

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

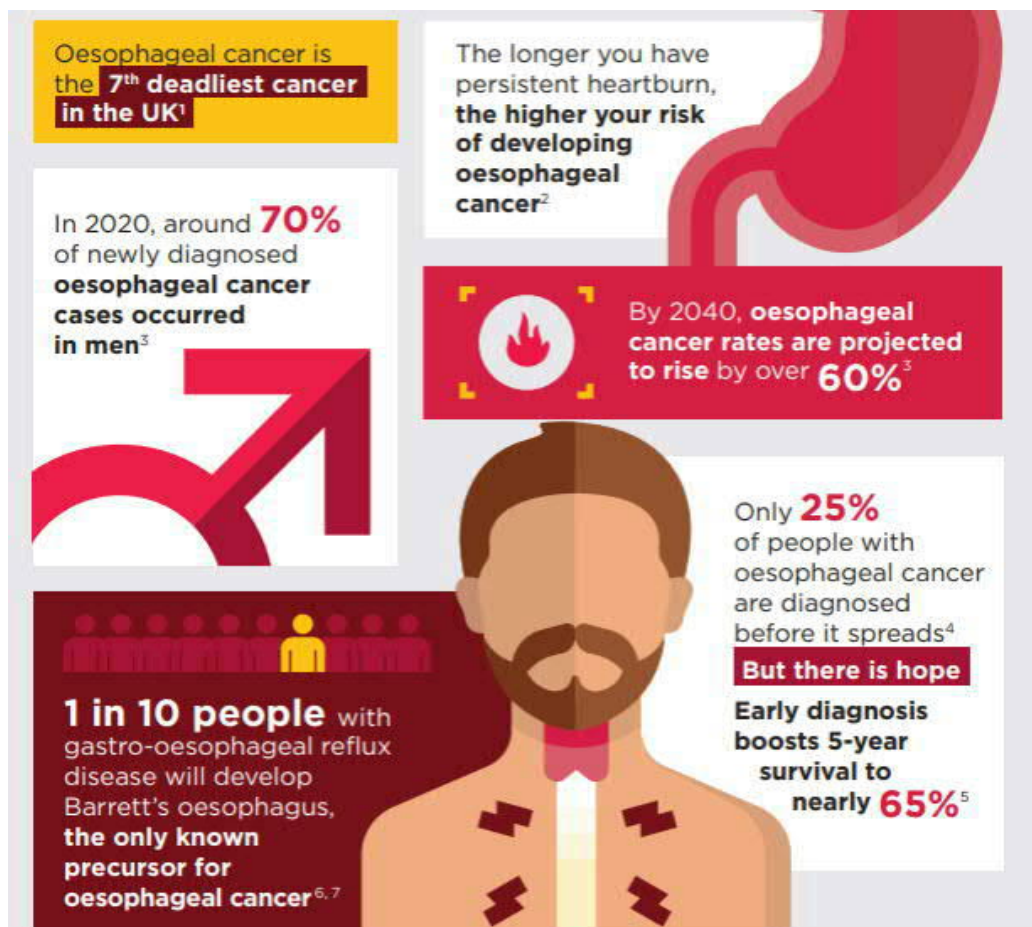
**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2025
FOR
HEARTBURN CANCER UK**

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.

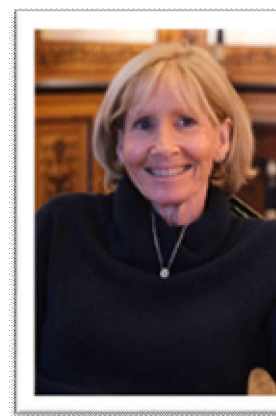
The incidence is growing here, in the Western world, for reasons we're not entirely sure of yet, but which might be connected to more inactivity, worse diets and bigger waistlines.

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.

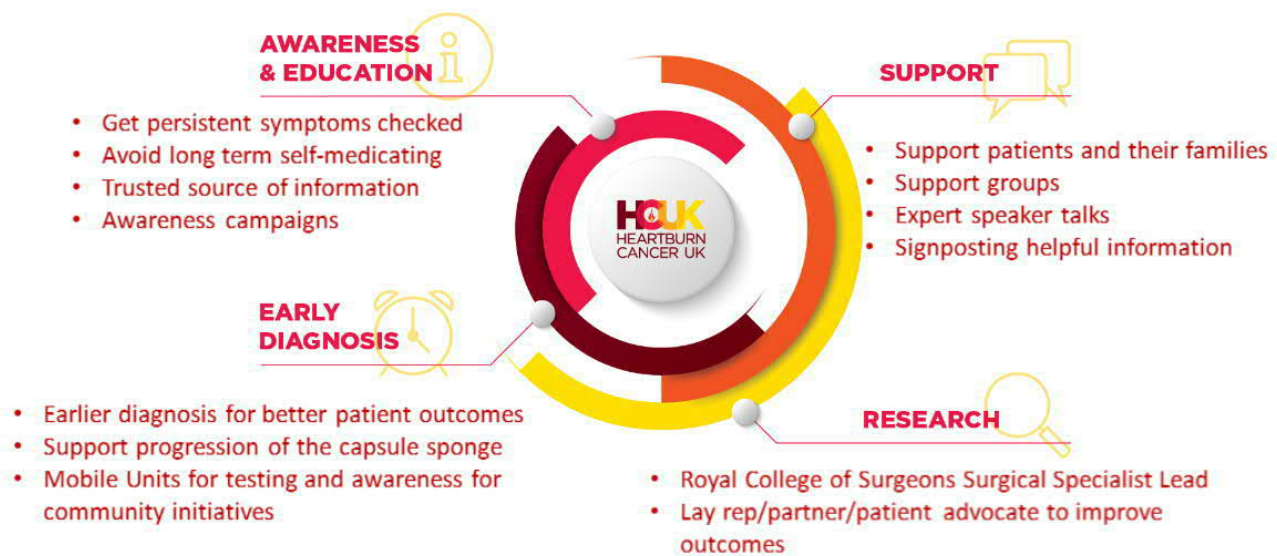
We are their advocates, their support, their translators.

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.

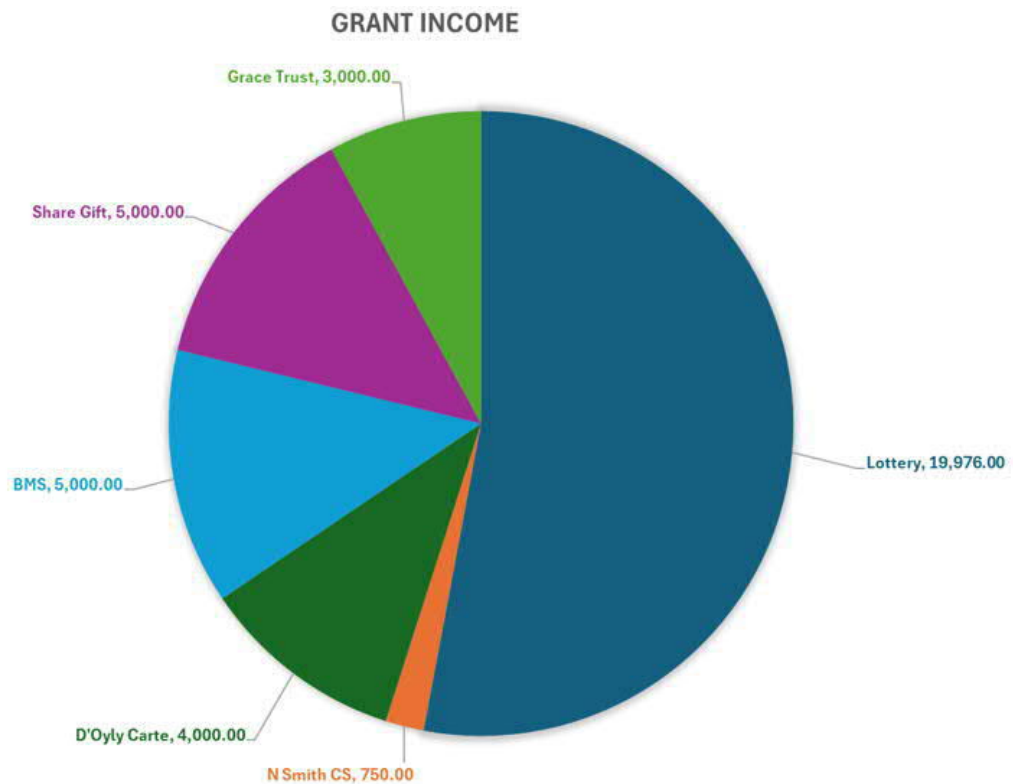
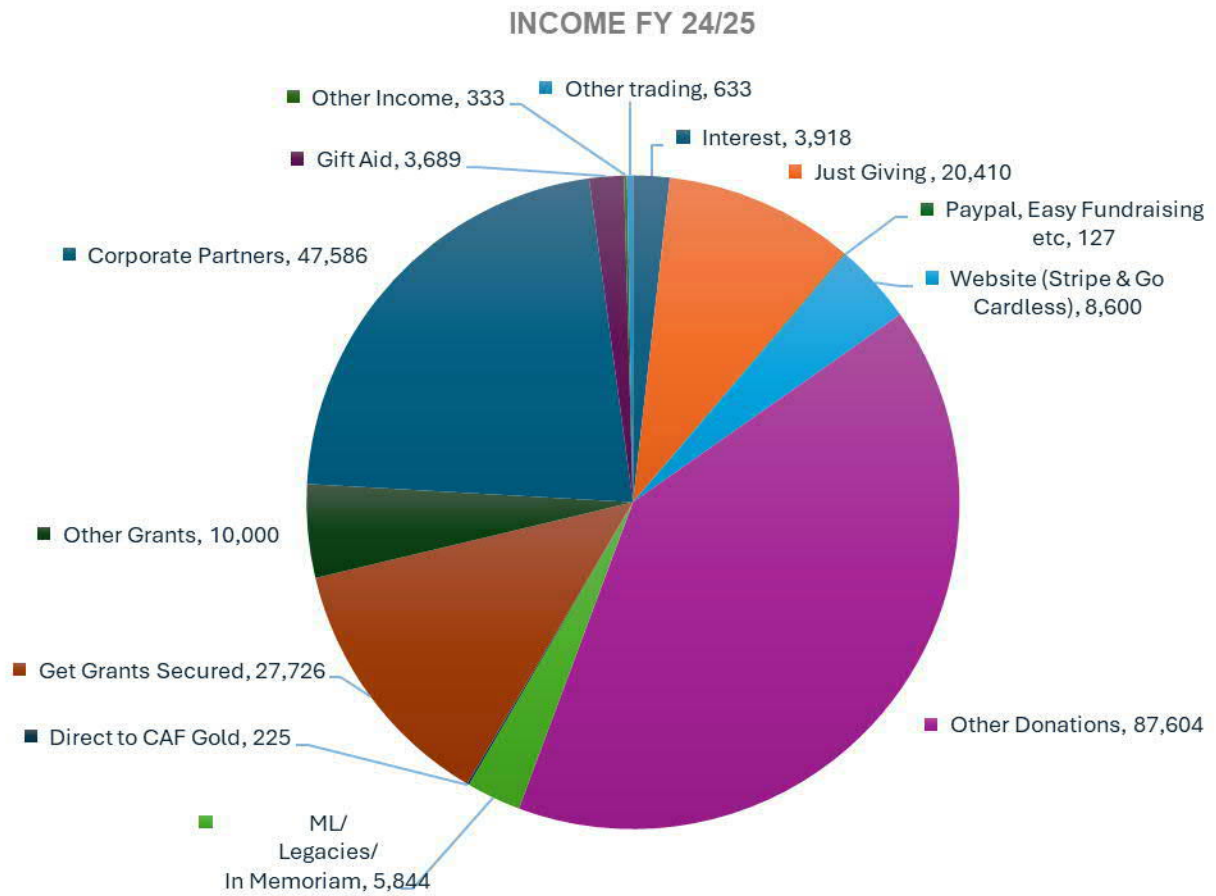
Income summary

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

HEARTBURN CANCER UK**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) Run for charity activities (Run for charity membership)	Just giving 5% transaction fee £750 Membership	£40,000	Annual
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

		Unrestricted fund £	Restricted funds £	2025 Total funds £	2024 Total funds £
	Notes				
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		333	-	333	672
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		17,648	43,843	61,491	41,024
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		110,435	147,505	257,940	217,337
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

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><u>120,911</u></u>	<u><u>86,802</u></u>

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

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

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><u>215,714</u></u>	<u><u>60,023</u></u>	<u><u>275,737</u></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><u>192,017</u></u>	<u><u>43,117</u></u>	<u><u>235,134</u></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
	<u> </u>	<u> </u>	<u> </u>
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).