

Gynaecology Cancer Research Fund

Annual Report and Accounts for the year ended

31 December 2022



Company Registration Number: 04370087

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

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Legal and Administrative Information

Charity Name

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

Trustees

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

Chief Executive

Athena Lamnisos

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Registered Company Number: 04370087

Principal Office of Charity and Registered Office

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

Auditor

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

Bankers

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

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

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

Solicitors

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

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

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From the Chair of Trustees

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

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

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

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

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

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

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

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

On behalf of The Eve Appeal, heartfelt thanks.

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

Melanie Richards CBE, Chair

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From the Chief Executive

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

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

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

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

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

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

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

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

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

Athena Lamnisis, CEO

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Planning for the year ahead

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

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

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

Our planning and programme delivery during the year have included:

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

Our strategy & plans for 2023:

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

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

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

Objects and Activities

Introduction

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

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

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

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

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

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

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

¹ World Cancer Research Fund

² Get Lippy YouGov Survey

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Aims and objectives

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

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

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

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

Public Benefit Statement

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

Achievements and Performance

Summary

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

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

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

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

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

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

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

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

Research

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

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

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

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

Grants Awarded in 2022

Open Research Calls - Rare Gynaecological Cancer Call 2022

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

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

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

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Strategic Research Funding: staffing and bridge funding

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

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

Active Grants in 2022

Small Cell Ovarian Cancer Registry

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

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

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

Computational Biologist

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

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

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

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Rapid Tissue Diagnosis of Endometrial Cancer

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

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

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

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

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

Jewish Hereditary Cancer Review - population based approach to genetic testing

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

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

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

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

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

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Lynch Syndrome Prediction of Endometrial Cancer (LSPEC)

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

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

Strategic Programme Review: BRCA Protect, BRCA Alliance, FORCE1, Computational Biology

In 2022, nine new reports relating to the results of Eve Appeal funded projects were published in journals including Nature Communications, Journal of Clinical Oncology, Genome Biology, Genome Medicine, Clinical Epigenetics and the International Journal of Cancer. These reports include data showing how a biological – *epigenetic* – readout:

- from a *single* cervical smear sample can be used to predict the risk of developing *four* different cancers (breast, ovarian, endometrial and cervical cancers);
- from a doctor- or self-collected cervicovaginal sample can be used to detect the presence of endometrial cancer with high sensitivity and specificity;
- from cervical smear or breast tissue samples can be used to monitor the effectiveness of actions, such as drugs, that aim to prevent future cancers.

The results also show that daily levels of the hormone progesterone are higher throughout the menstrual cycle in women who carry alterations in either the BRCA1 or BRCA2 genes. These results raise the prospect of targeting progesterone signalling to reduce cancer risk in this population.

Further research, to be published in 2023, will continue to drive the translation of this research into clinically actionable tests.

Ask Eve – Nurse-Led Information Service

Ask Eve continues to be a lifeline for anyone concerned, diagnosed, or affected by a gynaecological cancer, enabling people, from all communities, to access trusted health advice when they need it. With ongoing pressures on the NHS, the demand for Ask Eve is rapidly increasing. Eve had a 24% increase in contacts over the last 12 months. Many people concerned about symptoms and experiencing significant delays in appointments, investigations, and treatment contact Ask Eve for information, signposting, and support.

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

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We are delighted to have improved the accessibility of Ask Eve over the last 12 months with the service now offering immediate access to telephone interpretation services, written interpretation services, BSL, Easy Read documents and materials designed for those who are visually impaired.

A substantial proportion of Ask Eve contacts are via email with the average time spent on a response taking 15 mins. There has been an increase in the number of calls with the average call over 39 mins long which is four times longer than the average GP appointment. This gives people the opportunity to talk through their concerns, receive the individualised information and support they need as well as empowering them to advocate for their own gynae health.

“Helped to share and feel concerns heard/validated. Also helped me make appointment at GP [...] which, despite being a determined, health-conscious person who encourages others to ‘go to the doctor’, was what I needed - I was reduced to questioning my own experience and worried I’d be seen as fussy. GP then referred me asap (as Helen had said she would)”.

The most common reasons for contacting Ask Eve are for information about signs and symptoms, investigations, support with decision making, hereditary risks and emotional support. This highlights the valued and unique role we have in cancer prevention.

Since our outreach projects with the South Asian and Black communities across the UK to raise awareness of the sign and symptoms of the five gynae cancers, we are seeing an increasing number of contacts, from these groups, with worries about abnormal bleeding, demonstrating the impact of our work.

Information and Awareness

Across the whole year we had over 350,000 views of our website, and our gynae health information pages had 85,380 views. Over the course of 2022 our social posts, which contain vital gynae health information and updates on The Eve Appeal, reached over 7,300,000 people.

We were mentioned in the media 1,147 times in 2022, where we shared gynae health information, details about our Ask Eve service, and commented on key stories that were in the news. Our coverage over the year had an estimated total reach of 5.5 billion people. We were featured in key outlets such as The Telegraph, The Independent, The Guardian The Sun, The Daily Mail and Mail Online, BBC News Online, The Times, Stylist, Woman & Home, Closer Magazine, Metro.co.uk, Sky News, Channel 5 News, BBC Radio 4, ITV News, Lorraine and more.

January – Cervical Cancer Prevention Week

In January, for Cervical Cancer Prevention Week (CCPW), we showed real images of cervixes, abnormal cells and cancer as well as the equipment used in cervical screening and colposcopy to educate people on preventing cervical cancer. We also showed what abnormal cells and cancer look like under a microscope and shared a day in a life of a pathologist to try and demystify the processes behind the cervical screening programme. Our CCPW content reached over 300,500 people on our social channels.

March – Ovarian Cancer Awareness Month

This Ovarian Cancer Awareness Month (OCAM) we focussed on the rarer types of ovarian cancer. We put new pages on our website with information on the following forms of cancer: clear cell, mucinous, germ cell, small cell and stromal cell ovarian cancer. We also pushed this information out

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onto our social media channels as well as sharing personal stories of rarer cancers and holding a live virtual event on rarer ovarian cancers with one of our researchers, Dr William Foulkes, who is leading on our Small Cell Ovarian Research Project. Our OCAM content reached over 700,000 people across our social channels.

May – Get Lippy

May 2022 saw our fifth year of the Get Lippy campaign. We ran a YouGov survey which found that only 2% of the population know all five gynaecological cancers. This year we asked people to open up a lifesaving gynae health conversation with a loved one and produced a set of tips to help people broach the subject and raise awareness. The campaign media and communications had an estimated total reach of 258 million, across our own channels (website and social) we had a reach of 1.3 million people.

We landed 24 pieces of coverage, with an estimated reach of 256 million. This included a piece in The Sun, an exclusive pitch in The Independent, an ambassador segment on Steph's Packed Lunch and an opinion piece by Health Minister and medic Maria Cauldfield MP in Marie Claire.

June – Cervical Screening Awareness Week

Cervical Screening Awareness Week falls at the same time as Learning Disability Week, this year we launched Easy Read information on cervical screening and HPV, along with tips on making screening easier for people with a learning disability. These tips were developed with help from Mencap and our Get Lippy ambassador Ciara Lawrence.

September – Gynaecological Cancer Awareness Month

During Gynaecological Cancer Awareness Month in 2022 we worked with GSK on a joint campaign called Be Gynae Aware. We worked with them to develop a set of guides to help support gynae health consultations – one for patients and one for medical professionals.

The campaign reached 66,000 people across our social channels, around 1,000 people viewed the webpage and the media coverage had the potential reach of 14 million – 7.2 million online and in print and the rest via radio. We received 11 pieces of broadcast coverage and four pieces of print and online. The campaign ran through just a portion of September, due to the Queen's passing and the period of national mourning.

Fundraising

From the General Public

We are so incredibly grateful for the ongoing support and generosity of the thousands of people who choose to donate to us during the year despite the continued challenging external environment.

Whether holding bake sales, running marathons or donating in response to our appeals, generous people across the UK continued to take us a step closer to making gynaecological cancers diseases of the past.

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We are also touched by the incredible supporters who chose to include a gift to The Eve Appeal in their will. These are sure to make a real and lasting difference that will benefit women for generations to come.

Our Trek to Remember was well-received and was one of our most successful annual treks since we launched the programme in 2014. We continued our refreshed focus on digital fundraising and our virtual challenge events continued to bring new supporters to the charity and help raise awareness of our work. We also regularly fed back on the impact of supporter's donations and listened to their views and experiences as we continued to adapt our programme.

We are overwhelmed by all those who choose to support our work and the difference they are making.

From Businesses

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

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

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

From Trusts and Foundations

We are hugely grateful to have benefitted from the support of numerous Trusts and Foundations throughout the year and maintained our growth in this area of income. We are also delighted to have received a substantial grant from the Department of Health and Social Care (DHSC). This will see our workplace wellbeing programme, the Every Woman Promise, rolled out to Small and Medium sized Enterprises and ensure more businesses are able to support women's health in their businesses. We look forward to working on this project and our ongoing partnership with the DHSC in 2023.

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Impact

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

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

Research Impact Overview

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

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

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

Eve's support of Professor William Foulkes at McGill University (Montreal, Canada) was instrumental in helping to establish a research registry that would facilitate access to research data and materials for the study of small cell ovarian cancer (SCCOHT). The funding continues to support Q&A sessions with the public on SCCOHT and the registry has had an increase in requests for advice from patients and families, particularly around life-changing decisions like whether to perform preventive oophorectomies (the removal of both ovaries).

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

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support stakeholder engagement and support structures and networks, and will support outreach, awareness and engagement programmes going forward.

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

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

Ask Eve Nurse Service Impact

Ask Eve has continued to support other workstreams of Eve as well as the wider gynae health agenda:

- In January 2022, we hosted an Instagram Live chat with Dr Sotonye West about the colposcopy process;
- As part of Ovarian Cancer Awareness Month in March 2022, we held a live chat with Dr Will Foulkes on rarer ovarian cancers;
- Podcast recording for the Survivors Trust;
- FAQ videos for Get Lippy partners;
- Our "Probably Nothing" series' six and seven continued, each series hosting live sessions with experts. Series 6 focussed on Hereditary Risks and series seven on Talking Menopause;
- Development of an easy read guide on cervical screening, launched as part of Cervical Screening Awareness Week and Learning Disability Week in June 2022;
- Delivery of lunch and learn sessions for Every Woman Promise partners and vulnerable groups;
- Support with development of policies and materials for Every Woman Promise partners;
- Participation in national groups and forums such as cancer screening and learning disabilities study; NHS Cancer Programme's ovarian cancer tumour review; NICE guidelines on Menopause: diagnosis and management and the National Lynch Project Oversight Group;
- Support with development for all information resources, materials, and achievement of the Patient Information Forum tick;
- Review of information resources, digital and non-digital;

³ Cancer Research UK

⁴ Cancer.net

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- Development of a Lynch Guide with Easy Read version due to launch in early 2023;
- Media support.

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

In 2022, 'Probably Nothing', The Eve Appeal's weekly online series hosted by Ask Eve's Ambassador, Karen Hobbs, continued for its sixth and seventh series, with eight new 45-minute conversations with experts broadcast live on our social media channels totalling in over 10,000 views. Series six was focussed on hereditary cancer risks, with experts and people with lived experience discussing BRCA gene alterations, Lynch Syndrome. Through series seven we discussed topics related to gynae cancers and menopause, including what cancer symptoms to spot if you are post-menopausal, early menopause due to cancer treatment, and fertility options for women and people with gynae cancers.

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

Fundraising Impact

Our incredible supporters donated £1,597,614 during the financial year. And for every £1 spent on fundraising we generated £4.00.

We are overwhelmed by this ongoing generosity, and we are truly thankful to everyone for their donations and support.

In a tough external environment, we are delighted to continue to sustainably build our income so we can have even greater impact.

Some standout achievements include:

- Securing a substantial multi-year partnership with the Department of Health and Social Care (DHSC);
- Our Get Lippy campaign with beauty brands raised the most of any of our annual Get Lippy campaigns to date and introduced many new brands to the charity and our work;
- Securing a partnership with The Big Give meaning all donations to Ask Eve, our nurse-led cancer information service, were doubled during the campaign period;
- Our annual Trek to Remember was one of our most successful treks since launching in 2014 and we have received incredibly positive feedback from those who attended.

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Future Plans: Putting Prevention First

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

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

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

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

Our research priorities are to establish the next generation of gynaecological cancer researchers through a Fellowships Programme. We need more researchers within the fields to ensure that more lives can be saved.

Eve will also be continuing to hold open calls for under researched areas with a focus in 2023, on rarer gynae cancers.

Goals 2023-25

Invest in innovation and discovery

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

Engage and translate

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

Drive support for our vision through collaboration

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

Priorities & Plans

As a medical research charity and an expert health information provider, we need to understand inequalities within health and research (they are many and varied) and make addressing these, part of everything we do. This commitment underpins our charitable activities 2023 and beyond.

We are progressing our ambitious agenda through unprecedented challenges and during a time of economic uncertainty resulting from global events. The impacts on health services have been huge

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and this has provided us with challenges but also opportunities – to pivot our programme work online and reach more people with our services.

Our priorities for 2023

- Continue to represent funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by taking part in committees and steering groups, and working closely with policy makers and government where possible. Priorities for research investment:
 - To launch our Fellowship Programme to establish the next generation of gynaecological researchers;
 - Development of risk prediction test for four main cancers that affect women - breast, ovarian, womb and cervical cancer;
 - Developing new screening for the early diagnosis of ovarian cancer;
 - Carrying out research on inherited risk factors including genetic alterations;
 - Funding research in rare subtypes of gynaecological cancers.
- To support the vision of The Eve Appeal through raising in excess of £1.3m in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our education awareness and information campaigns.
- To reach more communities by signing up both larger organisations and SME's to our Every Woman Promise.
- Continue to develop our major gifts programme, through building solid relationships and demonstrating the need and the potential impact for each area of activity.
- Continue to build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences.
- Work closely and collaboratively with fellow members of the Association of Medical Research Charities to make the case for investing in medical research and the impact that this achieves and restoring research funding levels to pre-Covid levels by 2024.
- Extend our Ask Eve service through further consolidation and formalisation of our partnerships with a diverse range of community, patient and peer organisations that work directly with communities disproportionately affected by gynaecological cancers, and in areas where there are significant gaps in information provision.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention. Making the service accessible to all with a focus on those with the highest barriers to accessing health information and screening services. Prioritising developing resources for groups disproportionately affected by health inequalities and where needs are currently unmet.

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Structure, Governance and Management

Organisational structure and decision making

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

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2022 this figure was £0.

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

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

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

In 2022 a Governance review was performed, and the changes recommended have been fully implemented by the end of the year. The Operations Committee has been dissolved and a Finance and Audit Committee has been formed. This new committee has a narrower scope focusing on the monitoring and review of Eve's finances, internal controls, risk and risk mitigation. An additional Development and Research Committee has been created whose primary focus is to ensure that research – strategy and funding, remains central to the ambitions of Eve.

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

In 2021, in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter has gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH which will be taking forward innovative diagnostic tests which are at an early stage of development. Any profits arising from the venture will be fed back into academic medical research programmes. In 2022 Sola Diagnostics GMBH had yet to make a profit.

Trustee appointment, induction and training

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

Trustees and staff consider the skills gaps formed by departing Trustees and both openly advertise for and nominate appropriate individuals with skills to match before recommendation to Board for

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appointment. References are taken before appointment is formalised and prospective Trustees are then proposed and appointed at the AGM.

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

The Trustees who served in the period under review were:

Melanie Richards CBE	(Chair of Trustees)
Jenny Leonard	(Chair, Operations Committee now Finance and Audit Committee)
Judy Bloomer	(Resigned 21/06/2022)
Tamara Box	
Sarah Clark	
Ian Drew	
Dr Christine Ekechi	
Dr Ian Jacobs	(Appointed 29/05/2022) (Co-Chair Development and research Committee)
Sidonie Kingsmill	
Sarah Morris	
Marion O'Hara	
Cathy Pittham-Wiley	(Co-Chair Development and Research Committee)
Kathleen Pritchard	
Dr Adam Rosenthal	
Lay Koon Tan	(Resigned 07/06/2022)

Declaration of Interests

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

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Staff

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

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

Volunteers

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

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

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

Equity, Diversity and Inclusion

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

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

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

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

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

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Safeguarding Policy

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

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

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

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

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

Financial Review 2022

Transactions and Financial Position

At December 2022 year end, we reported a surplus of £598,011 in unrestricted reserves to carry forward into 2023. This surplus comprises funds of £418,011 above our agreed operating reserves level of £180,000, well above our agreed target operating reserves level.

This result is in large part due to an increase in income performance throughout 2022. There was a 25% increase from budget and an increase of 5% from 2021.

In 2022 we moved to a shared office, which has considerably reduced our overheads. With the cost of living crisis we will be continuing to monitor our overheads very closely and reducing expenses where possible.

In 2022 we reviewed our research strategy and in 2023 we are introducing a Research Fellowships Programme, supporting our legacy programme with Prof. Martin Widschwendter, as well as holding a research open call. We have an ambitious programme for 2023 grant awards including the first year of the Fellowship. Ending the year with high unrestricted reserves places The Eve Appeal in a position to meet our award ambitions.

In summary, we are beginning 2023 in a cautious but stable position with £598,011 in free reserves and an overall cash balance of £1,074,607.

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Funding

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

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

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

Risk Management

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

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

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

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

Reserves Policy

The reserves policy was reviewed in 2022 and has been set by the Board as a target of holding £180,000 in free reserves. This target is based on the contingency for wind up funds, calculated to satisfy all the Charity's liabilities in the event of closure. In real terms, £180,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants.

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

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the Charity is well placed to manage operational

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and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Grant Making Policy

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

Statement of Trustees' Responsibilities

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

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

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

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

In so far as the Trustees are aware:

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

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

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

On behalf of the board:

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

Melanie Richards CBE, Chair
Date: 18th September 2023

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Opinion

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

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

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

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

Other information

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

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

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

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

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 28, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

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

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

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

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

Our approach was as follows:

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

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

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

A handwritten signature in black ink that reads "Moore Kingston Smith LLP." The signature is written in a cursive, flowing style.

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

9 Appold Street
London
EC2A 2AP

Date: 21 September 2023

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

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2022

	Note	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
		£	£	£	£
Income from:					
Donations and legacies	3	1,136,282	378,231	1,514,513	1,486,472
Other trading activities	4	78,308	13	78,321	28,479
Investment income		4,780	-	4,780	-
Total		<u>1,219,370</u>	<u>378,244</u>	<u>1,597,614</u>	<u>1,514,951</u>
Expenditure on:					
Raising funds		517,818	1,696	519,514	465,197
Charitable activities		732,476	403,806	1,136,282	617,444
Total	5	<u>1,250,294</u>	<u>405,502</u>	<u>1,655,796</u>	<u>1,082,641</u>
Net income/(expenditure)		<u>(30,924)</u>	<u>(27,258)</u>	<u>(58,182)</u>	<u>432,310</u>
Transfers between funds		<u>6,789</u>	<u>(6,789)</u>	<u>-</u>	<u>-</u>
Net movement in funds		<u>(24,135)</u>	<u>(34,047)</u>	<u>(58,182)</u>	<u>432,310</u>
Reconciliation of Funds:					
Total funds brought forward		622,146	373,245	995,391	563,081
Total funds carried forward	20-21	<u>598,011</u>	<u>339,198</u>	<u>937,209</u>	<u>995,391</u>

All the above amounts relate to continuing activities.

The notes on pages 44 to 57 form part of these financial statements.

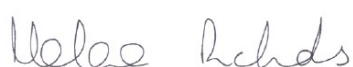
Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Consolidated and Charity Balance Sheet as at 31 December 2022

		Group		Charity	
	Note	2022 £	2021 £	2022 £	2021 £
Fixed assets					
Intangible assets	15	4,260	5,059	4,260	5,059
Tangible assets	16	12,171	12,484	12,171	12,484
Investments	17	7,431	7,431	7,432	7,432
		23,862	24,974	23,863	24,975
Current assets					
Stock		250	1,200	250	1,200
Debtors	18	286,431	210,193	308,920	196,113
Cash in bank and in hand		1,074,607	1,075,290	976,899	1,051,351
		1,361,288	1,286,683	1,286,069	1,248,664
Creditors: amounts falling due within one year	19	(447,941)	(316,266)	(444,940)	(304,901)
Net current assets		913,347	970,417	841,129	943,763
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		937,209	995,391	864,992	968,738
Funds					
	20-21				
Restricted funds		339,198	373,245	339,198	373,245
Unrestricted funds		598,011	622,146	525,794	595,493
Total funds		937,209	995,391	864,992	968,738

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

These financial statements were approved by the Board of Trustees and authorised for issue on 10/05/2023 and were signed on its behalf by:



Melanie Richards CBE, Chair
Registered Company No. 4370087

Independent Auditors Report to the Trustees of Gynaecology Cancer Research Fund

Consolidated Statement of Cash Flows for the year ended 31 December 2022

	2022 £	2021 £
Cash flows from operating activities		
Cash provided by operating activities	<u>5,670</u>	<u>99,356</u>
Cash flows from investing activities		
Interest income	-	-
Purchase of tangible fixed assets	(6,353)	(8,090)
Purchase of intangible fixed assets	-	-
Purchase / acquisition of investments	-	(7,431)
Net cash used in investing activities	<u>(6,353)</u>	<u>(15,521)</u>
Change in cash and cash equivalents in the period	(683)	83,835
Cash and cash equivalents at 1 January 2022	<u>1,075,290</u>	<u>991,455</u>
Cash and cash equivalents at 31 December 2022	<u>1,074,607</u>	<u>1,075,290</u>
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) for the period	(58,182)	432,310
Adjustments for:		
Investment income	-	-
Depreciation	6,666	6,918
Amortisation	799	799
Decrease/(Increase) in stock	950	7,250
Decrease/(Increase) in debtors	(76,238)	(83,462)
(Decrease)/increase in creditors	131,675	(264,459)
Net cash provided by/used in operating activities	<u>5,670</u>	<u>99,356</u>
Analysis of cash and cash equivalents and net debts		
Cash in hand and at bank		
Opening balance	1,075,290	991,455
Cash-flows	(683)	83,835
Closing balance	<u>1,074,607</u>	<u>1,075,290</u>

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

1. GENERAL INFORMATION

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

2. ACCOUNTING POLICIES

(a) Basis of preparation

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

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

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

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

(b) Going Concern

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

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

(c) Group Financial Statements

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2022.

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

(d) Fund accounting

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

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

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

(e) Income

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

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

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

(f) Expenditure & VAT

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

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

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

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

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

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

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

(g) Tangible Fixed Assets and Depreciation

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

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

Fixtures and Fittings 25% on cost

(h) Intangible Fixed Assets and Amortisation

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

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

Trademarks 10% on cost

(i) Investments

Unlisted investments comprise the following:-

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

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

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

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

(j) Stock

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

(k) Cash and cash equivalents

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

(l) Tax Status

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

(m) Operating Leases

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

Gynaecology Cancer Research Fund

Notes to the Financial Statements

For the Year Ended 31 December 2022

(n) Pensions

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

(o) Financial Instruments

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

(p) Significant Accounting Estimates and Judgements

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

(i) Gifts in kind

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

3. INCOME – DONATIONS AND LEGACIES

	2022 £	Period to 2021 £
Individual giving	334,157	472,156
Community	353,948	375,451
Trusts and foundations	266,761	128,190
Major donors	91,598	125,084
Corporate	51,030	101,172
Legacies	202,526	109,667
Gifts in Kind	214,493	174,752
Total	1,514,513	1,486,472

In 2022 £1,136,282 (2021: £1,192,774) of donations and legacies related to unrestricted funds and £378,231 (2021: £293,698) was attributable to restricted funds. Income from donations and legacies includes donated services worth £214,493 (2021: £174,752).

4. INCOME – INCOME FROM TRADING ACTIVITIES

	2022 £	Period to 2021 £
Community	6,104	-
	-	-
Trading subsidiary (see note 17)	72,217	28,479
Total	78,321	28,479

5. ANALYSIS OF EXPENDITURE

	Direct Costs £	Support Costs (Note 10) £	Governance Costs (note 9) £	Total 2022 £
Expenditure on raising funds (notes 6 and 7)	404,461	98,347	16,706	519,514
Expenditure on charitable activities (note 8)	963,376	147,846	25,060	1,136,282
Charity	1,367,837	246,193	41,766	1,655,796
Consolidated	1,367,837	246,193	41,766	1,655,796

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

Expenditure relating to raising funds in 2022 was £517,818 unrestricted (2021: £465,197) and £1,696 restricted (2021: £0). Expenditure on charitable activities in 2022 was £732,476 unrestricted (2021: £533,970) including donated services worth £214,493 (2021: £174,752) and £403,806 from restricted (2021: £83,474).

6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	2022 £	2021 £
Individual giving	41,628	81,490
Community	89,744	48,412
Trusts and foundations	4,891	857
Major donors	3,941	7,615
Corporate	7,123	6,375
Central	249,149	196,712
	396,476	344,221

7. DIRECT COSTS OF TRADING ACTIVITIES

	2022 £	Period to 2021 £
Community	7,985	-
	7,985	-

TOTAL DIRECT COSTS OF RAISING FUNDS

404,461	344,221
----------------	----------------

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

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2022 £	Period to 2021 £
Research grants (note 11)	367,492	(55,441)
Ask Eve – Nurse-Led Information Service	77,603	75,300
Information & Awareness	303,788	237,472
Gifts in kind	214,493	174,752
	963,376	432,083

9. DIRECT COSTS OF GOVERNANCE	2022	2021
	£	£
Group - Audit fees	14,629	14,310
Group - Non audit fees	-	4,428
Directors Indemnity Insurance	389	398
Insurance	275	1,163
Trustee costs	972	1,671
Staff and contractor costs	25,501	30,500
	41,766	51,444

10. ANALYSIS OF SUPPORT COSTS	2022	2021
	£	£
Rent, service charge and utilities	18,994	52,530
Insurance	2,863	2,110
IT, phone and internet	40,476	52,086
Staff and contractor costs	127,178	103,857
General corporate services	36,876	34,666
Research administration	19,806	8,618
	246,193	253,867

11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	2022 £	2021 £
University College London	188,405	43,465
Research Institute of the McGill University Health Centre ¹	-	(125,000)
Imperial College London	90,000	30,000
Leeds Beckett University	-	2,500
Queen Mary University of London	-	2,000
University of Birmingham	87,262	-
Grant commitments reclaimed	1,825	(8,406)
	367,492	(55,441)

¹ Independently of the charity, the project has been successful in securing a large grant of \$600k from the Canadian Department of Defence. As part of the grant agreement they are unable to accept any other funds. In November 2021 McGill formerly returned the charities grant award of £125,000.

12. STAFF COSTS

	2022 £	2021 £
Wages and salaries	505,594	454,456
Social security costs	51,271	43,553
Staff pensions	18,614	17,389
	576,479	515,277
Cost of contracts	136,335	113,628
Total staff costs	712,814	628,905

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

	2022	2021
£60,000 - £69,999	1	1
£70,000 - £79,999	-	-
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1
	<hr/>	<hr/>

Average Staff Numbers:

Charitable activities	10	9
Fundraising and support	6	5
	<hr/>	<hr/>
	16	14
	<hr/>	<hr/>

The key management personnel of the parent charity comprises the Trustees, the Chief Executive, the Director of Fundraising, the Head of Programmes and the Head of Finance. The total employee benefits of the key management personnel in the year were £219,902 (2021: £174,943).

13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2021: none).

During the year £389 (2021: £398) was paid in respect of Trustees Indemnity Insurance.

No Trustees claimed for any expenses during the year (2021: none).

14. NET MOVEMENT IN FUNDS

	Total Funds 2022 £	Total Funds 2021 £
Net movement in funds is stated after charging:		
Auditor's remuneration – current year	16,704	18,738
Amortisation	799	799
Depreciation	6,666	6,917
Amounts payable under operating leases:		
Land and Buildings	-	17,973
Other	-	3,780
	<hr/>	<hr/>

15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks
	£
Cost at 31 December 2022	7,988
Amortisation	
At 1 January 2022	2,929
Amortisation	799
At 31 December 2022	3,728
Net book value at 31 December 2022	4,260
Net book value at 31 December 2021	5,059

16. TANGIBLE FIXED ASSETS - Group and Charity

	Fixtures, Fittings & Equipment
	£
Cost	
At 1 January 2022	97,301
Additions	12,495
Disposals	(6,142)
At 31 December 2022	103,654
Depreciation	
At 1 January 2022	84,817
Depreciation	6,666
At 31 December 2022	91,483
Net book value at 31 December 2022	12,171
Net book value at 31 December 2021	12,484

	2022	2021
	£	£
17. INVESTMENTS HELD AS FIXED ASSETS - Charity		
Shares in Subsidiary Undertakings at cost	1	1
Shares in Joint Venture at fair value	7,431	7,431

Joint Venture

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

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

The carrying amount of the investment was £7,431 at the year end, which is deemed to be its fair value. There were no income and expenditure in the period under review.

Subsidiary

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

A summary of its trading results (included within "Other trading activities") for the period ended 31 December 2022 is as follows:

	2022	2021
	£	£
Profit and Loss		
Turnover	73,092	28,479
Administration expenses	(875)	(1,826)
Net profit before tax	72,217	26,653
Taxation	-	-
Net result	72,217	26,653

Profit and loss reserve

Brought forward at 1 January	26,653	59,793
Net result in period	72,217	26,653
Distribution to Gynaecology Cancer Research Fund	(26,653)	(59,793)
Carried forward at 31 December	72,217	26,653

Summary Balance Sheet

Current Assets

Debtors	273	7,581
Cash at bank and in hand	97,709	23,939
Total current assets	97,982	31,520

Current liabilities

Creditors – amounts falling due within one year	25,764	4,867
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Net current assets	72,218	26,654
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Total assets less total liabilities	72,218	26,654
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Capital and reserves

Share capital	1	1
Profit and loss accounts	72,217	26,653
Total	72,218	26,654

18. DEBTORS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Trade Debtors	7,773	12,069	7,500	4,488
Amounts owed by group undertakings	-	-	22,763	(6,499)
Prepayments and accrued income	271,040	160,854	271,040	160,854
Other debtors	7,618	37,270	7,617	37,270
	286,431	210,193	308,920	196,113

19. CREDITORS

Amounts falling due within one year

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Grants payable	388,808	235,588	388,808	235,588
Trade Creditors	34,334	38,788	34,334	28,087
Accruals	16,919	23,928	13,919	21,708
Taxation and social security	6,235	16,024	5,109	16,024
Other Creditors	1,645	1,938	2,770	3,495
	447,941	316,266	444,940	304,901

20. UNRESTRICTED FUNDS – GROUP

	At 1 January 2022 £	Income £	Expenditure £	Transfers £	At 31 December 2022 £
General funds	318,146	1,219,370	(1,250,294)	130,789	418,011
Designated funds:					
UCL research	170,000	-	-	(170,000)	-
Emergency fund	134,000	-	-	46,000	180,000
	<u>622,146</u>	<u>1,219,370</u>	<u>(1,250,294)</u>	<u>(6,789)</u>	<u>598,011</u>

UCL research

The £170,000 represents a 12-months research application process and budget approved for UCL as Professor Martin Widschwendter's vision 2040. UCL was awarded a research grant of £161,095 in March 2022 as part The Eve Appeal's Strategic Research Funding.

Emergency fund

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

Transfers

There was an overspend on Ask Eve therefore a transfer from Unrestricted Funds was needed to clear the negative balance.

Funds raised in 2021 should have been restricted to BRCA Research. Therefore in 2022 a transfer from Unrestricted Funds was needed to correct this.

UCL was awarded £161,095 grant in March 2022 as part Eve's Strategic Research Funding.

UNRESTRICTED FUNDS – CHARITY

	At 1 January 2022 £	Income £	Expenditure £	Transfers £	At 31 December 2022 £
General funds	291,493	1,173,806	(1,250,294)	130,789	345,794
Designated funds:					
UCL Research	170,000	-	-	(170,000)	-
Emergency fund	134,000	-	-	46,000	180,000
	<u>595,493</u>	<u>1,173,806</u>	<u>(1,250,294)</u>	<u>6,789</u>	<u>525,794</u>

21. RESTRICTED FUNDS – CHARITY AND GROUP

	At 1 January 2022 £	Income £	Expenditure £	Transfers £	At 31 December 2022 £
Ask EVE	16,475	58,909	(76,311)	927	-
Small Cell Cancers	148,330	2,097	-	(150,427)	-
BRCA Protect	6,633	-	-	-	6,633
BRCA Research	-	10,385	(65)	3,784	14,104
Computational Biology Team	-	2,250	-	-	2,250
Vulval Cancer	-	2,969	(2,969)	-	-
Awareness	-	3,590	(3,586)	-	4
Know Your Body (formerly known as Every Girl Promise)	102,962	-	(89,485)	(11,500)	1,977
HPV Resource	1,506	-	(828)	-	678
Extension of Ask Eve – South Asian Communities	14,990	(1,458)	(7,183)	-	6,349
Rare Gynaecological Research	33,079	108,925	(177,916)	150,427	114,515
Ovarian Cancer Research	49,270	7,041	(107)	-	56,204
Lynch Syndrome Guide	-	15,000	(15,000)	-	-
UCL Strategic Research Funding	-	25,000	(25,000)	-	-
Every Woman Promise	-	136,536	(6,835)	-	129,701
NE London Cancer Alliance – Womb Cancer Awareness	-	7,000	(217)	-	6,783
	373,245	378,244	(405,502)	(6,789)	339,198

Transfers

There was an overspend on Ask Eve therefore a transfer from Unrestricted Funds was needed to clear the negative balance.

Due to the large award from the Canadian Government in 2021 we would not be able to utilise these funds for several years. Eve asked donors whether they would be open to changing their restriction to Rare Gynae Cancer Research, so we can hopefully replicate the success we have had with this fund.

Funds raised in 2021 should have been restricted to BRCA Research. Therefore in 2022 a transfer from Unrestricted Funds was needed to reflect this.

Restricted Funds

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

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

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

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

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

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

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

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

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

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

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

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

Lynch Syndrome Guide: Lynch Syndrome is an inherited condition that increases your risk of developing some cancers, including bowel, womb and ovarian cancer. Eve developed an accurate and accessible guide on Lynch Syndrome for a lay audience.

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

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

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

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

22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
Fixed Assets	23,862	-	23,862	24,974
Current Assets	1,005,372	355,916	1,361,288	1,286,683
Creditors: amounts falling due within 1 year	(431,223)	(16,718)	(447,941)	(316,266)
	<u>598,011</u>	<u>339,198</u>	<u>937,209</u>	<u>995,391</u>

23. LEGAL STATUS OF THE CHARITY

The Charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 13 (2021:11).

24. ULTIMATE CONTROLLING PARTY

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

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

25. RELATED PARTY TRANSACTIONS

During the year under review, the Charity received income totalling £32,298 in donations from 15 Trustees, both current and resigned in the period, including partners (2021: £2,065 from 8 Trustees including partners).

Reed Smith LLP provided pro bono legal services to the charity in the year totalling £70,138 (2021: £4,250). Tamara Box, a partner in Reed Smith LLP is also a Trustee of the charity.

26. COMMITMENTS UNDER OPERATING LEASES

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

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Land and buildings:				
Within one year	-	17,973	-	17,973
Between one year and five years	-	-	-	-
	-	17,973	-	17,973
Equipment:				
Within one year	-	3,240	-	3,240
Between one year and five years	-	540	-	540
	-	3,780	-	3,780