	62,731
Net result in period	<b>26,653</b>	59,793
Distribution to Gynaecology Cancer Research Fund	<b>(59,793)</b>	(74,685)
Carried forward at 31 December	<b>26,653</b>	59,793

#### **Summary Balance Sheet**

##### **Current Assets**

Debtors	<b>7,581</b>	4,736
Cash at bank and in hand	<b>23,939</b>	61,845
Total current assets	<b>31,521</b>	65,857

##### **Current liabilities**

Creditors – amounts falling due within one year	<b>4,867</b>	(6,063)
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##### **Net current assets**

##### **Total assets less total liabilities**

<b>26,654</b>	59,794
<b>26,654</b>	59,794

#### **Capital and reserves**

Share capital	<b>1</b>	1
Profit and loss accounts	<b>26,653</b>	59,793
Total	<b>26,654</b>	59,794



# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 18. DEBTORS

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Trade Debtors	<b>12,069</b>	14,758	<b>4,488</b>	10,022
Amounts owed by group undertakings	-	-	<b>(6,499)</b>	(2,075)
Prepayments and accrued income	<b>160,854</b>	87,984	<b>160,854</b>	87,984
Other debtors	<b>37,270</b>	23,989	<b>37,270</b>	23,989
	<b>210,193</b>	126,731	<b>196,113</b>	119,920

### 19. CREDITORS

Amounts falling due within one year

	Group		Charity	
	2021	2020	2021	2020
	£	£	£	£
Grants payable	<b>235,588</b>	509,671	<b>235,588</b>	509,671
Trade Creditors	<b>38,788</b>	20,372	<b>28,087</b>	13,762
Accruals	<b>23,928</b>	35,169	<b>21,708</b>	33,009
Taxation and social security	<b>16,024</b>	14,393	<b>16,024</b>	15,025
Other Creditors	<b>1,938</b>	1,120	<b>3,495</b>	1,120
	<b>316,266</b>	580,725	<b>304,901</b>	572,587

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 20. UNRESTRICTED FUNDS – GROUP

	At 1 January 2021 £	Income £	Expenditure £	Transfers £	At 31 December 2021 £
General funds	266,060	1,221,253	(999,167)	(170,000)	<b>318,146</b>
Designated funds:					
UCL research	-	-	-	170,000	<b>170,000</b>
Emergency fund	134,000	-	-	-	<b>134,000</b>
	<u>400,060</u>	<u>1,221,253</u>	<u>(999,167)</u>	<u>-</u>	<b><u>622,146</u></b>

#### UCL research

This represents a 12-month research application process and budget approved for UCL, as part of Professor Martin Widschwendter's vision 2040.

#### Emergency fund

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

### UNRESTRICTED FUNDS – CHARITY

	At 1 January 2021 £	Income £	Expenditure £	Transfers £	At 31 December 2021 £
General funds	206,267	1,252,531	(997,305)	(170,000)	<b>291,493</b>
Designated funds:					
UCL Research	-	-	-	170,000	<b>170,000</b>
Emergency fund	134,000	-	-	-	<b>134,000</b>
	<u>340,267</u>	<u>1,252,531</u>	<u>(997,305)</u>	<u>-</u>	<b><u>595,493</u></b>

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 21. RESTRICTED FUNDS – CHARITY AND GROUP

	At 1 January 2021 £	Income £	Expenditure £	Transfers £	At 31 December 2021 £
Ask EVE	13,916	78,271	(75,712)	-	<b>16,475</b>
Small Cell Cancers	(2,056)	25,386	125,000	-	<b>148,330</b>
BRCA Protect	6,633	-	-	-	<b>6,633</b>
BRCA Research	-	10,459	(10,459)	-	-
Computational Biology Team	-	19,750	(19,750)	-	-
Vulval Cancer	18,514	2,995	(21,509)	-	-
GcaPPs2.0	2,000	-	(2000)	-	-
Awareness	3,632	7,021	(10,653)	-	-
Ovarian Microbiome	5,382	1,572	47,698	-	<b>49,270</b>
Know Your Body (formerly known as Every Girl Promise)	115,000	-	(12,038)	-	<b>102,962</b>
HPV Resource	-	1,506	-	-	<b>1,506</b>
Breast and Ovarian Cancer Prevention	-	8,625	(8,625)	-	-
e-learning Vulval Cancer Resource	-	22,509	(22,509)	-	-
Gynae Cancer Info Video	-	5,000	(5,000)	-	-
Extension of Ask Eve – South Asian Communities	-	14,990	-	-	<b>14,990</b>
Rare Gynaecological Research	-	1,900	31,179	-	<b>33,079</b>
Ovarian Cancer Research	-	80,219	85,601	-	-
	<u>163,021</u>	<u>293,698</u>	<u>(83,474)</u>	-	<b><u>373,245</u></b>

#### **Restricted Funds**

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

**Small Cell Cancers:** The project aims to develop a UK and international Registry for Small Cell Carcinoma of the Ovary (SSCO) that will be used to identify patients, consent them for research and provide access to tumour and non-tumour tissues.

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

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

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

### For the Year Ended 31 December 2021

PROTECT, BRCA UNITE and GCaPPS.

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

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

**GcaPPs2.0:** This fund was to further the work of Professor Ranjit Manchanda and his study screening within high-risk population groups, specifically for BRCA alteration.

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

**Ovarian Microbiome Research:** This fund is for a further project undertaken as part of Professor Martin Widschwendter's work, specifically focussed on ovarian cancer screening.

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

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

**Breast and Ovarian Cancer Prevention:** This is a strand of the work that looks at the role of progesterone in the development of breast and ovarian cancers with the poorest prognoses. Looking at the DNA methylation data generated and analysed by the computational biology team by applying the recently developed epigenetic signatures.

**e-learning Vulval Cancer Resource:** Eve worked with the Royal College of General Practitioners to develop a training tool for GPs on the signs and symptoms of vulval cancer which is due to roll out in early 2022.

**Gynae Cancer Info Video:** This project focused on producing a gynae cancer information video and translating into French, German, Italian and Spanish

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

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

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

More information on the research can be found in the research review on page 10 and on the Ask Eve service on page 12 of the Trustee Report

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Fixed Assets	24,974	-	<b>24,974</b>	17,170
Current Assets	682,697	603,986	<b>1,286,683</b>	1,126,636
Creditors: amounts falling due within 1 year	(85,525)	(230,741)	<b>(316,266)</b>	(580,725)
	<u>622,146</u>	<u>373,245</u>	<u><b>995,391</b></u>	<u>563,081</u>

### 23. LEGAL STATUS OF THE CHARITY

The Charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 11 (2020:12).

### 24. ULTIMATE CONTROLLING PARTY

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

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

### 25. RELATED PARTY TRANSACTIONS

During the year under review, the Charity received income totalling £2,065 in donations from 8 Trustees, both current and resigned in the period, including partners (2020: £13,435 from 15 Trustees including partners).

Reed Smith LLP provided pro bono legal services to the charity in the year totalling £4,250. Tamara Box, a partner in Reed Smith LLP is also a trustee of the charity.

# Gynaecology Cancer Research Fund

## Notes to the Financial Statements

For the Year Ended 31 December 2021

### 26. COMMITMENTS UNDER OPERATING LEASES

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

	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Land and buildings:				
Within one year	<b>17,973</b>	35,944	<b>17,973</b>	35,944
Between one year and five years	-	17,972	-	17,972
	<b>17,973</b>	53,916	<b>17,973</b>	53,916
Equipment:				
Within one year	<b>3,240</b>	3,240	<b>3,240</b>	3,240
Between one year and five years	<b>540</b>	4,050	<b>540</b>	4,050
	<b>3,780</b>	7,290	<b>3,780</b>	7,290