

Charity registration number 1137689 (England and Wales)

Charity registration number SC049777 (Scotland)

Company registration number 07272699

PANCREATIC CANCER ACTION
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

PANCREATIC CANCER ACTION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	N Menezes	
	R Legg	
	C Carter	
	E Cowan	
	N Longworth	
	L Nylander	
	G Codacci Pisanelli	(Appointed 18 March 2024)
	D Slater	(Appointed 18 March 2024)
	G Lesca	(Appointed 18 March 2024)
	T Matthews	(Appointed 20 August 2024)
Secretary	T Matthews	
Charity number (England and Wales)	1137689	
Charity number (Scotland)	SC049777	
Company number	07272699	
Registered office	3 London Square Cross Lanes Guildford GU1 1UJ	
Auditor	Alliotts LLP 3 London Square Cross Lanes Guildford GU1 1UJ	
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PANCREATIC CANCER ACTION

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PANCREATIC CANCER ACTION

CEO'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

DELIVERING REAL RESULTS NOW; BUILDING FOR GREATER SUCCESSES IN THE FUTURE

Our 2024 Annual Report highlights details of the real and tangible results Pancreatic Cancer Action has achieved over the past year. I am confident that readers will be inspired by the immense activity, creativity and sheer determination of *all* of the stakeholders of PCA who made these successes possible. Here is a snapshot of the content of this report:

Awareness: Working with professional companies, a network of pharmacy practices and coalitions of charities, PCA drove awareness of pancreatic cancer symptoms across the UK. Amongst this work was a national creative digital and community outreach campaign entitled #MISSEDMoments, which reached hundreds of thousands of people to raise awareness of how missing early symptoms can be devastating. We are grateful to *Free Partners*, the creative company who donated large valuable creative time and expertise, as well as all our other awareness raising partners.

Advocacy: PCA made its voice heard as a key partner in the SCOT-HPB pathway improvement project advocating for clearer, faster referral pathways to save lives. Working in partnership with MPs, MSPs and councils we pursued the common goal of improving diagnosis and care.

Education: 2024 saw a major drive to promote greater familiarity of symptoms and referral pathways amongst GPs and Pharmacists with our revised and enhanced eLearning modules. Working in partnership with the NHS learning hub, Royal Pharmaceutical Society, BOPA and ELE learning, PCA is well positioned to reach every GP and most Pharmacists in the UK to help them efficiently diagnose pancreatic symptoms amongst the general population.

Research: Research is the key to finding more effective methods of diagnosing pancreatic cancer early. We have outlined our continued partnership with the University of Surrey on how a diabetes-pancreatic cancer link supported the development of a new algorithm now being piloted across England. We prepared the relaunch of our Early Diagnosis Challenge Award to drive early diagnosis.

Support: People with Pancreatic Cancer, and their families are at the heart of PCA. In 2024 we continued to fund a Clinical Nurse Specialist in Glasgow, supporting over 2,500 patient interactions annually. We added to our highly popular accredited health information booklets and digital resources with a new guide on genetics and pancreatic cancer.

Fundraising: Fundraising is an area where it can be clearly seen how a whole range of companies, trusts and foundations, communities, families and individuals took PCA to their hearts. In 2024 they ran for PCA and took on challenges, including the London Marathon and Great North Run. They turned out in force at several Kiltwalks and participated in the virtual challenge '60miles in April'. In addition, supporters carried out many more fundraising events and activities. A truly touching initiative in 2024 was the production of a Tribute mural in Manchester to Andy Rourke, bassist of The Smiths who died of pancreatic cancer. The tribute to Andy joins with the many tributes family members made to loved ones. Sincere thanks to every person who gives their passion, time and resources.

PANCREATIC CANCER ACTION

CEO'S REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

BUILDING FOR FUTURE SUCCESS

Extensive efforts were undertaken throughout the year to build the basis for future success. You will see in these accounts that four new Trustees were appointed. Collectively they bring a wealth of knowledge and wisdom in the field of Business, Public Services, Marketing and Communications and Law to drive Pancreatic Cancer Action forward. We welcome all our new trustees to the PCA family, whilst thanking those who returned in 2024 for their dedicated service. To the trustees that resigned during 2024, we thank you for the incredible amount of time and commitment you dedicated to the charity.

I recognise the investment of time and resources to develop the assets needed to propel our organisation forward. Much creative work has enriched content and given greater functionality improvements to the PCA website. This website, the 'shop window' of our organisation will be at the centre of PCA's communications strategy.

A review of all our services began in 2024 and will continue apace in 2025. New and aspirational growth strategies are under development in all areas: Awareness, Advocacy, Education, Research, Support. I look forward to sharing, in due course, our new 5-year organisational strategy with exciting plans to put PCA on a growth pathway for the benefit of many more people with pancreatic cancer, and their families.

Anthony Cummings

Anthony Cummings (Sep 5, 2025, 11:11am)

Anthony Cummings
Chief Executive Officer

05 Sep 2025
Date:

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their annual report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

Our purpose

Pancreatic Cancer Action works to save lives through promoting earlier diagnosis of pancreatic cancer. We do this through promoting greater awareness of the symptoms of the disease, the funding and development of medical educational programmes, supporting patients through improved information about pancreatic cancer either on our website or in print and by funding research.

Our vision

Our vision is that everyone survives pancreatic cancer.

Our mission

Our mission is to improve survival rates of pancreatic cancer by ensuring more people are diagnosed early and that everyone has access to effective treatments, support, information and care.

Objectives

The charity's objectives are:

- A** **Awareness** - increase public awareness and knowledge of pancreatic cancer and its symptoms to achieve early diagnosis
- C** **Campaign** and lobby the government and key stakeholders for change to advance the standard of healthcare for individuals affected by pancreatic cancer
- T** **Train** and provide pioneering educational resources for our medical and healthcare communities
- I** **Innovative** research - we fund it, we support it - to improve early diagnosis and develop effective treatments to improve pancreatic cancer outcomes
- O** **Offer** the provision of practical and emotional support and information to all affected by pancreatic cancer
- N** **Now** – we are the action charity and action is needed more than ever before!

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

The Trustees' activities

The Trustees meet regularly to develop and support strategies to meet the charitable objectives. The Trustees currently have a range of skills and experience that range from medical/scientific, legal, corporate governance, finance and PR, direct and indirect lived experience of pancreatic cancer.

Role of volunteers / PCA Action Ambassadors

The Charity receives the very welcome assistance of volunteers, who help support a range of projects to raise awareness of pancreatic cancer, provide support, review literature and fundraise in their communities.

The charity seeks volunteer assistance via the website, social media and by word of mouth.

Public benefit statement

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance

Using some of our objectives as headings and some other key areas not covered above, we have set out below highlights of activity and work in 2024 in our ongoing mission to improve survival rates of pancreatic cancer by ensuring more people are diagnosed early and that everyone has access to effective treatments, support, information and care.

1. **Awareness - increase public awareness and knowledge of pancreatic cancer and its symptoms to achieve early diagnosis**

Pancreatic Cancer Action provides individuals, communities and organisations with resources to help raise and improve symptom awareness of the world's toughest cancer. We do this through providing posters, leaflets, booklets, online resources, and activities within communities. In our mission to improve early diagnosis and save lives, symptom awareness is key to ensuring people contact their GP for support with any concerns as soon as possible.

We continue to provide **quality accredited health information resources** for communities who do not have English as their first language. Our **translated online and print health education resources** are available to those who have **Polish, Urdu, Punjabi, Bengali, Arabic or Gujarati** as their first language. In 2024 we progressed distribution of our translated resources to multi-cultural centres across the UK.

As well as providing free educational resources to individuals and communities, Pancreatic Cancer Action proactively progresses innovative ways to engage with various communities in different ways, particularly targeting "hard-to-reach groups." In August 2024 we hosted a dedicated **"Awareness Week" in the East End of Glasgow**, as part of our ongoing **Action on The Ground** Project. Our incredible staff and volunteers were actively present within local community areas helping open more conversations with people about the importance of symptom awareness, to aid early diagnosis. Over the course of 7 days, activities included the distribution of information leaflets: "quick guides on pancreatic cancer" to aid discussions of symptoms with the public in shopping centres, foodbanks, community centres, churches, sports centres. Throughout August, we raised awareness in a variety of ways to complement the dedicated awareness week activity. This included our purple branded **"PanCanVan"** being positioned in prominent areas with high footfall, 25,000 **pharmacy bags** featuring symptom information distributed by community pharmacies, 5,000 Pancreatic Cancer Action branded cups distributed in local coffee shops, and symptom information on washroom panels in 30 pubs. Alongside our public engagement activities we invested in digital advertising to broaden our messaging, providing strong focused engagement in an area with particularly low levels of symptom awareness and survival. Amazing organic media activity was also achieved including online and digital news stories, interviews on local radio and Celtic TV.

November's **Pancreatic Cancer Awareness Month** – known across our community as **"PCAM"** provides an opportunity to amplify the importance of symptom awareness and share key health information with the public. Our innovative and groundbreaking **"MISSED"** campaign in 2023 was Pancreatic Cancer Actions biggest digital symptom awareness campaign, highlighting those who had passed away from pancreatic cancer because their symptoms were missed. These symptoms were either missed by healthcare professionals or by the individuals themselves. Building on the success of that campaign, PCAM 2024 evolved to **"MISSED moments"**. When the symptoms of pancreatic cancer are missed, everything is missed: early diagnosis, life-saving treatment and precious moments with loved ones. Our **"MISSED moments"** campaign enabled people to share the moments they missed with their loved ones and highlight the urgent need for awareness, education and early diagnosis.

Following the success of our East End of Glasgow Awareness Week, we led another geographical specific symptom awareness campaign in November 2024, focused on **North East England, specifically Northumberland and Tyne & Wear**. Throughout the month, awareness of pancreatic cancer was raised with information on 50,000 pharmacy bags, 8,000 branded coffee cups and 48 washroom panels in pub restrooms. Our new campaign **'MISSED moments'** was advertised across the **Tyne and Wear Metro**, stories were shared through media outlets, and investment in targeted social media advertising to the general public and healthcare professionals. An amazing group of volunteers also kindly led an awareness stand at The Metrocentre.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

We continued to support collaborative campaigns, with **Purple Lights UK** and **The World Pancreatic Cancer Coalition**. Supporters across the globe help arrange buildings and landmarks to light up purple to shine a light on the disease and share symptom information during November, particularly on **World Pancreatic Cancer Day**, which fosters an inspiring community spirit to improve global survival. A prime example of this is Pancreatic Cancer Actions' annual presence at **Glasgow Central Station** on World Pancreatic Cancer Day. Arranged by one of our amazing supporters and Network Rail, 2024's "**Purple Takeover**" of Scotland's busiest train station was another huge success. Entertainment from The Glasgow Rock Choir and various musicians throughout the day attracted attention, with music bringing people together. We are very grateful to our volunteers and team members who helped share information with the public and collect generous donations.

2. Campaign and lobby the government and key stakeholders for change to advance the standard of healthcare for individuals affected by pancreatic cancer.

With no significant improvement in pancreatic cancer survival rates in 50 years, and a predicted increase in future incidence levels, we continue to urge government and key stakeholders to take urgent action.

Our small but mighty team engage with MSPs, MPs and councillors to explain why action is necessary to improve patient experiences and pancreatic cancer survival rates. We continually advocate for patients and families, building on years of campaigning to raise awareness of pancreatic cancer and the urgent need to drive improvements in the early diagnosis of pancreatic cancer, across the UK.

Throughout 2024 we continued to work in partnership with Cancer 52, One Cancer Voice, The Less Survivable Cancers Taskforce, The Scottish Cancer Coalition, the North Cancer Alliance (Scotland), and a number of other coalitions of cancer charities. Partnership working strengthens our collective voices to ensure patient and carers are at the heart of decision-making by politicians and government.

Pancreatic Cancer Action continued to be key partner in the delivery of **SCOT-HPB: The SHPBN Pathway Improvement Project** for pancreatic and hepatocellular cancer. This was delivered by the **Scottish Government** and **NHS Scotland**, with support from cancer charities and partners such as ourselves. We have been actively involved in driving this important work to improve the timeframes from suspicion of cancer to diagnosis and treatment, with a particular focus on patient and carer experiences.

In November 2024 we provided briefings to all MSPs for the **annual Pancreatic Cancer Awareness Month debate at Scottish Parliament**, with a particular focus on the importance of SCOT-HPB and the positive results from the pilot. However, we were deeply disappointed at the pilot project ending in 2024 with no continuity funding. We will continue to campaign for the learnings to be taken forward to improve patient and carer experiences and outcomes.

We attended the annual **Scottish Cancer Conference** in November which brings together individuals, organisations, patients, pharmaceutical companies, clinicians, academics, policy makers and charities. Pancreatic Cancer Action had the privilege of hosting a breakout session titled "**Community Pharmacy – the new front line for detecting cancer early.**" The aim of the session was to emphasise the crucial role that pharmacists play in the early diagnosis of cancer. We chaired a panel of pharmacists who spoke very passionately about the need for direct referral for community pharmacists and the challenges they face. Our Q&A session was very engaging, with discussions around pharmacy capacity, access to patient records and what more can be done to educate community pharmacists about cancer. We also hosted an exhibition stand providing a fantastic opportunity to share Pancreatic Cancer Actions health information and resources, including our accredited educational resources for healthcare professionals and patient information booklets.

Pancreatic Cancer Action contributed to the update of **The Scottish Cancer Referral Guidelines** and are pleased that our recommendations were taken forward for the updates that are expected to be published in 2025.

We continue to be an active partner campaigning for change in England and Wales. In 2024 this included contributing and supporting **The National Pancreatic Cancer Audit**, resulting in The National Cancer Audit Collaborating Centre (NATCAN) publishing a "**State of the Nation Report**" in September 2024, on care received by people diagnosed with pancreatic cancer in England (2020-2021) and Wales (2022). Pancreatic Cancer Action had recommended an audit of pancreatic cancer diagnosis and treatment for many years. Having fed into a feasibility study in 2022 and the development of a scoping document in 2023 to identify priorities of care, we are pleased to continue to be involved in this vital work. We shall continue to campaign for the insights and recommendations from the audit and report to be implemented, as the catalyst for positive change, reshaping of guidelines, improvements in early detection strategies and ultimately enhancing the lives of those affected by pancreatic cancer.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

In September 2024, Pancreatic Cancer Action were delighted to support a gathering near **Westminster**, of the “purple family” of community campaigners marking the 10th anniversary of the first Parliamentary Debate on pancreatic cancer. This was a result of a successful petition appeal by campaigner Maggie Watts, which achieved over 100,000 signatures in 2014. While some progress is taking place, increased speed and action is urgently needed in our united mission to save lives. Pancreatic Cancer Action will continue to represent patients and carers, building on years of campaigning and collective activity by our community and together we will continue to make a difference. Patient experience and outcomes will be a key focus area for The UK governments development of a **National Cancer Plan**, to improve cancer prevention, diagnosis, treatment and aftercare. The commitment to the plan was announced in December 2024 and we will support the provision of evidence and contributions on behalf of patients, healthcare professionals and the public.

3. Train and provide pioneering educational resources for our medical and healthcare communities.

Pancreatic Cancer Action provides pioneering **accredited e-learning for GPs and Pharmacists**.

Following the update to our GP e-learning hosted by **The Royal College of General Practitioners (RCGP)** in 2023, we launched a new improved eLearning Module tailored for community pharmacists and their teams in 2024.

Pharmacy staff have daily interactions with their customers, often building relationships that allow them to recognise subtle changes in health. This familiarity puts them in a prime position to identify the warning signs of pancreatic cancer and a well-informed pharmacist can guide patients to seek urgent medical attention. By completing our comprehensive training module, pharmacy teams can gain critical insights and equip themselves with the knowledge to:

- Understand where the pancreas is and its functions in the body
- Identify the risk factors associated with pancreatic cancer and explore its impact on people
- Recognise the symptoms that may indicate pancreatic cancer and require urgent referral to a GP
- Build effective communication skills when speaking to customers showing symptoms or affected by pancreatic cancer.

As universally accessible healthcare professionals with regular trusted contact with their customers, community pharmacy teams are uniquely positioned to spot early signs of pancreatic cancer and have the confidence to take action that could directly lead to earlier diagnoses and make a lifesaving difference.

Our new Pharmacy Team eLearning module is hosted by the prestigious **Royal Pharmaceutical Society (RPS)**, **British Oncological Pharmaceutical Association (BOPA)**, **The NHS Learning Hub** and **ELE Learn**, helping us reach and educate more pharmacists and pharmacy teams than ever before. Upon successful completion of the module, participants receive Continuing Professional Development (CPD) points and a certificate as a record of their achievement.

Pancreatic Cancer Action hosted an exhibition stand at **The Pharmacy Show** at NEC Birmingham in October 2024. With over 8,700 attendees, it was the perfect opportunity to promote our new and improved eLearning module for pharmacy teams, raise awareness of the crucial role they can play in the early diagnosis of pancreatic cancer and liaise with them face-to-face about the difference they can make to survival rates.

We also promote our eLearning at **The Scottish Cancer Conference** in November 2024 and as noted earlier, hosted a breakout session titled “Community Pharmacy – the new frontline for detecting cancer early”. Pancreatic Cancer Action were proud to chair the active Q&A session which included discussions on current pilot programmes throughout the UK where pharmacists can directly refer patients onto the cancer pathway. Our resources in educating pharmacy teams will be vital in aiding awareness and understanding of pancreatic cancer.

Our focused awareness campaigns in the East End of Glasgow in August and North-East England in November included a total of 75,000 **pharmacy bags** featuring pancreatic cancer symptom information, attracting the attention of both members of the public and healthcare teams. Alongside our public awareness activities, we invested in targeted advertising, engagement and outreach to **Healthcare Professionals** in those geographical areas, helping maximise our impact of community engagement.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

Throughout 2024 we continued to provide **GP and Pharmacy packs** across the UK, and we thank our community of volunteers who help disseminate information on our resources in their local communities.

We look forward to our ongoing work with medical and healthcare communities to continually drive forward improvements in awareness, education and earlier diagnosis of pancreatic cancer.

4. Innovative research - we fund it, we support it - to improve early diagnosis and develop effective treatments to improve pancreatic cancer outcomes.

Pancreatic Cancer Action has historic success providing pump-priming seed-funding to kick-start innovative research projects and opportunities that have then progressed to larger investment from additional funders.

As a small charity we are not in a position to invest millions into research on the same scale as larger organisations, however we are very proud to be driving **innovation** through smaller scale **research** projects that explore both data and science, to better understand pancreatic cancer, earlier diagnosis and effective treatments.

A fantastic example of this is our funding and ongoing partnership working with Dr Agnieszka Lemanska and the research team at **The University of Surrey**. Pancreatic Cancer Action provided initial research funding to examine the link between diabetes and pancreatic cancer. The project was a retrospective case-control study, examining a large sample of GP records of patients with diabetes, to understand those who went on to develop pancreatic cancer and those who did not develop the disease. Multiple variables could be examined including demographics, diagnostics, number of presentations to primary care, and disease management.

The research findings contributed to the development of a new **case finding protocol** for patients with new onset diabetes and weight loss: a new algorithm to identify patients faster and speed up diagnosis. We have continued working with The University of Surrey and **NHS England** to ensure the project developed further and are delighted that additional partners and funding were established to enable a multi-million-pound pilot, implementing the case finding protocol, to be rolled out across England in 2025. We will continue to support this incredible development which involves actively identifying individuals who may have pancreatic cancer, especially those at higher risk and then testing them to confirm or rule out the presence of cancer.

The seed-funding Pancreatic Cancer Action provided for the preliminary stages of this innovative research enabled further research to progress at scale, to enable even bigger **impact** in our united mission to save lives.

We continue to support the team at The University of Surrey as they explore further data interrogation opportunities to identify other factors and combinations of variables that could help potentially identify at-risk patients earlier.

We look forward to supporting more innovative research projects, and in 2024 our team progressed preparations for a relaunch of our **Early Diagnostic Challenge Award** scheme. This included attending training and events with The Association of Medical Research Charities (AMRC), seeking support and legal advice.

Alongside providing research funding, Pancreatic Cancer Action plays a vital role in supporting the wider research community and large research projects, by representing patient and carer voices. Ensuring lived experiences are considered at all stages of research projects is essential through **Patient and Public Involvement (PPI)**.

5. Offer the provision of practical and emotional support and information to all affected by pancreatic cancer.

All of the health information that Pancreatic Cancer Action provides is certified and holds a UK-wide “quality mark” as trusted health information. Highly trained medical professionals review the information, and it is independently assessed and accredited by the Patient Information Forum.

Pancreatic Cancer Action are proud to provide a range of accredited high-quality **Health Information Booklets** that are easy to understand and offers useful support for patients, relatives and carers. Our booklets have been created in a modular form, covering a wide range of topics to ensure users get the information and advice they need. Our booklets are now available in a **digital format** on our website, with printed booklets continuing to be available for ordering free of charge from our online shop and are available to both individuals and organisations, including hospitals and cancer support centres. Our innovative **Recipe Book “Nourishing Your Body during Pancreatic Cancer Treatment”** continues to be extremely popular, with unique recipes and guidance specifically for those affected by pancreatic cancer.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

In 2024 we produced a **new downloadable resource** “**The Role of Genetics in Pancreatic Cancer**” helping respond to questions and concerns from people. Our new guide covers everything people need to know about genes and genetic testing, support available for those eligible for testing, genetic conditions that increase the risk of pancreatic cancer and key signs and symptoms to watch out for.

We will continually review how we offer support for patients and families, to ensure there is a range of comprehensive quality information. Creating new world-class accredited health information is a lengthy process due to the need to involve and consult medical professionals, peer reviewers, lay reviewers, patients and their families, health leaders and other charitable organisations. However, this process is necessary to ensure we can provide the best possible support to the people who need us most.

Pancreatic Cancer Action continues to fund a dedicated **Pancreatic Cancer Clinical Nurse Specialist** within The West of Scotland Cancer Network. Based at Glasgow Royal Infirmary, the postholder provides vital additional resource to the specialist team who collectively support around 230 patients each year from across the West of Scotland. Over 2,500 interactions with patients and their families take place every year, with in-person support at clinics, wards and appointments, as well as telephone support. The post-holder also provides a vital role in weekly Multi-Disciplinary Team meetings, where healthcare professionals follow a holistic approach to assessing and diagnosing patients, and creating treatment plans to optimise outcomes.

Pancreatic Cancer Action are very grateful to our team and volunteers who host awareness stands at hospitals, providing an opportunity to talk to patients and carers and share our support information and resources.

Fundraising

In 2024, income was generated through a wide range of fundraising activities and donations, including our amazing supporters taking part in challenge events such as The London Marathon, The Great North Run and various Kiltwalks, to name but a few. Pancreatic Cancer Action also hosted a new virtual event challenge, “60 miles in April” that attracted people from across the UK to raise funds and awareness for pancreatic cancer.

A variety of **community and corporate fundraising** activities also took place and we are continually inspired by the passion, energy and enthusiasm of supporters determined to help Pancreatic Cancer Action in our mission of saving more lives through early diagnosis. From coffee mornings, bingo nights, charity dances, to golf days, distance challenges running, walking, swimming and climbing, we are incredibly grateful for the dedication of supporters arranging fundraising activities in their schools, workplaces and communities. **THANKYOU!**

A huge thank you, also to our incredible donors who support Pancreatic Cancer Action throughout the year and the kind generosity of **legacies** being bequeathed to our charity and **grant awards** to support our activities.

Pancreatic Cancer Action were honoured to be the chosen charity beneficiary for an innovative crowdfunding campaign in 2024 by The Smiths drummer Mike Joyce, to create a powerful **mural in memory of beloved bassist, Andy Rourke** who tragically passed away from pancreatic cancer in 2023. Located in Manchester's Northern Quarter, on the side of The Wheatsheaf Pub on Oak Street, the mural was launched on World Pancreatic Cancer Day 2024 as a fitting tribute to Rourke's life and legacy. This generated significant media attention including TV and radio and the mural continues to raise funds and awareness for pancreatic cancer.

Trusts and grants

We are very grateful to the many funders that give so generously towards our initiatives, activities and projects. In 2024 these included £18,000 of restricted grants.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

Financial review

The results for the year are summarised in the Statement of Financial Activities on page 16.

The Trustees are pleased to report that the charity's incoming resources for 2024 amounted to £633,973 (2023: £752,504), (2022: £488,089), (2021: £754,217), (2020: £1,256,477; an exceptional year which included a one-off transfer of £607,560 due to the merger with Pancreatic Cancer Scotland and £58,781 through the Coronavirus Job Retention Scheme) (2019: £786,505), (2018: £892,851), (2017: £757,812).

The Trustees would like to thank all those volunteers, fundraisers and donors - corporate, trusts and foundations, as well as individual donors who have supported the charity over the past years and upon whom we are dependent.

Total spending on charitable activities was £492,318 (2023: £465,441), (2022: £450,195), (2021: £513,874), (2020: £437,838) (2019: £609,931) (2018: £669,187), (2017: £669,077).

The charity achieved a net deficit for the year of -£222,418 (2023: -£8,077), (2022: £-241,741), (2021: £-87,740), (2020: £510,025) (2019: £-115,305) (2018: £-24,634) (2017: £-169,315).

Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained to cover at least 6 months of operating expenditure. 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 while consideration is given to ways in which additional funds may be raised.

At 31st December 2024, the charity held reserves of £369,961 of which £103,440 was restricted. Free reserves stood at £193,256 which is in line with the level of the reserves policy established by the board.

Structure, governance and management

The charity is a company limited by guarantee, incorporated in June 2010, and is therefore governed by its Articles of Association. Its company registration number is 07272699 and its charity numbers are 1137689 (England and Wales) and SC049777 (Scotland).

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

H Matthews	(Resigned 17 March 2024)
N Menezes	
N Mumford	(Resigned 18 March 2024)
H Goodfellow	(Resigned 12 June 2024)
L Condron	(Resigned 15 July 2024)
R Legg	
C Carter	
E Cowan	
N Longworth	
L Nylander	
G Codacci Pisanelli	(Appointed 18 March 2024)
D Slater	(Appointed 18 March 2024)
G Lesca	(Appointed 18 March 2024)
T Matthews	(Appointed 20 August 2024)

None of the Trustees has any beneficial interest in the charity. The members of the company guarantee to contribute £10 in the event of liquidation.

PANCREATIC CANCER ACTION

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees continue to keep the Charity's activities under review, particularly with regard to any major physical or financial risks that may arise from time to time, and to monitor the effectiveness of the system of internal controls and other variable means, including insurance cover where appropriate, by which those risks already identified by the Trustees can be mitigated.

Auditor

In accordance with the company's articles, a resolution proposing that Alliotts LLP be reappointed as auditor of the company will be put at The Annual General Meeting.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees.

giulio codacci Pisanelli

~~Giulio Codacci-Pisanelli~~ (Sep 5, 2025, 2:32pm)

G Codacci Pisanelli

Chair of Trustees

Dated: 05 Sep 2025
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PANCREATIC CANCER ACTION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

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

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

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

PANCREATIC CANCER ACTION

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS AND TRUSTEES OF PANCREATIC CANCER ACTION

Opinion

We have audited the financial statements of Pancreatic Cancer Action (the 'charity') for the year ended 31 December 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

We have nothing to report in this regard.

PANCREATIC CANCER ACTION

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS AND TRUSTEES OF PANCREATIC CANCER ACTION

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the directors' report included within the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees' report.

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

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

Responsibilities of Trustees

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

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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

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

PANCREATIC CANCER ACTION

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS AND TRUSTEES OF PANCREATIC CANCER ACTION

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

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

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

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

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

Audit response to risks identified

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

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

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

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

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

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

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

PANCREATIC CANCER ACTION

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS AND TRUSTEES OF PANCREATIC CANCER ACTION

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Stephen Meredith

Stephen Meredith (Sep 5, 2025, 3:27pm)

Stephen Meredith BA FCA DChA (Senior Statutory Auditor)
for and on behalf of Alliotts LLP

05 Sep 2025

.....

Chartered Accountants
Statutory Auditor

3 London Square
Cross Lanes
Guildford
GU1 1UJ

PANCREATIC CANCER ACTION

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	3	594,096	29,264	623,360	571,774	170,357	742,131
Other trading activities	4	2,943	-	2,943	3,334	-	3,334
Investments	5	7,670	-	7,670	7,039	-	7,039
Total income		<u>604,709</u>	<u>29,264</u>	<u>633,973</u>	<u>582,147</u>	<u>170,357</u>	<u>752,504</u>
Expenditure on:							
Raising funds	6	322,757	41,316	364,073	276,495	18,645	295,140
Charitable activities	7	317,928	174,390	492,318	288,539	176,902	465,441
Total expenditure		<u>640,685</u>	<u>215,706</u>	<u>856,391</u>	<u>565,034</u>	<u>195,547</u>	<u>760,581</u>
Net expenditure		<u>(35,976)</u>	<u>(186,442)</u>	<u>(222,418)</u>	<u>17,113</u>	<u>(25,190)</u>	<u>(8,077)</u>
Transfers between funds		<u>(6,093)</u>	<u>6,093</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net movement in funds		<u>(42,069)</u>	<u>(180,349)</u>	<u>(222,418)</u>	<u>17,113</u>	<u>(25,190)</u>	<u>(8,077)</u>
Reconciliation of funds:							
Fund balances at 1 January 2024		<u>308,590</u>	<u>283,789</u>	<u>592,379</u>	<u>291,477</u>	<u>308,979</u>	<u>600,456</u>
Fund balances at 31 December 2024		<u>266,521</u>	<u>103,440</u>	<u>369,961</u>	<u>308,590</u>	<u>283,789</u>	<u>592,379</u>

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

PANCREATIC CANCER ACTION

BALANCE SHEET

AS AT 31 DECEMBER 2024

		2024	2023
	Notes	£	£
Fixed assets			
Intangible assets	12	46,012	-
Tangible assets	13	27,253	-
		73,265	-
Current assets			
Stocks	14	4,565	3,675
Debtors falling due after one year	15	-	333
Debtors falling due within one year	15	54,375	78,865
Cash at bank and in hand		331,620	545,716
		390,560	628,589
Creditors: amounts falling due within one year	16	(93,864)	(36,210)
Net current assets		296,696	592,379
Total assets less current liabilities		369,961	592,379
The funds of the charity			
Restricted income funds	18	103,440	283,789
Unrestricted funds		266,521	308,590
		369,961	592,379

The financial statements were approved by the Trustees on 05 Sep 2025

giulio codacci Pisanelli

Giulio Codacci-Pisanelli (Sep 5, 2025, 2:32pm)

G Codacci Pisanelli

Chair of Trustees

Company registration number 07272699 (England and Wales)

PANCREATIC CANCER ACTION

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
Cash flows from operating activities					
Cash absorbed by operations	21		(142,026)		(46,052)
Investing activities					
Purchase of intangible assets		(47,140)		-	
Purchase of tangible fixed assets		(32,600)		-	
Investment income received		7,670		7,039	
Net cash (used in)/generated from investing activities			(72,070)		7,039
Net cash generated from financing activities			-		-
Net decrease in cash and cash equivalents			(214,096)		(39,013)
Cash and cash equivalents at beginning of year			545,716		584,729
Cash and cash equivalents at end of year			331,620		545,716

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

Charity information

Pancreatic Cancer Action is a registered charity and a company incorporated by guarantee with no share capital, exempted under section 5 of the Companies Act 2006 from the requirement to use "Limited" as part of its name. It is incorporated in England and Wales under registration number 07272699 and its registered office is 3 London Square, Cross Lanes, Guildford, England, GU1 1UJ. Correspondence address is Suite 3.10 CoVault, Fullarton Road, Cambuslang, Glasgow, G32 8YL.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Statement of Recommended Practice applicable to charities preparing accounts with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

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

1.3 Charitable funds

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

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

1.4 Income

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

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

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

Gifts of assets and services are recognised at market value to the charity.

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

Expenditure has been allocated between the main headings in the Statement of Financial Activities on the basis of the type of activity to which they relate, including irrecoverable V.A.T.

Income and expenses have not been netted off.

1.6 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on internally generated assets are recognised at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

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

Software	33.3% on cost
Website Development Costs	14.3% on cost

1.7 Tangible fixed assets

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

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

Fixtures, fittings & equipment	25% on cost
Computers	25% on cost
Motor vehicles	25% on cost

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

1.8 Impairment of fixed assets

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

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

1.9 Stocks

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

The charity are recognising 80% of the stock as free stock issues to support activities raising funds and awareness. The balance recognised on the balance sheet is the residual value of the stock.

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

1.10 Cash and cash equivalents

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

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

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

2 Critical accounting estimates and judgements

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

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

Key sources of estimation uncertainty

Fair value of Gifts in Kind

The trustees have exercised judgement in recognising and valuing gifts in kind, including donated goods and services. Recognition is made when entitlement is established, receipt is probable, and value can be reliably measured.

Fair value is based on estimated market prices or equivalent services rates at the date of donation.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total Unrestricted funds	Restricted funds	Total
	2024	2024	2024	2023	2023
	£	£	£	£	£
Donations and gifts	581,248	11,264	592,512	544,215	558,754
Legacies receivable	12,848	-	12,848	22,559	121,117
Grants receivable for core activities	-	18,000	18,000	5,000	62,260
	<u>594,096</u>	<u>29,264</u>	<u>623,360</u>	<u>571,774</u>	<u>742,131</u>

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

4 Other trading activities

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Sales of merchandise	2,943	3,334

5 Income from investments

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Interest receivable	7,670	7,039

6 Expenditure on raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024	2024	2024	2023	2023	2023
	£	£	£	£	£	£
Fundraising and publicity						
Fundraising costs	126,436	-	126,436	91,592	-	91,592
Staff costs	159,204	37,701	196,905	152,271	15,934	168,205
Depreciation and impairment	664	-	664	137	-	137
Support costs	21,296	3,615	24,911	26,603	2,711	29,314
	307,600	41,316	348,916	270,603	18,645	289,248
Trading costs						
Other trading activities	15,157	-	15,157	5,893	-	5,893
Total costs	322,757	41,316	364,073	276,495	18,645	295,140

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

7 Charitable activities

	Raising awareness	Supporting research	Medical education	Patient support/ information	Total 2024	Total 2023
	2024 £	2024 £	2024 £	2024 £	£	£
Staff costs	167,421	18,133	36,700	32,435	254,689	254,142
Depreciation and impairment	5,592	45	93	81	5,811	227
Other costs	124,494	12,386	29,387	22,151	188,421	162,195
	<u>297,507</u>	<u>30,564</u>	<u>66,180</u>	<u>54,670</u>	<u>448,921</u>	<u>416,564</u>
Share of support costs (see note 9)	21,264	2,303	4,661	4,124	32,352	40,351
Share of governance costs (see note 9)	7,262	787	1,592	1,407	11,048	8,526
	<u>326,033</u>	<u>33,654</u>	<u>72,433</u>	<u>60,198</u>	<u>492,318</u>	<u>465,441</u>
Analysis by fund						
Unrestricted funds	229,859	13,818	44,878	29,373	317,928	288,539
Restricted funds	96,174	19,836	27,555	30,825	174,390	176,902
	<u>326,033</u>	<u>33,654</u>	<u>72,433</u>	<u>60,198</u>	<u>492,318</u>	<u>465,441</u>

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

7 Charitable activities

(Continued)

For the year ended 31 December 2023

	Raising awareness	Supporting research	Medical education	Patient support/ information	Total 2023
	£	£	£	£	£
Staff costs	158,002	17,798	35,354	42,988	254,142
Depreciation and impairment	143	16	32	36	227
Other costs	100,840	11,360	22,564	27,434	162,195
	<u>258,985</u>	<u>29,174</u>	<u>57,950</u>	<u>70,458</u>	<u>416,564</u>
Share of support costs (see note 9)	25,084	2,826	5,613	6,828	40,351
Share of governance costs (see note 9)	5,301	597	1,186	1,442	8,526
	<u>289,370</u>	<u>32,597</u>	<u>64,749</u>	<u>78,725</u>	<u>465,441</u>
Analysis by fund					
Unrestricted funds	205,911	14,364	37,191	31,073	288,539
Restricted funds	83,459	18,233	27,558	47,652	176,902
	<u>289,370</u>	<u>32,597</u>	<u>64,749</u>	<u>78,725</u>	<u>465,441</u>

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year and none of them were reimbursed travelling expenses (2023- £Nil).

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

9 Support costs

	Support costs	Governance costs	2024	Support costs	Governance costs	2023
	£	£	£	£	£	£
Rent	18,970	-	18,970	22,268	-	22,268
Office costs	3,724	-	3,724	2,841	-	2,841
Telephone costs	2,857	-	2,857	3,140	-	3,140
Computer costs	18,692	-	18,692	24,718	-	24,718
Insurance	3,327	-	3,327	3,029	-	3,029
Staff welfare	1,909	-	1,909	-	-	-
Training, recruitment and internship costs	4,501	-	4,501	5,196	-	5,196
Book-keeping and Accountancy	3,082	-	3,082	2,885	-	2,885
Bank charges	199	-	199	474	-	474
						-
Audit fees	-	11,650	11,650	-	11,100	11,100
Audit fees - prior year under/(over) accrual		2,850	2,850		(700)	(700)
Legal and professional	-	5,056	5,056	-	3,240	3,240
	<u>57,261</u>	<u>19,556</u>	<u>76,817</u>	<u>64,551</u>	<u>13,640</u>	<u>78,191</u>
Analysed between						
Fundraising	24,912	8,508	33,420	24,200	5,114	29,314
Charitable activities	32,349	11,048	43,397	40,351	8,526	48,877
	<u>57,261</u>	<u>19,556</u>	<u>76,817</u>	<u>64,551</u>	<u>13,640</u>	<u>78,191</u>

Governance costs include payments of £8,750 (2023 - £8,500) for audit fees and £2,900 (2023: £2,600) for accounts preparation fees.

10 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	13	13
	<u>13</u>	<u>13</u>
Employment costs	2024 £	2023 £
Wages and salaries	406,678	380,476
Social security costs	34,851	32,403
Other pension costs	10,065	9,468
	<u>451,594</u>	<u>422,347</u>

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

10 Employees

(Continued)

There were no employees whose annual remuneration was more than £60,000.

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2024 £	2023 £
Aggregate compensation	52,429	53,231

The key management personnel of the Charity is considered to be the CEO.

11 Taxation

The company is a registered charity and is, therefore, exempt from taxation on its charitable activities.

12 Intangible fixed assets

	Software £	Website Development Costs £	Total £
Cost			
At 1 January 2024	-	-	-
Additions - internally developed	12,140	35,000	47,140
At 31 December 2024	12,140	35,000	47,140
Amortisation and impairment			
At 1 January 2024	-	-	-
Amortisation charged for the year	1,128	-	1,128
At 31 December 2024	1,128	-	1,128
Carrying amount			
At 31 December 2024	11,012	35,000	46,012
At 31 December 2023	-	-	-

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

13 Tangible fixed assets

	Fixtures, fittings & equipment £	Computers £	Motor vehicles £	Total £
Cost				
At 1 January 2024	10,612	12,245	-	22,857
Additions	12,600	-	20,000	32,600
Disposals	(7,180)	(5,486)	-	(12,666)
At 31 December 2024	16,032	6,759	20,000	42,791
Depreciation and impairment				
At 1 January 2024	10,612	12,245	-	22,857
Depreciation charged in the year	347	-	5,000	5,347
Eliminated in respect of disposals	(7,180)	(5,486)	-	(12,666)
At 31 December 2024	3,779	6,759	5,000	15,538
Carrying amount				
At 31 December 2024	12,253	-	15,000	27,253
At 31 December 2023	-	-	-	-

14 Stocks

	2024 £	2023 £
Finished goods and goods for resale	4,565	3,675

15 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Prepayments and accrued income	54,375	78,865
Amounts falling due after more than one year:		
Prepayments and accrued income	-	333
Total debtors	54,375	79,198

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

16 Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	12,171	10,010
Trade creditors	36,322	7,916
Other creditors	19,265	-
Accruals and deferred income	26,106	18,284
	<u>93,864</u>	<u>36,210</u>

17 Retirement benefit schemes

	2024 £	2023 £
Defined contribution schemes		
Charge to the Statement of Financial Activities in respect of defined contribution schemes	10,065	9,468

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

18 Restricted funds

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

	At 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	At 31 December 2024 £
Pat & Paul	21,189	11,264	(10,446)	-	22,007
POW app	17,200	-	-	-	17,200
Recipe Book	10,645	-	(4,213)	-	6,432
PC Aware Campaign	-	5,500	(5,000)	-	500
HCP Education	-	3,500	(4,320)	820	-
Patient Information Booklets	-	6,000	(6,273)	5,273	5,000
NIPanC	5,845	-	-	-	5,845
Translation of resources	493	-	(493)	-	-
Research	22,500	3,000	(3,500)	-	22,000
Pancreatic Cancer Scotland	175,197	-	(150,741)	-	24,456
PC Aware North East England	20,000	-	(20,000)	-	-
Action on the Ground Glasgow Project	9,760	-	(9,760)	-	-
Community volunteers	960	-	(960)	-	-
	<u>283,789</u>	<u>29,264</u>	<u>(215,706)</u>	<u>6,093</u>	<u>103,440</u>

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

18 Restricted funds

(Continued)

Previous year:	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
Pat & Paul	12,605	8,584	-	-	21,189
POW app	17,200	-	-	-	17,200
Recipe Book	14,335	1,000	(4,690)	-	10,645
Patient Information Booklets	8,357	7,955	(16,312)	-	-
NIPanC	5,845	-	-	-	5,845
Translation of resources	-	2,000	(1,507)	-	493
Research	-	22,500	-	-	22,500
Pancreatic Cancer Scotland	247,677	98,558	(171,038)	-	175,197
PC Aware North East England	-	20,000	-	-	20,000
Action on the Ground Glasgow Project	-	9,760	-	-	9,760
Community volunteers	960	-	-	-	960
GP Packs	2,000	-	(2,000)	-	-
	<u>308,979</u>	<u>170,357</u>	<u>(195,547)</u>	<u>-</u>	<u>283,789</u>

Restricted funds relate to grants received for the specific purposes as set out above. Any amount unspent is carried forward to be spent in the next financial year.

A transfer of £6,093 between unrestricted and restricted funds has been made in the year ended 31 December 2024.

19 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 December 2024:			
Intangible fixed assets	46,012	-	46,012
Tangible assets	27,253	-	27,253
Current assets/(liabilities)	193,256	103,440	296,696
	<u>266,521</u>	<u>103,440</u>	<u>369,961</u>

PANCREATIC CANCER ACTION

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

19 Analysis of net assets between funds

(Continued)

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 December 2023:			
Current assets/(liabilities)	308,590	283,789	592,379
	<u>308,590</u>	<u>283,789</u>	<u>592,379</u>

20 Financial commitments, guarantees and contingent liabilities

To date, the charity has received £48,235 (2023: £46,897) in donations from solicitors relating to old monies held in client accounts which they have not been able to return. There is a possibility that in the future the clients in question could still return for these monies and, as such, the charity has agreed to refund part of the donation if this occurs. No provision has been made in these financial statements for any possible refund as the likelihood is remote and cannot be quantified.

The charity has committed to sponsor a nursing post within NHS Greater Glasgow & Clyde (GGC) for a three year period which started in January 2023. The total commitment over the next 13 months is expected to be £46,874 (2023: £90,238).

21 Cash absorbed by operations

	2024 £	2023 £
Deficit for the year	(222,418)	(8,077)
Adjustments for:		
Investment income recognised in statement of financial activities	(7,670)	(7,039)
Depreciation and impairment of tangible fixed assets	6,475	364
Movements in working capital:		
(Increase)/decrease in stocks	(890)	200
Decrease/(increase) in debtors	24,823	(4,590)
Increase/(decrease) in creditors	57,654	(26,910)
Cash absorbed by operations	<u>(142,026)</u>	<u>(46,052)</u>

22 Analysis of changes in net funds

The charity had no material debt during the year.