



prevent
breast
cancer

Prevent Breast Cancer
(Formerly Prevent Breast Cancer Limited)

Annual Report and Financial Statements

For the year ended 31 March 2024




Contents

Trustees' Annual Report

A Message from our Chairman	5
About Us	6
Charitable Activity	8
Digital Impact.....	9
Our Research Programme.....	10
Our Philosophy.....	11
Research Strategy	12
Future Goals.....	13
Research Projects and Updates	15
Research Plans for 2024-2025	18
The National Breast Imaging Academy.....	20
Supporting Patients and Professionals at the Nightingale Centre.....	22
Outreach and Awareness.....	24
Health Inequalities	26
Our Year in Review	28
Fundraising Highlights	35
Strategic Aims and Objectives.....	40
Financial Review	42
Structure, Governance and Management.....	46
Reference and Administrative Details.....	48
Statement of Trustees' Responsibilities.....	50

Financial Statements

Independent Auditor's Report	52
Statement of Financial Activities	55
Balance Sheet	56
Statement of Cash Flows	58
Notes to the Financial Statements	59



**“Together we are
making strides
toward a future
where breast cancer
is preventable”.**

A Message from our Chairman

Dear Friends and Supporters,

What a year it has been for Prevent Breast Cancer. Our team is growing rapidly, which is enabling us to diversify our charitable activities and secure our future fundraising efforts. This expansion is crucial as we continue to pursue our mission to prevent breast cancer for future generations. A warm welcome from me to all the new members of the Prevent Breast Cancer team.

Our top priority remains the National Breast Imaging Academy. I'm thrilled to report that the hospital has given the green light to advance this critical project, recognising how essential the Academy is – it means more mammograms, more research, and more lives saved. We have an exciting year ahead as we work to raise the remaining funds to make this vision a reality and futureproof breast cancer screening in the UK.

We are also delighted to have received a significant grant from Forever Manchester and NHS Charities Together for our work to address health inequalities. This support has enabled us to recruit our Health Inequalities Officer, who will play a vital role in raising awareness about the signs and symptoms of breast cancer and the importance of breast screening, particularly in Greater Manchester's ethnic and socially deprived communities—what we term as the “hardly reached.”

Breast cancer does not discriminate, and that's why our approach to awareness is multi-generational. This year, we have delivered even more Health Hour talks to everyone from secondary school students to large companies, aiming to raise awareness year-round, not just during Breast Cancer Awareness Month. You can read more about our impactful awareness work, like our recent campaign at Piccadilly Train Station in November 2023, on page 25.

We've also made a small but significant investment in a converted horsebox, transforming it into a mobile community hub. This “cuppa and a chat” initiative allows us to engage with women – and men – throughout Greater Manchester, providing a welcoming space to discuss breast health and important information on breast screening, including how to access it and why it is so important. We're looking forward to making the most of this unique tool in the coming year.

On the research front, we are proud to say that our inaugural Prevent Breast Cancer Research Conference, which took place in September 2024, was a resounding success. World-renowned international speakers joined our Manchester-based experts to deliver lectures on both clinical and lab-based research, with highlights outlined on page 18. We're looking forward to making this conference an annual event, so watch this space!

The Prevent Breast Cancer Board would like to thank all our supporters, patrons and ambassadors for their unwavering support and dedication this year. Together, we are making strides toward a future where breast cancer is preventable.

Eamonn O'Neal

Eamonn O'Neal (Nov 27, 2024 12:47 GMT)

Eamonn O'Neal DL
Chairman of Trustees

Prevent Breast Cancer Using Science To Save Lives



About Us

The Need

- Breast cancer is the most common cancer in the UK.
- Each year, almost 57,000 people in the UK are diagnosed with breast cancer.
- Around 11,500 people lose their lives to the disease.
- Breast cancer is one of the leading causes of death in women under 50 in the UK.
- Around 400 men are diagnosed every year.
- In the UK, rates of breast cancer in women have increased by 24% in the last 30 years and are predicted to rise even further.
- In 2021, just 4.6% of government healthcare spending was directed to the prevention and early detection of all diseases (excluding Covid-19).
- We believe more needs to be done, which is why the research we undertake is absolutely vital.

Our Mission: Predict, prevent, protect

Prevent Breast Cancer is committed to using science to save lives. Our mission is to make breast cancer a preventable disease for future generations by funding vital research into its prediction, prevention, and early detection, so that no one has to go through it in the first place.

Prevent Breast Cancer is located in The Nightingale Centre and Prevent Breast Cancer Research Unit in Greater Manchester. The charity raised £2 million for its construction, which was completed in 2007, and has since contributed a further £2.45 million to its operation.

The Centre houses the Greater Manchester NHS Breast Screening Programme and the Family History Risk and Prevention Clinic. It also serves as the base for several of our researchers, whose innovative clinical studies aim to more accurately predict those at increased risk of breast cancer, so that preventative interventions can be offered to these women. Our home within the Centre ensures that there is a diverse cohort of breast cancer patients available to participate in our research.

Primarily a research-focused charity, Prevent Breast Cancer supports projects related to the prediction, early diagnosis, and prevention of breast cancer. Since becoming a registered charity in 1997, we have committed £5.1 million in grants to clinical and laboratory research aimed at preventing breast cancer. We have achieved some huge breakthroughs, including identifying previously unknown gene fragments that cause breast cancer and revolutionising screening procedures.

We have also invested £660,000 in the publication and dissemination of our research grants across the UK and internationally and a further £2.4 million in prevention education and breast awareness initiatives, striving to address health inequalities and enhance community health.



Public Benefit

Our Trustees are aware of the Charity Commission's guidance on public benefit. Given that our work and the funds we raise are entirely dedicated to research into the prediction, prevention, and early detection of breast cancer, the Trustees believe that the charity meets the public benefit test criteria. Additionally, our outreach and awareness activities further enhance public benefit by educating communities about breast cancer prevention and early detection. We provide pastoral support to The Nightingale Centre patients and staff and we are committed to building The National Breast Imaging Academy to futureproof UK breast screening and improve public health services.

Grant Making Policy

Our grant making seeks to further the prediction, prevention and early diagnosis of breast cancer. We often support the research teams at The Nightingale Centre and the Manchester Breast Centre, but we also accept applications from researchers from institutions throughout the UK. Prevent Breast Cancer is a non-commercial partner of the National Institute of Health Research.

Grant applicants are required to complete a Prevent Breast Cancer grant application form and submit it to our Scientific Advisory Board (SAB), which evaluates the scientific value and funding suitability for each project. The Board is chaired by Professor Cliona Kirwan, a clinician scientist in surgical oncology and consultant oncoplastic breast surgeon.

Applications are assessed based on the research plan, relevance to breast cancer research, expected outcomes and the potential impact on breast cancer prevention. Projects that do not meet Prevent Breast Cancer's criteria are not considered for funding. The SAB individually reviews the eligibility of each application.

We have a rigorous system in place to review grant applications. Applications requesting more than £30,000 are initially reviewed internally by a SAB member independent of the project. If deemed suitable, the application is then reviewed by at least two external reviewers who are also independent of Prevent Breast Cancer and the host institution. Each reviewer completes a review form and provides a final summary score, justifying their recommendation.

For funding requests between £10,000 and £30,000, three members of the SAB, independent of the project, conduct an internal review. To be considered, applications must clearly address our core areas of prediction, prevention, or early detection.

The expert reviews are then presented to the Board of Trustees, which makes the final funding decision. To ensure impartiality, any SAB member with a conflict of interest is excluded from the discussion and decision-making process.

Funding requests of £10,000 and under—such as those for small pilot projects, consumables and/or equipment, or contributions to existing active research studies—are not sent for peer review. Instead, these requests are assessed for suitability by a SAB member, and the final decision is made by the Board of Trustees.

Charitable Activity

Over the past year, we have continued to raise funds to support our active research studies and generate income for the building of the National Breast Imaging Academy. Alongside this, we have continued to operate our coffee bar at the Nightingale Centre, as well as developing our ongoing health promotion activity. This activity seeks to raise awareness of breast cancer signs, symptoms and risk factors and the importance of breast screening among women, aiming to reach as wide a cross section of society as possible.

We spent **£1,299,381**
on Charitable Activity

We spent **£411,020** on the refurbishment of an existing space into a Training Suite and an additional **£137,671** to fund a Genetic Research PHD and further research.

The charity holds

£919,717

as restricted income carried forward to 2024-2025 for future charitable expenditure.

Restricted reserves include:

£500,345

for the building of a National Breast Imaging Academy

£350,090

for gene research PhDs

£46,786

for addressing health inequalities

£22,492

as part of the Forever Manchester Grant

Digital Impact

Digital platforms and media have become vital tools for raising awareness about breast cancer, significantly enhancing our outreach and engagement efforts. Over the past year, our digital presence has continued to grow, allowing us to connect with a broader audience, disseminate crucial information, and foster a supportive community. From our website to social media channels, these platforms have proven essential in amplifying our message and driving our mission forward.



Over the last year, we had 201,482 visits to our website (up 8.14% from the year before).

The most popular three pages visited were The Nightingale Centre page, with 8451 views (up 140%), our Signs and Symptoms page, with 7931 views and our Shop page, with 6456 views (up 378%).



Our YouTube videos of our experts discussing different topics related to breast cancer had a total of 7585 views.

Our top 5 videos most viewed videos on YouTube were:

- What happens at a mammogram
- Breast Cancer in Men
- What are SNPs
- Diet and breast cancer risk
- HRT and Menopause



On Instagram, our most viewed reel featured Patron Victoria Ekanoye demonstrating how to check your breasts, amassing 30.7K views. Instagram has proven to be a crucial educational

tool, allowing us to reach a wide audience with informative and engaging content. Other popular reels included:

- What is Breast Density: 10.3K views
- Clip of Prevent Breast Cancer's founder Lester Barr's recent TED Talk at TEDx Warrington on "How We Prevent Breast Cancer": 5.7K views
- Anastrozole Licensed to Help Prevent Breast Cancer: 4.6K views
- How to Check When You Have Lumpy Breasts: 2K views



In the past 12 months, we've secured 600 pieces of media coverage including BBC Breakfast, North West Tonight, Granada Reports, and The Guardian.



Since 2010 we have spent
£5.1 million
on ground-breaking research

Our Research Programme

Our work is conducted in partnership with numerous highly regarded research facilities throughout the UK. We fund research from institutions nationwide, fostering a collaborative network dedicated to advancing breast cancer prevention. Regionally, our researchers are part of the Manchester Breast Centre, a group of scientists and clinicians united in their commitment to breast cancer prevention research. This virtual centre brings together leading experts who share our vision of making breast cancer a preventable disease. Collaborating nationally and internationally with world leaders in cancer prevention, we enrich our research with diverse expertise and insights, enhancing the potential for groundbreaking discoveries.

Our Philosophy

While many labs and pharmaceutical companies around the world focus on developing new drugs and treatments for breast cancer, Prevent Breast Cancer takes a different approach: we believe that prevention is better than cure. Breast cancer treatments such as surgery and chemotherapy can be incredibly gruelling. To minimise this trauma and ensure everyone survives, prevention and early diagnosis are essential. For that reason, Prevent Breast Cancer is the only UK breast cancer charity funding groundbreaking research solely aimed at preventing the disease for future generations.

Risk Prediction

At Prevent Breast Cancer, we aim to refine the mechanics of predicting women's risk of developing breast cancer, allowing for personalised preventive assessments and treatments.

Historically, you may have heard statistics like "1 in 9", "1 in 8", or "1 in 7" regarding the average risk for a woman in the UK to develop breast cancer. However, these figures can be misleading. We now understand that breast cancer risk varies widely among individuals.

At one extreme are women with high-risk genetic mutations like BRCA1 or BRCA2, who face up to an 80% chance of developing breast cancer. On the other end of the spectrum are women with a low genetic and lifestyle risk, where the likelihood might be around 1 in 50. Most women fall somewhere in between, with the average risk for those without high-risk genetic mutations or a family history of breast cancer estimated around 1 in 20.

Today, we have advanced tools that allow us to predict a woman's individual risk of breast cancer with increasing accuracy. This involves genetic testing - for both high-risk genes and common genetic variants - as well as low-dose mammography to assess breast density and evaluating lifestyle risk factors. These efforts have been pivotal achievements of our research team over the past decade, led by Professor Tony Howell and Professor Gareth Evans. Accurately predicting breast cancer risk represents a crucial advancement toward effectively preventing the disease.

Research Strategy

Our vision to prevent breast cancer begins with addressing all the causes and risk factors, a complex task due to the multifactorial nature of the disease. Unlike other cancers, breast cancer results from a combination of several risk factors working together.

Our prevention research strategy is targeted and specialist, built upon four main pillars of research, each targeting a specific aspect of breast cancer prevention:



Gene Research

Understanding genetic risk is fundamental to our strategy. We investigate major gene mutations, such as BRCA1 and BRCA2, and tiny gene variations called SNPs that significantly impact breast cancer risk. By identifying these genetic factors, we can better predict who is at high risk and offer targeted preventative measures.



Screening & Early Detection

Early diagnosis is crucial for effective prevention. Breast screening can detect pre-cancerous changes before invasive cancer develops and can identify small breast cancers at Stage 1 before they become life-threatening. Our research focuses on enhancing the precision and efficacy of the UK breast screening programme. By developing advanced risk prediction models, we aim to better target high-risk individuals and optimise screening frequency, thereby improving early detection and intervention outcomes.



Lifestyle & Environmental Risk Factors

Modifying lifestyle risk factors is a key component of our prevention strategy. Factors such as diet, alcohol intake, and smoking significantly increase breast cancer risk. Led by research dietitian Professor Michelle Harvie and her team, our research explores how changes in these areas can reduce overall risk, offering practical prevention advice to the public. Ongoing research is also needed to understand the link between environmental chemicals and breast cancer.



Preventative Drugs

Another crucial aspect of our strategy is the use of risk-reducing drugs for high-risk women. While tamoxifen, anastrozole, and raloxifene are currently approved by NICE guidelines in the UK, they have some unpleasant side effects and are not effective for all women. We are investigating their effectiveness and continue to search for additional options to broaden the preventative measures available.

By integrating these four pillars—gene research, screening and early detection, lifestyle and environmental risk factors, and preventative drugs—our comprehensive strategy aims to address all areas of breast cancer prevention, ultimately working towards a future where breast cancer can be prevented entirely.

Future Goals

In collaboration with the Manchester Breast Centre, Prevent Breast Cancer scientists are working towards achieving the following goals by 2030:

Gene Research

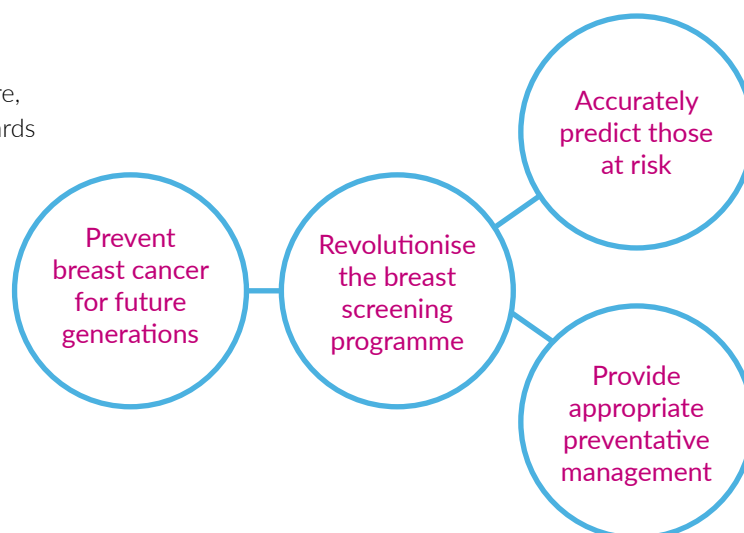
Investigating the impact of gene mutations and variations on breast cancer risk.

- Identify all remaining undiscovered high-risk and intermediate-risk genes.
- Identify all genetic variations (SNPs) linked to breast cancer across every ethnic group and community, both nationally and internationally.
- Develop new tests for risk prediction, such as polygenic risk scores and new biomarkers.

Screening & Early Detection

Developing innovative screening methods to ensure early and accurate diagnoses.

- Improve screening accuracy through new technology.
- Enhance early diagnosis for women with high breast density and for cancers missed by current technology.
- Increase understanding of why breast density raises breast cancer risk.
- Develop tools that accurately predict individual breast cancer risk.
- Create targeted screening methods adapted to an individual's predicted risk.
- Improve screening uptake through collaboration with the NHS and grassroots organisations.
- Develop new approaches for screening and prevention in women under 50, the current age of eligibility for breast screening in the UK.



Risk Reduction

Researching modifiable risk factors to lower breast cancer risk.

- Discover mechanisms by which known risk factors influence breast cancer onset.
- Identify mechanisms for reducing known risk factors, such as diet, exercise and lifestyle interventions.
- Identify biomarkers indicating response to risk-reducing measures.
- Develop an effective lifestyle management programme to reduce breast cancer risk.

Preventative Drugs

Investigating drugs to reduce breast cancer risk.

- Develop models for testing new and repurposed drugs for breast cancer prevention.
- Identify tests for responsiveness to preventative drugs.
- Support clinical trials of new or repurposed drugs.
- Promote awareness of the drugs currently available for prevention.



Research Projects & Updates

Gene Research

Breast Cancer in Younger Women

This study aims to improve risk estimates for breast cancer in younger women (known as young onset breast cancer, YOBC), for whom cancer is typically more aggressive and has differing risk factors to postmenopausal breast cancer. Using genetic testing and investigating the relationship between a person's inherited genetic makeup and their tumour infiltrating lymphocytes (TILs), this study hopes to develop a new polygenic risk score (PRS), which will aid the development of new therapies that harness the immune system and improve outcomes for younger breast cancer patients.

Project Lead: Dr William Tapper, University of Southampton.

Update: DNA samples from 851 young breast cancer patients were genotyped, which refers to the process of determining the genetic makeup of an individual by identifying sequences or variations in their DNA. These data were quality controlled to ensure accuracy. The remaining cohort of young onset breast cancer patients (2,094 women) was genotyped in six batches, and Dr Tapper's team combined this data into a comprehensive set of 2,811 young onset breast cancer patients and just over 1.5 million SNPs (single nucleotide polymorphisms are tiny faults or variations in genetic make-up that can lead to increased cancer risk). Dr Tapper's team updated the long-term health records of these patients using NHS England data, tracking their progress over an average of 17.1 years and survival outcomes up to 2023.

Moving forward, they aim to evaluate the accuracy of the existing polygenic risk score and develop a new PRS that will be optimised for young onset breast cancer patients. This PRS will be validated using data from the Breast Cancer Association Consortium. They will also use data from the POSH cohort to identify SNPs associated with the number of tumour infiltrating lymphocytes, the white blood cells which invade tumours and play an essential role in how a patient responds to treatment.

The Search for Hidden Mutations –

part of the Doctor Alan H. Gowenlock PHD Studentship Award.

Breast cancer has long been recognised to run in families, with a significant breakthrough occurring in the 1990s when researchers mapped the human genome and identified BRCA1 and BRCA2 as the primary genes responsible for familial breast cancers. Since then, other breast cancer genes such as PALB2, PTEN, TP53, ATM, and CHEK2 have been discovered. Despite these advances, some families with a strong history of breast cancer still test negative for known gene mutations, suggesting an undiscovered genetic fault.

Professor Gareth Evans, Professor of Clinical Genetics at the Prevent Breast Cancer Research Unit in Manchester, recently suggested that a single BRCA3 gene is unlikely to be found. Instead, he believes that undiscovered mutations may be hidden within or around the genes we already know about. Supporting this hypothesis, recent research in Manchester has identified hidden cancer-causing DNA mutations in three families with a history of breast and ovarian cancer.

Standard DNA testing examines the coding regions of DNA, known as 'exons', which contain instructions for making proteins. These exons are separated by non-coding regions called 'introns'. The gene can be likened to an instruction manual, where exons are the chapters, and introns are the spaces between chapters. Previously, introns and other non-coding areas of DNA were considered 'junk DNA,' but recent findings suggest that these regions may hold critical mutations contributing to breast cancer.

As more is discovered about DNA each year, it becomes clear that the so-called 'junk DNA' plays crucial roles in gene regulation. Standard DNA testing typically focuses on exons, leaving mutations within non-coding areas such as introns undetected. Recently, cancer-causing mutations were found in non-coding DNA just in front of the first exon of BRCA1.

The search for other hidden DNA mutations is ongoing and Prevent Breast Cancer have funded a PhD studentship to carry out this research aiming to uncover more mutations in non-coding DNA. This research will be conducted in the labs of Dr Miriam Smith and Dr

Emma Woodward at the University of Manchester and will directly enhance the diagnosis of breast and ovarian cancers in families where no mutations have been identified. Additionally, the study aims to understand how intron mutations affect gene function, potentially leading to new treatment strategies.

Project Leads: Dr Miriam Smith and Dr Emma Woodward, University of Manchester.

Update: Ffion Langston started her PhD in January 2024. She completed her initial training provided by the University and submitted her literature report on BRCA1 pathogenic variants, which will be reworked for publication as a review article.

For Ffion's project work, the team are coordinating with the University's Genome Editing Unit, where she will learn CRISPR genome editing techniques to create a breast tissue cell line containing our initial BRCA1 variant of interest for downstream experiments. Additionally, she has designed pyrosequencing primers for some initial ATM promoter methylation analyses.

Screening & Early Detection

Predicting the Outcomes of Risk-Adapted Screening

This project focuses on enhancing early detection and breast cancer screening through the use of microsimulation—a sophisticated computer programme that analyses data to predict the outcomes of risk-adapted screening. Microsimulation models are invaluable tools for answering complex questions about screening without the need for costly and impractical clinical trials. By simulating various scenarios, these models can provide insights into the effectiveness of different screening strategies.

The research aims to refine the implementation of risk-adapted screening based on breast density, building on current trials investigating screening methods for women with high breast density. This approach has the potential to significantly improve early detection and intervention, ultimately leading to better outcomes for women at high-risk of developing breast cancer.

Project Leads: Dr Elaine Harkness and Professor Sue Astley, University of Manchester.

Update: The team has gained access to OncoSim-Breast, familiarised themselves with the model and online platform, and received training on

microsimulation models. They have also completed a comprehensive literature review to identify parameters that need updating to adapt OncoSim-Breast for NHS breast screening.

Moving forward, the team will validate the adapted model using NHS screening data and gather input from patients and the public (PPI). They will then use the model to predict outcomes of a UK-based risk-adapted screening programme, disseminate their findings through peer-reviewed publications, and apply for follow-on funding.

Lifestyle and Environmental Risk Factors

Alcohol Consumption and Increased Breast Cancer Risk

This project aims to explore the most effective strategies for raising awareness about the link between alcohol consumption and breast cancer. Specifically, we will identify tools to help middle-aged women reduce their alcohol intake, including positive framing of health messages to encourage behavioural change.

Project Lead: Dr Emma Davies, Oxford Brookes University

Update: The project successfully ended in March 2024 and had several key findings. The project identified four audience segments based on psychological and demographic profiles: Hard Hitters, Sensitive Storytellers, Hard-hitting Compromisers, and Campaign Doubters. It highlighted the preference for evidence-based media like podcasts and the importance of discussing statistics in relatable ways.

Behaviour Change Techniques (BCTs) such as substitution and social support were found effective, while challenges included addressing societal norms and stigma associated with alcohol consumption among women. The SPACES (Storytelling Promoting Alcohol Choice, Empowerment, and Sharing) intervention proposal aims to leverage personal stories and practical tools to promote alcohol reduction and support behaviour change.

Preventative Drugs

Investigating The Effects of Preventative Tamoxifen

This study aims to compare the composition of breast tissue from women in clinical trials before and after taking preventative drugs, such as tamoxifen, to identify markers indicating whether women are responding to the treatment. By understanding why preventative drugs are effective in only about half of high-risk women, we can better tailor preventative treatments to individuals. This personalised approach could spare many women from unnecessarily experiencing tamoxifen's challenging side effects.

Project Lead: Dr Andrew Gilmore, University of Manchester.

Update: The pilot project concluded in June 2024, successfully collecting preliminary data essential for securing funding for a larger project funded by CRUK. This project will further investigate tamoxifen's effectiveness and investigate the relationship between breast density and breast cancer risk.

Investigating Prevention Using a Human Tissue Ex Plant Model

Our previous research developed an ex plant model, which allows fragments of human breast tissue to be cultured in the lab. This follow-on project will conduct in-depth studies to determine if our ex plant models maintain key cell types, gene expression, and respond to treatment similarly to matching breast tissue samples from clinical prevention trials. Once fully verified, this lab-based model will provide a platform for testing new prevention treatments for women at high risk of developing breast cancer.

Project Lead: Dr Hannah Harrison, University of Manchester.

Update: Anthony Wilby has been selected as the PhD student and is now working full-time on the project under the supervision of Dr Hannah Harrison. Dr Harrison and Anthony Wilby have published a methods paper providing a detailed account of the ex plant model's development and optimisation in the *Journal of Mammary Gland Biology and Neoplasia* (April 2024). Additionally, Dr Harrison recorded a webinar titled *A Novel Pre-Clinical Model of the Normal Human Breast* for TheWell Bioscience, and Dr Harrison and Anthony

Wilby have created a user-friendly lab guide to using the model, which will be published in the coming months on TheWell Bioscience website. Both Dr Harrison and Anthony have presented their work at conferences in Switzerland, Manchester, Liverpool and London, further disseminating their findings to the global scientific community.

During the initial phase of this project, Dr Harrison and Anthony Wilby successfully compared different gels for culturing breast tissue, ultimately selecting a superior option that enhances tissue preservation and viability. This achievement was crucial in optimising the model.

Another key advancement has been extending the tissue culture period to 14 days, allowing for more comprehensive studies of tissue and drug effects. This extension provides a longer window to observe and analyse tissue responses, improving the model's utility for studying breast cancer prevention strategies.

They are also optimising tamoxifen dosages to compare drug effects in the model with patient responses. Early data indicate that some tissue samples respond well to treatment, while others do not, mirroring patient reactions. Moving forward, they will collect samples from women in the BCCP trial, who will receive tamoxifen for 3 months, to validate the model by comparing responses in both explant and patient tissues.

We received 200 pieces of media coverage on our Hydrogel Breast Model project, including a feature in *The Guardian*.

Research Plans for 2024-25

Funding Round 2025

In early 2025, Prevent Breast Cancer will launch its next funding round, inviting applications for innovative research projects focused on breast cancer prevention across our four research pillars. We are particularly interested in projects focused on advancements in breast screening methodologies, strategies for preventative drugs, lifestyle modifications, and surgical prevention techniques. Additionally, we seek proposals addressing breast cancer prevention and early diagnosis among 'hardly reached' populations, aiming to reduce disparities in healthcare access and outcomes.



Prevent Breast Cancer Research Conference

Prevent Breast Cancer proudly hosted its first-ever Research Conference on 24th and 25th of September 2024, at INNSIDE by Melia in Manchester City Centre. This two-day event was a milestone for the organisation, bringing together some of the brightest minds in breast cancer prevention research. The conference fostered crucial discussions on topics like Breast Density and Stratified Screening, Genomic Risk Prediction and Ethnicity, and Targeted Breast Cancer Prevention, offering a comprehensive look at how risk prediction and prevention strategies can shape the future.

The conference was organised by Prevent Breast Cancer and leading clinicians and scientists Professor Cliona Kirwan, Lester Barr, Sumohan Chatterjee, Dr Sacha Howell, and Professor Rob Clarke, offering an interdisciplinary platform for exploring original research and clinical developments. Attendees had the opportunity to engage with presentations from both local and international experts, creating a vibrant atmosphere of collaboration.

Key Highlights

With a focus on risk prediction and prevention, the conference featured keynote presentations from some of the most respected figures in the field. Professor Fiona Gilbert from The University of Cambridge provided an exciting update on the UK's BRAID study and its integration into personalised screening efforts. Professor Adetunji Toriola from Washington University discussed the role of Denosumab in premenopausal women with high breast density. Dr Andrea De Censi from Genoa, Italy, highlighted his groundbreaking work on low-dose therapy studies for risk reduction, while Professor Rama Khokha from the University Health Network, Toronto, shared her insights into breast cancer prevention through understanding precursor biology.

In addition to these keynote presentations, the event covered a wide range of topics including genetics, polygenic risk scores, breast density, and lifestyle interventions. Attendees earned CPD points while deepening their understanding of innovative breast cancer prevention strategies.

Three promising scientists were invited to present their latest work in proffered paper presentations. Five took part in a Dragons' Den-style session where they pitched



their research ideas for a chance to win a Prevent Breast Cancer grant of up to £10,000. In a surprise announcement, it was revealed that all five participants would receive funding, making this live grant-making round one of the conference's standout moments.

Another one of the highlights of the conference was an interactive Panel Discussion titled "How Can We Implement Risk Prediction and Prevention?", chaired by Professor Cliona Kirwan. This dynamic session invited delegates to engage with a panel of experts, focusing on how breast cancer prediction and prevention strategies can be translated into real-world public policy and NHS frameworks.

The session was opened by Andy Burnham, Mayor of Manchester, who shared his personal connection to breast cancer prevention, setting the tone for the discussion. Rebecca Hartley, a patient representative and Prevent Breast Cancer ambassador, was also invited to the stage, bringing a crucial patient perspective to the forefront.

In the 'Risk Prediction' segment, Lester Barr, Dr Emma Woodward, and Professor David French proposed ideas on personalised risk prediction as an NHS service, population gene testing to reduce rates of breast cancer, and personalised breast screening for the NHS. The conversation then opened to the floor, allowing delegates to explore the challenges and opportunities these strategies might face when implemented on a national level.

The second half of the session focused on 'Prevention', with Professor Michelle Harvie, Dr Sacha Howell, and James Harvey discussing public policy changes needed to reduce rates of breast cancer, improving access to preventative medication, and improving access to risk-reducing surgery. The audience then engaged with the speakers about these preventative options and Rebecca Hartley added her invaluable insights from a patient's point of view.

"This meeting is one of the best I attended this year"

Professor Rama Khokha praised the event, stating, "It had such an excellent mix of local and international attendees and well highlighted the dynamic Manchester scene in breast cancer prevention research and clinical translation. Frankly, this meeting is one of the best I attended this year." Delegates also commended the seamless organisation and high standards, with one noting, "I have organised and been at many conferences, and can attest, this was top quality! The presenters, facilities, and overall fluency of the event were excellent."

We are thrilled with the success of our inaugural conference and look forward to building on this momentum in the years to come. The event was made possible thanks to the generous support of our headline sponsors Hologic, TheWell BioScience, Gilead Sciences and Exact Sciences, as well as event sponsors Endomag, and Berkeley Genetics.

The National Breast Imaging Academy

More mammograms,
more research,
more lives saved.

We want to build the UK's first truly multidisciplinary breast imaging academy to futureproof breast cancer screening.



The Urgency

Breast cancer is the most common cancer in the UK, with every year almost 57,000 diagnoses – equivalent to over 155 every day—and approximately 11,500 precious lives lost, leaving behind grieving families and loved ones. Most worryingly of all, rates have increased by 24% in the past 30 years and are predicted to rise even further. The need for preventative measures and early diagnosis is more critical than ever.

The demand for breast imaging is growing concurrently with severe shortages of clinicians, radiographers, and radiologists. The Government recently pledged £10 million to deliver 29 new breast cancer screening units within the NHS. However, this does not address the shortage of trained staff required to carry out the screening. Nearly 10% of breast radiologist and radiographic posts are vacant nationwide, leading to the closure of several breast centres, including three in Greater Manchester (Trafford, Salford, and Stockport). This issue is particularly acute in the North West, further disadvantaging an area with high levels of social deprivation. Workforce shortages across the NHS are projected to exceed 570,000 by 2036 (The Guardian, 2023).

These shortages are only set to worsen, with the most recent Royal College of Radiologists workforce survey predicting a 40% shortfall by 2028.

The Solution: Build to Beat Breast Cancer

We have joined forces with Manchester Foundation Trust Charity to raise funds to build The National Breast Imaging Academy to train the next generation of breast imaging staff and provide more screenings, more staff, and more research.

The UK's first truly multidisciplinary breast imaging academy will allow us to:

- Deliver high-quality, pioneering, and cost-effective training in excellent training facilities.
- Raise the profile of careers within breast imaging.
- Create local jobs and widen access to careers in breast imaging through an apprenticeship scheme aimed at those from more diverse backgrounds.
- Reduce waiting times to address the backlog of screening appointments
- Create additional capacity for research into breast cancer diagnosis and treatment
- Train a sustainable workforce able to meet current and future needs and ensure that thousands more women get a quicker diagnosis and access potentially lifesaving treatment.

The Academy will extend The Nightingale Centre, the home of Prevent Breast Cancer, and provide a solution to workforce shortages by offering space and facilities to train a sustainable workforce supporting breast services across the country. This cutting-edge building will also allow for additional research capacity into breast cancer diagnosis and treatment and enable an extra 13,000 patients to be seen each year for breast screening.

Impact to Date

The National Breast Imaging Academy team has been running virtual Academy training programmes since 2019, which has already benefited 57 hospital trusts across England.

In January 2024, the National Breast Imaging Academy Training Suite, funded by the Denise Coates Foundation and NHS England, was completed. This state-of-the-art, multipurpose teaching space within the Nightingale Centre is part of the broader capital project, enabling the Academy to significantly expand its course offerings. These courses cover a wide range of topics for both qualified staff and trainees, addressing the urgent need for more trained personnel in breast units across the UK.

The suite's national impact is profound, as it not only addresses the shortage of trained staff but also plays a crucial role in upskilling existing personnel, improving staff retention, and creating fully staffed, cost-effective breast units. With enhanced training capacity, the Academy is better positioned to contribute to the advancement of breast cancer care and prevention.

We extend our deepest gratitude to the Denise Coates Foundation for their generous donation of £411,020 to create this essential training suite.

NHS England has committed to fund the staffing and revenue costs for the National Breast Imaging Academy, awarding approximately £10 million over the last six years. The Academy project team has also secured an NHS England revenue award for hiring and maintaining specialist medical equipment used within the Academy.

The Academy is predicted to save the health economy £50 million over a 10-year period. It will also benefit the local community by providing job opportunities and widening access to NHS careers through apprenticeship schemes. Most importantly, by significantly alleviating the crisis facing the breast imaging workforce and preventing delays in breast cancer diagnosis and treatment, the Academy will save lives.

Fundraising Update

We are nearly there! At the time of writing this report, together, with Manchester Foundation Trust Charity, we have raised and designated over £3.3 million of the £3.9 million total project cost, leaving a shortfall of just under £600,000. To raise the remaining amount, we have recently launched our public appeal with new charity patron Sarah Ferguson, Duchess of York. This resulted in over 600 pieces of media coverage and an influx in donations. Other initiatives include our 100 Club Campaign, an exclusive donor circle for individuals and companies contributing £10,000 and above with the aim to raise £100,000. Our goal is to have raised the remaining funds by the summer 2025.

We are also grateful for the support from the Mayor of Greater Manchester, Andy Burnham, and MP for Wythenshawe and Sale East, Mike Kane.

Supporting Patients and Professionals at the Nightingale Centre

The Nightingale Centre and Prevent Breast Cancer Research Unit sees thousands pass through its doors each year: approximately 18,500 new patients referred by their GP after presenting with symptoms, 13,000 follow-up patients and 2,600 family history clinic patients. Many patients are accompanied by family members or close friends, adding to the number of visitors. Additionally, over 100 NHS staff work at the Centre.

We understand that attending appointments can be extremely daunting. Therefore, we strive to make every visit to The Nightingale Centre as stress-free as possible. As a charity, we have introduced several non-clinical areas in the main reception, including a coffee bar and a newly renovated gift shop.

Coffee Bar

Coffee shop income for the year was £65,110 – an increase of 10% from the previous year. Open weekdays from 9.30 am to 4 pm, the coffee bar has been serving food and drinks since The Nightingale Centre opened in 2007, providing an essential service for both NHS staff and patients.

Gift Shop

In August 2023, our Gift Shop underwent a significant renovation, including a repurposing of the space and a complete overhaul of all merchandise. Reopening in September, the shop now offers a fresh selection of homeware, cards, and branded merchandise, with all proceeds supporting our charitable activities. Every item available in the shop is also for sale on our website, ensuring wider accessibility. Visits to our online shop increased by 378% this year compared to last!

Beyond the appealing array of items for browsing, the Gift Shop provides informative leaflets about our charity and breast cancer awareness. Our investment in refurbishing the shop was driven by its role as a welcome distraction for those waiting for appointments, while also serving as a crucial avenue for raising funds and awareness for Prevent Breast Cancer.



“Over 13,000 hot drinks sold to NHS staff and patients waiting for appointments: a 15% increase from the previous year”



We are pleased with the positive feedback we have received since the shop reopened and merchandise sales in the shop, online and at events were £45,496, increasing 39% compared to the previous year. This demonstrates the continued support and interest from our community, reinforcing the shop's importance in our mission.

Our Amazing Volunteers

Both the coffee bar and gift shop are run by our dedicated team of 37 volunteers. This not only helps us keep costs down but also allows our volunteers, many of whom have personal experiences with breast cancer, to connect with those visiting the centre. We are incredibly grateful to our volunteers for their unwavering support and dedication.

"Volunteering at the coffee bar allows me to give back to a cause that deeply resonates with me. Having experienced the impact of breast cancer amongst my friends, I am passionate about making a difference. Every cup of coffee I serve is a step towards raising awareness and supporting vital research. It's incredibly fulfilling to contribute to an environment where patients and their families can find a moment of comfort and support."

Pat, Prevent Breast Cancer volunteer since 2017.

Outreach and Awareness

Each undiagnosed case of breast cancer represents a life potentially saved through early detection. At Prevent Breast Cancer, we are dedicated to ensuring that every individual has the knowledge and resources needed to detect breast cancer as early as possible.

Why Early Detection Matters

The importance of early diagnosis cannot be overstated. It can mean the difference between minor surgery and more invasive treatments like chemotherapy or radiotherapy. In fact, for every 500 women screened, one life is saved. In 2022-23 alone, nearly 19,000 breast cancers were detected through screening. Knowing breast cancer signs, symptoms, risk factors and preventative measures could save your life. This is why our work is so crucial.

Our Impactful Outreach and Awareness Initiatives

At Prevent Breast Cancer, we're actively engaged in a range of initiatives aimed at raising awareness, promoting early detection, and tackling barriers to screening uptake:

- **Community Outreach:** Through targeted campaigns, we are on the ground encouraging women to attend their screening appointments. By gathering valuable insights through outreach activities, we're continuously improving our approach to reach those most in need.
- **Health Hour Talks:** Our engaging talks reach diverse audiences, from corporate settings to community groups and schools, both in person and online. This year, we delivered 50 talks to over 5,600 people across the UK and beyond!

We believe that it is important that breast awareness starts from a young age and so we are proud to have delivered 14 talks to high school and university students.

- Feedback for our Health Hour talks:
"A fantastic, intimate, honest and pragmatic conversation around breast cancer screening and a risk-based approach to breast cancer."
"Many women were moved and inspired by the work that Prevent Breast Cancer does and will now be more vigilant about their breast health".
- **Breast Awareness Campaigns:** Partnering with organisations like Network Rail, Brands2Life and Manchester Airports Group, we take our message directly to communities with low screening uptake. From awareness buses to campaigns in train stations, we're making a tangible impact where it matters most.
- **Health Information Literacy:** We disseminate vital health information through leaflets, social media, and educational videos featuring expert clinicians. These resources empower individuals to make informed decisions about their health.
- **Offline Awareness:** We had the opportunity to raise awareness at the Girls Aloud Manchester tour dates in May 2024. As well as distributing breast checking cards, we also had an 8 second awareness advert playing on a continuous loop on the screens throughout the arena. We creatively incorporated breast awareness messaging into Girls Aloud song names and lyrics using bold fonts and colours to capture attention. Our marketing team also shared these assets on social media, reaching 18,762 people on Instagram, thanks to Girls Aloud member Nicola Roberts sharing the asset on her Instagram Stories.



The Prevent Breast Cancer Horsebox

Recognising the need for innovative approaches to promote breast health and increase screening appointment uptake, we introduced the Prevent Breast Cancer Horsebox. This converted horsebox, now a branded mobile unit, serves snacks and hot drinks and provides crucial breast health information.

Debuting at the Tour de Manc cycling event in May 2024, the horsebox is set to travel to communities across Manchester with historically low breast screening rates. Stationed in these areas, the horsebox will create a welcoming space for women to ask questions about screening and receive vital breast health information. As an added incentive, we will offer free teas and coffees to encourage women to attend their breast screening appointments, inspired by a successful initiative in Salford.

We envision the horsebox as a dynamic community hub, fostering valuable interactions and providing access to essential information in a friendly and approachable manner.

Network Rail Campaign

In November 2023, Prevent Breast Cancer carried out our 'Donate #6Minutes' four-day campaign at Manchester Piccadilly train station, during which we engaged with members of the public and asked them to donate 6 minutes of their time to complete a breast awareness survey. Partnering with a leading health communications agency, their expertise ensured that we amplified our campaign messaging. We chose 'Donate #6Minutes' because every hour, 6 people in the UK are diagnosed with breast cancer.

Staff and volunteers distributed cards with a QR code for accessing the online survey, which was also displayed on digital screens around the station. We handed out pocket-sized breast checking cards with self-examination instructions. Our celebrity patrons, Coronation Street stars Sue Cleaver and Sally Dynevor, recorded Tannoy announcements with the slogan 'See it. Feel it. Sort it,' which was displayed on station screens. Sue and Sally joined us on the campaign's first day, drawing public interest and media coverage on Granada Reports. A flash mob by our volunteers and a singer playing the piano on Saturday further enhanced engagement.

Key Highlights

The campaign successfully engaged over 1,000 individuals, providing diverse preliminary data on public breast health awareness. Additionally, 260 people shared their email addresses for more information about Prevent Breast Cancer, reflecting increased awareness and interest in our cause. The involvement of our celebrity patrons, the flash mob, and the piano performance significantly boosted public engagement. The strategic use of digital screens amplified our messaging, contributing to the campaign's overall impact.

Future Plans

The insights gathered from the survey will play a crucial role in shaping and informing the direction of future Prevent Breast Cancer breast awareness campaigns. We are now considering how to refine and improve the survey so that it can be distributed among diverse community groups throughout Manchester to gather more targeted data. We are also planning a similar awareness campaign in train stations in other UK cities, broadening the reach and impact of our breast cancer awareness efforts and extending our support beyond Manchester.

Acknowledgments

We are very grateful for the dedicated efforts of our staff, volunteers, ambassadors, partners and the team at Network Rail who played pivotal roles in the success of this breast cancer awareness campaign.

Health Inequalities

What are health inequalities?

At Prevent Breast Cancer, we are dedicated to addressing health inequalities. Despite advancements in breast cancer treatment and awareness improving survival rates across the UK, certain communities and socially deprived areas still face significant disparities in diagnosis and outcomes. We believe that a woman's chance of survival should not be determined by socioeconomic status or ethnicity, and that's why addressing health inequalities is at the core of our mission.

Why is addressing health inequalities so important?

- Breast cancer mortality rate is 17% higher for women in the most deprived areas.
- 60% of breast cancer patients in Manchester are from socially deprived groups.
- Black African and Caribbean women are more likely to be diagnosed with late-stage breast cancer.
- Survival rates for black and South Asian women are lower compared to white women.

While our primary focus is on pioneering research, we also recognise the urgency of addressing health inequalities related to breast cancer outcomes. Located at the UK's only breast cancer prevention centre and alongside the Greater Manchester Breast Screening Programme, we are uniquely positioned to implement strategies that reduce these disparities by bridging gaps in awareness, access to screening, and understanding of breast health.

With a proven track record of outreach and awareness activities in Manchester—a city known for its cultural diversity and high levels of social deprivation—we are committed to a future where breast cancer prevention is universal and equitable.

Our Approach to Tackling Health Inequalities

We understand that certain communities face disproportionate barriers to accessing screening services. Therefore, we are taking proactive steps to address these disparities:

- Health Inequalities Committee: Our dedicated committee is actively exploring strategies to remove barriers to screening and ensure equitable access for all.
- Hiring a Health Inequalities Officer: Focused on engaging with underrepresented groups, this new role will be pivotal in increasing screening uptake.
- Culturally Relevant Resources: We are tailoring our approach with multilingual video adverts and targeted outreach efforts to resonate with diverse communities, including those of South Asian backgrounds.

Forever Manchester & NHS Charities Together Grant

We are thrilled to have received a two-year grant totalling £105,000 from Forever Manchester and NHS Charities Together to support our work in addressing health inequalities. This funding has allowed us to hire a Health Inequalities Officer and enhance our efforts to improve breast screening uptake among different communities in Manchester.

Forever Manchester is Greater Manchester's Community Foundation, the only charity raising money to fund and support community activity across Greater Manchester. NHS Charities Together is the national charity supporting the NHS, providing essential support to staff, patients, and communities. Working with over 230 NHS Charities across the UK, they ensure that support reaches where it's needed most.

By tackling health inequalities head-on, we aim to create a future where every woman has an equal opportunity to access life-saving breast cancer screening and breast health information.

Future Plans

Health Inequalities Roundtable Meetings 2024-2025

Bringing Together Key Stakeholders in Greater Manchester

In late 2024 and early 2025, we plan to host two pivotal roundtable meetings to address health inequalities in Greater Manchester. These meetings will bring together vital stakeholders to collaboratively explore and understand the complex landscape of health disparities in our local community and the ongoing efforts to tackle them.

Acknowledging the numerous research projects and community initiatives underway in Greater Manchester, we have observed that most are operating in isolation, leading to minimal collaboration and occasional overlap. This fragmented approach impedes the potential for charities, community groups, and researchers to magnify their impact through informed communication and coordinated awareness campaigns.

Researchers' Roundtable Meeting: Engaging Academics and Researchers

The first meeting will focus on engaging academics and researchers. Our goal is to bring together those currently researching health inequalities to discuss their projects and foster a collaborative environment where knowledge gaps can be identified, findings can be shared, and efforts can be coordinated. This meeting aims to open opportunities for further research funding for collaborative projects and magnify the impact of our collective efforts.

This strategic effort will map ongoing projects, document completed work, and compile a directory of relevant individuals. Additionally, it will strengthen our links with universities in Manchester, promoting a more cohesive research community.

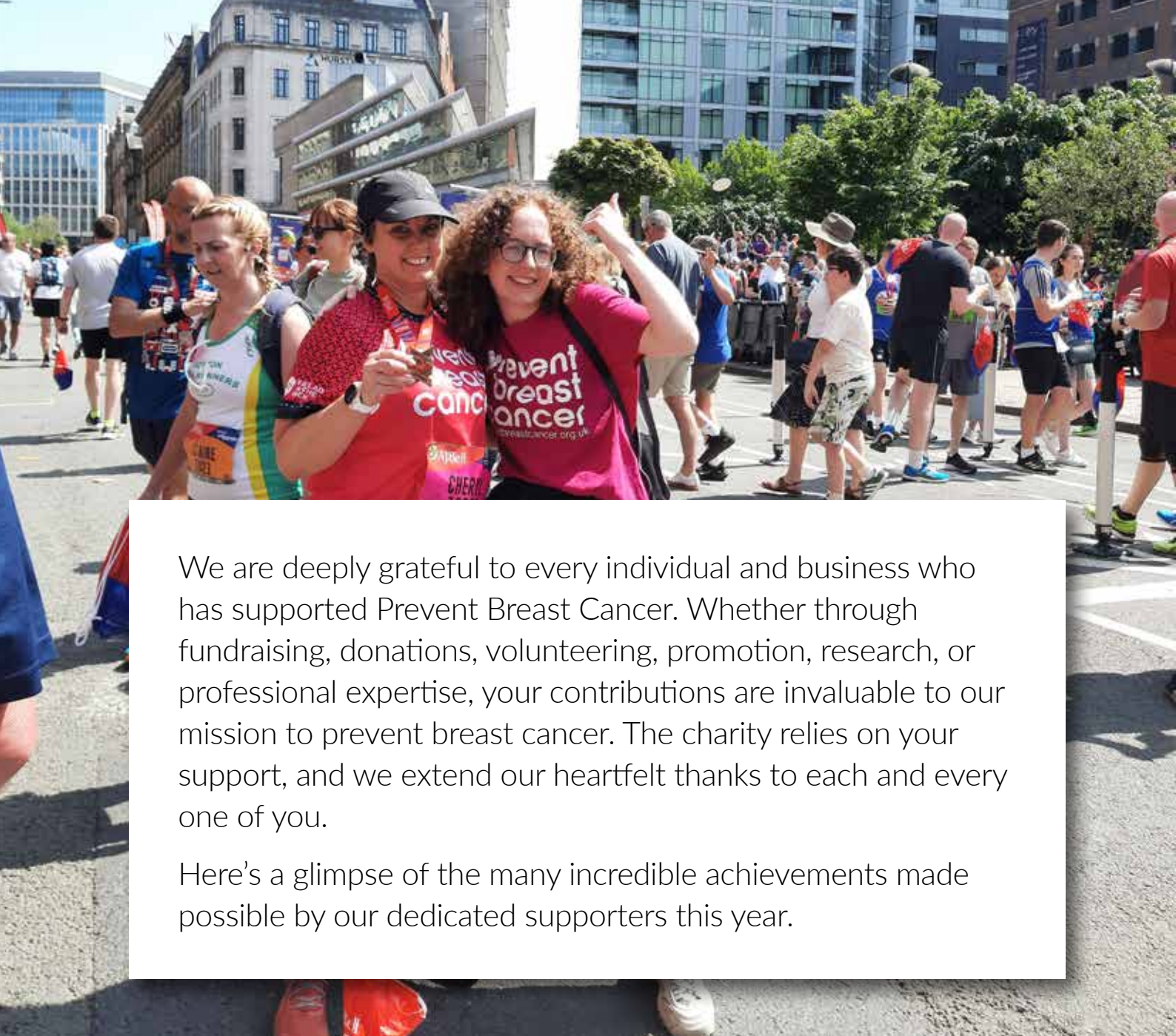
Community Stakeholders' Roundtable Meeting: Engaging Charities, VCSE Sector, and Community Groups

We are also organising a second meeting to engage community stakeholders, including charities, VCSE sector representatives, and local community groups. The focus will be to explore ongoing grassroots initiatives, particularly those working to improve cancer screening uptake, and discuss opportunities for collaboration. Our Health Inequalities Officer, Azra, has identified key areas needing attention to help more women attend screening appointments, such as transportation access and language barriers that may prevent women from booking appointments. By bringing these groups together, we aim to identify other remaining barriers and discuss strategies to address them, fostering a more unified approach to tackling health disparities and sharing successful practices to avoid duplicating efforts.

Support and Funding

We are grateful to the Zochonis Charitable Trust and Gilead Sciences for their generous donations, which will cover organisational and facilitation costs, including staff salaries, venue hire, and refreshments, for both meetings. These roundtables will enable us to create collaborative strategies to address health inequalities throughout Greater Manchester, ensuring greater impact and improved breast cancer health outcomes for all.

YEAR IN REVIEW



We are deeply grateful to every individual and business who has supported Prevent Breast Cancer. Whether through fundraising, donations, volunteering, promotion, research, or professional expertise, your contributions are invaluable to our mission to prevent breast cancer. The charity relies on your support, and we extend our heartfelt thanks to each and every one of you.

Here's a glimpse of the many incredible achievements made possible by our dedicated supporters this year.

APRIL TO JUNE



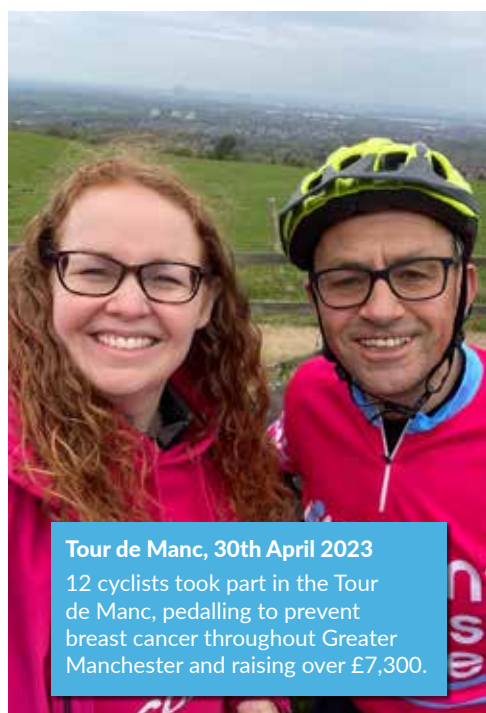
Manchester Marathon, 16th April 2023

Eight runners took on the Manchester Marathon and raised £9,181.



London Marathon, 23rd April 2023

Our 16 amazing runners raised an incredible total of £40,345.



Tour de Manc, 30th April 2023

12 cyclists took part in the Tour de Manc, pedalling to prevent breast cancer throughout Greater Manchester and raising over £7,300.



Great Manchester Run 10K and Half Marathon, 21st May 2023

30 runners joined us for the Great Manchester Run and raised a total of £23,690.



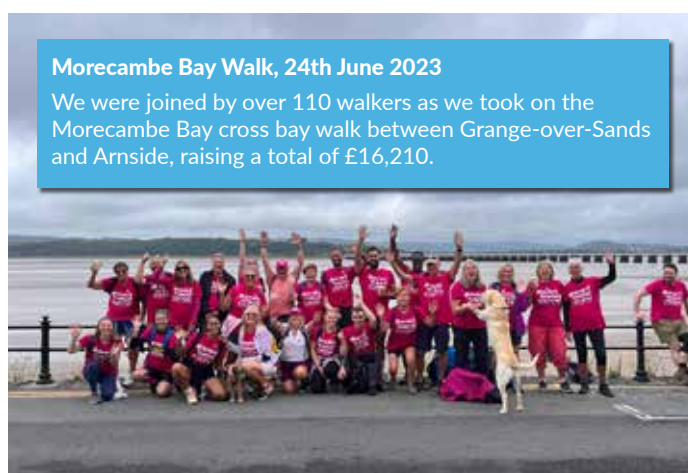
MT Finance Victory at Villa Event, 1st June 2023

MT Finance organised their second fundraising football event at Aston Villa, raising over £5,400.



Bryn Ladies Circle, 2nd June 2023

160 ladies joined Christine Hughes for the annual ladies' lunch at Bryn Masonic Hall and had a fabulous time, raising just over £10,600.



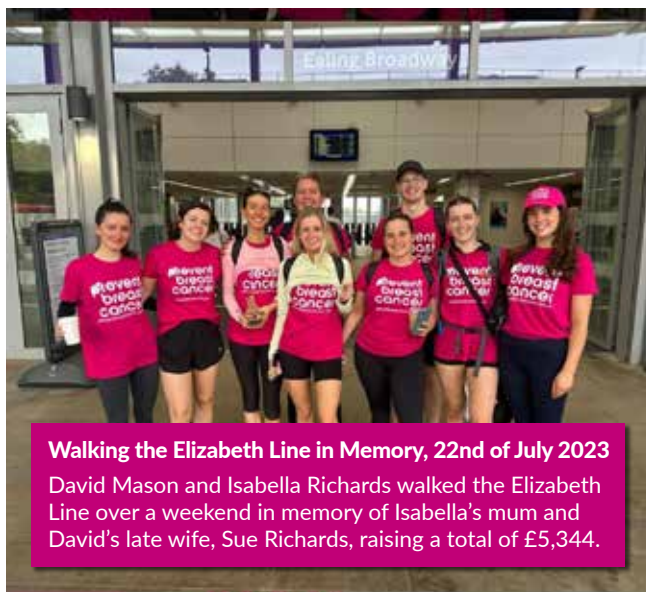
Morecambe Bay Walk, 24th June 2023

We were joined by over 110 walkers as we took on the Morecambe Bay cross bay walk between Grange-over-Sands and Arnside, raising a total of £16,210.

Trafford Centre Abseil, 25th June 2023
 13 abseilers took their fundraising to new heights at our first Trafford Centre Abseil. Together, they raised £9,680.



JULY TO SEPTEMBER



Walking the Elizabeth Line in Memory, 22nd of July 2023

David Mason and Isabella Richards walked the Elizabeth Line over a weekend in memory of Isabella's mum and David's late wife, Sue Richards, raising a total of £5,344.



Manchester Pride, 27th of August 2023

We joined the Manchester Pride Parade to celebrate 10 years of legal same-sex marriage in the United Kingdom. We adorned our float with Pride flags and handed out thousands of our self-check cards to raise awareness of breast cancer, while also celebrating the LGBTQIA+ community. Two of our supporters even got engaged during the parade!



Supporter Hetty Roach Reached Everest Base Camp, September 2023

In memory of her mum who passed away from breast cancer, supporter Hetty Roach climbed to Everest Base Camp, single-handedly raising over £3,000 for Prevent Breast Cancer.



London to Brighton Cycle, 10th September 2023

A team of 25 cyclists pedalled 55-miles from London to Brighton and raised £4,675.



Great North Run, 10th September 2023

17 runners joined team Prevent Breast Cancer for the world's largest half marathon, covering the distance between Newcastle and South Shields. As a team they raised £9,331.



Camino de Santiago, 30th September 2023

A team of 20 walkers took on the Camino trek, covering a 126-kilometre route over 6 days, from the historic town of Baiona, through picturesque towns and villages, to the UNESCO World Heritage site of Santiago de Compostela. As a team, they raised an incredible £79,075.

OCTOBER TO DECEMBER



Manchester Half Marathon, 15th October 2023

4 runners took to the streets of Manchester to take on the October Half Marathon. Together, they raised £3,600.



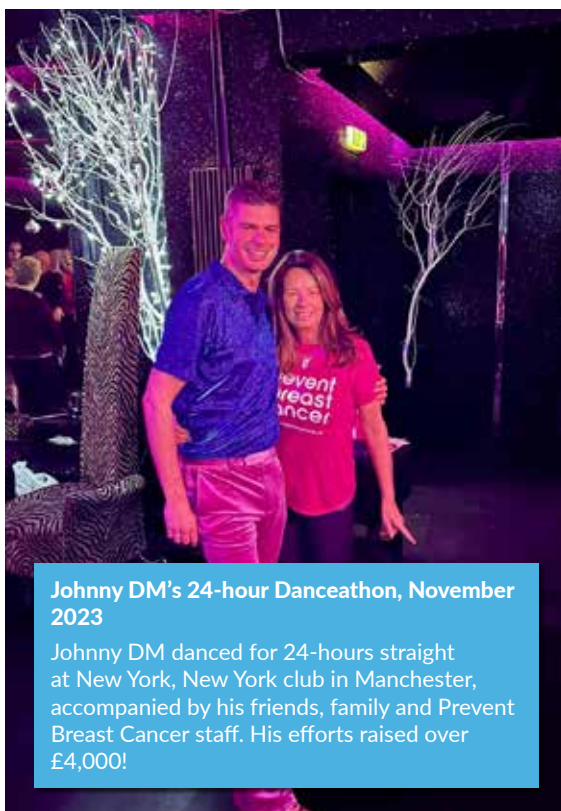
Think Pink & Sparkle Event, October 2023

Supporters Sam, Catherine and Steph's annual event, including a raffle and food, has been running for the last 13 years. Their 13th and final Think Pink & Sparkle Ladies Evening was an absolute success, raising an amazing £6,047. This brings makes their fundraising grand total a whopping £58,163!



Donate 6 Minutes Awareness Campaign at Piccadilly Train Station, November 2023

We carried out our 'Donate #6Minutes' four-day campaign at Manchester Piccadilly train station, during which we engaged with members of the public and asked them to donate 6 minutes of their time to complete a breast awareness survey.



Johnny DM's 24-hour Danceathon, November 2023

Johnny DM danced for 24-hours straight at New York, New York club in Manchester, accompanied by his friends, family and Prevent Breast Cancer staff. His efforts raised over £4,000!



Christmas Celebration, 8th December 2023

Over 500 people joined us at Manchester Cathedral for our annual Christmas celebration, a fun filled, festive afternoon of live music and entertainment, raising £8,400. And, keeping with the Christmas theme, our Christmas Cards generated over £13,821.

**The National Breast Imaging Academy
Training Suite, Funded by Denise Coates
Foundation and NHS England**

The new training suite funded by the Denise Coates Foundation for the National Breast Imaging Academy was completed and commissioned in January 2024.



JANUARY TO MARCH



Zumbathon, February 2024

Our first Zumbathon since the pandemic had over 70 people joining us to dance and shimmy their way to raising an incredible £9,365.



Paint Altrincham Pink, March 2024

Our longest running Paint Towns returned in March 2024 to raise over £10,000.

Fundraising Highlights



Paint Towns

Our Paint Your Town Pink Campaign, which has been running since 2016, saw unprecedented success this year, with 11 towns participating and raising a combined £76,940!

The towns of Altrincham, Ashton on Mersey, Bramhall, Heald Green, Cheadle Hulme, Knutsford, Macclesfield, Mobberley, Sale, Stretford, and Urmston turned pink for periods ranging from a week to a month. Local businesses, schools, and community groups in these areas sold pink items and hosted, pink-themed events and activities, demonstrating incredible community spirit and support.

Some of the campaign's highlights included:

- **Manchester Storm Ice Hockey Team's "Pink the Rink" Weekend:** An exciting and vibrant event that brought the community together at the ice hockey game, including a bucket collection and a pub crawl with some of the players.
- **Pink Lunch and Fashion Show:** A stylish gathering that combined good food and fashion for a great cause.
- **Pink Pub Crawl:** A fun and lively event that painted the town pink, pub by pub.
- **School Colour Run:** Engaging students in a colourful and active way to support breast cancer awareness.
- **Pink Networking Events, Coffee Mornings and Ladies Night:** Bringing together community members for socialising and fundraising.
- **Zumbathon:** An afternoon of high energy, movement and fundraising.

Additionally, the Cheshire Country Cricket League joined in with Paint Cricket Pink one weekend in June, featuring pink events, pink drinks, and pink clothing, further expanding the campaign's reach.

We owe a huge thanks to our ambassadors Jo Hoddes, Emma J Riley, Jen Rodger, Emma L Riley, Caroline Tiplady, Rachel Peabody, Kerri Reece, Jane Taylor, Heather Glover, Angie Hilton, Liz Copeland, Debbie Boland, Celia Hynes, Maggi Hassall, Emma Slater, the pink teams in each town and the business group Altrincham BID for their invaluable support and dedication in making this year's Paint Your Town Pink campaign the most successful yet.



Run 56 and March 31 Digital Campaigns

The Run 56 Facebook fundraising challenge involved participants covering 56km, running or walking, over the month of November. The 56km represents the almost 56,000 people who are diagnosed with breast cancer each year. The challenge pack included a pair of Prevent Breast Cancer running socks as an incentive, produced by ILoveBoobies, a South African charity dedicated to breast cancer awareness and education. For every 10 pairs of socks ordered, one South African woman in a rural community received a free breast cancer screening. 1396 people registered for the challenge, with 538 of them activating their fundraising page, raising an impressive £63,162.

Building on the success of Run 56, we launched our second digital challenge, March 31, in March. This challenge honoured the 31 people who lose their lives to breast cancer each day. Organised internally, March 31 had 125 participants who committed to running or walking 31 miles over 31 days. The campaign raised £13,436 from 66 participants, demonstrating our ability to successfully manage digital challenges both in-house and through third-party platforms like Social Sync.



Afternoon Tea Campaign

In October 2023, we launched our Pink Afternoon Tea campaign. As well as being an opportunity for people to get together for cake and a cuppa, the campaign also highlighted the importance of having those difficult conversations around breast cancer. From garden get togethers to office cake sales, every brew helped fundraise towards a future free from breast cancer. 94 people joined our Pink Afternoon Tea campaign, which has raised £10,400 to date. We are continuing to develop and expand this campaign into the next financial year.



Empowering Women's Network

In 2023, LCap Group dedicated its efforts to raising funds for our National Breast Imaging Academy capital campaign. Led by Partner, Louise Stephenson, they hosted a series of networking events known as The Empowering Women's Network, with our support in planning and delivery. These events aimed to bring together women in senior roles within Manchester to establish new business connections, empower and support women in their careers and personal lives, whilst also raising vital funds.

On the 14th of October 2023, Rowan's 'Team Empower' took on the Yorkshire Three Peaks Challenge, tackling the peaks of Pen-y-Ghent, Wharfedale and Ingleborough in under 12 hours. The team, which included Louise Stephenson and Prevent Breast Cancer Chief Executive Officer Nikki, raised £14,000 through sponsorship.

The success of the fundraising events was evident in the growth of the network and increased attendance rates, with up to 200 attendees at the Empowering Women's Network December 2023 event, doubling the attendance of earlier events. Louise and her community have not only reached but exceeded their 2023 fundraising target, raising an impressive £25,000.

We are excited to continue this partnership into 2024, with plans to extend these successful networking events to the group's London network. The next event is scheduled for September 2024, where we aim to further empower women in senior roles, foster new business connections, and support our mission to build the National Breast Imaging Academy. LCap Group has committed to raising £50,000 through these events in the coming year, reinforcing their dedication to our cause.



Kroll

Our partnership with Kroll began in early 2023 with health awareness talks at their London offices. Recognising their colleagues' enthusiasm for sports, we provided opportunities to participate in events such as the London Marathon, the Big Half Marathon, the London 2 Brighton Cycle Challenge, and the London Landmarks Half Marathon. By supporting their teams through our corporate fundraising efforts, we maintained strong relationships and advanced our shared goal of preventing breast cancer.

Kroll held a Network of Women Quiz across their global offices, and hosted wine tasting and bake-off events at their Manchester office. Regular meetings with their Network of Women allowed us to collaborate effectively and tailor our support. As a result, we developed a comprehensive content directory for Kroll, featuring breast cancer awareness information, upcoming events, groundbreaking research findings, inspiring breast cancer blogs, volunteering opportunities, and items from our shop that fund our vital research. This content directory empowered Kroll to support their colleagues in a manner that aligned with their corporate culture, enhancing internal engagement and promoting our mission to prevent breast cancer. In total, Kroll have raised an outstanding £24,946.



Booths Charity of the Year

In April 2023, Booths Knutsford and Hale Barns selected Prevent Breast Cancer as their Charity of the Year. Through the Pennies scheme, customers could donate 25p when paying by card or digital wallet, with 34% of these donations going to Prevent Breast Cancer. Combined with various bucket collections, these efforts raised £24,704.

Duncan from the Hale Barns store participated in the Manchester Half Marathon. Additionally, the stores hosted Pink Days, where employees dressed in pink and organised bucket collections. The two stores were adorned with bunting and balloons, and a dedicated charity spot was set up to highlight Prevent Breast Cancer and encourage donations. This collaborative effort not only raised significant funds but also increased community engagement and awareness, showcasing Booths' commitment to supporting breast cancer prevention.



Roisin and Chris Lawlor

Our fabulous supporters Roisin and Chris Lawlor hosted their annual fundraising ball on 7th October. Combined with their fundraising efforts for both the Barcelona and Paris marathons, this year they raised £8,391.25 for our charity. They also became 100 Club members in February 2024 and aim to raise £10,000 in the 2024-2025 financial year.



Strategic Aims and Objectives

2023-2024

Governance & Structure

Review our governing documents	Completed
Continue to review the organisational policies including an updated Equality Diversity and Inclusion policy and write and implement policies on the environment and menopause.	In progress
Implement new Risk Register model	Completed
Organise cyber security training	Completed
Review employee benefits package	Completed
Review different platforms and processes to look at integration to improve efficiency	In progress
Implement an updated process to capture information for impact reporting	In progress

Research

Plan and hold our first Prevent Breast Cancer Prevention Conference in September 2024	Completed
Organise a Research Evening for the charity's supporters with a spotlight on what we have achieved so far and what still needs to be done	In progress
Review grant funding process and update grant application form to make it more user friendly	In progress
Work with our researchers to improve dissemination of their research and communication of its success both internally and externally	In progress

Services to Patients and to The Nightingale Centre

Finish the shop refurbishment, invest in new ethically sourced merchandise and where possible work with local suppliers	Completed
Invest in new screens to display important and engaging information to patients waiting for their appointments	Completed
Continue to lead on the capital campaign to build the National Breast Imaging Academy	In progress
Recruit new volunteers for our coffee bar and refurbished shop	In progress

Health Awareness & Education

Apply for funds for a Health Inequalities Officer who will develop and implement a strategy for future campaigns	Completed
Work with a health communication agency to produce a multifaceted campaign to engage with women about breast awareness and the importance of attending routine screening. A key objective will be to capture data, which can inform future outreach campaigns	Completed
Finish Asian Women's Health Awareness advert and work with the Health Inequalities Committee to agree a timeline to run the campaign	In progress
Continue to collaborate with Close to Home Productions, a female led theatre company who have written and produced 'Identities' a play about breast cancer. Be part of their tour by providing information about the charity and breast cancer awareness to audiences and community groups, as well as sitting on their Post-Show Q&A panel	Completed
Develop our library of video content by editing existing videos to provide subtitles in various languages	In progress

Income Generation

Continue to work with MFT Charity, achieve a fundraising target of £3.9 million to build the National Breast Imaging Academy.	In progress
Balance the above with raising funds for new research projects, health promotion activity and for the general, core need of the charity	In progress
Continue to grow income from companies and secure new corporate partnerships and/or Charity of the Year opportunities	In progress
Implement the monthly donor strategy	In progress
Develop Major Donor Strategy with board of Trustees	In progress
Continue to grow our successful Ambassador programme and build on the success of our Paint Towns Pink campaign	In progress
Diversify income and increase brand awareness through digital fundraising and promotional activity – Strategy driven by analytics and data	In progress

2023-2024

Governance & Structure

- Develop a strategy to implement Environmental, Social and Governance reporting and improvement
- Invest in improving cyber security infrastructure
- Work with an independent financial advisor to move employee pensions to a new provider and deliver financial advice for all staff
- Implement a new project management system to improve organisational efficiency
- Implement an updated process to capture information for impact reporting
- Embed new fundraising and operational staff and utilise the increased resource to improve operational efficiency and continue to grow our income generation.

Research

- Organise our 2nd Breast Cancer Prevention Conference
- Organise a Research Evening for the charity's supporters with a spotlight on what we have achieved so far and what still needs to be done
- Review grant funding policies and processes and update grant application form to make it more user friendly and robust
- Reopen grant funding applications and award new research grants

Services to Patients and to The Nightingale Centre

- Continue to lead on the capital campaign to build the National Breast Imaging Academy
- Recruit new volunteers for our coffee bar and refurbished shop
- Review suppliers for our coffee bar
- Continue to invest in new, ethically sourced merchandise for our shop
- Work with North Manchester Breast Centre on plans to open a Prevent Breast Cancer coffee shop in their planned new build

Health Awareness & Education

- Implement strategies and campaigns developed by Health Inequalities and Community Engagement Officer
- Finish Asian Women's Health Awareness advert and work with the Health Inequalities Committee to agree a timeline to run the campaign
- Develop our library of video content by editing existing videos to provide subtitles in various languages
- Work collaboratively with other local charities, grassroots organisations, and healthcare providers to ensure clear communication and networking to encourage breast screening uptake in hardly reached areas.

Income Generation

- Grow all income sources to meet the target for the Academy and to fund new research, health promotion activity and core charity costs
- Continue to work with MFT Charity, achieve a fundraising target of £3.8 million to build the National Breast Imaging Academy
- Implement the monthly donor strategy
- Continue to develop and grow the 100 Club campaign to future proof our Corporate Fundraising
- Continue to grow our successful Ambassador programme and build on the success of our Paint Towns Pink campaign
- Diversify income and increase brand awareness through ongoing digital fundraising and promotional activity – Strategy driven by analytics and data.

Financial Review

This year has seen Prevent Breast Cancer's growth continue as the changes implemented in the previous year have taken effect. We have reviewed and updated our charitable aims and objectives, completed the refurbishment of the Prevent Breast Cancer shop, invested in new tools to support online fundraising efforts, worked with partners to implement wide reaching awareness raising campaigns and redoubled our efforts to raise the £3.9million needed to build the National Breast Imaging Academy. We have also planned our first ever research conference, due to take place in September 2024.

- Total income is £1,472,692, compared with £1,448,751 in the previous year. This is lower than the forecast income due to pledged funding for the Academy not being received in this financial year, we are hopeful that this pledged donation will be received in 2025. Despite the pledged donation not being realised, all other major areas of fundraising have exceeded their targets for the year.
- We were awarded a two-year grant of £105,416 to recruit a Health Inequalities and Community Engagement Officer to increase uptake of breast screening in hardly reached communities, this income will be received in instalments over the next three financial years.
- Income from individual giving and legacies totalled £280,069, an increase of 33% on the previous year.
- Sporting Events continues to grow, seeing a 63% increase on the previous year and subsequently income from Gift Aid increased by 92%.
- Income from merchandise, following the shop refurbishment and investment in new lines, has grown by 39%.
- Digital Challenges have raised £76,598. This is a new area of fundraising being explored by the charity, and one we plan to build on in 2024/25.

This year the ongoing cost of living crisis has created an environment that makes fundraising an increasingly difficult task. Prevent Breast Cancer has also experienced resourcing constraints, with key roles not recruited. Despite these challenges our staff have performed beyond expectations with all major income streams seeing growth compared with the previous year.

Income Generated

Sport Challenges	£281,774
Donations & Legacies	£280,069
Trusts & Foundations	£204,458
Community Activity	£179,750
Corporate Fundraising	£127,056
Gift Aid	£79,325
Digital Challenges	£76,598
Gifts-in-Kind	£74,800
Charitable Activity - Coffee Bar	£65,110
Merchandise	£45,496
Investment Income, Bank Interest and other	£47,407
Events	£10,851
Total Income	£1,472,692

We offer our heartfelt thanks to our supporters across the UK and internationally who continue to fundraise and support the charity.

Our Expenditure for 2023/24:

How we spend our funds	
Charitable Activities	£1,299,381
Cost of Raising Funds	£267,761
Merchandise Costs	£21,095
Investment Management Fee	£5,773
Total Expenditure	£1,594,010

Consistent with other years, our charitable activities constitute the vast majority of expenditure, with other costs kept at a minimum. During the year under review, Prevent Breast Cancer spent £1,299,381 on charitable activities which is an increase of 55%. We spent £411,020 on the refurbishment of an existing space into the National Breast Imaging Academy Training Suite (more information can be found on page 20) and an additional £137,671 to fund new research. These expenses have created an operational deficit; however the funds were from restricted income secured from previous financial years.

There is £919,717 held as restricted income and carried forward to 2024-2025 for future charitable expenditure.

The key components of our charitable activities are research, raising funds to build a National Breast Imaging Academy, supporting the patients and providing services at The Nightingale Centre, communicating health messages about breast cancer and addressing health inequalities.

The below charts outline the breakdown of our Charitable Activity for the year 2023/2024 and future charitable expenditure held as restricted reserves.

Breakdown of Charitable Activity	
Patient Care and Services to the Centre	£693,669
Outreach and Awareness	£398,643
Research Grants	£146,547
Publicising and Disseminating Research	£41,194
Addressing Health Inequalities & Forever Manchester Grant	£19,328
Total Expenditure	£1,299,381

Future Charitable Expenditure Restricted Reserves	
National Breast Imaging Academy Capital Build	£500,345
Gene Research PHDs	£350,090
Addressing Health Inequalities and AWAHA Project	£46,788
Forever Manchester - Addressing Health Inequalities	£22,494
Total Restricted Reserves	£919,717

Reserves Policy

The Directors and Trustees believe that the charity should hold financial reserves, because it does not receive statutory funding and is entirely dependent on donations from the public and fundraising activities. This is inevitably subject to variation year to year. In addition, it requires the ability to continue operating and honouring grant commitments, should there be falls in income.

Prevent Breast Cancer takes a prudent approach to our finances, maintaining an appropriate level of free reserves to mitigate against the inherent uncertainties of annual fundraising and any significant and unexpected falls in income to ensure core activities can continue.

As of 31 March 2024, the charity holds reserves of £1,669,709, of which £919,717 are restricted funds. 54% of restricted reserves will fund the National Breast Imaging Academy, 38% are to fund the Doctor Alan H. Gowenlock PHD Studentship projects, with the remaining 8% reserved for Health Inequalities and Outreach activities.

Designated funds amount to £150,000 which have been allocated to the National Breast Imaging Academy.

The Trustees aim to keep in reserve six to nine months of core costs to guard against a worst-case scenario where the charity receives no income from any of its sources. These costs cover our office staff, support costs, critical fundraising activity and governance. They total £344,763 for six months.

Free reserves are £599,992, excluding the designated funds (in 2023 free reserves were £383,677). The charity currently holds over 10 months' worth of core costs. While this exceeds our reserve policy, the Board considers it acceptable, given that fundraising efforts have been largely focused on the Academy's capital project. Our goal is to begin awarding new research funding in 2025, starting with seed funding at our inaugural research conference and launching a new grant funding round.

Fundraising Costs Policy

The Trustees are committed to keeping the costs of our fundraising office as low as possible in order to maximise the income available for research projects and other charitable activities. The financial statements that follow demonstrate that most fundraising costs relate to essential items such as running successful fundraising events and campaigns, or stock purchased for trading.

In summary, we raised a total of £1,472,692 from donations and legacies, fundraising events, trading activities, funding from trusts, foundations and investments. We spent £1,299,381 on our core charitable activities and research grants, with a further £919,717 held in restricted reserves for future charitable expenditure.

Fundraising Approach

During the past year, the charity did not use fundraising agents and did not receive any complaints about our fundraising activities. The charity is a member of the Fundraising Regulator, and the fundraising team follows the Fundraising Regulator's Code of Practice. We strive always to act ethically and responsibly, using best practice when communication with our supporters, and we strictly adhere to General Data Protection Regulations (GDPR) and Privacy and Electronic Communications Regulations (PECR) in relation to data use and contacting supporters.

Investment Policy

Prevent Breast Cancer's investment objective is to invest funds not immediately required in order to achieve the best financial return within an acceptable level of risk, while maintaining a spread of liquidity to ensure that assets are available to meet cash flow requirements. In accordance with our ethical policy, we ensure that our investments do not conflict with our aim of breast cancer prevention.

The charity continues to work with Brewin Dolphin, an experienced firm of investment advisers, who manage our investments on a discretionary basis. The investment portfolios are managed in accordance with our Investment Policy.

In 2022, the charity decided to invest a significant portion of our cash reserves in high-interest bank accounts via the CAF Deposit Scheme, in partnership with Flagstone. This approach allows us to invest our reserve funds in high-interest bank accounts for various periods, maximizing returns over different time frames. Additionally, investing a significant part of our reserves in multiple banks through this scheme ensures greater protection of our funds under the Financial Services Compensation Scheme (FSCS).

The Trustees are satisfied with the investment performance and that it is in line with the investment objective set. The assets experienced an increase in value of £62,199 during this financial period. This is a significant improvement on the performance in the previous financial period and the charity remains confident in the management of its diversified portfolio by Brewin Dolphin and we are optimistic that future performance will continue to improve.



Structure, Governance and Management

Governing Documents

Prevent Breast Cancer is registered as a charitable company limited by guarantee constituted under a Memorandum of Association, and is a registered charity numbered 1109839. The management of the charity is the responsibility of the Directors and Trustees who are elected and co-opted under the terms of the Memorandum and Articles of Association.

Appointment of Trustees and Induction

New Trustees are nominated by Trustee Board members, invited to attend and observe at least two Board meetings and to meet with the Chief Executive, interviewed by a panel of Trustees for that purpose and appointed where they have the necessary skills to contribute to the charity's strategic leadership and development. On appointment they receive an induction pack, which comprises a range of information to support them in their new role. This encompasses the charity's strategy, structure, financial performance and forecast and an overview of Trustee's legal obligations. The pack includes governing documents and other relevant documentation available from the Charity Commission e.g., CC3 – The Essential Trustee and CC20 – Charity Fundraising: A Guide to Trustees' Duties. All new Trustees are introduced to the charity's staff team.

Trustees receive ongoing training whilst in post. This year they took part in a workshop focusing on the legal responsibilities of trustees, delivered by a charity solicitor. This training will be repeated annually alongside ad hoc training around focusing on specific issues related to Prevent Breast Cancer.

Organisation

The charity has successfully updated its governing document to reflect the changes implemented following the successful Board Effectiveness Review in December 2022. Updated governing document has been submitted to Companies House and the Charity Commission.

Prevent Breast Cancer has 11 trustees who meet quarterly to ensure that the charity is fulfilling its charitable objectives and to review the fundraising, trading and finance teams' performance in raising funds for research into breast cancer prevention. According to the governing document the maximum number of trustees can be 25 and the minimum number is four. Each member of the Trustee Board contributes a different area of expertise including medical, commercial, HR and public sector knowledge and experience. Two of the Trustees are directors of the dormant trading subsidiary. The Chief Executive Officer has been appointed by the Trustees to manage the day-to-day operations of the organisation.

Related Party Transactions

During the year payroll services were provided free of charge by Sheppards Chartered Accountants, a company in which Charles Levine (Trustee) is a director. The estimated value of such services is £2,800 (2023: £2,800) and therefore an equivalent amount has been included within gifts in kind.

Fees of £1,800 (2023: £1,122) were paid to Original Funbags. This company is considered a related party as Tammy Hopla (director of Original Funbags) was also a Trustee at the time of the transaction.

All Trustees and the Senior Leadership Team are required to complete a Register of Interest form annually. Any connection between a Trustee and key personnel or organisations is disclosed to the full Board of Trustees in the same way as any other contractual relationship with a related party. The Board adheres to our Conflict of Interest Policy to protect the integrity of Prevent Breast Cancer's decision-making process, to enable stakeholders to have confidence in the charity's reliability, and to protect the integrity and reputation of volunteers, staff and Directors

Pay Policy for Senior Staff

The Board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity. All Trustees donate their time and do not receive remuneration. Details of related party transactions are disclosed in notes 10 and 26 of the accounts.

The pay of the senior staff is reviewed annually by the People Committee and usually increased in accordance with salary scales set by the Board. Salaries are benchmarked against pay levels in the third sector, taking into account the type of charity, location, annual income and the number of employees.

Risk Management

The Trustee Board is committed to maintaining a strong risk management framework. The aim is to ensure that Prevent Breast Cancer makes every effort to manage risk appropriately by maximising potential opportunities, whilst minimising the adverse effect of risks. Oversight of risk is delegated to the Risk and Compliance Committee, which is comprised of four trustees and the Head of Operations.

The charity's risk policy is used to support our internal control systems, enabling the charity to respond to operational, strategic, and financial risks regardless of whether they are internally or externally driven. Risk policy objectives:

- To confirm and communicate the charity's commitment to risk management
- To establish a consistent framework and protocol for determining appetite for and tolerance of risk and for managing risk
- To assign accountability to management and staff for risks within their control and provide a structured process for risk to be considered, reported and acted upon throughout the organisation.

A risk register covering key strategic risks is maintained and reviewed at least twice a year by the Risk and Compliance Committee – more frequently where risks are known to be volatile. A more detailed operational risk register will be maintained in aspects where this is considered appropriate, taking account of the impact of potential risk and the cost benefit of the exercise.

The charity will continue to regularly review and monitor the effectiveness of its risk management framework and update it as appropriate. In 2023-2024, the Trustees assessed the major risks to which the charity is exposed, in particular those related to the reputation, operations and finances of the charity and were satisfied that systems are in place to manage exposure to the major risks.

The charity receives no statutory funding and is dependent entirely on the donations and fundraising activities of its staff, volunteers and supporters. Therefore, the ratio of income to expenditure is constantly highlighted as a key risk as we need to ensure we can continue to fund our ongoing charitable activities and research projects. The Trustees ensure that this risk is minimised by following the Reserves Policy, outlined on page 35

Reference and Administrative Details

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

L Barr

P S Glass

D Harris

T Hopla (Resigned January 2024)

J Humphris

C Lee-Jones

C J Levine - Treasurer

E O'Neal – Chair

S Saleh

Dr M Wilson

P Topham (appointed March 2024)

E Wilson (appointed 10 June 2024)

Key Management Personnel

N Barraclough - Chief Executive Officer

E Mellor - Head of Communication and Campaigns

J Ruth - Head of Income Generation

J Coleman-Reed - Head of Operations

Secretary

J M Glass

Company Registered Number

04831397

Charity Registered Number

1109839

Registered Office

Prevent Breast Cancer Research Unit
The Nightingale Centre
Wythenshawe Hospital
Southmoor Road
Manchester
M23 9LT

Auditors

Alliotts LLP
Chartered Accountants and Business Advisors
3 London Square
Cross Lanes
Guildford
Surrey
GU1 3DL

Bankers

Royal Bank of Scotland Plc.
38 Mosley Street
Manchester
M2 3AZ

Solicitors

Gunnercooke LLP
53 King Street
Manchester
M2 4LQ

Statement of Trustees' Responsibilities

The Trustees, who are also the directors of Prevent Breast Cancer Limited for the purpose of company law, are responsible for preparing the Trustees' Annual Report and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity 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 auditors are unaware, and
- 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 auditors are aware of that information.

The Trustees' Annual Report was approved by the Board of Trustees.


Eamonn O'Neal (Nov 27, 2024 12:47 GMT)

Eamonn O'Neal - Chairman

Date: **27/11/24**

Independent Auditor's Report

Opinion

We have audited the financial statements of Prevent Breast Cancer (the 'charity') for the year ended 31 March 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the 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 charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 charity 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 charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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

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

Extent to which the audit was considered capable of detecting irregularities, including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charitable company through discussions with trustees and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charitable company, including the Companies Act 2006, the Charities Act 2011, the Charities SORP, taxation legislation, data protection, anti-bribery, employment, environmental and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charitable company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

Audit response to risks identified

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- reviewed all transactions listed;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation; and
- enquiring of management as to actual and potential litigation and claims.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the Trustees and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.


Stephen Meredith for Alliotts (Nov 27, 2024 18:27 GMT)

(Statutory Auditor)
for and on behalf of Alliotts LLP

Date: 27/11/24

Chartered Accountants
3 London Square
Cross Lanes
Guildford
Surrey
GU1 1UJ

Alliotts LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

Statement of Financial Activities

including income and expenditure account for the year ended 31 March 2024

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
		2024	2024	2024	2023	2023	2023
	Notes	£	£	£	£	£	£
Income from:							
Donations and legacies	3	874,234	429,595	1,303,829	767,705	548,360	1,316,065
Charitable activities	5	65,110	-	65,110	59,159	-	59,159
Other trading activities	6	56,346	-	56,346	56,191	-	56,191
Investments	4	47,407	-	47,407	17,336	-	17,336
Total income		1,043,097	429,595	1,472,692	900,391	548,360	1,448,751
Expenditure on:							
Raising funds	7	294,629	-	294,629	305,777	-	305,777
Charitable activities	8	707,201	592,180	1,299,381	762,805	75,284	838,089
Total expenditure		1,001,830	592,180	1,594,010	1,068,582	75,284	1,143,866
Net gains/(losses) on investments	16	62,199	-	62,199	(35,150)	-	(35,150)
Net income/(expenditure)		103,466	(162,585)	(59,119)	(203,341)	473,076	269,735
Transfers between funds		80,807	(80,807)	-	22,787	(22,787)	-
Net movement in funds	9	184,273	(243,392)	(59,119)	(180,554)	450,289	269,735
Reconciliation of funds:							
Fund balances at 1 April 2023		565,719	1,163,109	1,728,828	746,273	712,820	1,459,093
Fund balances at 31 March 2024		749,992	919,717	1,669,709	565,719	1,163,109	1,728,828

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

as at 31 March 2024

			2024	2023
	Notes	£	£	£
Fixed assets				
Tangible assets	15		4,507	2,700
Investments	19		1	1
			<u>4,508</u>	<u>2,701</u>
Current assets				
Stocks	17	17,622		23,157
Debtors	18	81,479		35,162
Investments	20	868,830		794,241
Cash at bank and in hand		1,146,324		1,248,127
		<u>2,114,255</u>		<u>2,100,687</u>
Creditors: amounts falling due within one year	21	(300,485)		(289,642)
Net current assets			<u>1,813,770</u>	<u>1,811,045</u>
Total assets less current liabilities			<u>1,818,278</u>	<u>1,813,746</u>
Creditors: amounts falling due after more than one year	22		(148,569)	(84,918)
Net assets excluding pension liability			<u>1,669,709</u>	<u>1,728,828</u>
Net assets			<u>1,669,709</u>	<u>1,728,828</u>
The funds of the charity				
Restricted income funds	23		919,717	1,163,109
Unrestricted funds - general			599,992	383,677
Unrestricted funds - designated	27		150,000	182,042
			<u>1,669,709</u>	<u>1,728,828</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the trustees on


Eamonn O'Neal (Nov 27, 2024 12:47 GMT)

27/11/24

E O'Neal - Chairman
Trustee

Company registration number 04831397
(England and Wales)

Statement of Cash Flows

for the year ended 31 March 2024

		2024	2023
	Notes	£	£
Cash flows from operating activities			
Cash (absorbed by)/generated from operations	30	(134,357)	534,582
Investing activities			
Purchase of tangible fixed assets		(2,463)	(1,943)
Purchase of investments		-	(280,000)
Investment income received		35,017	7,947
Net cash generated from/(used in) investing activities		32,554	(273,996)
Net cash used in financing activities		-	-
Net (decrease)/increase in cash and cash equivalents		(101,803)	260,586
Cash and cash equivalents at beginning of year		1,248,127	987,541
Cash and cash equivalents at end of year		1,146,324	1,248,127

Notes to the Financial Statements

1. Accounting policies

Charity information

Prevent Breast Cancer is a private company limited by guarantee incorporated in England and Wales. The registered office is The Nightingale Centre, Wythenshawe Hospital, Southmoor Road, Manchester, M23 9LT.

1.1 Accounting convention

The accounts have been prepared in accordance with the Companies Act 2006 and "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 (FRS 102)" (as amended for accounting periods commencing from 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

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

The financial statements have been prepared under the historical cost convention, modified to include current asset investments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations and trading income are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Fundraising costs are those incurred in generating funds and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management carried out in house.

Overheads have been allocated on the basis of actual spend by activity.

Grants

Grants payable are charged in the year when the offer is made, except in those cases where the offer is conditional, such grants being recognised as expended resources when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year-end are treated as designated funds and are not accrued as expended resources.

On occasions funds are raised that relate to specific grants that have been awarded in the previous year from unrestricted funds, or for multi-year grants that have been awarded in an earlier year. The funds raised are restricted funds and transfers between funds are made to ensure that the restricted funds are used for their intended purpose.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers 20% straightline

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2. Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Critical judgements

Current asset investments

All investment assets at year-end are categorised as current asset investments. The trustees have given consideration as to how the investment portfolio is used in the future and believe that the the portfolio is more likely to be utilised/liquidated within a period of one year.

Premises costs

The charity utilises office space without payment of rent at the Wythenshawe Hospital. The value of this gift in kind is deemed to be nil as the trustees are not able to quantify an appropriate equivalent rent.

3 Donations and legacies	Unrestricted funds 2024	Restricted funds 2024	Total 2024	Unrestricted funds 2023	Restricted funds 2023	Total 2023
	£	£	£	£	£	£
Donations and gifts	647,584	429,595	1,077,179	655,621	548,360	1,203,981
Legacies receivable	151,850	-	151,850	55,284	-	55,284
Donated goods and services	74,800	-	74,800	56,800	-	56,800
	874,234	429,595	1,303,829	767,705	548,360	1,316,065

Funds of £350,000 formally pledged towards the building cost of the National Breast Imaging Academy have not been recognised as income and therefore are not included in restricted funds to 31st March 2024 as they are conditional on the target of £3.9 million being reached to finance the project. The charity is confident that the remaining funds required will be raised within the next 12 months. Costs incurred applying for the pledged donations have been accounted for in this financial year.

4	Income from investments		Unrestricted funds	Unrestricted funds
			2024	2023
			£	£
	Interest from investments		18,163	11,007
	Interest receivable		29,244	6,329
			47,407	17,336
5	Charitable activities		2024	2023
	Patient Care and Services to the Centre		£	£
	Coffee Bar Income		64,657	57,846
	Donations to the Coffee Bar		453	1,313
			65,110	59,159
6	Other trading activities	Unrestricted funds	Restricted funds	Total
		2024	2024	2024
		£	£	£
	Fundraising events	11,132	-	11,132
	Merchandise sales	45,214	-	45,214
	Other trading activities	56,346	-	56,346
	For the year ended 31 March 2023	56,191	-	56,191

7 Expenditure on raising funds	2024 £	2023 £
Fundraising and publicity		
Events, income generation and promotion costs	34,962	52,515
Fundraising agents	115,776	140,039
Staff costs	99,178	77,203
Support costs	17,845	20,834
Fundraising and publicity	267,761	290,591
Trading costs		
Merchandise costs	21,095	9,178
Investment management	5,773	6,008
	294,629	305,777

8 Charitable Activities

	Patient Care /Nightingale Centre	Outreach and Awareness	Publicising Research and Results	Health Inequalities	Research Grants	Forever Manchester	Total 2024	Total 2023
	£	£	£	£	£	£	£	£
Staff costs	161,031	119,292	21,834	12,055	-	2,459	316,671	279,340
Charitable expenditure	490,624	255,206	16,865	217	-	3,426	766,338	203,554
	651,655	374,498	38,699	12,272	-	5,885	1,083,009	482,894
Grant funding of activities (see note 11)	-	-	-	-	137,671	-	137,671	271,860
Share of support costs (see note 12)	34,762	19,977	2,064	655	7,344	314	65,116	72,908
Share of governance costs (see note 12)	7,252	4,168	431	137	1,532	65	13,585	10,427
	693,669	398,643	41,194	13,064	146,547	6,264	1,299,381	838,089
Analysis by fund								
Unrestricted funds	269,209	380,605	41,194	792	9,137	6,264	707,201	
Restricted funds	424,460	18,038	-	12,272	137,410	-	592,180	
	693,669	398,643	41,194	13,064	146,547	6,264	1,299,381	
For the year ended 31 March 2023								
Unrestricted funds	203,815	244,198	12,915	-	301,877	-		762,805
Restricted funds	33,972	41,312	-	-	-	-		75,284
	237,787	285,510	12,915	-	301,877	-		838,089

9 Net movement in funds	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Exchange losses	7,357	6,334
Fees payable for the audit of the charity's financial statements	9,444	10,260
Depreciation of owned tangible fixed assets	656	516

10 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, Nil Trustees were reimbursed their travelling expenses (2023 - One trustee was reimbursed their travelling expenses for a total of £104).

11 Grants payable	2024	2023
	£	£
Grants to institutions:		
University of Southampton	-	39,871
Manchester Cancer Research Centre	-	99,963
Oxford Brookes University	-	29,772
University of Manchester	137,671	89,564
Other	-	12,690
	137,671	271,860

12 Support costs	Support costs	Governance costs	2024	2023
	£	£	£	£
Depreciation	656	-	656	516
Staff expenses	7,357	-	7,357	6,334
Staff training	2,518	-	2,518	4,561
Printing and stationery	3,523	-	3,523	3,178
IT/website costs	10,735	-	10,735	10,829
Insurance	3,649	-	3,649	3,472
Bank and Streamline charges	21,267	-	21,267	12,602
Legal and professional charges	24,965	5,241	30,206	29,536
Other office costs	2,411	-	2,411	18,280
Payroll	2,800	-	2,800	2,800
Audit fees	-	9,444	9,444	10,260
Accountancy	-	1,980	1,980	1,800
	79,881	16,665	96,546	104,168
Analysed between				
Fundraising	14,765	3,080	17,845	20,833
Charitable activities	65,116	13,585	78,701	83,335
	79,881	16,665	96,546	104,168

13 Employees

Number of employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Administration	1	1
Operations	2	1
Charitable Activity	5	7
Generating Funds	6	4
	<u>14</u>	<u>13</u>

The full time equivalent for employees during the year was:

	2024 Number	2023 Number
Administration	1	1
Operations	2	1
Charitable Activity	4	6
Generating Funds	5	4
	<u>12</u>	<u>12</u>

Employment costs

	2024 £	2023 £
Wages and salaries	378,063	322,164
Social security costs	29,671	27,274
Other pension costs	8,115	7,105
	<u>415,849</u>	<u>356,543</u>

The number of employees whose annual remuneration was £60,000 or more were:

	2024 Number	2023 Number
£60,000 - £70,000	<u>1</u>	<u>1</u>

14 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

15 Tangible fixed assets

Computers
£

Cost

At 1 April 2023 4,622

Additions 2,463

Disposals (1,344)

At 31 March 2024 5,741

Depreciation and impairment

At 1 April 2023 1,922

Depreciation charged in the year 656

Eliminated in respect of disposals (1,344)

At 31 March 2024 1,234

Carrying amount

At 31 March 2024 4,507

At 31 March 2023 2,700

16 Gains and losses on investments

Unrestricted
funds
2024
£

Unrestricted
funds
2023
£

Gains/(losses) arising on:

Revaluation of investments 62,199 (35,150)

17 Stocks

2024
£

2023
£

Finished goods and goods for resale 17,622 23,157

18 Debtors	2024 £	2023 £
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Amounts falling due within one year:

Trade debtors	18,440	503
Other debtors	54,991	23,855
Prepayments and accrued income	8,048	10,804
	<u>81,479</u>	<u>35,162</u>

19 Fixed asset investments	Other investments £
----------------------------	---------------------------

Cost or valuation

At 1 April 2023	1
At 31 March 2024	<u>1</u>

Carrying amount

At 31 March 2024	<u>1</u>
At 31 March 2023	<u>1</u>

		2024 £	2023 £
Other investments comprise:	Notes		
Investments in subsidiaries	28	<u>1</u>	<u>1</u>

Fixed asset investments revalued

Other investments are held at historical cost whilst the listed investments are held at their fair value.

20 Current asset investments	2024 £	2023 £
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Listed investments	<u>868,830</u>	<u>794,241</u>
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Included in current asset investments is £20,796 (2023: £25,160) of cash held within the portfolio.

21	Creditors: amounts falling due within one year	2024 £	2023 £
	Other taxation and social security	9,834	5,138
	Trade creditors	56,486	41,397
	Grants payable	158,112	182,161
	Other creditors	5,142	4,444
	Accruals and deferred income	70,911	56,502
		<u>300,485</u>	<u>289,642</u>

22	Creditors: amounts falling due after more than one year	2024 £	2023 £
	Grants payable	<u>148,569</u>	<u>84,918</u>

23 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Balance at 1 April 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2024 £
AWHA Projects	16,786	-	-	-	16,786
Forever Manchester and NHS Charities Together Project	-	28,375	(5,881)	-	22,494
Research Salary	-	1,000	-	(1,000)	-
Investigating The Effects of Preventative Tamoxifen	-	15,850	-	(15,850)	-
Predicting the Outcomes of Risk-Adapted Screening (POSSUM)	-	400	-	(400)	-
Alcohol Consumption and Increased Risk of Breast Cancer	-	18,175	-	(18,175)	-
Investigating Prevention Using a Human Tissue Ex-Plant Model	-	21,500	-	(21,500)	-
Breast Cancer in Younger Women	-	25,980	-	(25,980)	-
Addressing Health Inequalities	10,100	32,175	(12,275)	2	30,002
Outreach and Awareness	-	10,058	(12,154)	2,096	-
Training Suite for National Breast Imaging Academy	411,020	-	(411,020)	-	-
Building the National Breast Imaging Academy	237,703	262,642	-	-	500,345
Academy Fundraising Campaign	-	13,440	(13,440)	-	-
Genes PHD to be allocated	350,090	-	-	-	350,090
Search for Hidden BRCA Mutations PHD	137,410	-	(137,410)	-	-
	<u>1,163,109</u>	<u>429,595</u>	<u>(592,180)</u>	<u>(80,807)</u>	<u>919,717</u>

23 Restricted funds

	Previous year:	Balance at 1 April 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2023 £
AWHA Projects		16,786	-	-	-	16,786
Breast Cancer Awareness Videos		38	210	(248)	-	-
BRCA2 and PALB2 Research Project		-	22,787	-	(22,787)	-
Gene PHDs		487,500	-	-	-	487,500
Addressing Health Inequalities		10,000	100	-	-	10,100
Building the National Breast Imaging Academy		198,496	39,207	-	-	237,703
Academy Fundraising Campaign		-	19,804	(19,804)	-	-
Training Suite for National Breast Imaging Academy		-	411,020	-	-	411,020
Investigating The Effects of Preventative Tamoxifen		-	10,000	(10,000)	-	-
Alcohol Consumption and Increased Risk of Breast Cancer		-	4,168	(4,168)	-	-
House of Commons Event		-	2,500	(2,500)	-	-
Outreach and Awareness		-	38,564	(38,564)	-	-
		712,820	548,360	(75,284)	(22,787)	1,163,109

Transfers between funds are made to represent amounts where expenditure for restricted causes has been recognised in unrestricted funds prior to the incoming related resources.

23. Restricted funds

AWHA projects

The Asian Women's Health Awareness Campaign will research how to better promote the importance of breast screening to ethnic minority communities from South Asia. This work stream is part of our Health Inequalities fund.

Forever Manchester and NHS Charities Together Project

Two-year grant to support our work in addressing health inequalities. Funding for the hire of a Health Inequalities Officer and to enhance our efforts to improve breast screening uptake among different communities in Manchester.

Research Salary

Funding towards one weekly session of Professor Tony Howell's clinical and research time.

Investigating the Effects of Preventative Tamoxifen

Research to compare the make-up of breast tissue from women in clinical trials before and after they take preventative drugs, to find markers of whether women are responding or not to the intervention.

Predicting the Outcomes of Risk-Adapted Screening (POSSUM)

This project focuses on enhancing early detection and breast cancer screening through the use of microsimulation—a sophisticated computer programme that analyses data to predict the outcomes of risk-adapted screening.

Alcohol Consumption and Increased Risk of Breast Cancer

Study to investigate the best ways to increase awareness of the link between alcohol and breast cancer risk in middle-aged women.

Investigating Prevention Using a Human Tissue Ex-Plant Model

Researchers will conduct in-depth studies to determine if our ex-plant models maintain key cell types, gene expression, and respond to treatment similarly to matching breast tissue samples from clinical prevention trials. Once fully verified, this lab-based model will provide a platform for testing new prevention treatments for women at high risk of developing breast cancer.

Breast Cancer in Younger Women

This study aims to improve risk estimates for breast cancer in younger women (known as young onset breast cancer, YOBC), for whom cancer is typically more aggressive and has differing risk factors to postmenopausal breast cancer.

Addressing Health Inequalities

Funds to enable the charity to develop its strategy and expand its outreach work and communication campaigns aimed at communities around Greater Manchester where uptake of breast screening is low. Includes funding to deliver a series of roundtable meetings for researchers, community groups and other stakeholders working in this area.

Outreach and Awareness (Health Promotion)

Activity (in person and online) which seeks to raise awareness of breast cancer signs, symptoms and risk factors and the importance of breast screening among women.

Training Suite for National Breast Imaging Academy

Refurbishment of existing space within The Nightingale Centre to create a multi-functional training suite, which will form part of the wider National Breast Imaging Academy programme.

Building the National Breast Imaging Academy (NBIA)

A capital project to raise funds to build a National Breast Imaging Academy (NBIA), which will be attached to The Nightingale Centre and Prevent Breast Cancer Research Unit in Manchester. More information about this project can be found within the Trustees Report.

Academy Fundraising Campaign

Funding secured to assist with the research and planning phase required to launch and operate our capital campaign which aims to raise funds to build a National Breast Imaging Academy (NBIA).

BRCA Gene PhD Research

Restricted income received from a legacy to create the Doctor Alan H. Gowenlock PhD Studentship award. The funds will enable the Prevent Breast Cancer scientists to continue their research into how the BRCA genes work and why they cause such a dramatic increase in breast cancers.

Search for Hidden BRCA Mutations

The first project awarded as part of the Doctor Alan H. Gowenlock PHD Studentship Award. The search for other hidden DNA mutations is ongoing and this PhD studentship will carry out research aiming to uncover more mutations in non-coding DNA.

24	Analysis of net assets between funds	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
	At 31 March 2024:			
	Tangible assets	4,507	-	4,507
	Investments	1	-	1
	Current assets/(liabilities)	894,053	919,717	1,813,770
	Long term liabilities	(148,569)	-	(148,569)
		<u>749,992</u>	<u>919,717</u>	<u>1,669,709</u>

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 March 2023:			
Tangible assets	2,700	-	2,700
Investments	1	-	1
Current assets/(liabilities)	647,936	1,163,109	1,811,045
Long term liabilities	(84,918)	-	(84,918)
	<u>565,719</u>	<u>1,163,109</u>	<u>1,728,828</u>

25	Operating lease commitments	2024 £	2023 £
	Lessee		
	At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:		
	Within one year	2,184	1,498
	Between two and five years	<u>5,460</u>	<u>3,369</u>
		<u>7,644</u>	<u>4,867</u>

26 Related party transactions

The remuneration of key management personnel is as follows:

	2024 £	2023 £
Aggregate compensation	181,795	181,964

During the year invoices to the value of £5,168 (2023: Nil) were paid to Gunnercooke Solicitors. This firm is considered a related party as Joe Glass (a Partner at Gunnercooke Solicitors) is married to Pam Glass and is also the Company Secretary. No creditor remained outstanding at the year end (2023: Nil).

During the year fees of £1,800 (2023: £1,122) were paid to Original Funbags. This company is considered a related party as Tammy Hopla (director of Original Funbags) is also a Trustee of Prevent Breast Cancer. No creditor remained outstanding at the year end (2023: £nil).

During the year payroll services were provided free of charge by Sheppards Chartered Accountants, a company in which Charles Levine is a director. The estimated value of such services is £2,800 (2023: £2,800) and therefore an equivalent amount has been included within gifts in kind.

27 Designated funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	Balance at 1 April 2022 £	Expenditure £	Balance at 1 April 2023 £	Expenditure £	Transfers £	Balance at 31 March 2024 £
Research salaries	3,050	-	3,050	(3,050)	-	-
National Breast Imaging Academy	150,000	-	150,000	-	-	150,000
Database & refurbishments	40,000	(11,008)	28,992	-	(28,992)	-
Grants	200,000	(200,000)	-	-	-	-
	393,050	(211,008)	182,042	(3,050)	(28,992)	150,000

28 Subsidiaries

Details of the charity's subsidiaries at 31 March 2024 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Prevent Breast Cancer Trading Company Limited	England	Dormant	Ordinary	100.00	

29 Analysis of changes in net funds

The charity had no material debt during the year.

30 Cash generated from operations	2024 £	2023 £
(Deficit)/surplus for the year	(59,119)	269,735
Adjustments for:		
Investment income recognised in statement of financial activities	(47,407)	(13,953)
Fair value gains and losses on investments	(62,199)	29,141
Investment charges	-	6,008
Depreciation and impairment of tangible fixed assets	656	515
Movements in working capital:		
Decrease/(increase) in stocks	5,535	(8,309)
(Increase) in debtors	(46,317)	(4,427)
Increase in creditors	74,494	255,872
Cash (absorbed by)/generated from operations	(134,357)	534,582





Prevent Breast Cancer

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Using Science to Save Lives

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