

HEARTBURN CANCER UK

England & Wales · Charity number 1136413

Details

Other names HEARTBURN CANCER AWARENESS AND SUPPORT

Status Registered

Legal form Charitable company

Company number [07227937](#)

Registered 2010-06-17

Register [View on the Charity Commission register](#)

Contact

Address Absolutely Offices Ltd
Grove House
Lutyens Close
Lychpit
Chineham
BASINGST

Phone 01256338668

Email info@heartburncanceruk.org

Website www.heartburncanceruk.org

Activities

Objects: THE COMPANY HAS BEEN ESTABLISHED FOR THE FOLLOWING OBJECTS (THE 'OBJECTS'):THE RELIEF OF SICKNESS OF PERSONS SUFFERING FROM HEARTBURN, REFLUX, BARRETTS OESOPHAGUS, CARDIA AND CARDIA AND OESOPHAGEAL CANCER AND RELATED DISEASES AND THE PROVISION OF FACILITIES FOR THE DETECTION AND TREATMENT OF THE SAID DISEASES AND BY PAYMENT TOWARDS THE MAINTENANCE AND RUNNING COSTS OF SUCH FACILITIES; AND/OR THE ADVANCEMENT OF EDUCATION OF THE PUBLIC AND MEDICAL PROFESSION IN ALL ASPECTS OF HEARTBURN, REFLUX, BARRETTS OESOPHAGUS, CARDIA AND CARDIA AND OESOPHAGEAL CANCER AND RELATED DISEASES INCLUDING, BY PROMOTING RESEARCH INTO ITS CAUSES, PREVENTION, TREATMENT AND CURE; AND SUCH OTHER CHARITABLE OBJECTS CONSISTENT WITH THE ABOVE WHICH THE TRUSTEES IN THE ABSOLUTE DISCRETION DETERMINE.

Activities: HCUK works to raise awareness and to educate the public and the medical profession about heartburn, reflux, Barrett's Oesophagus, oesophageal adenocarcinoma, cardia and related diseases. It

provides facilities for the detection and treatment of such diseases, promotes research into causes, prevention, treatment and cure. It supports people suffering from symptoms and also post-operative.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, The General Public/mankind

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£216,695	£292,234	-	-
2024-04-30	£275,737	£235,134	-	-
2023-04-30	£174,913	£115,820	-	-
2022-04-30	£167,898	£136,092	-	-
2021-04-30	£124,297	£104,161	-	-

Trustees

Name	Role	Appointed
Mimi Erica MCCORD	Chair	
BERYL ANNE HUNTINGDON		2014-01-01
Dr OLIVER JOHN STOVIN		2022-04-28
Joanna Dawn Stevenson		2023-12-01
Michael John Charles Farrier		2023-11-01
Professor Rebecca Clare Fitzgerald		
Rowena Melynda Somerville-Cotton		2026-05-21

Accounts

REGISTERED COMPANY NUMBER: 07227937 (England and Wales)
REGISTERED CHARITY NUMBER: 1136413

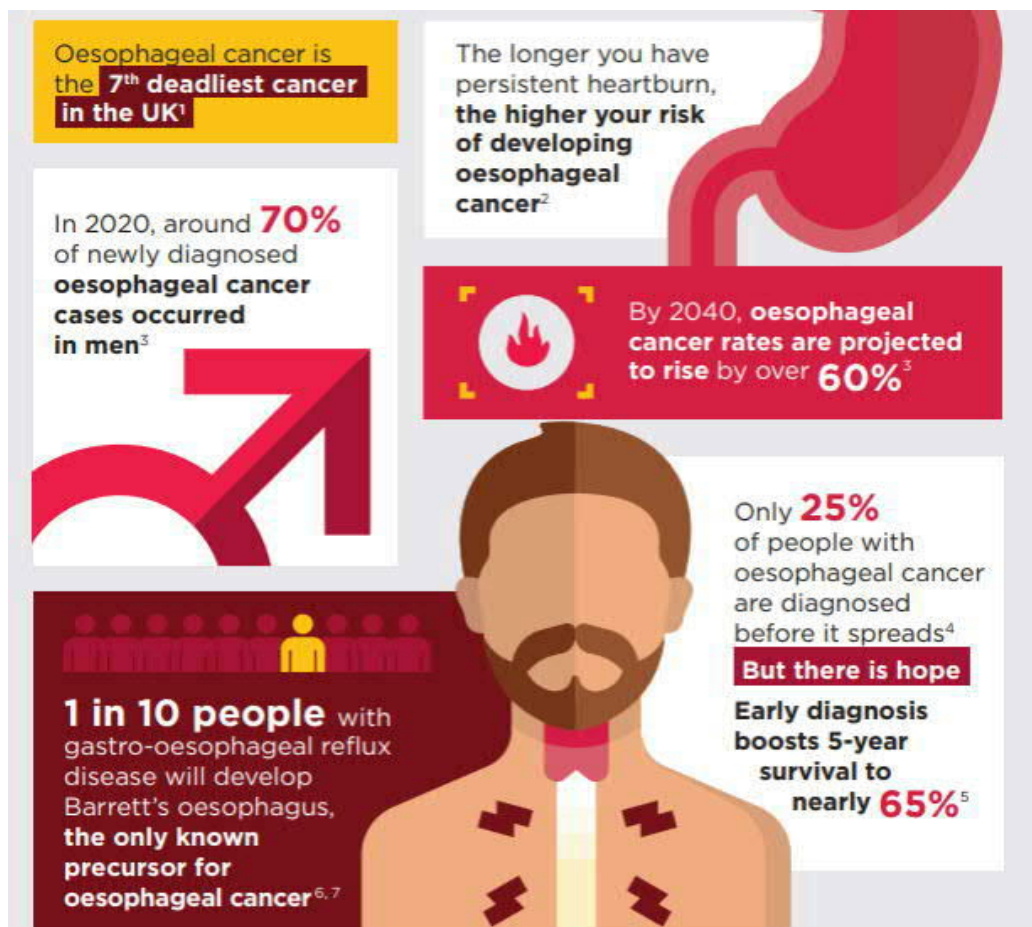
**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2025
FOR
HEARTBURN CANCER UK**

Hopper Williams & Bell Limited
Chartered Accountants
Highland House
Mayflower Close
Chandler's Ford
Eastleigh
Hampshire
SO53 4AR

HOW

HEARTBURN CANCER UK

Heartburn Cancer UK Annual Report & Financial Statement FY2024/2025



HEARTBURN CANCER UK

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FOR THE YEAR ENDED 30 APRIL 2025**

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REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2025

TRUSTEES	Professor R C Fitzgerald Ms B A Huntingdon W Mathers Mrs M E McCord Dr O J Stovin T J Underwood (resigned 6.6.2024) M J C Farrier Ms J Stevenson Timini Professor S Markar (appointed 25.7.2024)
REGISTERED OFFICE	Grove House Lutyens Close Chineham Court Basingstoke Hampshire RG24 8AG
REGISTERED COMPANY NUMBER	07227937 (England and Wales)
REGISTERED CHARITY NUMBER	1136413
INDEPENDENT EXAMINER	Hopper Williams & Bell Limited Chartered Accountants Highland House Mayflower Close Chandler's Ford Eastleigh Hampshire SO53 4AR

Welcome - a message from our chair and founder

Mimi McCord

My husband Mike suffered from persistent heartburn all his adult life. I would buy antacids regularly in our weekly shop and think nothing of it until the day a piece of toast got stuck in his throat. A few weeks later, a consultant said, "It's cancer." He died nine weeks later aged just 47. If I knew then what I know now, he would still be alive

'What I know now is persistent heartburn is not normal.'

It doesn't mean you have cancer. And short bouts of heartburn, acid reflux, indigestion (it's all the same thing) can just be related to having a meal too late one night; eating on the run; overindulging.

But, if it keeps coming back, or you, your partner, or a family member or friend regularly buy over the counter or off-the-shelf treatments, you MUST speak to your doctor and get it checked out, properly.

And go back again if you keep having a problem.

For the last 20 years, I've been determined to do what I can to help other families avoid the tragedy that hit mine - so very hard.

8,000 people a year die of cancer of the oesophagus, often because they didn't know the warning signs or realise that many cases are preventable.

Cancer of the oesophagus is the UK's 7th most deadly cancer, and the 4th most common cause of cancer death in men.

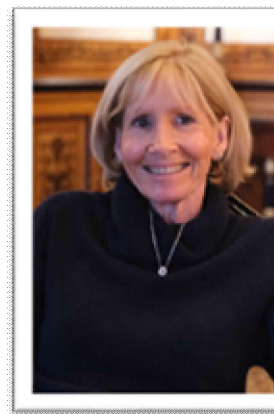
The incidence is growing here, in the Western world, for reasons we're not entirely sure of yet, but which might be connected to more inactivity, worse diets and bigger waistlines.

There are no survival statistics for stage four metastatic oesophageal cancer, which has spread away from the original site. The only chance we have is catching it early.

We will continue **demanding hope,**
demanding change for the future - in the
name of those we've lost.



Mimi McCord,
Founder and Chairman



Who We Are

Heartburn Cancer UK are the country's leading specialist Barrett's oesophagus and oesophageal cancer charity.

Our charity promotes more **awareness** of the symptoms of oesophageal cancer and is demanding more action for oesophageal cancer survival.

We want every adult in the country to know that persistent heartburn is not normal and long-term self-medicating isn't a good solution.

We want a Barrett's diagnosis to be seen as a gift.

We provide trusted information and support those who are worried or diagnosed with Barrett's or OC and their loved ones.

Our aim is for them to have **support** so they do not feel lost or alone - whatever their diagnosis is.

We work with a network of people to keep more people alive: with academics, with NHS cancer alliances, with NICE, with medical device developers, with private clinics - anyone who has the same aim as us.

And we're increasingly challenging the status quo on behalf of patients. We think they deserve better.

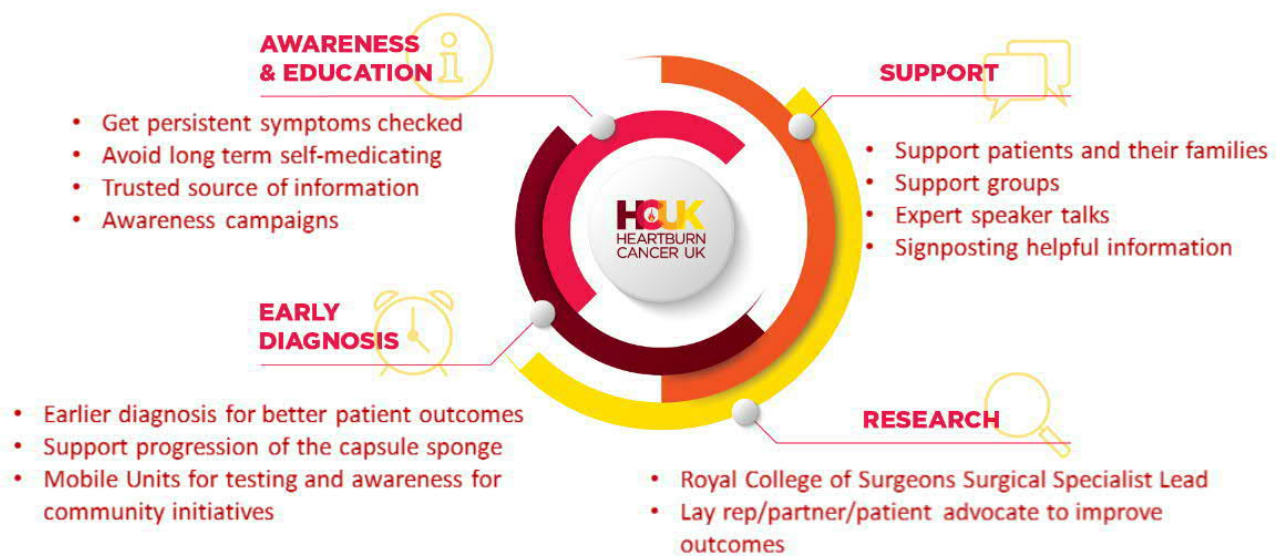
We are their advocates, their support, their translators.

Heartburn Cancer UK is demanding more hope for patients by increasingly supporting **early diagnosis** tools and techniques – such as the capsule sponge test, which we want to see in all UK GP surgeries.

We stand alongside medical professionals, contribute to medical guidance like NICE and support the Royal College of Surgeons Surgical Specialist Lead for oesophageal adenocarcinoma. This role has responsibility both for the development of clinical networks to deliver multi-centre studies as well as ensuring that the studies are relevant to their subspecialty and their patients. These are important areas of **research** which will help improve patient outcomes.

Our Mission and Focus

To be a respected UK source of awareness and information on the risks of ignoring persistent heartburn, encouraging the public to seek medical advice, to champion research to enable an earlier diagnosis to save lives, and to support those living with reflux, Barrett's oesophagus and oesophageal cancer.



Our 24/25 Highlights

We are strongly continuing to highlight the focus of the charity to raise awareness of the possible dangers of ignoring persistent heartburn and its link to Barrett's and Oesophageal cancer. This will enable an earlier diagnosis of cancer when curative treatment is still possible. In the 20 plus years of the charity's existence the prognosis for this cancer remains appalling. We are also actively supporting the progress of capsule sponge testing which needs to be more widely available so that persistent symptoms can be checked more easily, allowing patients with a positive result to have an endoscopy and faster access to treatment and those with a negative result, peace of mind.

Campaigns - More than Just Heartburn Campaign

A particular highlight has been our More Than Just Heartburn Campaign. This has been a very successful collaboration with Wessex Cancer Alliance and Costello Medical for Oesophageal Cancer Awareness Month 2025. The campaign collateral and imagery put patients' personal stories at the heart of our activity. This was supported by medical professionals videos, bitesize statistics, symptom and disease awareness, lifestyle changes and a call to action to get checked. Some of the activities included:

- Lighting up Portsmouth's Spinnaker Tower in HCUK colours to look like a flame;
- Sharing 12 powerful patient stories online and across social media;
- Running an extensive social media campaign through February and into March;
- Outdoor advertising and posters across fuel stations and high-footfall areas;
- Dedicated online information hubs for the public and healthcare professionals;
- Community engagement events across Hampshire and Dorset using our mobile diagnostic unit acting as a mobile billboard;
- Traditional media, including The Sun, Daily Mail, and more;
- Sponsored community radio, featuring on BBC Radio Solent/Radio Victory and a custom campaign jingle on local radio;
- Campaign packs to hundreds of GP surgeries and pharmacies; and
- Connecting with local business to share awareness material via internal communication channels.

In March we continued the campaign working with Derby and Derbyshire ICB and East Midlands Cancer Alliance with similar activities. This included the BBC featuring a patient story.

The collateral, learnings and evaluation can all be used in collaboration with other cancer alliances to deliver similar campaigns around the country.

Costello medical received a bronze award in the disease and public awareness awards category at the PMI awards for the work delivered through this successful partnership.

Traditional media achieved an estimated 2.9 million views and estimated audience of 278M across press coverage.

Our website saw a 56% increase in visits and an 87% increase to the 'your stories' page.

Meanwhile social media had a 650% average increase in impressions, 278% average increase in post interactions and 66% average increase in followers.

It was also an incredible highlight and proud moment to attend the Third Sector awards in September and receive the award for 'Small Charity, Big Achiever' For our Demanding Hope Campaign in February 2024. This campaign included nationwide press coverage and our own capsule sponge testing initiative which resulted in a published paper by our supporting clinical colleagues at The Cleveland Clinic and a higher Barrett's pick-up in patients, double the normal expectation.

Awareness

In addition to our campaigns, work on our social media and website remain a major element of HCUK's awareness work and trusted information. The HCUK website continues to develop in content and widen its exposure. Social media channels were and continue to be exploited to their maximum potential with available resources. This has significantly increased our ability to support patients and carers impacted by Barrett's and Oesophageal Cancer.

Presentations or stands raising awareness and sharing what HCUK do were delivered at North Hants Prostate Cancer Support Group, Cancer Alliances, The Cambridge Symposium and with the met police.

We also added a couple of items to our patient and health care professional resources following its success during our more than just heartburn campaign.

Support

In addition to our physical Support Groups and our online Facebook Support Group, we've continued with the development of our patient app. Progress has unfortunately been slower than planned due to delays with the developer. When complete this will include Trusted Information, Health cards, My health tracker, People Like Me community and a Get Involved section and will help those impacted after a diagnosis not to feel lost or alone.

Our expert speaker sessions for patients have continued included titles including: Treatments for Reflux, Hiatus Hernia, Diet after oesophagostomy and The Impact of Gut Bacteria When Reflux Meds Don't Work. These have been well received by those attending and we have created blogs from the talks providing helpful take aways so others can benefit from the content.

Research

We continue to support several research initiatives that might improve earlier diagnosis or better patient outcomes. This includes supporting the Royal College of Surgeons Surgical Speciality Lead role. We were involved in the selection of a new candidate for this role. We remain passionate about capsule sponge testing being more widely available for triaging patients with symptoms, case finding, Barrett's surveillance and screening. We were a named partner on Cytoprime2 a study gathering further evidence for Capsule Sponge in primary care. We are also a partner on The Compass project which will see capsule sponge being used in two selected Boots and some community pharmacies in Nottingham and London. This will help shape this pathway for greater access to the capsule sponge. We have also provided posters and patient diet and lifestyle leaflets for the BEST4 mobile unit that are working to provide evidence for capsule sponge as a screening test that will save lives. We've been involved in various other projects including the GOLF study comparing LINX and fundoplication. We also sit on the NOGCA PPI forum.

Earlier Diagnosis and our Mobile Diagnostic Units

We continue to support the progress of the capsule sponge test and are committed to helping it become more widely available. Tariffs are available for its use in secondary care and community diagnostic centres but its wider use especially in primary care as a triage for reflux referral would make the difference required. We have actively encouraged British Society of Gastroenterology and NICE to make updates to their guidance to strongly support use of the sponge in this area as reflected in European guidance.

Our mobile units have been involved in awareness activity this year but we are working on plans for them to support capsule sponge testing again in 2026.

Trustees

Professor Tim Underwood stepped down after several years as a Trustee and we thank him for his support. We were delighted that Tim agreed to be an Honorary Life Governor and we were able to welcome Professor Sheraz Markar as a Trustee.

Financial Summary – FY24/25

Financial Performance Review

This financial year has been more challenging. After five years of positive growth we saw a downturn in our income. This was an impact the wider charity sector has been experiencing. To ensure the charity is able to remain viable in the future we took the difficult decision to reduce the size of the team by one. This will be reflected within the next financial year. We also reviewed our external suppliers and expenditure to make necessary reductions until income improves and made income driving plans.

Fundraising included our dedicated supporters running marathons in London, Liverpool, Paris and Chicago. An Ironman in Wales and a London to Brighton Ultra and a continued mission to Climb 214 peaks in memory of a loved one to name a few. Churston Golf Club raised funds for us and a wonderful Farmer Christmas event took place with tractors decorated in awareness banners. Finlay Brewer held a Carol Concert and we received proceeds from The Emsworth Relay.

We were very fortunate to have had the continuing support of Costello Medical, who provided pro-bono work to the value of £52,861 for helping deliver our Feb OC awareness campaign 'More than just heartburn which they had worked with us to robustly research and plan the previous year. This has been a mutually enjoyable and beneficial collaboration.

Absolutely Offices very kindly donate our office space and Bull By The Horns PR work is generously donated at £350 a day rather than £500.

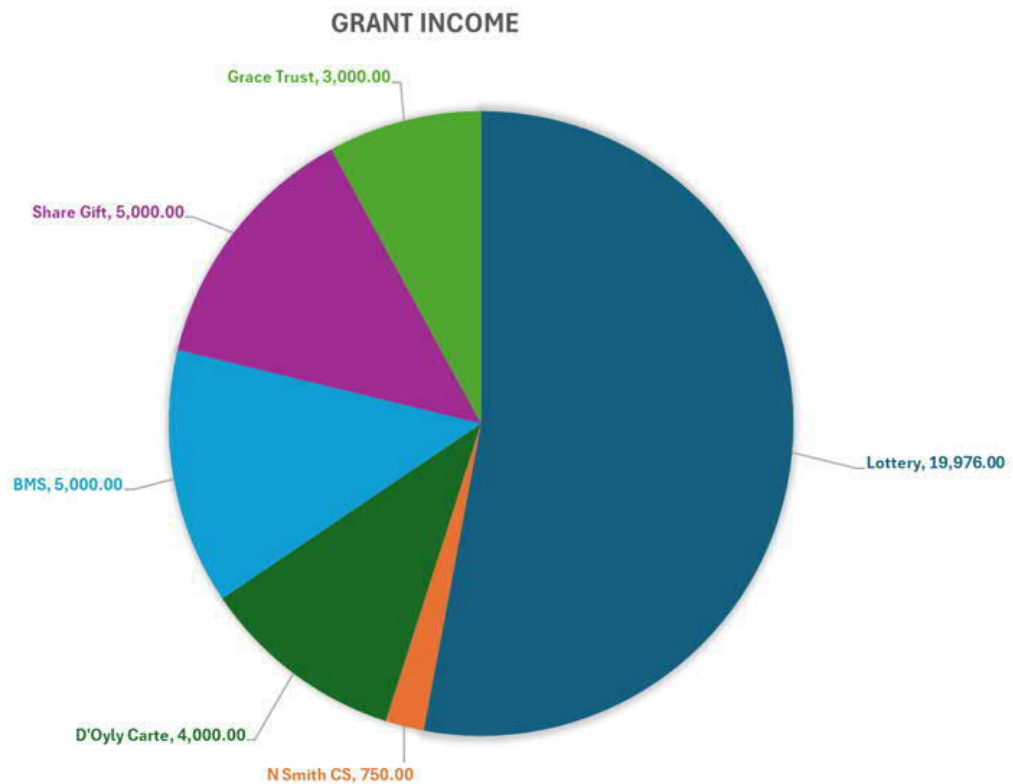
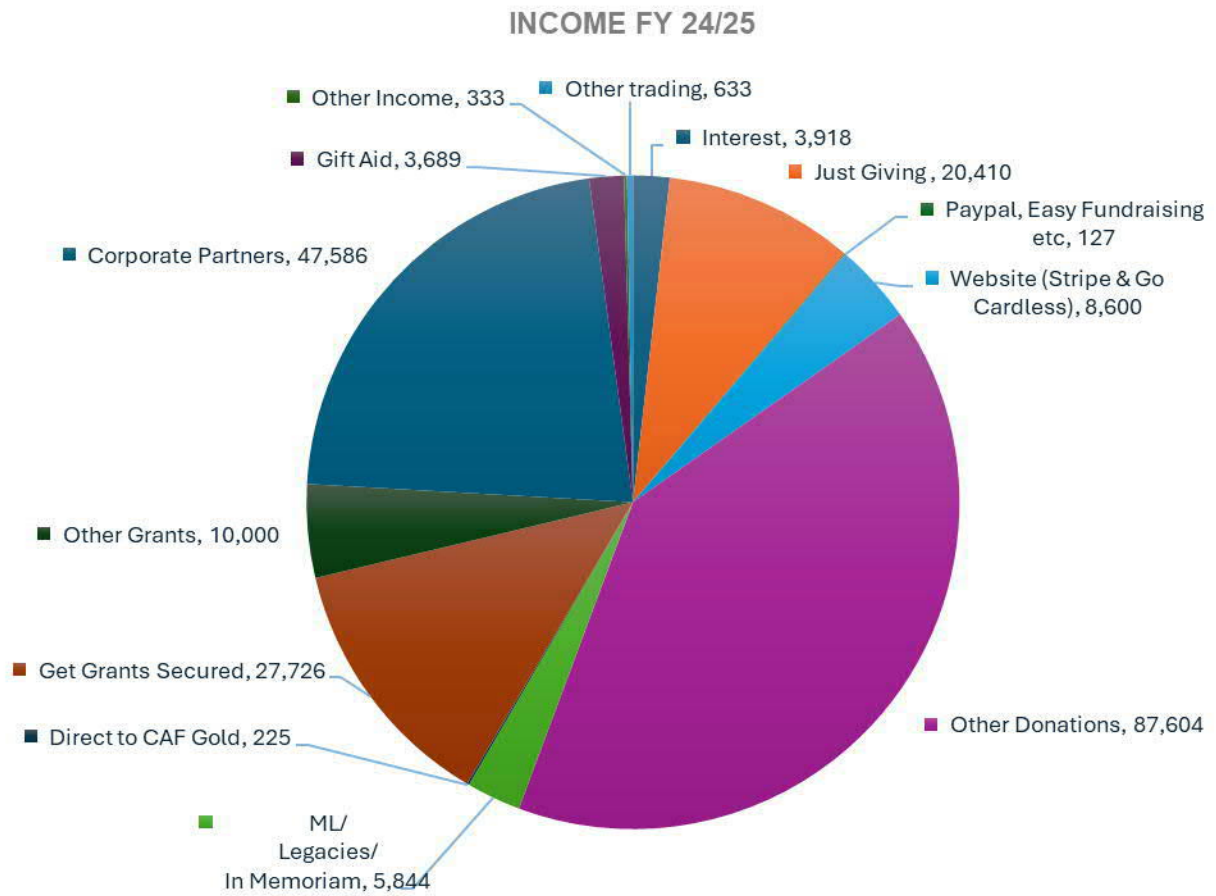
Income summary

Donation streams include our website, fundraisers using the Just Giving and Enthuse platforms and those who donate in memory via Much Loved and individually for those who have died as a result of oesophageal cancer.

Successful Grant applications were gratefully received from BMS funding £5k, Doyly Carte £4k, the Grace Trust £3k, Nick Smith £750 and The National Lottery Awards for All £19,976. These grants were awarded for a combination of core costs and projects. In total £32,726.

We are very fortunate to be The Lanesborough hotel's chosen charity. Their customer facing services have reference to HCUK and our call to action and they made donations in excess of £47k this year. Significant support to our charitable activity for which we are extremely thankful. Sharegift also made a kind charitable donation of £5k.

Unfortunately, two charity events that would have been significant fundraisers were unable to go ahead because the patients behind these activities very sadly became too unwell to continue.



Fundraising & Income Driving Plans for 2025/2026

Beyond the core costs to run the charity, funds raised will be used for:

- Trusted information for patients, the public and their families - through our various leaflets, Website, social channels and through relationships with our growing health care professional contacts nationally
- Support for patients and their families – responding to questions, in person and online support groups, arranging and hosting expert speaker talks
- Earlier Diagnosis – continuing to push for the capsule sponge test to be more widely available in primary care and using our mobile unit to partner on community projects.
- Research – supporting research that will improve patient outcomes by being a lay representative and patient advocate or partner on research studies and part funding the Surgical Specialist Lead role for the Royal College of Surgeons
- Patient App - with the help of patients and health care professionals we will continue to develop our patient app and will designate funds and apply for further funding to support this work. It will provide access to our 'trusted information', provide an online community for those in the same situation 'People Like Me', and will provide an opportunity to 'Manage My Health' where patients can record symptoms, appointments etc.
- General awareness and awareness campaigns – we are working with various Cancer Alliances to deliver awareness campaigns in at least four areas (East Midlands Corby, Lincolnshire, Nottingham and London) which we will designate funds to for Feb 25 Oesophageal Cancer Awareness Month

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2025**

Activity	Cost Estimate	Income Estimate	Timeline
Just Giving, Easy Fundraising, Paypal etc..and Text Giving (individual fundraising activities)	Just giving 5% transaction fee	£40,000	Annual
Run for charity activities (Run for charity membership)	£750 Membership		
Website appeal, regular giving, ad hoc donations, and shop purchases	Stripe 2.2% transaction fee (website)	£12,500	Annual
Other fundraising activities (inc donation cheques etc)	Nil	£3,500	
Legacy and in Memoriam (Much loved tributes, giving in memory)	£650	£5,000	Annual
Direct to bank donations (CAF Gold)	Nil	£2,000	Annual
Other Income (Miscellaneous)		£11,000	Annual
Grant income	£8,640	£52,500	Annual
Maintain our corporate relationship	Nil	£42,600	By -monthly and ad hoc
Gift Aid Tax from Website donations	Nil	£3,000	Annual
Bank Interest	Nil	£4,000	Annual
Event Income		5,000	Annual
TOTAL		£181,100	

Reserves Policy

It is the policy of the charity that unrestricted funds, which have not been designated for a specific use should be maintained at a level equivalent to six months expenditure, which is calculated to be in the region of £45k.

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Risks

The Trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The following served as trustees during the year:

Mrs M E McCord

Prof R C Fitzgerald

Mrs B A Huntingdon

Dr O J Stovin

Mr W Mathers

Mr M Farrier

Mrs J Stevenson Timini

Professor Sheraz Markar (appointed 25 July 2024)

Professor T Underwood (resigned 6 June 2024)

The above are also Directors for the purposes of company law.

The Board have the statutory power to appoint new trustees under the terms of the Trust Deed and provide the necessary training in order that they may fulfil their obligations as Trustees.

None of the Trustees has any beneficial interest in the company. The Directors are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is governed by the Board of Trustees which is responsible for formulating the strategies and policies of the charity including exercising financial controls.

Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the statement of financial activities 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
- make judgements and estimates that are reasonable and prudent
- observe the methods and principles in the Charities SORP
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that charitable company will continue in operation

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

30 Jan 2026

Approved by order of the board of trustees on..... and signed on behalf of the Board of Trustees by:

Mimi McCord

Mrs M E McCord
Chair of Trustees

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF HEARTBURN CANCER UK

Independent examiner's report to the trustees of Heartburn Cancer UK ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2025.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



N R Whitemore FCCA
The Association of Chartered Certified Accountants

Hopper Williams & Bell Limited
Chartered Accountants
Highland House
Mayflower Close
Chandler's Ford
Eastleigh
Hampshire
SO53 4AR

30 Jan 2026

Date:

HEARTBURN CANCER UK

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2025

	Notes	Unrestricted fund £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	174,835	36,976	211,811	271,330
Other trading activities	3	633	-	633	85
Investment income	4	3,918	-	3,918	3,650
Other income		<u>333</u>	<u>-</u>	<u>333</u>	<u>672</u>
Total		<u>179,719</u>	<u>36,976</u>	<u>216,695</u>	<u>275,737</u>
EXPENDITURE ON					
Raising funds	5	16,839	500	17,339	23,101
Charitable activities	6				
Early diagnosis		57,844	16,883	74,727	62,995
Awareness		63,431	2,399	65,830	47,726
Research and education		20,013	800	20,813	15,511
Support		50,035	1,999	52,034	44,777
Charity running costs		<u>17,648</u>	<u>43,843</u>	<u>61,491</u>	<u>41,024</u>
Total		<u>225,810</u>	<u>66,424</u>	<u>292,234</u>	<u>235,134</u>
NET INCOME/(EXPENDITURE)		(46,091)	(29,448)	(75,539)	40,603
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>110,435</u>	<u>147,505</u>	<u>257,940</u>	<u>217,337</u>
TOTAL FUNDS CARRIED FORWARD		<u>64,344</u>	<u>118,057</u>	<u>182,401</u>	<u>257,940</u>

The notes form part of these financial statements

HEARTBURN CANCER UK

BALANCE SHEET 30 APRIL 2025

	Notes	Unrestricted fund £	Restricted funds £	2025 Total funds £	2024 Total funds £
FIXED ASSETS					
Tangible assets	13	784	37,516	38,300	52,101
CURRENT ASSETS					
Debtors	14	18,938	-	18,938	2,896
Cash at bank		<u>47,928</u>	<u>80,542</u>	<u>128,470</u>	<u>206,503</u>
		66,866	80,542	147,408	209,399
CREDITORS					
Amounts falling due within one year	15	(3,307)	-	(3,307)	(3,560)
NET CURRENT ASSETS		<u>63,559</u>	<u>80,542</u>	<u>144,101</u>	<u>205,839</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>64,343</u>	<u>118,058</u>	<u>182,401</u>	<u>257,940</u>
NET ASSETS		<u>64,343</u>	<u>118,058</u>	<u>182,401</u>	<u>257,940</u>
FUNDS	16				
Unrestricted funds				64,343	110,435
Restricted funds				<u>118,058</u>	<u>147,505</u>
TOTAL FUNDS				<u>182,401</u>	<u>257,940</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

HEARTBURN CANCER UK

BALANCE SHEET - continued
30 APRIL 2025

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

The financial statements were approved by the Board of Trustees and authorised for issue on 30 Jan 2026..... and were signed on its behalf by:

Mimi McCord

.....
M E McCord - Trustee

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2025**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

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.

Donations by way of grants are recognised either on receipt or Invoice, whichever is earlier.

Donations and associated gift aid from on-line sites such as Just Giving and Virgin Giving are recognised as and when paid by those sites, after they have been verified and processed, and includes donations remitted to the charity from those sites within the financial year. These donations are recorded net of processing charges.

Other donations and legacies are recognised on receipt. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Donated services and facilities are included in the Statement of Financial Activities in the year they are received at the value of the gift to the charity, provided the value of the gift can be measured reliably.

The expense element of such donations is reflected in resources expended in the appropriate expense category.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- Straight line over 5 years
Computer equipment	- Straight line over 3 years

Tangible fixed assets are stated at cost less depreciation. Cost represents purchase price together with any incidental costs of acquisition.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

1. ACCOUNTING POLICIES - continued

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern

At the time of preparing 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.

Financial instruments

The charitable company only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measure at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2. DONATIONS AND LEGACIES

	2025	2024
	£	£
Donations and gifts	107,526	189,030
Donations in kind	66,559	40,800
Grants	<u>37,726</u>	<u>41,500</u>
	<u>211,811</u>	<u>271,330</u>

Grants received, included in the above, are as follows:

	2025	2024
	£	£
Other grants	<u>37,726</u>	<u>41,500</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

3. OTHER TRADING ACTIVITIES

	2025	2024
	£	£
Sale of merchandise	<u>633</u>	<u>85</u>

4. INVESTMENT INCOME

	2025	2024
	£	£
Deposit account interest	<u>3,918</u>	<u>3,650</u>

5. RAISING FUNDS**Raising donations and legacies**

	2025	2024
	£	£
Staff costs	6,046	4,340
Website and social media	592	1,187
General fundraising costs	1,154	12,196
Travel and training costs	222	169
Office expenses	585	503
Printing, post and advertising	3,224	1,234
Computer expenses	125	64
Subscriptions	139	10
Publications and PR	4,098	2,244
Research	-	375
Outsourcing costs	<u>1,154</u>	<u>779</u>
	<u>17,339</u>	<u>23,101</u>

6. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 7)	Support costs (see note 8)	Totals
	£	£	£
Early diagnosis	74,727	-	74,727
Awareness	65,830	-	65,830
Research and education	20,813	-	20,813
Support	52,034	-	52,034
Charity running costs	<u>57,735</u>	<u>3,756</u>	<u>61,491</u>
	<u>271,139</u>	<u>3,756</u>	<u>274,895</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

7. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2025	2024
	£	£
Staff costs	114,865	82,462
Office expenses	10,602	9,208
Computer expenses	2,375	1,217
Printing, post and advertising	7,700	3,171
Website and social media	11,256	22,556
Sundries	2,230	1,014
Insurance	439	190
Subscriptions	2,646	190
Travel and training costs	4,216	3,219
Publications and PR	77,868	42,639
MDU maintenance	-	8,213
Outsourcing costs	21,935	14,792
Research	-	7,129
Depreciation	14,887	10,000
Interest payable and similar charges	120	125
	<u>271,139</u>	<u>206,125</u>

8. SUPPORT COSTS

	Governance costs
	£
Charity running costs	<u>3,756</u>

9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation - owned assets	14,887	10,000
Independent examiner's costs	<u>1,190</u>	<u>1,190</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2025 nor for the year ended 30 April 2024.

Trustees' expenses

During the period ended 30 April 2025, expenses totalling £Nil were reimbursed directly to trustees (2024: £506).

11. STAFF COSTS

	2025 £	2024 £
Wages and salaries	117,177	84,584
Other pension costs	<u>3,734</u>	<u>2,218</u>
	<u>120,911</u>	<u>86,802</u>

The average monthly number of employees during the year was as follows:

	2025	2024
Administration	<u>3</u>	<u>3</u>

No staff receive more than £60,000 per annum either this year or the prior year.

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	211,307	60,023	271,330
Other trading activities	85	-	85
Investment income	3,650	-	3,650
Other income	<u>672</u>	<u>-</u>	<u>672</u>
Total	<u>215,714</u>	<u>60,023</u>	<u>275,737</u>
EXPENDITURE ON			
Raising funds	23,101	-	23,101
Charitable activities			
Early diagnosis	31,520	31,475	62,995
Awareness	45,516	2,210	47,726
Research and education	15,511	-	15,511
Support	35,345	9,432	44,777
Charity running costs	<u>41,024</u>	<u>-</u>	<u>41,024</u>
Total	<u>192,017</u>	<u>43,117</u>	<u>235,134</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
NET INCOME	23,697	16,906	40,603
Transfers between funds	<u>(1,343)</u>	<u>1,343</u>	<u>-</u>
Net movement in funds	22,354	18,249	40,603
RECONCILIATION OF FUNDS			
Total funds brought forward	88,081	129,256	217,337
TOTAL FUNDS CARRIED FORWARD	<u>110,435</u>	<u>147,505</u>	<u>257,940</u>

13. TANGIBLE FIXED ASSETS

	Plant and machinery £	Computer equipment £	Totals £
COST			
At 1 May 2024	72,925	-	72,925
Additions	<u>-</u>	<u>1,086</u>	<u>1,086</u>
At 30 April 2025	<u>72,925</u>	<u>1,086</u>	<u>74,011</u>
DEPRECIATION			
At 1 May 2024	20,824	-	20,824
Charge for year	<u>14,585</u>	<u>302</u>	<u>14,887</u>
At 30 April 2025	<u>35,409</u>	<u>302</u>	<u>35,711</u>
NET BOOK VALUE			
At 30 April 2025	<u>37,516</u>	<u>784</u>	<u>38,300</u>
At 30 April 2024	<u>52,101</u>	<u>-</u>	<u>52,101</u>

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Prepayments and accrued income	<u>18,938</u>	<u>2,896</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Accruals and deferred income	<u>3,307</u>	<u>3,560</u>

16. MOVEMENT IN FUNDS

	At 1.5.24	Net movement in funds	At 30.4.25
	£	£	£
Unrestricted funds			
General fund	110,435	(46,092)	64,343
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	52,101	(14,585)	37,516
Return to fitness	933	-	933
Awareness - North West of England	2,102	-	2,102
Awareness - London	500	-	500
HCUK East Anglia	2,151	-	2,151
Core costs	8,000	(8,000)	-
Support project	2,425	-	2,425
London Support Group	590	(295)	295
MDU service	<u>78,703</u>	<u>(6,567)</u>	<u>72,136</u>
	<u>147,505</u>	<u>(29,447)</u>	<u>118,058</u>
TOTAL FUNDS	<u>257,940</u>	<u>(75,539)</u>	<u>182,401</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	179,719	(225,811)	(46,092)
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	-	(14,585)	(14,585)
Awareness	17,000	(17,000)	-
Core costs	-	(8,000)	(8,000)
London Support Group	-	(295)	(295)
MDU service	-	(6,567)	(6,567)
App development	<u>19,976</u>	<u>(19,976)</u>	<u>-</u>
	<u>36,976</u>	<u>(66,423)</u>	<u>(29,447)</u>
TOTAL FUNDS	<u>216,695</u>	<u>(292,234)</u>	<u>(75,539)</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2025

16. MOVEMENT IN FUNDS - continued**Comparatives for movement in funds**

	At 1.5.23 £	Net movement in funds £	Transfers between funds £	At 30.4.24 £
Unrestricted funds				
General fund	88,081	23,697	(1,343)	110,435
Restricted funds				
Cytosponge Mobile Diagnostic Unit - operation	76,212	32,713	(56,824)	52,101
Cytosponge Mobile Diagnostic Unit - purchase	17,156	(5,412)	(11,744)	-
Return to fitness	1,000	(67)	-	933
Awareness - North West of England	2,102	-	-	2,102
Awareness - London	500	-	-	500
HCUK East Anglia	2,151	-	-	2,151
Awareness	-	(1,343)	1,343	-
Core costs	8,000	-	-	8,000
Support project	12,000	(9,575)	-	2,425
Early diagnosis	10,135	-	(10,135)	-
London Support Group	-	590	-	590
MDU service	-	-	78,703	78,703
	<u>129,256</u>	<u>16,906</u>	<u>1,343</u>	<u>147,505</u>
TOTAL FUNDS	<u>217,337</u>	<u>40,603</u>	<u>-</u>	<u>257,940</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	215,714	(192,017)	23,697
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	58,566	(25,853)	32,713
Cytosponge Mobile Diagnostic Unit - purchase	-	(5,412)	(5,412)
Return to fitness	-	(67)	(67)
Awareness	867	(2,210)	(1,343)
Support project	-	(9,575)	(9,575)
London Support Group	590	-	590
	<u>60,023</u>	<u>(43,117)</u>	<u>16,906</u>
TOTAL FUNDS	<u>275,737</u>	<u>(235,134)</u>	<u>40,603</u>

16. MOVEMENT IN FUNDS - continued

Cytosponge Mobile Diagnostic Unit - operation

To fund the purchase of a Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and is being depreciated from May 2021, and fund the running costs of the unit. The unit is currently being deployed to support the DELTA project to demonstrate the efficacy of the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus. For ease in this financial year and going forward, this fund has been amalgamated as MDU Service.

Cytosponge Mobile Diagnostic Unit - purchase

Funds raising from the Golf Day event arranged to fund the purchase of an additional Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and is being depreciated from Nov 2023. For ease in this financial year and going forward, this fund has been amalgamated as MDU Service.

Return to fitness

To support a research project into a programme to support Oesophageal Cancer patients recovering after treatment.

Awareness - North West of England

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the North West of England.

Awareness - London

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the London area.

Awareness

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus.

HCUK East Anglia

To fund the activities of the East Anglia support group with funds generated by the support group itself.

Core costs

Funds to support the core costs of the charity.

Support projects

Funds to support ongoing projects.

Early diagnosis

Funds to support early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus. For ease in this financial year and going forward, this fund has been amalgamated as MDU Service.

London Support Group

This fund is money which has been granted to us for Heartburn's support projects. This project is ongoing and includes everything related to being able to provide up to date, accessible and efficient support to Heartburn's community, i.e. the changes and updates to our website to make it more user friendly with current, clinically verified information, literature (both printed and online) for patients and carers to support their journey with persistent heartburn, Barrett's and oesophageal cancer and all related symptoms, conditions and treatments.

MDU Service

In previous years Heartburn have had several categories for Early Diagnosis funds. These

16. MOVEMENT IN FUNDS - continued

have all been for our Mobile Diagnostic Units but under different fund names, Cytosponge Mobile Diagnostic Unit - operation, Cytosponge Mobile Diagnostic Unit - purchase, and Early diagnosis. For ease in this financial year and going forward, these funds have been amalgamated as MDU Service.

App Development

Funding provided from the National lottery fund for the resource time and technology costs to develop a patient support app providing trusted information, health cards, symptom tracking and to enable people to connect with others living with the same conditions as part of a peer support network.

17. RELATED PARTY DISCLOSURES

During the year Absolutely Offices Limited, of which Beryl Huntingdon, a trustee of the charitable company, is a director, provided office services to the charity on normal commercial terms totalling £1,298 (2024: £1,410).

In addition Absolutely Offices Limited provided the office space free of charge as a donation in kind and has been accounted for within donations totalling £9,648 (2024: £9,000).

Accounts

REGISTERED COMPANY NUMBER: 07227937 (England and Wales)
REGISTERED CHARITY NUMBER: 1136413

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024
FOR
HEARTBURN CANCER UK**

Hopper Williams & Bell Limited
Chartered Accountants
Highland House
Mayflower Close
Chandler's Ford
Eastleigh
Hampshire
SO53 4AR

Heartburn Cancer UK

ANNUAL REPORT & FINANCIAL STATEMENT FY2023/2024



HEARTBURN CANCER UK

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FOR THE YEAR ENDED 30 APRIL 2024

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REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2024

TRUSTEES	Professor R C Fitzgerald Ms B A Huntingdon W Mathers Mrs M E McCord Dr O J Stovin T Thornton-Jones (resigned 1.9.2023) T J Underwood (resigned 6.6.2024) M J C Farrier (appointed 1.11.2023) Ms J Stevenson Timini (appointed 1.12.2023) Professor S Markar (appointed 25.7.2024)
REGISTERED OFFICE	Grove House Lutyens Close Chineham Court Basingstoke Hampshire RG24 8AG
REGISTERED COMPANY NUMBER	07227937 (England and Wales)
REGISTERED CHARITY NUMBER	1136413
INDEPENDENT EXAMINER	Hopper Williams & Bell Limited Chartered Accountants Highland House Mayflower Close Chandler's Ford Eastleigh Hampshire SO53 4AR

Welcome – a message from our chair and founder Mimi McCord

My husband Mike suffered from persistent heartburn all his adult life. I would buy antacids regularly in our weekly shop and think nothing of it until the day a piece of toast got stuck in his throat. A few weeks later, a consultant said, "It's cancer." He died nine weeks later aged just 47. If I knew then what I know now, I think he would still be alive.

'What I know now is persistent heartburn is not normal.'

It doesn't mean you have cancer. And short bouts of heartburn, acid reflux, indigestion (it's all the same thing) can just be related to having a meal too late one night; eating on the run; overindulging.

But, if it keeps coming back, or you, your partner, or a family member or friend regularly buy over the counter or off-the-shelf treatments, you MUST speak to your doctor and get it checked out, properly.

And go back again if you keep having a problem.

For the last 20 years, I've been determined to do what I can to help other families avoid the tragedy that hit mine - so very hard.

8,000 people a year die of cancer of the oesophagus, often because they didn't know the warning signs or realise that many cases are preventable.

Cancer of the oesophagus is the UK's 7th most deadly cancer, and the 4th most common cause of cancer death in men.

The incidence is growing here, in the Western world, for reasons we're not entirely sure of yet, but which might be connected to more inactivity, worse diets and bigger waistlines.

There are no survival statistics for stage four metastatic oesophageal cancer, which has spread away from the original site. The only chance we have is catching it early.

We will continue **demanding hope, demanding change** for the future
- in the name of those we've lost.



**Mimi McCord,
Founder and Chairman**



Who We Are

We are Heartburn Cancer UK. The country's leading specialist Barrett's oesophagus and oesophageal cancer charity.

Our charity promotes more **awareness** of the symptoms of oesophageal cancer and is demanding more action for oesophageal cancer survival.

We want every adult in the country to know that persistent heartburn is not normal and long-term self-medicating isn't a good solution.

We want a Barrett's diagnosis to be seen as a gift.

We provide trusted information and support those diagnosed with Barrett's or OC and their loved ones.

Our aim is for them to have **support** so they do not feel lost or alone - whatever their diagnosis is.

We work with a network of people to keep more people alive: with academics, with NHS cancer alliances, with NICE, with medical device developers, with private clinics - anyone who has the same aim as us.

And we're increasingly challenging the status quo on behalf of patients. We think they deserve better. We are their advocates, their support, their translators.

Heartburn Cancer UK is demanding more hope for patients by increasingly supporting **early diagnosis** tools and techniques – such as the capsule sponge test, which we want to see in all UK GP surgeries.

We stand alongside medical professionals, contribute to medical guidance and support the Surgical Specialist Lead for oesophageal adenocarcinoma who has responsibility both for the development of clinical networks to deliver multi-centre studies as well as ensuring that the studies are relevant to their subspecialty and their patients. These are important areas of **research** which will help improve patient outcomes.

To mark oesophageal cancer awareness month in February 2024, our **#DemandingHope campaign was highly successful**.

In a nutshell:

- Our testing programme was 250% oversubscribed - and we attracted many more men than usual
- We picked up twice as many positive cases as usual
- We created a potential template for future studies

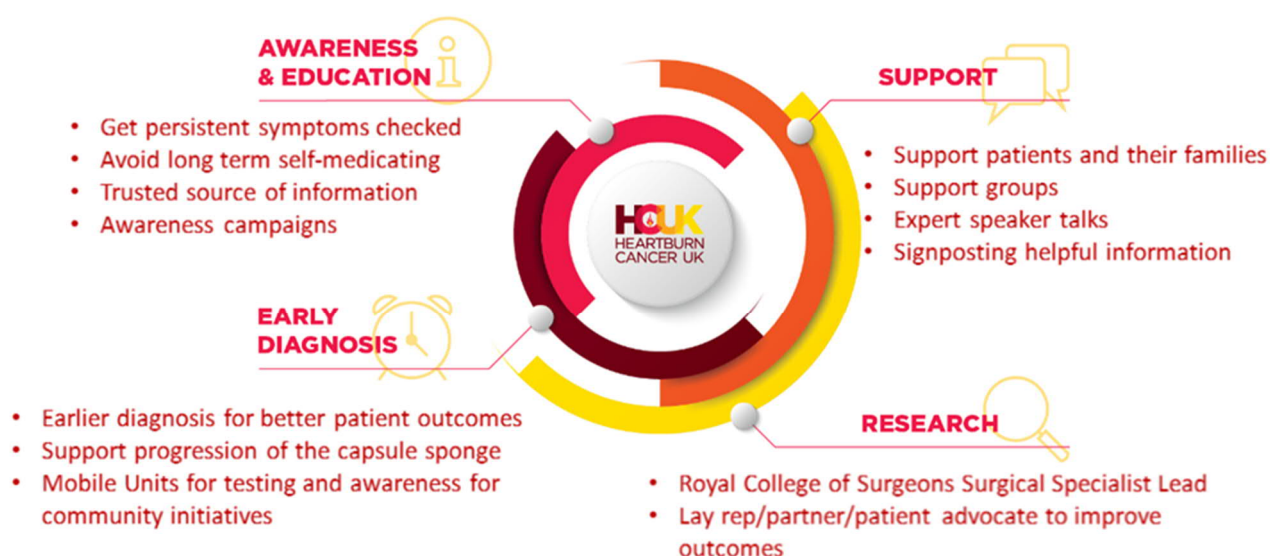
We recently won a Third Sector Award for it... the 'Small Charity, Big Achiever' award which we are very proud of. And we're now looking at ways we can build on this work in the year ahead.

We are already working with cancer alliances for regional campaigns for Feb 25. And we are developing an app to further support patients.

We're only small, but as you can see, we're making a big impact, and we're 100% committed.

Our Mission and Focus

To be a respected UK source of awareness and information on the risks of ignoring persistent heartburn, encouraging the public to seek medical advice, to champion research to enable an earlier diagnosis to save lives, and to support those living with reflux, Barrett's oesophagus and oesophageal cancer.



Our 23/24 Highlights

We are strongly continuing to highlight the focus of the charity to raise awareness of the possible dangers of ignoring persistent heartburn and its link to Barrett's and oesophageal cancer. This will enable an earlier diagnosis of cancer when curative treatment is still possible. In the 20 plus years of the charity's existence the prognosis for this cancer remains appalling.

Demanding Hope Campaign

A particular highlight has been our Demanding Hope Campaign. This has been an exceptionally successful collaboration with Cyted Health, The Cleveland Clinic and The Lanesborough hotel in February 2024 for Oesophageal Cancer Awareness Month. We raised significant awareness and carried out a self-referral capsule sponge testing campaign which included:

- Successfully executing a self-referral campaign for capsule sponge testing using our mobile unit
- Cyted Health providing test and pathology
- The Cleveland Clinic providing medical expertise, follow up and a related research paper published in Frontline Gastroenterology.
- The Lanesborough providing the unique high visibility site
- Providing online self-referral triage and appointments
- Promoting our message through SAGA magazine, LTDA, social media, Press and passing footfall and general traffic at Hyde Park Corner in excess of a month
- Being 250% oversubscribed for the test and being particularly successful at attracting men.
- Picking up twice as many positive tests than usual.

HCUK's 20th Anniversary

2023 was the 20th anniversary of the charity and as intended we exploited this milestone through our Demanding Hope campaign, adventure challenges, major charity events and use of media opportunities. These included:

Fundraisers

- Tobias Lands' End to John O'Groats Walk
- Paris to London Cycle Johnny McCord and Joe Walker
- Afterburn triple challenge 12 hr fitness marathon, three peaks and Great South Run Kate McCord and team
- Skydive a number of participants led by the Packers including Tim Underwood
- London Marathon participant from DOC Cleaning
- 214 Peak Lake District Challenge for Clara by Peter Dixon

Major Charity Events

- 20th Anniversary Dinner at Evolution London

Media and publication successes

- In excess of 30 pieces of media coverage from our Demanding Hope campaign resulting in 4.15 million+ online readership (470m audience)
- Numerous publications including SAGA Magazine, LTDA TAXI newspaper and member letter
- Mirror exclusive with Mimi's story
- Sun exclusive on Cyted Led UGI collaboration seeking action with a parliamentary event and delivery of a letter to No 10

Earlier Diagnosis and our Mobile Diagnostic Units

Our second MDU was built and used for the first time in our Demanding Hope campaign as a clinical space and awareness billboard at Hyde Park Corner.

Successful completion of our collaboration with the DELTA capsule sponge project and our MDU being used at three primary care sites/community settings which included some self-referrals. HCUK also fulfilled a supportive role in PPIE (Patient and Public involvement and Engagement) as part of the advisory board. There is further interest in using the unit from Integrated Care Boards (ICBs) and Cancer Alliances. We have continued to work on primary care capsule sponge initiatives with Cytod Health through Cytoprime 1 and 2 with a Cytoprime 3 proposal waiting for a decision.

Awareness

Social media and our website continue to form a major element of HCUK's awareness work and trusted information. The HCUK website continues to develop and widen our exposure using the various optimisation tools available. Social media channels were and continue to be exploited to their maximum potential with available resources. This has significantly increased our ability to support patients and carers impacted by Barrett's and Oesophageal Cancer.

Support

We established a further support group based at Chase Farm for patients living with Oesophageal Adenocarcinoma (OAC) and our online group continued to grow and develop to include expert speaker sessions.

Trusted Information

We added to our video library and developed a new website with clinically checked information to ensure an up-to-date resource for patients and any interested parties.

Our literature expanded to include information for 'newly diagnosed' patients with Barrett's and OAC and is available via the website, as a down-loadable PDF or as a leaflet that can be sent. All our information is checked by our clinical experts who have ensure accuracy, and patients gave their thoughts on content and readability.

Awareness

Costello Medical worked with us on a pro-bono project to help provide robust information on our communication and awareness activities and helped develop a proposal and identity for future awareness campaigns. They are likely to continue supporting us and stay working with us as we continue to deliver these campaigns.

Research

We continued to support several research initiatives that might improve earlier diagnosis or patient outcomes. This included supporting the Royal College of Surgeons Surgical Speciality Lead role and helping to fund the increased number of endoscopies required following our self-referral campaign in London.

The Team

It became a necessity to increase the team of three part time staff to an additional two members and buy-in further expertise on PR and video production. This will enable the charity to continue in its ever-increasing upward progress.

Public benefit

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Financial Summary – FY23/24

Financial Performance Review

This financial year has been very positive. With fundraising including a Lands End to John O'Groats Walk, a London to Paris bike ride and our November Anniversary Dinner. Our supporters are always committed to helping us and this year has been a real tribute to our 20th year.

We have been able to progress HCUK's work with a new website, printed literature for patients and their loved ones and been able to successfully run our #Demanding Hope Campaign in February – oesophageal cancer awareness month.

We are also very fortunate to have been supported by Costello Medical who provided pro-bono support for planning our next awareness campaign. The value of this work was in excess of £30k. This is a relationship which will extend into FY2024/2025.

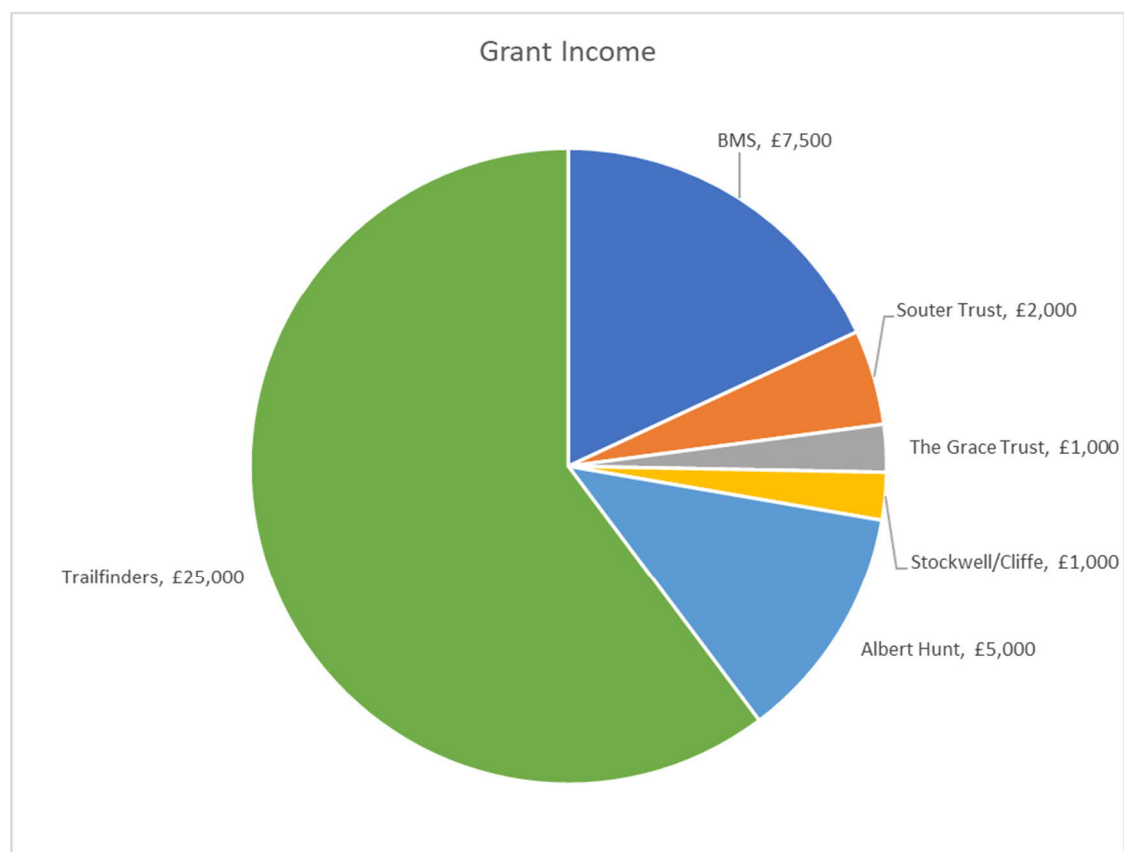
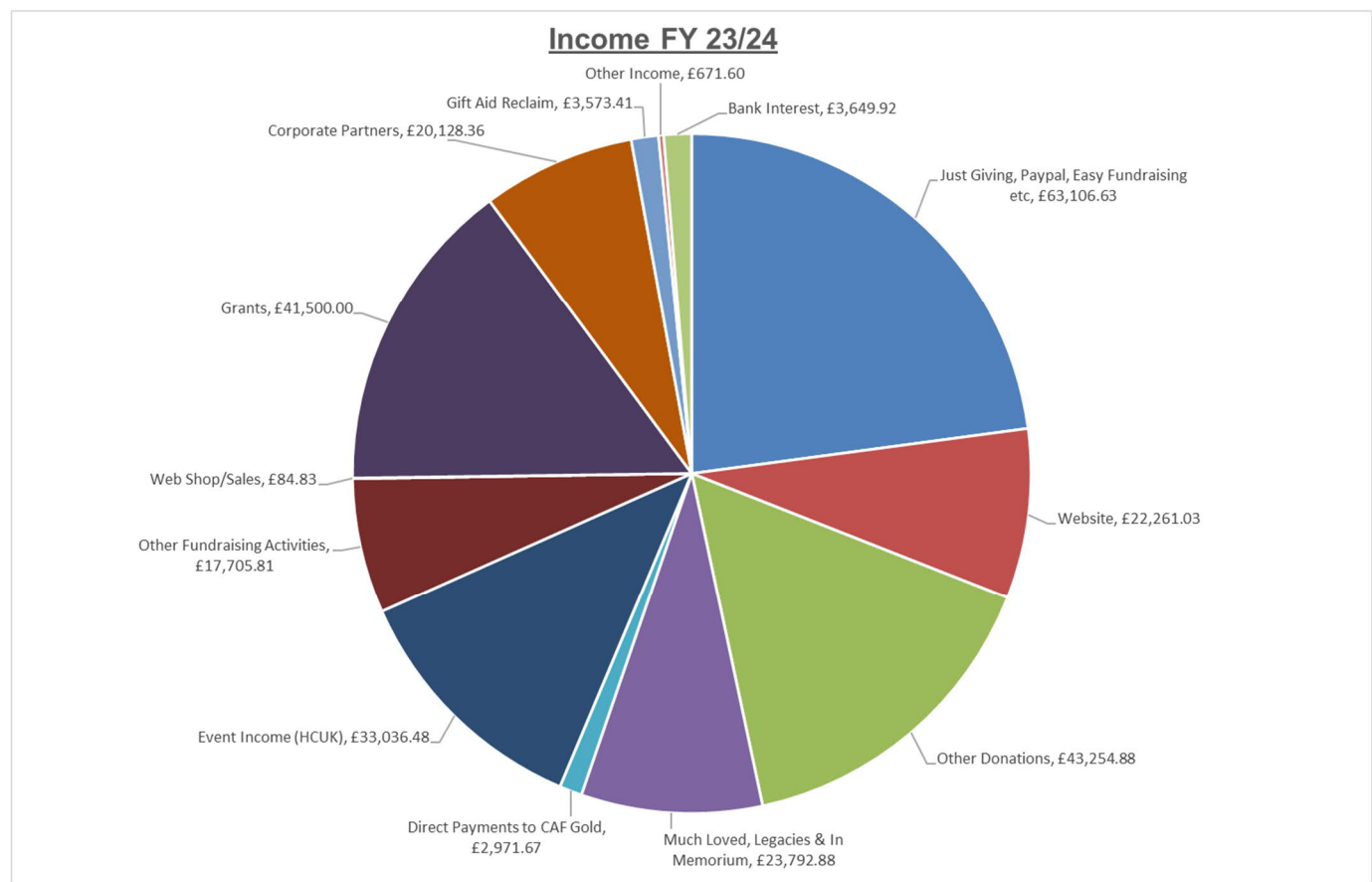
Income summary

Donations streams include our website, fundraisers using the Just Giving platform and those who donate in memory of those who have died as a result of oesophageal cancer.

Grants applications during our financial year 2023-2024 included our largest single donation to date of 25K from Mike Gooley at Trailfinders. BMS provided funding of £7.5k towards our core costs, among others for which we are very grateful.

Corporate Partnerships – we are very fortunate to be The Lanesborough hotel's chosen charity. All their customer facing services have reference to HCUK and our awareness message and they make a regular donation to us which is a great support to our charitable activity.

In November 2023 our 20th year celebration dinner and fundraiser, generously sponsored by Loadsure and Tokio Marine Kiln, raised over £33k for HCUK.



Fundraising & Income Driving Plans for 2024/2025

Beyond the core costs to run the charity, funds raised will be used for:

- Trusted information for patients, the public and their families - through our various leaflets, website, social channels and through relationships with our growing health care professional contacts nationally
- Support for patients and their families – responding to questions, in person and online support groups, arranging and hosting expert speaker talks
- Earlier Diagnosis – continuing to push for the capsule sponge test to be more widely available in primary care and using our mobile unit to partner on community clinics.
- Research – supporting research that will improve patient outcomes by being a lay representative and patient advocate or partner on research studies and part funding the Surgical Specialist Lead role for the Royal College of Surgeons
- Patient App - with the help of patients and health care professionals we are planning to develop an app for patients and will designate funds and apply for funding to support this work. It will provide access to our 'trusted information', provide an opportunity to speak to others in the same situation 'People Like Me', and will provide an opportunity to 'Manage My Health' where patients can record symptoms, appointments etc.
- General awareness and awareness campaigns – we are working with various Cancer Alliances to pilot our new campaign in at least two areas which we will designate funds to for Feb 25 Oesophageal Cancer Awareness Month

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2024**

Activity	Cost Estimate	Income Estimate	Timeline
Just Giving and Text Giving (individual fundraising activities) Run for charity activities (Run for charity membership)	Just giving 5% transaction fee £750 Membership	£75,000	Annual
Website income, including regular giving, ad hoc donations, website appeals, fundraising pages and shop purchases	Stripe 2.2% transaction fee (website)	£30,000	Annual
Other fundraising activities (inc donation cheques etc)	Nil	£26,000	
Legacy and in Memoriam (Much loved tributes, giving in memory)	£650	£25,000	Annual
Direct to bank donations	Nil	£3,000	Annual
Grant and Funder income	£8,640	£45,000	Annual
Maintain our corporate relationship	Nil	£25,000	By -monthly and ad hoc
Gift Aid Tax from Website donations	Nil	£5,000	Annual
Bank Interest	Nil	£4,000	Annual
TOTAL		£238,000	

Reserves Policy

It is the policy of the charity that unrestricted funds, which have not been designated for a specific use should be maintained at a level equivalent to six months expenditure, which is calculated to be in the region of £45k.

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Risks

The Trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, governance and management

The following served as trustees during the year:

Mrs M E McCord
Prof R C Fitzgerald
Prof T Underwood
Mrs B A Huntingdon
Dr O J Stovin
Mr W Mathers
Mr M Farrier
Mrs J Stevenson Timini

The above are also Directors for the purposes of company law.

The Board have the statutory power to appoint new trustees under the terms of the Trust Deed and provide the necessary training in order that they may fulfil their obligations as Trustees.

None of the Trustees has any beneficial interest in the company. The Directors are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is governed by the Board of Trustees which is responsible for formulating the strategies and policies of the charity including exercising financial controls.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

Approved by order of the board of trustees on 28 Jan 2025 and signed on its behalf by:



.....
Mrs M E McCord - Trustee

**STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 30 APRIL 2024**

The trustees (who are also the directors of Heartburn Cancer UK for the purposes of company law) are responsible for preparing the 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF HEARTBURN CANCER UK

Independent examiner's report to the trustees of Heartburn Cancer UK ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



N R Whitemore FCCA
The Association of Chartered Certified Accountants

Hopper Williams & Bell Limited
Chartered Accountants
Highland House
Mayflower Close
Chandler's Ford
Eastleigh
Hampshire
SO53 4AR

Date: 29 Jan 2025
Date:

HEARTBURN CANCER UK

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2024

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	211,307	60,023	271,330	153,904
Charitable activities					
Other charitable activities	5	-	-	-	19,840
Other trading activities	3	85	-	85	225
Investment income	4	3,650	-	3,650	944
Other income		672	-	672	-
Total		215,714	60,023	275,737	174,913
EXPENDITURE ON					
Raising funds	6	23,101	-	23,101	17,757
Charitable activities					
Early diagnosis	7	31,520	31,475	62,995	28,096
Awareness		45,516	2,210	47,726	22,301
Research and education		15,511	-	15,511	7,245
Support		35,345	9,432	44,777	18,113
Charity running costs		41,024	-	41,024	22,308
Other charitable activities		-	-	-	-
Total		192,017	43,117	235,134	115,820
NET INCOME		23,697	16,906	40,603	59,093
Transfers between funds	17	(1,343)	1,343	-	-
Net movement in funds		22,354	18,249	40,603	59,093
RECONCILIATION OF FUNDS					
Total funds brought forward		88,081	129,256	217,337	158,244
TOTAL FUNDS CARRIED FORWARD		110,435	147,505	257,940	217,337

The notes form part of these financial statements

HEARTBURN CANCER UK

BALANCE SHEET 30 APRIL 2024

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Tangible assets	14	-	52,101	52,101	16,234
CURRENT ASSETS					
Debtors	15	2,896	-	2,896	12,168
Cash at bank		<u>111,099</u>	<u>95,404</u>	<u>206,503</u>	<u>191,435</u>
		113,995	95,404	209,399	203,603
CREDITORS					
Amounts falling due within one year	16	(3,560)	-	(3,560)	(2,500)
NET CURRENT ASSETS		<u>110,435</u>	<u>95,404</u>	<u>205,839</u>	<u>201,103</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>110,435</u>	<u>147,505</u>	<u>257,940</u>	<u>217,337</u>
NET ASSETS		<u>110,435</u>	<u>147,505</u>	<u>257,940</u>	<u>217,337</u>
FUNDS	17				
Unrestricted funds				110,435	88,081
Restricted funds				<u>147,505</u>	<u>129,256</u>
TOTAL FUNDS				<u>257,940</u>	<u>217,337</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

HEARTBURN CANCER UK

BALANCE SHEET - continued
30 APRIL 2024

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

The financial statements were approved by the Board of Trustees and authorised for issue on 28 Jan 2025 and were signed on its behalf by:



.....
M E McCord - Trustee

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

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.

Donations by way of grants are recognised either on receipt or Invoice, whichever is earlier.

Donations and associated gift aid from on-line sites such as Just Giving and Virgin Giving are recognised as and when paid by those sites, after they have been verified and processed, and includes donations remitted to the charity from those sites within the financial year. These donations are recorded net of processing charges.

Other donations and legacies are recognised on receipt. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Donated services and facilities are included in the Statement of Financial Activities in the year they are received at the value of the gift to the charity, provided the value of the gift can be measured reliably.

The expense element of such donations is reflected in resources expended in the appropriate expense category.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery - Straight line over 5 years

Tangible fixed assets are stated at cost less depreciation. Cost represents purchase price together with any incidental costs of acquisition.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

1. ACCOUNTING POLICIES - continued

Fund accounting

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern

At the time of preparing 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.

Financial instruments

The charitable company only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measure at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations and gifts	189,030	124,904
Donations in kind	40,800	9,000
Grants	<u>41,500</u>	<u>20,000</u>
	<u>271,330</u>	<u>153,904</u>

Grants received, included in the above, are as follows:

	2024	2023
	£	£
Other grants	<u>41,500</u>	<u>20,000</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

3. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Sale of merchandise	<u>85</u>	<u>225</u>

4. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	<u>3,650</u>	<u>944</u>

5. INCOME FROM CHARITABLE ACTIVITIES

	2024	2023
	£	£
Golf day income	-	19,640
Other	<u>-</u>	<u>200</u>
	<u>-</u>	<u>19,840</u>

6. RAISING FUNDS**Raising donations and legacies**

	2024	2023
	£	£
Staff costs	4,340	3,215
Website and social media	1,187	608
General fundraising costs	12,196	8,231
Travel and training costs	169	134
Office expenses	503	485
Printing, post and advertising	1,234	600
Golf day event costs	-	4,326
Computer expenses	64	158
Subscriptions	10	-
Publications and PR	2,244	-
Research	375	-
Outsourcing costs	<u>779</u>	<u>-</u>
	<u>23,101</u>	<u>17,757</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8) £	Support costs (see note 9) £	Totals £
Early diagnosis	62,995	-	62,995
Awareness	47,726	-	47,726
Research and education	15,511	-	15,511
Support	44,777	-	44,777
Charity running costs	35,116	5,908	41,024
	<u>206,125</u>	<u>5,908</u>	<u>212,033</u>

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2024 £	2023 £
Staff costs	82,462	61,087
Office expenses	9,208	9,179
Computer expenses	1,217	3,003
Printing, post and advertising	3,171	1,785
Website and social media	22,556	11,545
Sundries	1,014	141
Insurance	190	1,221
Consumables	-	819
Subscriptions	190	-
Travel and training costs	3,219	574
Publications and PR	42,639	-
MDU maintenance	8,213	-
Outsourcing costs	14,792	-
Research	7,129	-
Depreciation	10,000	5,412
Interest payable and similar charges	125	153
	<u>206,125</u>	<u>94,919</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

9. SUPPORT COSTS

	Governance costs £
Charity running costs	<u><u>5,908</u></u>

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation - owned assets	10,000	5,412
Independent examiner's costs	<u><u>1,190</u></u>	<u><u>1,135</u></u>

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2024 nor for the year ended 30 April 2023.

Trustees' expenses

During the period ended 30 April 2024, expenses totalling £506 were reimbursed directly to one Trustee (2023: none).

12. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	84,584	62,761
Other pension costs	<u><u>2,218</u></u>	<u><u>1,541</u></u>
	<u><u>86,802</u></u>	<u><u>64,302</u></u>

The average monthly number of employees during the year was as follows:

	2024	2023
Administration	<u><u>3</u></u>	<u><u>3</u></u>

No staff receive more than £60,000 per annum either this year or the prior year.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	71,609	82,295	153,904
Charitable activities			
Other charitable activities	18,810	1,030	19,840
Other trading activities	225	-	225
Investment income	<u>944</u>	<u>-</u>	<u>944</u>
Total	<u>91,588</u>	<u>83,325</u>	<u>174,913</u>
 EXPENDITURE ON			
Raising funds	17,757	-	17,757
Charitable activities			
Early diagnosis	-	28,096	28,096
Awareness	22,301	-	22,301
Research and education	7,245	-	7,245
Support	18,113	-	18,113
Charity running costs	22,308	-	22,308
Other charitable activities	<u>-</u>	<u>-</u>	<u>-</u>
Total	<u>87,724</u>	<u>28,096</u>	<u>115,820</u>
 NET INCOME	 3,864	 55,229	 59,093
 RECONCILIATION OF FUNDS			
Total funds brought forward	<u>84,221</u>	<u>74,023</u>	<u>158,244</u>
 TOTAL FUNDS CARRIED FORWARD	 <u><u>88,085</u></u>	 <u><u>129,252</u></u>	 <u><u>217,337</u></u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

14. TANGIBLE FIXED ASSETS

	Plant and machinery £
COST	
At 1 May 2023	27,058
Additions	<u>45,867</u>
At 30 April 2024	<u>72,925</u>
DEPRECIATION	
At 1 May 2023	10,824
Charge for year	<u>10,000</u>
At 30 April 2024	<u>20,824</u>
NET BOOK VALUE	
At 30 April 2024	<u>52,101</u>
At 30 April 2023	<u>16,234</u>

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Prepayments and accrued income	<u>2,896</u>	<u>12,168</u>

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Accruals and deferred income	<u>3,560</u>	<u>2,500</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

17. MOVEMENT IN FUNDS

	At 1.5.23 £	Net movement in funds £	Transfers between funds £	At 30.4.24 £
Unrestricted funds				
General fund	88,081	23,697	(1,343)	110,435
Restricted funds				
Cytosponge Mobile Diagnostic Unit - operation	76,212	32,713	(56,824)	52,101
Cytosponge Mobile Diagnostic Unit - purchase	17,156	(5,412)	(11,744)	-
Return to fitness	1,000	(67)	-	933
Awareness - North West of England	2,102	-	-	2,102
Awareness - London	500	-	-	500
HCUK East Anglia	2,151	-	-	2,151
Awareness	-	(1,343)	1,343	-
Core costs	8,000	-	-	8,000
Support project	12,000	(9,575)	-	2,425
Early diagnosis	10,135	-	(10,135)	-
London Support Group	-	590	-	590
MDU service	-	-	78,703	78,703
	129,256	16,906	1,343	147,505
TOTAL FUNDS	217,337	40,603	-	257,940

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	215,714	(192,017)	23,697
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	58,566	(25,853)	32,713
Cytosponge Mobile Diagnostic Unit - purchase	-	(5,412)	(5,412)
Return to fitness	-	(67)	(67)
Awareness	867	(2,210)	(1,343)
Support project	-	(9,575)	(9,575)
London Support Group	590	-	590
	60,023	(43,117)	16,906
TOTAL FUNDS	275,737	(235,134)	40,603

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.22 £	Net movement in funds £	At 30.4.23 £
Unrestricted funds			
General fund	84,221	3,860	88,081
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	41,114	35,098	76,212
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	10,000	(10,000)	-
Cytosponge Mobile Diagnostic Unit - purchase	17,156	-	17,156
Return to fitness	1,000	-	1,000
Awareness - North West of England	2,102	-	2,102
Awareness - London	500	-	500
HCUK East Anglia	2,151	-	2,151
Core costs	-	8,000	8,000
Support project	-	12,000	12,000
Early diagnosis	-	10,135	10,135
	<u>74,023</u>	<u>55,233</u>	<u>129,256</u>
TOTAL FUNDS	<u>158,244</u>	<u>59,093</u>	<u>217,337</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	91,588	(87,728)	3,860
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	53,190	(18,092)	35,098
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	-	(10,000)	(10,000)
Core costs	8,000	-	8,000
Support project	12,000	-	12,000
Early diagnosis	10,135	-	10,135
	<u>83,325</u>	<u>(28,092)</u>	<u>55,233</u>
TOTAL FUNDS	<u>174,913</u>	<u>(115,820)</u>	<u>59,093</u>

17. MOVEMENT IN FUNDS - continued

Cytosponge Mobile Diagnostic Unit - operation

To fund the purchase of a Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and is being depreciated from May 2021, and fund the running costs of the unit. The unit is currently being deployed to support the DELTA project to demonstrate the efficacy of the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus. For ease in this financial year and going forward, this fund has been amalgamated as MDU Service.

Cytosponge Mobile Diagnostic Unit - purchase

Funds raising from the Golf Day event arranged to fund the purchase of an additional Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and is being depreciated from Nov 2023. For ease in this financial year and going forward, this fund has been amalgamated as MDU Service.

Return to fitness

To support a research project into a programme to support Oesophageal Cancer patients recovering after treatment.

Awareness - North West of England

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the North West of England.

Awareness- London

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the London area.

Awareness

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus.

HCUK East Anglia

To fund the activities of the East Anglia support group with funds generated by the support group itself.

Core costs

Funds to support the core costs of the charity.

Support projects

Funds to support ongoing projects.

Early diagnosis

Funds to support early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus. For ease in this financial year and going forward, this fund has been amalgamated as MDU Service.

London Support Group

This fund is money which has been granted to us for Heartburn's support projects. This project is ongoing and includes everything related to being able to provide up to date, accessible and efficient support to Heartburn's community, i.e. the changes and updates to our website to make it more user friendly with current, clinically verified information, literature (both printed and online) for patients and carers to support their journey with persistent heartburn, Barrett's and oesophageal cancer and all related symptoms, conditions and treatments.

MDU Service

In previous years Heartburn have had several categories for Early Diagnosis funds. These

17. MOVEMENT IN FUNDS - continued

have all been for our Mobile Diagnostic Units but under different fund names, Cytosponge Mobile Diagnostic Unit - operation, Cytosponge Mobile Diagnostic Unit - purchase, and Early diagnosis. For ease in this financial year and going forward, these funds have been amalgamated as MDU Service.

18. RELATED PARTY DISCLOSURES

During the year Absolutely Offices Limited, of which Beryl Huntingdon, a trustee of the charitable company, is a director, provided office services to the charity on normal commercial terms totalling £1,410 (2023: £1,032).

In addition Absolutely Offices Limited provided the office space free of charge as a donation in kind and has been accounted for within donations totalling £9,000 (2023: £9,000).

HEARTBURN CANCER UK

England & Wales - Charity number 1136413

Accounts

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2023
FOR
HEARTBURN CANCER UK**

Hopper Williams & Bell Limited
Chartered Accountants
Highland House
Mayflower Close
Chandler's Ford
Eastleigh
Hampshire
SO53 4AR

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FOR THE YEAR ENDED 30 APRIL 2023

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REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2023

TRUSTEES	Professor R C Fitzgerald Ms B A Huntingdon W Mathers (appointed 4.7.22) Mrs M E McCord O J Stovin T Thornton-Jones T J Underwood Mrs J Carr (resigned 17.5.22) P Carr (resigned 17.5.22) M J C Farrier (appointed 1.11.23) Ms J Stevenson Timini (appointed 1.12.23)
REGISTERED OFFICE	Grove House Lutyens Close Chineham Court Basingstoke Hampshire RG24 8AG
REGISTERED COMPANY NUMBER	07227937 (England and Wales)
REGISTERED CHARITY NUMBER	1136413
INDEPENDENT EXAMINER	Hopper Williams & Bell Limited Chartered Accountants Highland House Mayflower Close Chandler's Ford Eastleigh Hampshire SO53 4AR

Heartburn Cancer UK

End of Year Report – FY22-23



Heartburn Cancer UK's Mission:

To be a respected UK source of awareness and information on the risks of ignoring persistent heartburn, encouraging the public to seek medical advice, to champion research to enable an earlier diagnosis to save lives, and to support those living with reflux, Barrett's oesophagus, and oesophageal cancer.

Achievements and Performance

We have returned to a more normal year post pandemic with positive results in our fundraising income and charity activities. We have positively impacted the lives of 300 individuals living with oesophageal cancer, Barrett's oesophagus and who are experiencing persistent heartburn. We have provided support, information and signposting via email, phone, our growing online community and face to face peer support groups. We have seen demand for our work and the impact we are able to have improve wellbeing, physical and mental health and the day-to-day quality of life of our beneficiaries.

Patient Support

- Support groups in East Anglia and Basingstoke returned to normal by either meeting in person or finding a hybrid solution. London chose to continue with Zoom meetings. Basingstoke has now returned to meetings and is thriving again following the pandemic.
- Our online patient support group on Facebook has continued to grow and now has 100 new members with over 250 in total. Helpful and supportive conversations between various patient groups continue to provide excellent peer support with some very uplifting exchanges.
- Our clinical trustees Professor Rebecca Fitzgerald and Professor Tim Underwood, Sarah Davies (Dietician) and Dr Oliver Stovin (retired GP) as Dietician in Residence and Doctor in Residence respectively provide invaluable support, content, and help the team answer questions on a variety of topics with their clinical expertise.
- The team supports patients via phone calls, emails, the website and questions through social media.
- We had discussions regarding establishing a support group at Chase Farm Hospital with the encouragement of the clinical nurse specialist. We had our first meeting in February.

Research and Diagnosis

- We have invested significant time and effort in working with the Project DELTA team at Cambridge, to continue and complete the study with our Mobile Diagnostic Unit (MDU). It was important to provide assistance as required by the DELTA team. Many useful lessons about using the Cytosponge™ in primary care have been learnt and we have developed a good working relationship with our partners. The data and learning from this project will help feed our plans for suitable collaborations to enable further use of the unit post DELTA, help the Cytosponge™ progress to being adopted into regular care pathways and support the ordering of our second mobile diagnostic unit.
- HCUK were also invited to be a non-funded partner on Cytoprime 1 and then Cytoprime 2. These are both SBRI funded projects and support further initiatives that offer the Cytosponge™ in primary care. HCUK have been particularly involved in PPIE (Patient and Public Involvement and Engagement).
- Professor Tim Underwood continues in his role as Surgical Specialist Lead for improvements to Oesophageal Cancer (OC) treatment and care. This financial support will continue in partnership with AUGIS when a new clinician is recruited to the role.
- Our chairman has spent much time and resource representing the charity and patients on numerous research projects as a lay representative and project advisor, exemplified in writing letters of support, providing patient advocacy, and reviewing and editing documents to ensure their suitability for a lay audience.
- We provided patients who were involved in giving feedback for the PEUGIC (Post Endoscopy Upper GI Cancer) study which explores missed cancers post endoscopy.
- HCUK's involvement with supporting NICE (National Institute for Health and Care Excellence) activity continued and we formed a new relationship supporting the SMC (Scottish Medical Consortium).

General Awareness

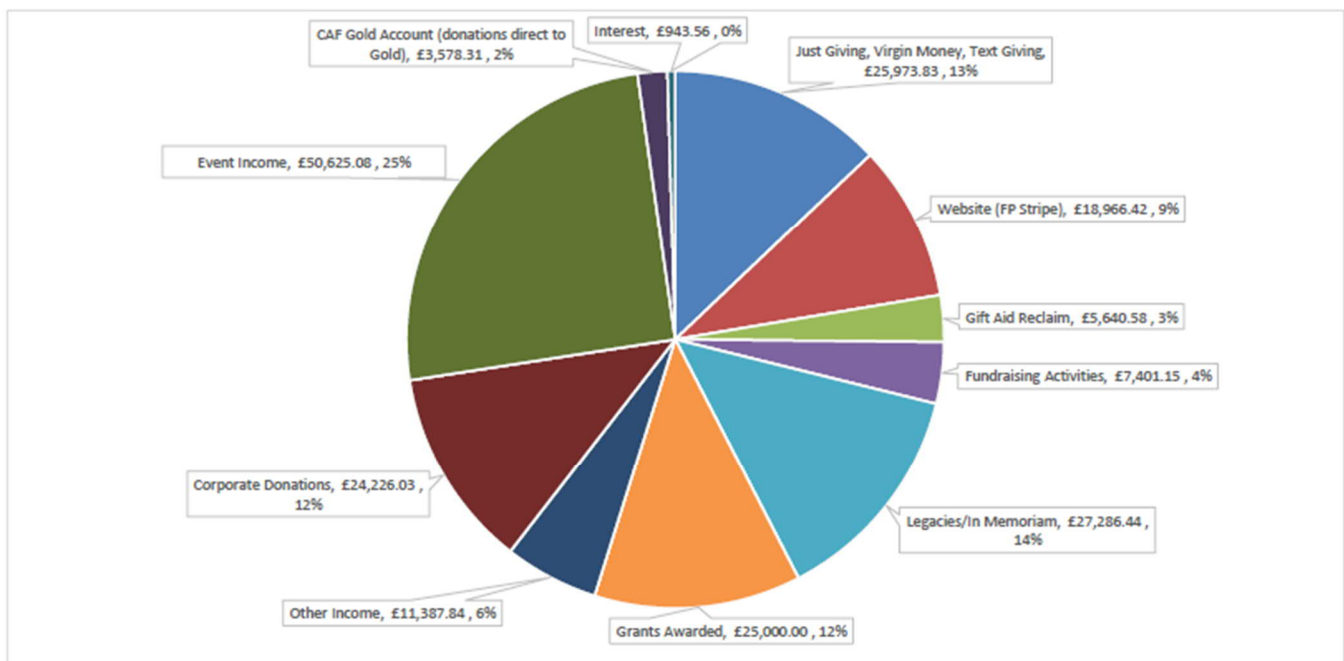
- Our raising of awareness has been maintained using our social media platforms, Facebook, Twitter, LinkedIn, Instagram and we have recently added Tik Tok. Followers have increased across all platforms.
- Our website continues as the mainstay of our awareness campaigning and provision of information for patients and the public. This is signposted from social media and new materials are regularly updated. We have continued to take advantage of the Google Ads grant available to us as a charity (\$10,000 each month).
- To expand our helpful video library this year we created some video snippets suitable for social media that would support understanding of the Cytosponge™ and the opportunity to self-refer if you met specific criteria. This was in collaboration with Face TV and initially for our work with DELTA and the MDU. We also featured on a video with Cancer52 that shared our work.
- The charity enjoyed some regular articles in The Basingstoke Gazette, double page articles in the Charity pages of Expert Witness magazine and an online and printed healthcare review for a wide range of healthcare professionals in NI, Scotland and Wales via Kyron Media. We also had an article in the PCA Professional Cricketers Association Magazine featuring Tim Underwood.
- We featured on the radio with Rebecca Fitzgerald and Oliver Stovin in some relevant locations for the mobile unit and DELTA and to promote our Golf Day at Worplesdon.
- Tim Underwood, his Clinical Nurse Specialist, an oesophagectomy patient and Fiona Labrooy our Operations Manager presented at a meeting for Pharmaceutical representatives in London, with some first-class feedback from our audience.

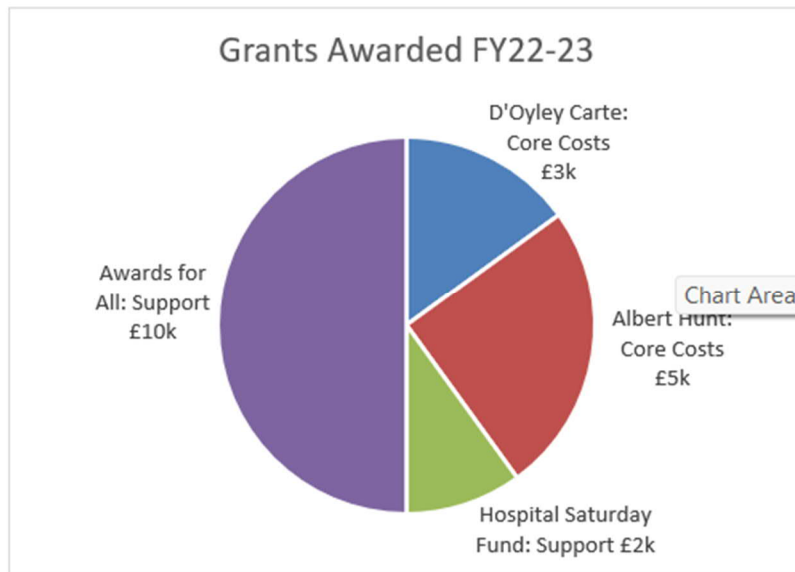
- HCUK continued its 2-year sponsorship agreement with six golf courses spread across the UK. This sees our messages shared in their clubs and amongst a prime audience of middle-aged men for the duration of the agreement.

Fundraising

- Individual fundraising events where supporters collect funds through Just Giving was a great income stream with nearly £67k raised. Website donations gathered nearly £19k and corporate donations raised in excess of £22k. Trusts and Foundations raised £20k and “In memoriam giving”, including funds raised from Much Loved and donations specifically noted as being given in memory raised over £27k. While our organised event income including activities like Golf days was over £19k.
- We have had a very positive and supportive relationship with corporate partners the Lanesborough. Our Chairman Mimi McCord and Fiona Labrooy our Operation’s Manager, presented to the Senior Management Team to share the charities activities, and in turn they showed us the touch points for guests at the hotel that introduce the charity. The Lanesborough also supported us with wonderful auction prizes and teams for events.
- We had a successful relationship with Worplesdon Golf Club who made us their charity of the year following the death of former captain John Harridge from OAC. This included various fundraising activities including a Grand Golf Day.
- A new corporate partnership was established with DOC Cleaning whose team had also been impacted by oesophageal cancer.
- Grant applications have been very successful with £20k raised across the year with a focus on our support and core costs.

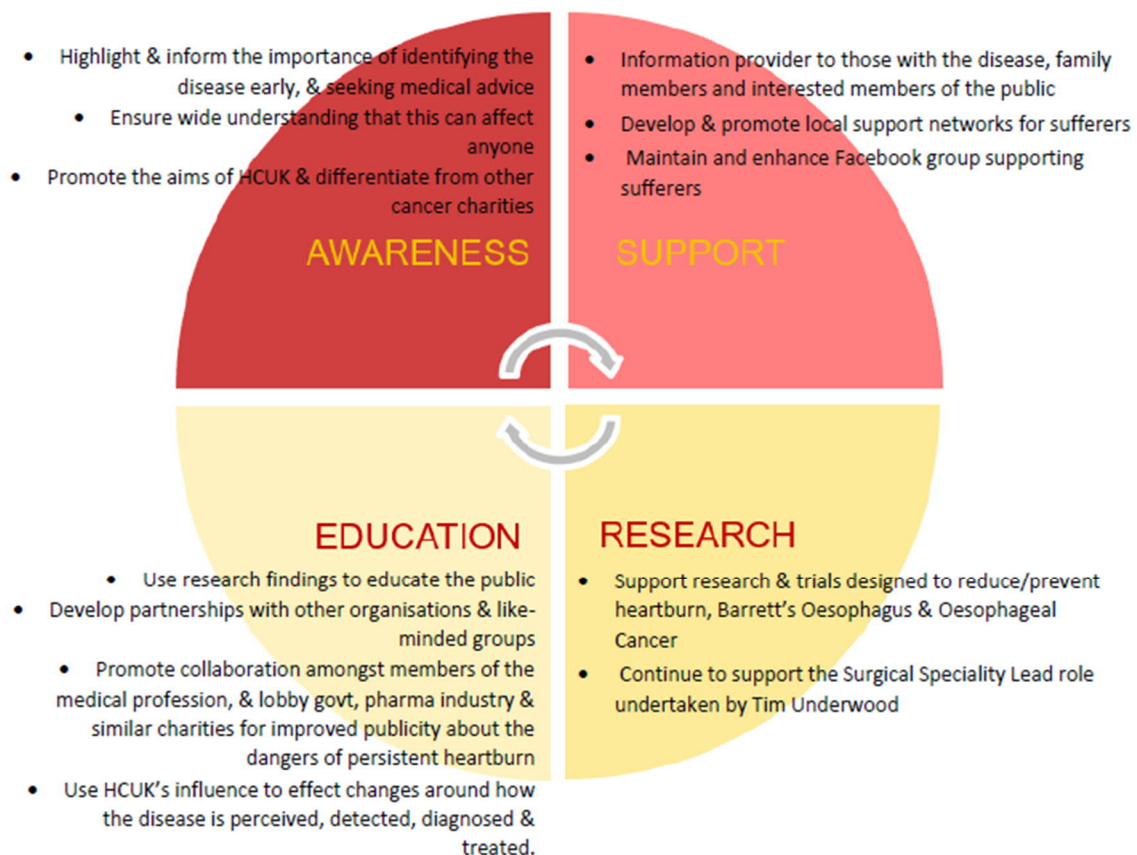
Income Analysis





Plans for the Future*

Our Objectives



Our 20th Anniversary

2023 is the 20th anniversary of the charity and we intend to exploit this milestone through adventure challenges, major charity events and use of media opportunities. We want to highlight the focus of the charity to raise awareness of the possible dangers of ignoring persistent heartburn and its link to Barrett's oesophagus and oesophageal adenocarcinoma. We will do this through our 'Demanding Hope' campaign as well as via our awareness messages using PR, social media, our website and any other appropriate channel and opportunities. This will enable an earlier diagnosis of cancer when curative treatment is still possible. In the 20 years of the charity's existence the prognosis for this cancer remains appalling. A particular highlight will be in February for Oesophageal Cancer Awareness Month when we intend to join forces with Cyted and The Lanesborough, London, to raise awareness using the mobile unit and provide some capsule sponge testing through clinical partnerships.

Early Diagnosis & Awareness using the Mobile Diagnostic Unit

During 2022, HCUK's awareness and early diagnosis activity was focused on the continuation of the Mobile Diagnostic Unit (MDU) in partnership with the DELTA project. The unit enabled primary care activity using the Cytosponge™ in Essex and then Suffolk, following on from its time in Cambridge in 2021. This allowed up to 1500 tests to be undertaken by invited patients who fulfilled the criteria using the GP database, and self-referral patients over 40 years of age suffering from heartburn and self-medicating with antacids. Results will contribute to the DELTA Project's efforts to have the Cytosponge™ adopted as a mainstream early diagnostic test by the NHS. In 2023 the unit will complete its work with DELTA and will continue work supporting the progress of the Cytosponge™ at the start of Cancer Research's BEST4 study which will help demonstrate the Cytosponge™ diagnostic test can save lives. The unit will also be used as part of SBRI funded Cytoprime2's study continuing to develop the pathways for use of the Cytosponge™ in primary care for surveillance of Barrett's, case finding and triage. This also sees HCUK fulfilling a supportive role in PPIE (Patient and Public involvement and Engagement) as a non-funded partner. There has been further interest to use the unit from Integrated Care Boards (ICBs) and Cancer Alliances who want the opportunity to use the capsule sponge test in their areas, which will instigate us having our second unit built.

Social Media

Social media and our website has continued to form a major element of HCUK's awareness work. The HCUK website has continued to be developed to widen exposure using the various optimisation tools available, and with newly-developed SEO 'capabilities' this will extend reach to a wider audience. Social media channels have been exploited to their maximum potential with available resources. The launch and growth of the Facebook-based Barrett's and Oesophageal Cancer Online Support Group suggests this was a welcome addition to HCUK's support offering for those living with these conditions and their families (252 members at time of writing). We plan to further develop our support and information provision in 2023 by growing our face-to-face support groups, extending our online support group activities to include a series of speakers and Q & A sessions. We will be adding to our video library and will refresh our website information and literature to ensure it remains accessible and up to date. HCUK are also going to form the HCUK Patient Advocacy Forum to support and review information, literature and activities involving patients.



Heartburn isn't always Harmless

If you suffer from persistent heartburn
and/or frequent difficulty in swallowing

SEE A DOCTOR

Call 01256 338 668
www.heartburncanceruk.org

Oesophageal Cancer,
raising awareness, changing the future

Financial Review

Total reserves are £217,337 (2022: £158,244), of this £129,256 (2022: £74,023) is restricted and within restricted funds are held the fixed asset balance for the Mobile Diagnostic Unit. See note 18 for the detailed descriptions and balances on these funds.

Reserves Policy

It is the policy of the charity that unrestricted funds, which have not been designated for a specific use should be maintained at a level equivalent to six months' expenditure, which is calculated to be in the region of £58,000. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Risks

The Trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

Structure, Governance and Management

The following served as trustees during the year:

Mrs M E McCord

Prof R C Fitzgerald

Mr M Thornton-Jones

Prof T J Underwood

Mrs B A Huntingdon

Dr O J Stovin

Mr W Mathers

Mrs J Carr (resigned 17.5.22)

P Carr (resigned 17.5.22)

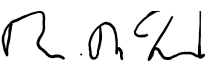
The above are also Directors for the purposes of company law.

The Board have the statutory power to appoint new trustees under the terms of the Trust Deed and provide the necessary training in order that they may fulfil their obligations as Trustees.

None of the Trustees has any beneficial interest in the company. The Directors are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is governed by the Board of Trustees which is responsible for formulating the strategies and policies of the charity including exercising financial controls.

Approved by order of the board of trustees on 22 Dec 2023 and signed on its behalf by:

..... 

Mrs M E McCord - Trustee

**STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 30 APRIL 2023**

The trustees (who are also the directors of Heartburn Cancer UK for the purposes of company law) are responsible for preparing the Report of the Trustees 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
HEARTBURN CANCER UK**

Independent examiner's report to the trustees of Heartburn Cancer UK ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2023.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



N R Whitemore FCCA
The Association of Chartered Certified Accountants

Hopper Williams & Bell Limited
Chartered Accountants
Highland House
Mayflower Close
Chandler's Ford
Eastleigh
Hampshire
SO53 4AR

Date: 22 Dec 2023

HEARTBURN CANCER UK

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2023

		Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
	Notes				
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	71,609	82,295	153,904	130,092
Charitable activities					
Other charitable activities	5	18,810	1,030	19,840	37,143
Other trading activities	3	225	-	225	651
Investment income	4	944	-	944	12
Total		91,588	83,325	174,913	167,898
EXPENDITURE ON					
Raising funds	6	17,757	-	17,757	48,535
Charitable activities					
Early diagnosis	7	-	28,096	28,096	24,934
Awareness		22,301	-	22,301	32,753
Research and education		7,245	-	7,245	7,329
Support		18,113	-	18,113	9,026
Charity running costs		22,308	-	22,308	13,515
Other charitable activities		-	-	-	-
Total		87,724	28,096	115,820	136,092
NET INCOME		3,864	55,229	59,093	31,806
RECONCILIATION OF FUNDS					
Total funds brought forward		84,221	74,023	158,244	126,438
TOTAL FUNDS CARRIED FORWARD		88,085	129,252	217,337	158,244

The notes form part of these financial statements

HEARTBURN CANCER UK

BALANCE SHEET

30 APRIL 2023

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	15	-	16,234	16,234	21,646
CURRENT ASSETS					
Debtors	16	2,452	9,716	12,168	36,666
Cash at bank		88,129	103,306	191,435	117,777
		<u>90,581</u>	<u>113,022</u>	<u>203,603</u>	<u>154,443</u>
CREDITORS					
Amounts falling due within one year	17	(2,500)	-	(2,500)	(17,845)
NET CURRENT ASSETS		<u>88,081</u>	<u>113,022</u>	<u>201,103</u>	<u>136,598</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>88,081</u>	<u>129,256</u>	<u>217,337</u>	<u>158,244</u>
NET ASSETS		<u>88,081</u>	<u>129,256</u>	<u>217,337</u>	<u>158,244</u>
FUNDS	18				
Unrestricted funds				88,081	84,221
Restricted funds				129,256	74,023
TOTAL FUNDS				<u>217,337</u>	<u>158,244</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

BALANCE SHEET - continued
30 APRIL 2023

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

The financial statements were approved by the Board of Trustees and authorised for issue on ~~22 Dec 2023~~..... and were signed on its behalf by:


.....
M E McCord - Trustee

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2023

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

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.

Donations by way of grants are recognised either on receipt or Invoice, whichever is earlier.

Donations and associated gift aid from on-line sites such as Just Giving and Virgin Giving are recognised as and when paid by those sites, after they have been verified and processed, and includes donations remitted to the charity from those sites within the financial year. These donations are recorded net of processing charges.

Other donations and legacies are recognised on receipt. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Donated services and facilities are included in the Statement of Financial Activities in the year they are received at the value of the gift to the charity, provided the value of the gift can be measured reliably.

The expense element of such donations is reflected in resources expended in the appropriate expense category.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Grants offered subject to conditions which have not been met at the year end date are noted as a commitment but not accrued as expenditure.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery - Straight line over 5 years

Tangible fixed assets are stated at cost less depreciation. Cost represents purchase price together with any incidental costs of acquisition.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

1. ACCOUNTING POLICIES - continued

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Going concern

At the time of preparing 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.

Financial instruments

The charitable company only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measure at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2. DONATIONS AND LEGACIES

	2023	2022
	£	£
Donations and gifts	124,904	116,698
Donations in kind	9,000	13,394
Grants	20,000	-
	<u>153,904</u>	<u>130,092</u>

Grants received, included in the above, are as follows:

	2023	2022
	£	£
Other grants	20,000	-
	<u>20,000</u>	<u>-</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

3. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Sale of merchandise	225	651
	<u>225</u>	<u>651</u>

4. INVESTMENT INCOME

	2023	2022
	£	£
Deposit account interest	944	12
	<u>944</u>	<u>12</u>

5. INCOME FROM CHARITABLE ACTIVITIES

		2023	2022
	Activity	£	£
Golf day income	Other charitable activities	19,640	37,143
Other	Other charitable activities	200	-
		<u>19,840</u>	<u>37,143</u>

6. RAISING FUNDS

Raising donations and legacies

	2023	2022
	£	£
Staff costs	3,215	15,242
Website and social media	608	1,032
General fundraising costs	8,231	4,566
Travel and training costs	134	100
Office expenses	485	2,655
Printing, post and advertising	600	1,305
Golf day event costs	4,326	22,987
Computer expenses	158	648
	<u>17,757</u>	<u>48,535</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8) £	Support costs (see note 10) £	Totals £
Early diagnosis	28,096	-	28,096
Awareness	22,301	-	22,301
Research and education	7,245	-	7,245
Support	18,113	-	18,113
Charity running costs	19,164	3,144	22,308
	<u>94,919</u>	<u>3,144</u>	<u>98,063</u>

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2023 £	2022 £
Staff costs	61,087	43,933
Office expenses	9,179	7,655
Computer expenses	3,003	3,069
Printing, post and advertising	1,785	7,574
Website and social media	11,545	9,285
Sundries	141	229
Insurance	1,221	190
Consumables	819	5,203
Travel and training costs	574	-
Depreciation	5,412	5,412
Interest payable and similar charges	153	754
	<u>94,919</u>	<u>83,304</u>

9. GRANTS PAYABLE

	2023 £	2022 £
Research and education	-	3,125
	<u>-</u>	<u>3,125</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

10. SUPPORT COSTS

		Governance costs
		£
Charity running costs		<u><u>3,144</u></u>

11. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Depreciation - owned assets	<u><u>5,412</u></u>	<u><u>5,412</u></u>

12. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2023 nor for the year ended 30 April 2022.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 April 2023 nor for the year ended 30 April 2022.

13. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	<u>62,761</u>	<u>56,269</u>
Other pension costs	<u>1,541</u>	<u>2,906</u>
	<u><u>64,302</u></u>	<u><u>59,175</u></u>

The average monthly number of employees during the year was as follows:

	2023	2022
Administration	<u><u>3</u></u>	<u><u>3</u></u>

No staff receive more than £60,000 per annum either this year or the prior year.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

14. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	56,568	73,524	130,092
Charitable activities			
Other charitable activities	-	37,143	37,143
Other trading activities	651	-	651
Investment income	12	-	12
Total	<u>57,231</u>	<u>110,667</u>	<u>167,898</u>
EXPENDITURE ON			
Raising funds	25,548	22,987	48,535
Charitable activities			
Early diagnosis	-	24,934	24,934
Awareness	9,907	22,846	32,753
Research and education	4,204	3,125	7,329
Support	9,026	-	9,026
Charity running costs	10,515	3,000	13,515
Other charitable activities	-	-	-
Total	<u>59,200</u>	<u>76,892</u>	<u>136,092</u>
NET INCOME/(EXPENDITURE)	(1,969)	33,775	31,806
RECONCILIATION OF FUNDS			
Total funds brought forward	86,190	40,248	126,438
TOTAL FUNDS CARRIED FORWARD	<u>84,221</u>	<u>74,023</u>	<u>158,244</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

15. TANGIBLE FIXED ASSETS

	Plant and machinery £
COST	
At 1 May 2022 and 30 April 2023	<u>27,058</u>
DEPRECIATION	
At 1 May 2022	5,412
Charge for year	<u>5,412</u>
At 30 April 2023	<u>10,824</u>
NET BOOK VALUE	
At 30 April 2023	<u>16,234</u>
At 30 April 2022	<u>21,646</u>

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Prepayments and accrued income	<u>12,168</u>	<u>36,666</u>

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Accruals and deferred income	<u>2,500</u>	<u>17,845</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

18. MOVEMENT IN FUNDS

	At 1.5.22 £	Net movement in funds £	At 30.4.23 £
Unrestricted funds			
General fund	84,221	3,860	88,081
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	41,114	35,098	76,212
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	10,000	(10,000)	-
Cytosponge Mobile Diagnostic Unit - purchase	17,156	-	17,156
Return to fitness	1,000	-	1,000
Awareness - North West of England	2,102	-	2,102
Awareness - London	500	-	500
HCUK East Anglia	2,151	-	2,151
Core costs	-	8,000	8,000
Support project	-	12,000	12,000
Early diagnosis	-	10,135	10,135
	<u>74,023</u>	<u>55,233</u>	<u>129,256</u>
TOTAL FUNDS	<u>158,244</u>	<u>59,093</u>	<u>217,337</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	91,588	(87,728)	3,860
Restricted funds			
Cytosponge Mobile Diagnostic Unit - operation	53,190	(18,092)	35,098
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	-	(10,000)	(10,000)
Core costs	8,000	-	8,000
Support project	12,000	-	12,000
Early diagnosis	10,135	-	10,135
	<u>83,325</u>	<u>(28,092)</u>	<u>55,233</u>
TOTAL FUNDS	<u>174,913</u>	<u>(115,820)</u>	<u>59,093</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2023

18. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.21 £	Net movement in funds £	At 30.4.22 £
Unrestricted funds			
General fund	86,190	(1,969)	84,221
Restricted funds			
HCUK Augis RCS	3,125	(3,125)	-
Cytosponge Mobile Diagnostic Unit - operation	31,370	9,744	41,114
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	-	10,000	10,000
Cytosponge Mobile Diagnostic Unit - purchase	-	17,156	17,156
Return to fitness	1,000	-	1,000
Awareness - North West of England	2,102	-	2,102
Awareness - London	500	-	500
HCUK East Anglia	2,151	-	2,151
	<u>40,248</u>	<u>33,775</u>	<u>74,023</u>
TOTAL FUNDS	<u>126,438</u>	<u>31,806</u>	<u>158,244</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	57,231	(59,200)	(1,969)
Restricted funds			
HCUK Augis RCS	-	(3,125)	(3,125)
Cytosponge Mobile Diagnostic Unit - operation	34,677	(24,933)	9,744
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	10,000	-	10,000
Cytosponge Mobile Diagnostic Unit - purchase	40,143	(22,987)	17,156
Staff costs	3,000	(3,000)	-
Awareness	22,847	(22,847)	-
	<u>110,667</u>	<u>(76,892)</u>	<u>33,775</u>
TOTAL FUNDS	<u>167,898</u>	<u>(136,092)</u>	<u>31,806</u>

18. MOVEMENT IN FUNDS - continued

Cytosponge Mobile Diagnostic Unit - operation

To fund the purchase of a Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and will be depreciated from May 2021, and fund the running costs of the unit. The unit is currently being deployed to support the DELTA project to demonstrate the efficacy of the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus.

Cytosponge Mobile Diagnostic Unit - Essex and Suffolk

To operate the mobile diagnostic unit in delivering the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus in the Essex and Suffolk regions.

Cytosponge Mobile Diagnostic Unit - purchase

Funds raising from the Golf Day event arranged to fund the purchase of an additional Mobile Diagnostic Unit and related equipment.

Return to fitness

To support a research project into a programme to support Oesophageal Cancer patients recovering after treatment.

Awareness - North West of England

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the North West of England.

Awareness- London

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the London area.

HCUK East Anglia

To fund the activities of the East Anglia support group with funds generated by the support group itself.

Awareness

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus.

Core costs

Funds to support the core costs of the charity.

Support projects

Funds to support ongoing projects.

Early diagnosis

Funds to support early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus

19. RELATED PARTY DISCLOSURES

During the year Absolutely Offices Limited, of which Beryl Huntingdon, a trustee of the charitable company, is a director, provided office services to the charity on normal commercial terms totalling £1,032 (2022: £705).

In addition Absolutely Offices Limited provided the office space free of charge as a donation in kind and has been accounted for within donations totalling £9,000 (2022: £10,044).

Accounts



Is it really
only Heartburn?

www.heartburncanceruk.org

HEARTBURN CANCER UK

**ANNUAL REPORT AND UNAUDITED FINANCIAL
STATEMENTS**

FOR THE YEAR ENDED 30 APRIL 2022

Company Registered Number: 07227937

Charity Registered Number: 1136413

HEARTBURN CANCER UK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

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HEARTBURN CANCER UK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

OFFICERS AND PROFESSIONAL ADVISERS

Trustees	Mrs M E McCord Prof R C Fitzgerald Mr T Thornton-Jones Prof T J Underwood Mrs B A Huntingdon Dr O J Stovin Mr W Mathers
Business address and registered office	Grove House Lutyens Close Chineham Court Basingstoke Hampshire RG24 8AG
Independent Examiner	Mr N R Whitmore Hopper Willams & Bell Limited Highland House Mayflower Close Chandlers Ford Eastleigh Hampshire SO53 4AR

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)

YEAR ENDED 30 APRIL 2022

The trustees present their report and the unaudited financial statements of the charitable company for the year ended 30 April 2022.

The unaudited financial statements have been prepared in accordance with the accounting policies set out in note 1 to the unaudited financial statements and comply with the charity's governing documents, The Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to small charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRE 102)" (as amended for accounting periods commencing from 1 January 2016).

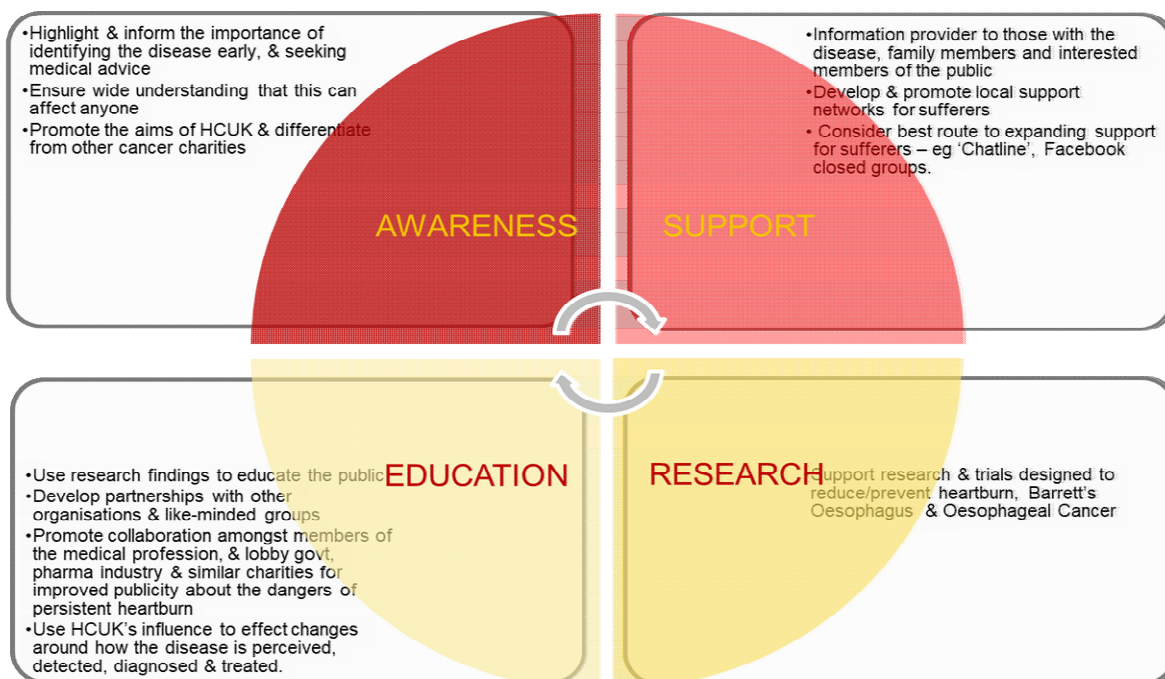
Objectives and Activities

During the fiscal year 2021-22, Heartburn Cancer UK continued to work towards our well-defined mission and objectives as follows:

Mission

To be a respected UK source of awareness and information on the risks of ignoring persistent heartburn, encouraging the public to seek medical advice, to champion research to enable an earlier diagnosis to save lives, and to support those living with reflux, Barrett's oesophagus and oesophageal cancer .

Our Objectives



For more information please visit our website at www.heartburncanceruk.org

Public Benefit

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2022

Achievements and performance

Although COVID continued to influence FY21/22 it was very positive for the charity to return to some events and activities. Although this was accompanied by the reduction of income from COVID-related grant funds which had covered our income gap during 2020, and we have therefore not quite returned to what we would consider 'normal' operating conditions.

Fundraising

- Various fundraising events including 'The Royal Parks' and our own Goodwood Golf Day was our top income stream for FY 21/22 raising over £49k .
- Corporate Donations, trusts and foundations raised through partnerships including The Lanesborough, Albert Hunt, Arnold Clarke, The Chidwick Trust and BMS followed closely behind with over £41k.
- Website income, including donations, in memory and merchandise, raised over £27k.
- Legacies/In Memorium Giving raised through our partner, Much Loved, raised just over £6k.
- The curtailment of normal life restricted our opportunities to raise funds via other partners such as Charity Traveller and Discover Adventure.
- There was a minimal take up of our ventures into "Make a Difference Cards", "Easy Fundraising" and "Amazon Smile".

Patient Support

- Support groups in East Anglia and London continued to be restricted & unable to meet in person but have continued to meet via Zoom to great effect for participants. Indeed, this new way of sharing information may see these groups able to expand their audiences as Covid 19 is consigned to history.
- We are delighted to report our specialist Upper GI nurse from Basingstoke has been in touch to explore how we can resume the Basingstoke support group now it's possible to meet in person again. This group had no appetite for staying in contact via Zoom during the pandemic.
- Our online patient support group on Facebook has continued to grow and is now nearly four times the size it was last year with almost 150 members. There have been supportive and encouraging conversations between patients in a variety of situations. There are those who are undergoing investigation, those with a new Barrett's diagnosis, patients who are post- oesophagectomy and are re-discovering eating as well as those who have been given a terminal diagnosis; a broad mix and some uplifting and widely helpful exchanges and support being constantly shared.
- As well as having our clinical trustees Professor Rebecca Fitzgerald and Professor Tim Underwood to whom we can refer patient questions, this year we've expanded our team to include Sarah Davies as Dietician in Residence and Dr Oliver Stovin (Retd) as Doctor in Residence. The team has been busy reviewing information, offering additional content, answering patient questions and providing a useful blog with helpful information about everything from care pathways to health and lifestyle information.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2022

Achievements and performance (continued)

Research and Diagnosis

- We have invested significant time and effort in working with the Project DELTA team at Cambridge, to bring our Mobile Diagnostic Unit (MDU) to life. It was important to provide assistance as required by the DELTA team. Many useful lessons have been learnt from our first location in Shelford, near Cambridge, and we have developed a good working relationship with our partners. The unit has now moved to its second of three locations (Essex) as part of this collaboration, and we have been able to secure some additional funding which will help provide further resources to increase the number of clinics we can operate. In turn we expect to expediate the waiting time between referral and Cytosponge testing for patients. The unit will move to its third location in Suffolk and will remain in situ until the end of this calendar year. The data and learning from this project will help feed our plans for a suitable collaboration to enable further use of the unit post DELTA and help the Cytosponge to be adopted into regular care pathways.
- HCUK and the Association of Upper Gastrointestinal Surgery of Great Britain and Ireland (AUGIS) continue to co-fund the Surgical Specialist Lead (SSL) (Professor Tim Underwood) for oesophageal cancer through the RCSEng scheme. This role of Surgical Specialist Lead will help direct improvement of Oesophageal Cancer (OC) treatment and care and will continue in partnership with AUGIS.
- Our chairman has spent much time and resource representing the charity and patients on numerous research projects, exemplified in writing letters of support, providing patient advocacy and lay representation in research projects, reviewing and editing documents to ensure their suitability for a lay audience. She is lay representative on the National Oesophago-gastric Cancer Audit (NOGCA).

General Awareness

- Our raising of awareness has been maintained using our four social media platforms, Facebook, Twitter, LinkedIn and Instagram, which have seen 'followers' increase significantly this year. We take every opportunity to advertise and boost posts more widely as and when appropriate.
- Our website continues as the mainstay of our awareness campaigning. This is signposted for social media and new materials regularly. We have continued to take advantage of the Google Ads grant available to us as a charity. Work with our web host has also resulted in new Search Engine Optimisation functionality being made available on the platform, and this is now being exploited.
- To expand our helpful video library this year we have created some further productions in our collaboration with FaceTV.
These include:
 - A short video about the Cytosponge.
 - A video capturing the mobile unit launch and patients undertaking the Cytosponge test.
 - An introduction to Professor Tim Underwood and the important role he plays as a surgeon and surgical specialist lead for OC which HCUK funds.
 - 4 short videos featuring Professor Tim Underwood answering questions commonly asked by patients about Barrett's & OC.
 - Further executions are planned for next year.
- The charity enjoyed very positive PR coverage helping to raise awareness from our MDU launch in June 2021, particularly involving BBC local radio, BBC Look East & ITV news as well as local newspapers.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2022

Achievements and performance (continued)

General Awareness (continued)

- HCUK has just entered into a 2-year sponsorship agreement with six golf courses spread across the UK. This will see our messages shared in their clubs and amongst a prime audience of middle-aged men for the duration of the agreement, as well as offering the benefit of a 'golf day' at one club, with the twin aims of awareness and fundraising.

The past three years has been a step-change period for HCUK in terms of every aspect of our mission and objective delivery, and this against a backdrop of turmoil, in particular caused by Covid 19 since early 2020. Most significantly, our office team has expanded and we enjoy the services of a proficient group of dedicated individuals, committed to saving lives. We have found new routes to our audiences for both making target groups aware of the dangers of ignoring persistent heartburn as well as access to funds which ensure we can continue to spread this vital message. We have an excellent website, with evidence of it being accessed regularly and widely. Our social media presence has improved dramatically over the period mentioned, and our ability to generate larger donations has grown, particularly through Covid and with the development and execution of an effective vision and strategy encompassed by our Fundraising manifesto. We are better able to offer reliable advice to sufferers and their families, largely due to the expansion of our volunteer team to include our Dietician and Dr in Residence.

Financial Review

Total reserves are £158,244 (2021: £126,438), of this £74,023 is restricted and within restricted funds are held the fixed asset balance for the Mobile Diagnostic Unit. See note 17 for the detailed descriptions and balances on these funds.

Reserves Policy

It is the policy of the charity that unrestricted funds, which have not been designated for a specific use should be maintained at a level equivalent to six months' expenditure, which is calculated to be in the region of £43,000. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Risks

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Plans for the future

In FY23 we will be celebrating our 20th year as a charity, an achievement we are proud of. We intend to build on all our platforms to widen our influence and messaging. Re-deployment of our Mobile Diagnostic Unit in H2 after the end of the current 'Delta Project' collaboration/partnership will be a key focus for the team. With collaborations and partnerships in place we would look to procure a second unit, probably in early FY24 (though this can be flexible if funds & resources permit), such that we can grow geographically. We are exploring collaborations/partnerships with Cancer Alliances, Cyted and other interested parties. The Lanesborough Hotel and The Goodwood Charity Golf Day have raised funds specifically for this purpose which is much appreciated.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2022

Plans for the future (continued)

We will continue our awareness messages which encourage those suffering long-term heartburn to seek medical advice via appropriate PR, social media, our website and any other appropriate channel and opportunities. We will continue awareness messages in support of the Cytosponge as well as general awareness. There will also be messaging around the fact that 20 years has not seen enough change for early diagnosis and how wider use of the Cytosponge could really make a difference and help save lives.

A particular focus of activity in FY23 will be towards the cricketing community. The sad demise of Ray Illingworth at Christmas 2021 from OC offered an opportunity to work with prominent figures in the England and Wales Cricketing Community aimed at raising awareness amongst a key target group for the disease. We will expand on our successful PR work undertaken since then with further activity throughout the English cricket season.

We have also partnered with a golfing group with 6 courses across the UK for awareness activity, with another opportunity in the pipeline. Middle-aged men in the UK are a group overly affected by heartburn, and most likely to ignore the symptoms. This group watch cricket and play golf, and so by focussing on these two sporting areas we expect to be more effective in helping those affected by heartburn symptoms to seek treatment.

Our existing support groups and new Facebook help group have continued to provide an excellent service to users over the last year and we will continue to do everything necessary to widen their audiences and influence for the good of those living with Barrett's or OC and their families. Support for patients is at the forefront of the work of the charity, and we will always prioritise efforts to provide this.

Our fundraising activities in FY22 continued to be strong but rather differently 'shaped' to what one might consider normal, impacted by the pandemic. As access to 'emergency' funds naturally diminishes as instances of Covid 19 decline, we become more reliant on both our traditional sources (In Memoria, legacies and affected people undertaking activities). We have managed to expand our network of potential funds over the course of the last three years and will look to exploit these. Success in our activities to generate such funds will enable us to achieve the more significant of our stated objectives.

Structure, governance and management

The following served as trustees during the year:

Mrs M E McCord	
Prof R C Fitzgerald	
Mr T Thornton-Jones	
Prof T J Underwood	
Mrs B A Huntingdon	
Dr O J Stovin	(appointed 28 April 2022)
Mr W Mathers	(appointed 4 July 2022)
Mr P R Carr	(resigned 17 May 2022)
Mrs J R M Carr	(resigned 17 May 2022)

The above are also Directors for the purposes of company law.

The Board have the statutory power to appoint new trustees under the terms of the Trust Deed and provide the necessary training in order that they may fulfil their obligations as Trustees.

None of the Trustees has any beneficial interest in the company. The Directors, are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is governed by the Board of Trustees which is responsible for formulating the strategies and policies of the charity including exercising financial controls.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2022

Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with Company law requires the Trustees to prepare financial statements for each financial year. Under that law the

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- observe the methods and principles in the Charities SORP;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Signed on behalf of the Board of Trustees



Mrs M E McCord

Chair of Trustees

Approved by the board on: 26th January 2023

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
HEARTBURN CANCER UK

YEAR ENDED 30 APRIL 2022

I report to the charity trustees on my examination of the accounts of the company for the year ended 30 April 2022, which are set out on pages 11 to 21.

Respective responsibilities of Trustees and examiner

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 (the '2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's report

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1) accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those accounting records; or
- 3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mr N R Whitemore
Hopper Willams & Bell Limited
Highland House
Mayflower Close
Chandlers Ford
Eastleigh
Hampshire
SO53 4AR
Date: 26th January 2023

HEARTBURN CANCER UK
STATEMENT OF FINANCIAL ACTIVITIES
including INCOME AND EXPENDITURE ACCOUNT
YEAR ENDED 30 APRIL 2022

		Unrestricted General	Restricted funds	2022 £	2021 £
	Notes				
Income from:					
Donations and legacies	2	56,568	73,524	130,092	123,118
Fundraising activities	3	651	37,143	37,794	1,138
Investments	4	12	-	12	41
Total incoming resources		57,231	110,667	167,898	124,297
Expenditure on:					
Costs of generating funds	5	26,029	22,987	49,016	28,253
Charitable activities	6	32,043	53,905	85,948	75,860
Governance costs	10	1,128	-	1,128	48
Total resources expended		59,200	76,892	136,092	104,161
Net (expenditure)/income for the year/net movement in funds		(1,969)	33,775	31,806	20,136
Fund balances as at 1 May 2021		86,190	40,248	126,438	106,302
Fund balances as at 30 April 2022	17	<u>84,221</u>	<u>74,023</u>	<u>158,244</u>	<u>126,438</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure relates to continuing activities.

The statement of financial activities also complies with the requirements of an income and expenditure account under the Companies Act 2006.

The notes on pages 13 to 21 form part of these financial statements.

HEARTBURN CANCER UK
BALANCE SHEET
Registered Number 07227937
AS AT 30 APRIL 2022

	Note	2022 £	2021 £
Fixed Assets	14	<u>21,646</u>	<u>27,058</u>
		21,646	27,058
Current Assets			
Other debtors	15	36,666	7,203
Cash at bank and in hand		<u>117,777</u>	<u>92,735</u>
		154,443	99,938
Creditors: Amounts falling due within one year	16	<u>(17,845)</u>	<u>(558)</u>
Net current assets		136,598	99,380
Total assets less current liabilities		<u>158,244</u>	<u>126,438</u>
Net assets		<u>158,244</u>	<u>126,438</u>
Represented by:			
Income Funds			
Restricted funds	17	74,023	40,248
Unrestricted Funds			
- Designated funds	17	-	-
- General unrestricted funds	17	84,221	86,190
		<u>158,244</u>	<u>126,438</u>

The charitable company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 April 2022. No member of the charitable company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements.

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with FRS102 SORP.

These financial statements were approved by the Trustees and authorised for issue on 26th January 2023, and are signed on their behalf by:



.....
Mrs M E McCord
Chair of Trustees

The notes on pages 13 to 21 form part of these financial statements.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

1 Accounting policies

General information

Heartburn Cancer UK ("the charitable company") has prepared financial statements covering its results for the year to 30 April 2022. The charitable company has presented its financial statements in Sterling, rounded to the nearest whole pound.

The charitable company is a private company limited by guarantee and is incorporated in England and Wales. The address of the charitable company's registered office is presented on page 3 of these financial statements under Officers and Professional Advisors. The charitable company's principal activities and nature of the business are shown on page 4.

Basis of accounting

The financial statements have been prepared under the historical cost convention, in accordance with the charity's governing document, the Companies Act 2006, as applicable to companies subject to the small companies regime, "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("SORP") and with the Charities Act 2011. The principal accounting policies adopted are set out below.

The charity is a Public Benefit Entity as defined by FRS 102.

Statement of Cashflows

The charitable company has taken advantage of the provisions in the SORP for charities applying FRS102 update Bulletin 1 not to prepare a Statement of Cashflows.

Going concern

At the time of preparing 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.

Charitable Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated, by the Trustees, for other purposes.

Restricted funds are subject to specific conditions by donors 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.

Endowment funds are subject to specific conditions by donor that the capital must be maintained by the charity.

Incoming resources

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.

Donations by way of grants are recognised either on receipt or Invoice, whichever is earlier.

Donations and associated gift aid from on-line sites such as Just Giving and Virgin Giving are recognised as and when paid by those sites, after they have been verified and processed, and includes donations remitted to the charity from those sites within the financial year. These donations are recorded net of processing charges.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

1 Accounting policies (continued)

Other donations and legacies are recognised on receipt. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Donated services and facilities are included in the Statement of Financial Activities in the year they are received at the value of the gift to the charity, provided the value of the gift can be measured reliably. The expense element of such donations is reflected in resources expended in the appropriate expense category.

Resources expended

Costs of generating voluntary income comprise the costs incurred by the charity to induce others to make donations to the charity.

Activities in furtherance of charitable objectives undertaken directly relate to expenditure incurred as a direct result of undertaking the charitable objectives of the charity.

Governance and core activities expenditure

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Core Activities Expenditure are those costs incurred directly in support of the objects of the charitable company and fundraising and are allocated to activity cost categories on a basis consistent with the use of resources.

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Cost represents purchase price together with any incidental costs of acquisition.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, net of anticipated disposal proceeds, over the useful economic life of that asset as follows:

Mobile Diagnostic Unit	- straight line over 5 years
------------------------	------------------------------

Financial Instruments

The charitable company only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measure at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Critical accounting estimates and areas of judgement

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 estimated 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.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

2 Donations and legacies

	Unrestricted funds	Restricted funds	2022 £	2021 £
Donations and gifts	46,174	70,524	116,698	112,544
Donations in Kind	10,394	3,000	13,394	10,574
	<u>56,568</u>	<u>73,524</u>	<u>130,092</u>	<u>123,118</u>

3 Fundraising activities

	2022 £	2021 £
Sale of Christmas Cards	651	1,138
Golf Day Income (restricted)	37,143	-
	<u>37,794</u>	<u>1,138</u>

4 Investments

	2022 £	2021 £
Interest receivable	<u>12</u>	<u>41</u>

5 Costs of generating funds

	2022 £	2021 £
Printing and advertising	1,138	1,233
Website and social media	1,032	1,296
Fund raising activities	4,566	2,714
Golf Day expenditure (restricted)	22,987	-
Other expenditure	19,293	23,010
	<u>49,016</u>	<u>28,253</u>

See note 8 for further details

6 Expenditure on Charitable Activities

	Unrestricted funds	Restricted funds	2022 £	2021 £
Grant funding of activities	-	3,125	3,125	7,500
Other expenditure	32,043	50,780	82,823	68,360
	<u>32,043</u>	<u>53,905</u>	<u>85,948</u>	<u>75,860</u>
Analysis by fund for 2021	<u>45,860</u>	<u>30,000</u>	<u>75,860</u>	

7 Grants payable

	Unrestricted funds	Restricted funds	2022 £	2021 £
To fund a surgical specialty lead	-	3,125	3,125	7,500
	<u>-</u>	<u>3,125</u>	<u>3,125</u>	<u>7,500</u>

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

8 Core activities expenditure analysis for the year

	Fundraising	MDU operation	Awareness	Research	Support Groups	General support
	£	£	£	£	£	£
Staff costs	15,242	10,684	13,338	3,396	7,352	9,163
Travel costs and training	100	-	-	-	-	-
Grants awarded	-	-	-	3,125	-	-
Consumables	-	5,203	-	-	-	-
MDU Depreciation	-	5,412	-	-	-	-
Office space	2,639	1,850	2,310	588	1,273	1,587
Printing and advertising	1,138	-	7,093	-	-	-
Website and social media	1,032	-	9,285	-	-	-
IT and computer expenses	648	454	567	144	312	389
Postage, courier and telephone	167	117	146	37	81	100
General fundraising costs	4,566	-	-	-	-	-
Office supplies	16	11	14	4	8	10
Insurance	-	1,203	-	-	-	190
Bank charges	446	-	-	-	-	308
Subscriptions	-	-	-	-	-	-
Sundries	-	-	-	-	-	229
Regulatory and governance costs	35	-	-	-	-	1,093
Golf day event costs	22,987	-	-	-	-	-
	<u>49,016</u>	<u>24,934</u>	<u>32,753</u>	<u>7,294</u>	<u>9,026</u>	<u>13,069</u>
Total expended resources for the year to 30 April 2022						<u>136,092</u>

9 Allocation of costs to funds

	2022 £	2022 Allocation £	2021 £
	Total	Unrestricted	Restricted
Staff Costs	59,175	42,060	17,115
Travel costs	100	100	-
Grants awarded	3,125	-	3,125
Consumables	5,203	-	5,203
MDU Depreciation	5,412	-	5,412
Office space	10,247	6,087	4,160
Printing and advertising	8,231	1,138	7,093
Website and social media	10,317	1,032	9,285
IT and computer expenses	2,514	1,493	1,021
Postage, courier and telephone	648	385	263
Fundraising	4,566	4,566	-
Office supplies	63	38	25
Insurance	1,393	190	1,203
Bank charges	754	754	-
Subscriptions	-	-	-
Sundries	229	229	-
Regulatory and governance costs	1,128	1,128	-
Golf day event costs	22,987	-	22,987
	<u>136,092</u>	<u>59,200</u>	<u>76,892</u>
			<u>104,161</u>

Costs are allocated to funds on the basis of either actual costs incurred or estimated resource usage.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

10 Governance Costs

	2022	2021
	£	£
Legal and Professional fees	48	48
Independent examiner's fee	1,080	-
	<u>1,128</u>	<u>48</u>

11 Staff costs

	2022	2021
	£	£
Salaries and wages	56,269	52,084
Pension costs	2,906	1,128
	<u>59,175</u>	<u>53,212</u>

No staff receive more than £60,000 per annum.

Average number of full time equivalent staff in the year	2022	2021
	FTE No	FTE No
Fundraising	0.5	0.6
Charitable activities	1.0	0.8
Other	0.3	0.3
	<u>1.8</u>	<u>1.7</u>

Average (absolute) number of staff in the year	2022	2021
	No	No
	<u>3.2</u>	<u>3.0</u>

12 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

13 Related Party Transactions

During the year Absolutely Offices Limited, of which Beryl Huntingdon, a trustee of the charitable company, is a director, provided the following services to the charity on normal commercial terms.

	2022	2021
	£	£
Computer expenses	-	-
Postage, courier and telephone	462	196
Office supplies and sundry expenses	12	-
Office space	202	-
Printing and advertising	29	41
	<u>705</u>	<u>237</u>

In addition, Absolutely Offices Limited provided the following services free of charge as a donation in kind:

	2022	2021
	£	£
Office space	10,044	10,044
	<u>10,044</u>	<u>10,044</u>

14 Tangible fixed assets

	Mobile Diagnostic Unit	Total
	£	£
Cost		
At 1 May 2021	27,058	27,058
Additions	-	-
At 30 April 2022	<u>27,058</u>	<u>27,058</u>
Depreciation		
At 1 May 2021	-	-
Charge for the period	5,412	5,412
At 30 April 2022	<u>5,412</u>	<u>5,412</u>
Net book value		
At 30 April 2022	<u>21,646</u>	<u>21,646</u>
At 1 May 2021	<u>27,058</u>	<u>27,058</u>

15 Other debtors

	2022	2021
	£	£
Other debtors	-	-
Prepayments and accrued income	36,666	7,203
	<u>36,666</u>	<u>7,203</u>

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

16 Creditors: Amounts falling due
within one year

	2022	2021
	£	£
Trade creditor	-	324
Other creditor	-	234
Accruals and deferred income	17,845	-
	<u>17,845</u>	<u>558</u>

17 Statement of Funds

	Movement in Funds				
	Balance at 1 May 2021	Incoming resources	Resources expended	Transfers	Balance at 30 April 2022
	£	£	£	£	£
Designated Funds	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
General Funds	86,190	57,231	(59,200)	-	84,221
Total unrestricted funds	<u>86,190</u>	<u>57,231</u>	<u>(59,200)</u>	<u>-</u>	<u>84,221</u>

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

17 Statement of Funds (continued)

	Movement in Funds			
	Balance at 1 May 2021	Incoming resources	Resources expended	Balance at 30 April 2022
Restricted Funds				
	£	£	£	£
HCUK Augis RCS	3,125	-	(3,125)	-
Cytosponge Mobile Diagnostic Unit - operation	31,370	34,677	(24,933)	41,114
Cytosponge Mobile Diagnostic Unit - Essex & Suffolk	-	10,000	-	10,000
Cytosponge Mobile Diagnostic Unit - purchase	-	40,143	(22,987)	17,156
Staff Costs	-	3,000	(3,000)	-
Return to fitness	1,000	-	-	1,000
Awareness - North West of England	2,102	-	-	2,102
Awareness - London	500	-	-	500
HCUK East Anglia	2,151	-	-	2,151
Awareness	-	22,847	(22,847)	-
	<u>40,248</u>	<u>110,667</u>	<u>(76,892)</u>	<u>74,023</u>

HCUK AUGIS Royal College of Surgeons

To help fund a Surgical Speciality Lead in the field of Oesophageal Cancer.

Cytosponge Mobile Diagnostic Unit - operation

To fund the purchase of a Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and will be depreciated from May 2021, and fund the running costs of the unit. The unit is currently being deployed to support the DELTA project to demonstrate the efficacy of the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus.

Cytosponge Mobile Diagnostic Unit - operation in Essex and Suffolk

To operate the mobile diagnostic unit in delivering the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus in the Essex and Suffolk regions.

Cytosponge Mobile Diagnostic Unit - purchase

Funds raising from the Golf Day event arranged to fund the purchase of an additional Mobile Diagnostic Unit and related equipment.

Staff costs

To fund staff costs during and following the Covid crisis period.

Return to fitness

To support a research project into a programme to support Oesophageal Cancer patients recovering after treatment.

Awareness - North West of England

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the North West of England.

Awareness- London

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the London area.

HCUK East Anglia

To fund the activities of the East Anglia support group with funds generated by the support group itself.

Awareness

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2022

18 Analysis of net assets between funds

	Unrestricted funds	Designated funds	Restricted funds	Total £
Fund balances at 30 April 2022 are represented by:				
Fixed Assets	-	-	21,646	21,646
Net current assets	84,221	-	52,377	136,598
Net assets	<u>84,221</u>	<u>-</u>	<u>74,023</u>	<u>158,244</u>

19 Ultimate controlling party

The trustees do not consider there to be an ultimate controlling party other than the Board of Trustees.

Accounts



**Is it really
only Heartburn?**

www.heartburncanceruk.org

HEARTBURN CANCER UK

**ANNUAL REPORT AND UNAUDITED FINANCIAL
STATEMENTS**

FOR THE YEAR ENDED 30 APRIL 2021

Company Registered Number: 07227937

Charity Registered Number: 1136413

HEARTBURN CANCER UK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

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HEARTBURN CANCER UK
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

OFFICERS AND PROFESSIONAL ADVISERS

Trustees

Mrs M E McCord
Prof R C Fitzgerald
Mr T Thornton-Jones
Prof T J Underwood
Mrs B A Huntingdon
Mr P R Carr
Mrs J R M Carr

Business address and registered office

Grove House
Lutyens Close
Chineham Court
Basingstoke
Hampshire
RG24 8AG

Independent Examiner

Carmel Warren
22 Queens Ride
Crowthorne
Berkshire
RG45 6LG

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)

YEAR ENDED 30 APRIL 2021

The trustees present their report and the unaudited financial statements of the charitable company for the year ended 30 April 2021.

The unaudited financial statements have been prepared in accordance with the accounting policies set out in note 1 to the unaudited financial statements and comply with the charity's governing documents, The Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to small charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRE 102)" (as amended for accounting periods commencing from 1 January 2016).

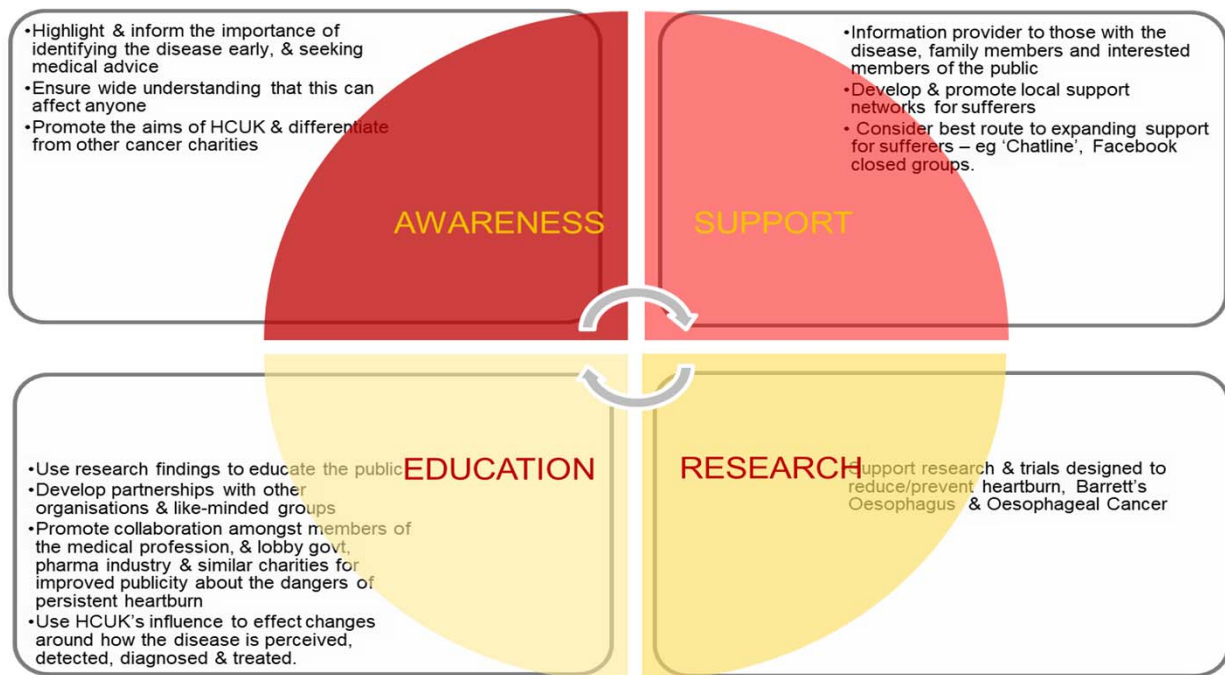
Objectives and Activities

During the fiscal year 2020-21, Heartburn Cancer UK continued to work towards our well-defined mission and objectives as follows:

Mission

To be a respected UK source of awareness and information on the risks of ignoring persistent heartburn, encouraging the public to seek medical advice, to champion research to enable an earlier diagnosis to save lives, and to support those living with reflux, Barrett's oesophagus and oesophageal cancer .

Our Objectives



For more information please visit our website at www.heartburncanceruk.org

Public Benefit

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2021

Achievements and performance

The Covid-19 pandemic has had a significant negative impact on all charities across the UK and wider world over the past 12 months. This has affected both our income levels as well as our plans to undertake awareness activities, as three UK lockdowns have prevented the UK populace from undertaking what might be considered a 'normal' life. As a result, our FY21 projected budget was quickly deemed inappropriate in early FY21, and we have striven since then to find other and creative ways to both raise funds as well as achieve the other key objectives of the charity.

Significantly, we have found new channels for funds, and have managed to increase our income compared to the previous year, albeit in a rather different shape; our plans to grow revenue by around 50% in FY21 have, though, proved difficult given the virus.

Fundraising

- Our tribute funds with Much Loved have worked well for people fundraising in memory of a loved one with an income of approximately £13,400 from 4 tributes.
- Plans to raise income from sponsorship for activities has been severely curtailed as those activities (Marathons etc) were cancelled. More recently, some supporters have adopted 'virtual' events as a means to raise funds, but these events were slow to launch after the initial shock of lockdowns being imposed, and so have had limited impact.
- We have been successful in attracting some medium-sized grants from various bodies which has enabled us to continue to operate for the benefit of heartburn sufferers without financial stress, and these grants, along with the other income streams, have ensured our income level in FY21 is on a par with that achieved in FY20 – a remarkable achievement considering the environment in which we have been forced to operate.
- Our first proper venture into merchandising, using our excellent new website platform, raised just over £1,100 at Christmas from the sale of cards to the public.
- The capability introduced with launch of the new website for online donations has seen approximately £9,500, including gift-aid, donated direct to date; this is a benefit to HCUK since the commission charged for processing is less than that charged by the likes of Just Giving and Virgin.
- We have embarked on our first 'official' corporate partnership with The Lanesborough Hotel in London. Two of their staff members and the husband of one of their senior team have lost their lives to oesophago-gastric cancers. They have named HCUK as their charity of choice and have already donated Christmas gift money which their staff have collected of around £1,000. Once they have re-opened following lockdown, they have various thoughts about how they might work with HCUK to raise further funds.
- Partnerships were created with Make a difference cards, Charity Traveller, Discover Adventure and Much Loved. Much Loved have been the most successful to date. Holiday and adventure partnerships will hopefully become more relevant beyond the pandemic.

Patient Support

- Support Groups affiliated to the charity were obviously impacted by restrictions on meeting in person. Despite this being a challenge throughout the pandemic, both London and East Anglia have continued their work, using virtual Zoom meetings.
- We received some funding to support the set up and administration of a new Patient Support Group on Facebook (Barrett's and Oesophageal Cancer Online Support Group), which now has over 50 members, a significant proportion of whom are active and either requesting or providing advice on coping with symptoms and treatments.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2021

Achievements and performance *(continued)*

Research and Diagnosis

- As the NHS re-deployed resources to cope with the enormous influx of Covid-19 patients, as well as imposing 'clean regimes' to prevent excess spread of the virus, services such as cancer-care were reduced and postponed. This has led to a perceived increase in the number of sufferers of heartburn who will not have been adequately diagnosed and treated; a timebomb as we defeat Covid-19 and return to a form of normality. We know that rates of endoscopy have been reduced dramatically, and inevitably this will lead to greater levels of incurable forms of the disease going forward. Endoscopic cancer detection reduced by 58% overall over a study period Jan to 31 May using the UK's National Endoscopy Database by an NHS group.
- HCUK has worked with the Delta team, led by Prof Rebecca Fitzgerald, involved in development of the Cytosponge' – a diagnostic tool less invasive and less expensive than an Endoscopy – to plan for a Mobile Diagnostic Unit and 1,500 tests in mid-2021 aimed at proving its value as well as saving lives. This represents the largest single investment in a project ever made by HCUK.

The construction and fit-out of the Mobile Diagnostic Unit commissioned and funded by the charity was completed just prior to the year end and the total costs of approximately £27,000 have been capitalised in the balance sheet. Deployment of the unit on the first phase of its involvement in the Delta project took place in early May 2021. This phase of the DELTA project is planned to take several months to complete and the outcome of that project will determine what the next steps will be for the Mobile Diagnostic Unit.

General Awareness

- Following production of our first video campaign featuring 'Mimi's Story' for the Hampshire campaigns in 2019 & early 2020, this was used again in a Sky AdSmart campaign during the early summer 2020 with the objective of raising money as well as achieving awareness of the dangers of ignoring persistent heartburn. Whilst we did see 130,000 impressions delivered amongst around 35,000 individual viewers, the fundraising objective ('text donate') was unsuccessful.
- Our social media presence has been the focus of 2020 into early 2021, and we've seen great increases in our followers, friends etc on Facebook, Twitter, LinkedIn and Instagram, with regular and informative posts. We continue to work with an external provider to ensure regular and timely Social Media output, and this is expected to continue.
- Towards the end of the year we produced our second video, with additional audio file for radio campaigns, which takes the stories of 3 heartburn sufferers who were caught in time to save their lives, as well as the thoughts of a Specialist Research Nurse. This is the so-called 'Happy Outcome' campaign, to be used going forward on Social Media, Radio and possibly TV.
- Our website redevelopment in late FY20 has provided a fabulous platform for communication, and is seeing major uplift in visitors. We continued to exploit opportunities using the site, especially online merchandising and the sale of our Christmas Cards, generously donated to us by a print partner.
- Other planned awareness campaigns in the NW, London and Scotland were necessarily shelved given the absence of footfall in outdoor locations for viewing, in addition to a desire not to cause unnecessary worry amongst the general public as it became much more difficult and in some cases impossible to see a GP or to access an endoscopic examination in lockdown.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2021

Achievements and performance *(continued)*

In summary, despite the challenges posed to charitable organisations around the world by the Covid 19 pandemic, HCUK has managed to sustain its income, albeit in an atypical manner, whilst investing both time and financially in the exciting Mobile Diagnostic Unit, which will be the focus of our awareness and support activity throughout FY22 and beyond. Pure awareness activity was limited in 2020 to our TV campaign as well as social media, particularly due to Covid-19 lockdowns and therefore the unsuitability of outdoor campaigns to spread our message.

Financial Review

Total reserves are £126,438 (2020: £106,302), of this £40,248 is restricted and within restricted funds are held the fixed asset balance for the Mobile Diagnostic Unit. See note 17 for the detailed descriptions and balances on these funds.

It is the policy of the charity that unrestricted funds, which have not been designated for a specific use should be maintained at a level equivalent to six months's expenditure, which is calculated to be in the region of £35,000. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Risks

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Plans for the future

Our major focus, for the forthcoming financial year to April 2022, is executing a successful Mobile Diagnostic Unit Pilot with Project Delta and maximising all opportunities for fundraising, general awareness and positive PR on this very tangible 'make a real difference' initiative. Leaving this new geographic area with lasting GP and Pharmacy relationships for awareness and support of the public living with reflux, Barrett's or oesophageal cancer. We have a fantastic opportunity for new collaborations this year as a result of the work undertaken, which should make it much more straightforward to expand our messages of awareness wider in the UK.

Resources-permitting we are also planning to re-schedule the outdoor awareness campaigns shelved due to the pandemic in 2020. These are likely to be undertaken in the NW & NE of England as well as Scotland, where we know that the prevalence of undiagnosed Barrett's and oesophageal cancer is higher than the UK average.

Meanwhile we will finalise our fundraising strategy and delivering against our plans, continue with initiatives that have worked well for us and progress new ideas as we start being released from the pandemic.

We will continue to encourage people to seek current information and guidance from our website 'our shop window' and encourage them to get involved to support us whenever we can. We will actively do this through all awareness activity, PR and social media. We again intend to double our social media following on all platforms in the year ahead.

We plan to maximise opportunities from our website. Our Google Adwords account will be moved to a new partner in June 2021, with the aim of enhancing our visitor numbers for support as well as fundraising.

It's important to continue our patient support activity. Patients contact the office by phone or email or they find us on or through our more traditional support groups. We are investigating cost effective methods of developing this further, especially in instances where patients can help and advise each other from the perspective of their personal experiences. We are also ready to start new groups in areas where there is a need, most probably commencing in regions where we deploy the Mobile Diagnostic Unit.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2021

Structure, governance and management

The following served as trustees during the year:

Mrs M E McCord	
Mr A R Cheyne OBE	(deceased 8 May 2020)
Prof R C Fitzgerald	
Mr T Thornton-Jones	
Prof T J Underwood	
Mrs B A Huntingdon	
Mr P R Carr	
Mrs J R M Carr	

The above are also Directors for the purposes of company law.

The Board have the statutory power to appoint new trustees under the terms of the Trust Deed and provide the necessary training in order that they may fulfil their obligations as Trustees.

None of the Trustees has any beneficial interest in the company. The Directors, are members of the company and guarantee to contribute £1 in the event of a winding up.

The charity is governed by the Board of Trustees which is responsible for formulating the strategies and policies of the charity including exercising financial controls.

Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the statement of financial activities of the charitable company for that year. In preparing these financial statements, the Trustees are required to:

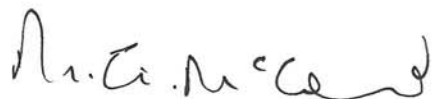
- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- observe the methods and principles in the Charities SORP;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

HEARTBURN CANCER UK
TRUSTEES' REPORT (Incorporating Directors' Report)
(continued)
YEAR ENDED 30 APRIL 2021

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Signed on behalf of the Board of Trustees



Mrs M E McCord
Chair of Trustees

Approved by the board on:

10 June 2021

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
HEARTBURN CANCER UK**

YEAR ENDED 30 APRIL 2021

I report on the financial statements of the charity for the year ended 30 April 2021, which are set out on pages 9 to 19.

Respective responsibilities of Trustees and examiner

The charity's Trustees, who are also the directors of Heartburn Cancer UK for the purposes of company law, are responsible for the preparation of the accounts. The Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- (i) examine the financial statements under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Direction given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

Basis of Independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the next statements.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
 - (i) to keep accounting records in accordance with section 386 of the Companies Act 2006; and
 - (ii) to prepare financial statements which accord with the accounting records, comply with the accounting requirements of section 396 of the companies Act 2006 and with the methods and principles of the Statement of Recommended Practice Accounting and Reporting by Charities; have not been met; or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.



Carmel Warren
22 Queens Ride
Crowthorne
Berkshire
RG45 6LG

Date: 10 June 2021

HEARTBURN CANCER UK
STATEMENT OF FINANCIAL ACTIVITIES
including **INCOME AND EXPENDITURE ACCOUNT**
YEAR ENDED 30 APRIL 2021

		Unrestricted funds		Restricted funds	2021	2020
		General	Designated		£	£
	Notes					
Income from:						
Donations and legacies	2	75,148	-	47,970	123,118	94,353
Fundraising activities	3	1,138	-	-	1,138	-
Investments	4	41	-	-	41	113
Total incoming resources		76,327	-	47,970	124,297	94,466
Expenditure on:						
Costs of generating funds	5	28,253	-	-	28,253	20,276
Charitable activities	6	45,860	-	30,000	75,860	64,938
Governance costs	10	48	-	-	48	78
Total resources expended		74,161	-	30,000	104,161	85,292
Net income/(expenditure) for the year/net movement in funds		2,166	-	17,970	20,136	9,174
Fund balances as at 1 May 2020		84,024	-	22,278	106,302	97,128
Fund balances as at 30 April 2021	17	<u>86,190</u>	<u>-</u>	<u>40,248</u>	<u>126,438</u>	<u>106,302</u>

The statement of financial activities includes all gains and losses recognised in the year

All income and expenditure relates to continuing activities.

The statement of financial activities also complies with the requirements of an income and expenditure account under the Companies Act 2006

The notes on pages 11 to 19 form part of these financial statements.

HEARTBURN CANCER UK

BALANCE SHEET

Registered Number 07227937

AS AT 30 APRIL 2021

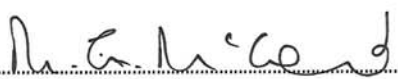
	Note	2021 £	2020 £
Fixed Assets	14	<u>27,058</u>	<u>-</u>
		27,058	-
Current Assets			
Other debtors	15	7,203	9,999
Cash at bank and in hand		<u>92,735</u>	<u>100,819</u>
		99,938	110,818
Creditors: Amounts falling due within one year	16	<u>(558)</u>	<u>(4,516)</u>
Net current assets		99,380	106,302
Total assets less current liabilities		<u>126,438</u>	<u>106,302</u>
Net assets		<u>126,438</u>	<u>106,302</u>
Represented by:			
Income Funds			
Restricted funds	17	40,248	22,278
Unrestricted Funds			
- Designated funds	17	-	-
- General unrestricted funds	17	86,190	84,024
		<u>126,438</u>	<u>106,302</u>

The charitable company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 April 2021. No member of the charitable company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements.

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with FRS102 SORP.

These financial statements were approved by the Trustees and authorised for issue on 10 June 2021 and are signed on their behalf by:


 Mrs M E McCord
 Chair of Trustees

The notes on pages 11 to 19 form part of these financial statements.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

1 Accounting policies

General information

Heartburn Cancer UK ("the charitable company") has prepared financial statements covering its results for the year to 30 April 2021. The charitable company has presented its financial statements in Sterling, rounded to the nearest whole pound.

The charitable company is a private company limited by guarantee and is incorporated in England and Wales. The address of the charitable company's registered office is presented on page 1 of these financial statements under Officers and Professional Advisors. The charitable company's principal activities and nature of the business are shown on page 2.

Basis of accounting

The financial statements have been prepared under the historical cost convention, in accordance with the charity's governing document, the Companies Act 2006, as applicable to companies subject to the small companies regime, "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("SORP") and with the Charities Act 2011. The principal accounting policies adopted are set out below.

The charity is a Public Benefit Entity as defined by FRS 102.

Statement of Cashflows

The charitable company has taken advantage of the provisions in the SORP for charities applying FRS102 update Bulletin 1 not to prepare a Statement of Cashflows.

Going concern

At the time of preparing 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.

Charitable Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated, by the Trustees, for other purposes.

Restricted funds are subject to specific conditions by donors 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.

Endowment funds are subject to specific conditions by donor that the capital must be maintained by the charity.

Incoming resources

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.

Donations by way of grants are recognised either on receipt or Invoice, whichever is earlier.

Donations and associated gift aid from on-line sites such as Just Giving and Virgin Giving are recognised as and when paid by those sites, after they have been verified and processed, and includes donations remitted to the charity from those sites within the financial year. These donations are recorded net of processing charges.

Other donations and legacies are recognised on receipt. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Donated services and facilities are included in the Statement of Financial Activities in the year they are received at the value of the gift to the charity, provided the value of the gift can be measured reliably. The expense element of such donations is reflected in resources expended in the appropriate expense category.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

1 Accounting policies (continued)

Resources expended

Costs of generating voluntary income comprise the costs incurred by the charity to induce others to make donations to the charity.

Activities in furtherance of charitable objectives undertaken directly relate to expenditure incurred as a direct result of undertaking the charitable objectives of the charity.

Governance and core activities expenditure

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Core Activities Expenditure are those costs incurred directly in support of the objects of the charitable company and fundraising and are allocated to activity cost categories on a basis consistent with the use of resources.

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Cost represents purchase price together with any incidental costs of acquisition.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, net of anticipated disposal proceeds, over the useful economic life of that asset as follows:

Mobile Diagnostic Unit	- straight line over 5 years
------------------------	------------------------------

Financial Instruments

The charitable company only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measure at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Critical accounting estimates and areas of judgement

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 estimated 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.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

2 Donations and legacies

	Unrestricted funds	Designated funds	Restricted funds	2021 £	2020 £
Donations and gifts	64,574	-	47,970	112,544	84,309
Donations in Kind	10,574	-	-	10,574	10,044
	<u>75,148</u>	<u>-</u>	<u>47,970</u>	<u>123,118</u>	<u>94,353</u>

3 Fundraising activities

	2021 £	2020 £
Sale of Christmas Cards	<u>1,138</u>	<u>-</u>

4 Investments

	2021 £	2020 £
Interest receivable	<u>41</u>	<u>113</u>

5 Costs of generating funds

	2021 £	2020 £
Printing and advertising	1,233	1,773
Website and social media	1,296	500
Fund raising activities	2,714	2,127
Other expenditure	23,010	15,876
	<u>28,253</u>	<u>20,276</u>

See note 8 for further details

6 Expenditure on Charitable Activities

	Unrestricted funds	Designated funds	Restricted funds	2021 £	2020 £
Grant funding of activities	-	-	7,500	7,500	12,739
Other expenditure	45,860	-	22,500	68,360	52,199
	<u>45,860</u>	<u>-</u>	<u>30,000</u>	<u>75,860</u>	<u>64,938</u>
<i>Analysis by fund for 2020</i>	<u>41,433</u>	<u>2,500</u>	<u>21,005</u>	<u>64,938</u>	

7 Grants payable

	Unrestricted funds	Designated funds	Restricted funds	2021 £	2020 £
HCUK East Anglia	-	-	-	-	239
To fund a surgical specialty lead	-	-	7,500	7,500	7,500
Other grants	-	-	-	-	5,000
	<u>-</u>	<u>-</u>	<u>7,500</u>	<u>7,500</u>	<u>12,739</u>

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

8 Core activities expenditure analysis for the year

	Fundraising	Awareness	Research	Support Groups	General support
	£	£	£	£	£
Staff costs	17,808	13,992	7,518	4,972	8,922
Travel costs and training	75	-	-	-	-
Grants awarded	-	-	7,500	-	-
Office space	3,539	2,780	1,494	988	1,773
Printing and advertising	1,233	11,098	-	-	-
Website and social media	1,296	11,666	-	-	-
IT and computer expenses	903	709	381	252	452
Postage, courier and telephone	184	144	78	51	92
Fundraising	2,714	-	-	-	-
Office supplies	20	15	8	5	11
Insurance	-	-	-	-	444
Bank charges	446	-	-	-	144
Subscriptions	-	-	-	-	120
Sundries	-	-	-	-	286
Regulatory and governance costs	35	-	-	-	13
	<u>28,253</u>	<u>40,404</u>	<u>16,979</u>	<u>6,268</u>	<u>12,257</u>
Total expended resources for the year to 30 April 2021					<u>104,161</u>

9 Allocation of costs to funds

	2021	2021 Allocation			2020
	£	£	£	£	£
	Unrestricted	Designated	Restricted		
Staff Costs	53,212	32,212	-	21,000	32,653
Travel costs	75	75	-	-	668
Grants awarded	7,500	-	-	7,500	12,739
Office space	10,574	10,574	-	-	10,858
Printing and advertising	12,331	11,331	-	1,000	17,732
Website and social media	12,962	12,462	-	500	4,998
IT and computer expenses	2,697	2,697	-	-	1,003
Postage, courier and telephone	549	549	-	-	1,191
Fundraising	2,714	2,714	-	-	2,127
Office supplies	59	59	-	-	104
Insurance	444	444	-	-	444
Bank charges	590	590	-	-	276
Subscriptions	120	120	-	-	125
Sundries	286	286	-	-	246
Regulatory and governance costs	48	48	-	-	128
	<u>104,161</u>	<u>74,161</u>	<u>-</u>	<u>30,000</u>	<u>85,292</u>

Costs are allocated to funds on the basis of either actual costs incurred or estimated resource usage.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

10 Governance Costs

	2021	<i>2020</i>
	£	<i>£</i>
Legal and Professional fees	48	48
Independent examiner's fee	-	30
	<u>48</u>	<u>78</u>

11 Staff costs

	2021	<i>2020</i>
	£	<i>£</i>
Salaries and wages	52,084	32,157
Pension costs	1,128	496
	<u>53,212</u>	<u>32,653</u>

No staff receive more than £60,000 per annum.

Average number of full time equivalent staff in the year

	2021	<i>2020</i>
	FTE No	<i>FTE No</i>
Fundraising	0.6	0.4
Charitable activities	0.8	0.5
Other	0.3	0.2
	<u>1.7</u>	<u>1.1</u>

	2021	<i>2020</i>
	No	<i>No</i>
Average (absolute) number of staff in the year	<u>3.0</u>	<u>2.4</u>

12 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

13 Related Party Transactions

During the year Absolutely Offices Limited, of which Beryl Huntingdon, a trustee of the charitable company, is a director, provided the following services to the charity on normal commercial terms.

	2021	<i>2020</i>
	£	<i>£</i>
Computer expenses		-
Postage, courier and telephone	196	873
Office supplies and sundry expenses	-	120
Office space	-	814
Printing and advertising	41	-
	<u>237</u>	<u>1,807</u>

In addition, Absolutely Offices Limited provided the following services free of charge as a donation in kind:

	2021	<i>2020</i>
	£	<i>£</i>
Office space	10,044	10,044
	<u>10,044</u>	<u>10,044</u>

14 Tangible fixed assets

	Mobile Diagnostic Unit	Total
	£	£
Cost		
At 1 May 2020	-	-
Additions	27,058	27,058
	<u>27,058</u>	<u>27,058</u>
At 30 April 2021	<u>27,058</u>	<u>27,058</u>
Depreciation		
At 1 May 2020	-	-
Charge for the period	-	-
	<u>-</u>	<u>-</u>
At 30 April 2021	<u>-</u>	<u>-</u>
Net book value		
At 30 April 2021	<u>27,058</u>	<u>27,058</u>
At 1 May 2020	<u>-</u>	<u>-</u>

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

15 Other debtors

	2021	<i>2020</i>
	£	<i>£</i>
Other debtors	-	9,600
Prepayments and accrued income	7,203	399
	<u>7,203</u>	<u>9,999</u>

16 Creditors: Amounts falling due within one year

	2021	<i>2020</i>
	£	<i>£</i>
Trade creditor	324	57
Other creditor - pension creditor	234	84
Accruals and deferred income	-	4,375
	<u>558</u>	<u>4,516</u>

17 Statement of Funds

	Movement in Funds				
Unrestricted Funds	Balance at 1 May 2020	Incoming resources	Resources expended	Transfers	Balance at 30 April 2021
	£	£	£	£	£
Designated Funds	-	-	-	-	-
	-	-	-	-	-
General Funds	84,024	76,327	(74,161)	-	86,190
Total unrestricted funds	84,024	76,327	(74,161)	-	86,190

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

17 Statement of Funds (continued)

	Movement in Funds			Balance at 30 April 2021
	Balance at 1 May 2020	Incoming resources	Resources expended	
Restricted Funds	£	£	£	£
HCUK Augis RCS	10,625	-	(7,500)	3,125
Cytosponge Mobile Diagnostic Unit	-	31,370		31,370
Staff Costs - Covid crisis period	6,400	14,600	(21,000)	-
Return to fitness	1,000	-	-	1,000
Awareness - North West of England	2,102	-	-	2,102
Awareness - London	-	500	-	500
Peer Support Network	-	500	(500)	-
HCUK East Anglia	2,151	-	-	2,151
Awareness	-	1,000	(1,000)	-
	<u>22,278</u>	<u>47,970</u>	<u>(30,000)</u>	<u>40,248</u>

HCUK Augis Royal College of Surgeons

To help fund a Surgical Speciality Lead in the field of Oesophageal Cancer

Cytosponge Mobile Diagnostic Unit

To fund the purchase of a Mobile Diagnostic Unit and related equipment, which are accounted for as fixed assets and will be depreciated from May 2021, and fund the running costs of the unit. The unit is currently being deployed to support the DELTA project to demonstrate the efficacy of the "Cytosponge" in promoting early diagnosis of Oesophageal Cancer and/or Barrett's Oesophagus.

Staff costs during the Covid Crisis period

To fund staff costs during the Covid crisis period.

Return to fitness

To support a research project into a programme to support Oesophageal Cancer patients recovering after treatment.

Awareness - North West of England

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the North West of England.

Awareness- London

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus, in the London area.

Peer Support Network

To fund support networks for patients diagnosed with Oesophageal Cancer and/or Barrett's Oesophagus.

HCUK East Anglia

To fund the activities of the East Anglia support group with funds generated by the support group itself.

Awareness

Fund to raise awareness in patients and physicians of the link between persistent heartburn and Oesophageal Cancer and/or Barrett's Oesophagus.

HEARTBURN CANCER UK
NOTES TO THE UNAUDITED FINANCIAL STATEMENTS

YEAR ENDED 30 APRIL 2021

18 Analysis of net assets between funds

	Unrestricted funds	Designated funds	Restricted funds	Total £
Fund balances at 30 April 2021 are represented by:				
Fixed Assets	-	-	27,058	27,058
Net current assets	86,190	-	13,190	99,380
Net assets	<u>86,190</u>	<u>-</u>	<u>40,248</u>	<u>126,438</u>

19 Ultimate controlling party

The trustees do not consider there to be an ultimate controlling party other than the Board of Trustees.