

THE KAREN CLIFFORD SKIN CANCER CHARITY

England & Wales · Charity number 1150048

Details

Other names	SKCIN
Status	Registered
Legal form	Charitable company
Company number	07444292
Registered	2012-12-05
Register	View on the Charity Commission register

Contact

Address	1aMabel Grove West Bridgford Nottingham NG2 5GT
Phone	07775 771986
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Website	www.skcin.org

Activities

Objects: TO RELIEVE SICKNESS AND THE PRESERVATION AND PROTECTION OF HEALTH BY:(a) Educating the public on melanoma and non-melanoma skin cancer(b) Promoting, sustaining and increasing individual and collective knowledge, understanding, skill and expertise of skin cancer prevention and early detection across high risk and influential public and private sectors with effective, sustainable educational solutions;(c) Engaging, educating, empowering and equipping individuals, stakeholders and communities with trusted resources, with which to prevent and reduce the risk of skin cancer, save lives and improve patient outcomes through early diagnosis, and reduce the significant burden on our NHS.

Activities: Skcin's primary objectives are to:Raise awareness of skin cancer through education, promoting prevention and early detection.To engage higher risk target groups via bespoke educational initiatives.To ensure the continued development, longevity and participation in our national accreditation schemes.To campaign for change, make a difference and save lives.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£164,443	£139,912	-	-
2023-12-31	£136,464	£188,113	-	-
2022-12-31	£190,000	£143,000	-	-
2021-12-31	£130,161	£112,722	-	-
2020-12-31	£166,392	£128,979	-	-

Trustees

Name	Role	Appointed
stephen boothroyd	Chair	2024-01-05
JULIAN LAWRENCE		2012-12-04
RICHARD EDMUND CLIFFORD		2012-12-04

THE KAREN CLIFFORD SKIN CANCER CHARITY

England & Wales - Charity number 1150048

Accounts

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

**The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)**

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2024

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

The Karen Clifford Skin Cancer Charity

Contents of the Financial Statements for the Year Ended 31st December 2024

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The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2024

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31st December 2024. The trustees have adopted the provisions of 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

Core Objectives

Skcin's core objectives are to raise awareness of both melanoma and non-melanoma skin cancer, specifically to promote prevention and early detection through educational intervention for public benefit. The charity has remained committed to these objectives for the past 18 years, which are strategically delivered and achieved by the implementation of our suite of bespoke, national accreditation programmes and educational resources. This ongoing commitment to public benefit through educational intervention on a national scale is clearly demonstrated consistently throughout our activities and achievements.

Our national accreditation programmes have been developed to provide sustainable, nationally accessible intervention across key 'at risk' and 'influential' target audiences to generate impact, provide measured outcomes and assist us in our mission to plant skin cancer prevention and early detection into the heart of communities nationwide. Skcin feel it important to add valuable narrative explaining the accreditation programmes as they are core to our work and continue to generate impact year on year.

Throughout 2024 Skcin have been dedicated to:

- Raising awareness of the prevention and early detection of melanoma and non-melanoma skin cancer through educational intervention.
- Providing bespoke solutions for key 'at risk' and 'influential' audiences via our suite of national educational accreditation programmes and resources.
- Ensuring the continued development, sustainability, participation, engagement and management of our national accreditation programmes.
- Working with targeted industry sectors and key stakeholders to develop collaborative approaches to increasing awareness and engagement.
- Providing nationally accessible, training, tools and resources to support us in our mission to embed skin cancer prevention and early detection into the heart of communities nationwide.
- Lobbying Government on key issues related to skin cancer prevention, awareness and education.
- Evaluating our service offering and developing solutions to meet the evolving needs of beneficiaries and remain up-to-date with technological advancements.

OBJECTIVES AND ACTIVITIES

Significant activities

Sun Safe Schools | A free national accreditation programme for UK primary schools

Sunsafeschools.co.uk

The Sun Safe Schools national accreditation programme developed by Skcin, launched in 2012 to assist primary schools in their duty of care to safeguard children against over-exposure to UV radiation and prevent skin cancer through education. By embedding sun safe teachings and practices into primary education, the key objective of the programme is to influence behaviours, prevent skin cancer for our future generations and raise awareness across wider school communities nationwide. As pioneers in educational intervention in this field, Skcin are proud to be the first ever charity to develop a comprehensive accreditation programme that subsequently lead us to introduce the same concept across further key 'at risk' and influential' target audiences.

The Sun Safe Schools programme provides schools with comprehensive FREE resources to assist them in their duty of care to deliver the following criteria:

PROTECTION: providing an environment that enables children and staff to stay safe in the sun.

EDUCATION: learning about sun safety to increase knowledge and influence behaviour.

COLLABORATION: working with parents, the management structure and the wider community to reinforce awareness about skin cancer and the importance of sun safety.

Expert support is provided to schools year on year as the charity witnesses increasing demand. In addition, Skcin support parents/patients experiencing challenges with schools by mediating and intervening to support school leadership teams. Due to our dedication and commitment Skcin have become a well-established and trusted resource for school settings in this sector.

2024 Update

Despite a particularly cold and wet Spring and Summer which can dramatically impact uptake, 2024 saw more than 250 new schools register with the programme to access resources with a potential reach of over 68,000 children / families nationwide. Around 45% of schools actively engaged with the accreditation process by providing feedback to Skcin on the completion of various steps required with a measured outcome reach of 25,671 pupils/families. We are pleased with this healthy uptake of new settings taking part alongside schools renewing their annual accreditation.

Skcin continue to work hard to engage stakeholders such as local Councils and school academies to help signpost the accreditation. The charity also engages with schools via online led community forums, specialist PHSE lead networks and Healthy Schools programmes to further promote the accreditation and encourage participation nationally.

Skcin continue to support school settings and parents navigating complex issues surrounding sun protection policies, providing clear advice and rationale to support settings in adopting and successfully implementing our robust sun protection policy.

The charity continues to receive hundreds of highly positive reviews each year from the schools that take part in the accreditation which are testament to the success of the programme. This feedback is essential in providing evidence of how the programme is positively impacting settings across the UK - not only with regards to children, but with parents, teachers, staff and wider school communities:

"We have used the assembly and wide range of resources, lesson plans and activities throughout the school from Nursery to Year 6. The resources are child friendly, user friendly and very informative in a fun and balanced way. The children have all engaged with the resources, they have developed a good understanding about safe and unsafe exposure to the sun and can talk clearly about the Five S's of sun safety. The children frequently ask about the UV level and check the posters each break time. They have embraced the lessons and activities especially going on a shade hunt. Our appointed sun safe ambassadors have taken their responsibilities seriously, they check the UV level on the website and then change the posters accordingly. They proudly wear their sun safe hats! The parents have been positive and supportive of the policy- sending the children in with sun cream, bucket hats and sunglasses.

The accreditation process has been excellent, from our very first meeting it has all been very informative and supportive. The resources are impressive, with a wide range of activities covering the whole of the primary age range. As a school we have really benefitted from this accreditation process, we have really put sun safety at the forefront of children's, parents and staff minds! It is such a serious, important health topic and we want the children to develop the life long skills for keeping healthy while still enjoying being outdoors."

St Teresas Roman Catholic Primary School, Greater Manchester

OBJECTIVES AND ACTIVITIES

Sun safe Nurseries

A free national accreditation programme for Nurseries and Pre-School Settings

www.sunsafenurseries.co.uk

The Sun Safe Nurseries accreditation programme developed by Skcin, launched following the success of the Sun Safe Schools programme and in identifying the need for early years settings to have a similar accreditation in place to protect and educate early learners. The programme provides settings with free access to comprehensive resources to enable them to implement a suitable sun protection policy, communicate with parents to gain the required level of support, introduce sun safe messaging to early learners and raise awareness of skin cancer prevention across their stakeholder communities.

2024 Update

Our Sun Safe Nurseries accreditation programme has seen healthy growth year-on-year with 2024 witnessing 410 new registrations to access resources - a potential reach of 30,762 early learners and their families. 188 settings fully completed the accreditation process by providing feedback evidence on the completion of each step required with a confirmed, measured outcome reach of over 14,000 children and families nationwide.

As with the school's programme, continual management and support has been provided over the year and we continue to receive a substantial stream of highly positive feedback daily during the spring and summer months as settings complete and/or renew the annual accreditation process:

"Staff knowledge is stronger, we are confident we provide the best sun care procedures we can, which parents have also taken on board and follow - including requests for protective clothing and sunscreen. Children are being educated from a young age on the importance of being sun safe and it is now embedded in our teaching thanks to the amazing resources you provide."

Copper Beeches Day Nursery, Cheshire

Sun Safe Workplaces

A national accreditation programme for employers of outdoor workers

www.sunsafeworkplaces.co.uk

Skcin have been providing comprehensive, trusted advice to employers of outdoor workers since the launch of our national Sun Safe Workplaces Accreditation programme in 2014. We provide extensive resources and guidance to many businesses trying to navigate the complex world relating to their moral and legal obligations to protect and educate their outdoor workers who are up to 60% greater risk of developing skin cancer.

2024 Update

2024 saw the soft launch of our brand new accreditation programme comprising an updated offering for employers of outdoor workers and HSRs. Developments introduced a digital training programme that can be effectively managed internally, enabling hosted training in face-to-face group sessions, in addition to facilitating remote training to support the needs of individual organisations. Additional developments include the introduction of digital solar UVR Risk Assessments and Sun Protection Polices in addition to a wide range of bespoke, supportive resources to provide workplaces with ongoing visual and educational reinforcement.

Developments also include a comprehensive administration panel for registered organisations, enabling them to efficiently manage all aspects of the accreditation criteria. In addition, the implementation of metrics and reporting data derived from employee training will provide both individual organisations and Skcin with vital insights with which to evaluate programme effectiveness with measured outcomes.

The programme gained significant interest, including a partnership with SIG Roofing that alongside an award winning awareness campaign saw the company train all their staff across 107 branch networks nationwide via the programme and complete their Sun Safe Workplaces Accreditation.

Skcin would like to reiterate our special thanks to The David Price Melanoma Trust for their continued support with the build of the new Sun Safe Workplaces website which was kindly funded by the Trust.

OBJECTIVES AND ACTIVITIES

MASCED (Melanoma and Skin Cancer Early Detection) A national training programme for hair, health and beauty industry professionals.**MASCED.UK** The award winning MASCED accreditation programme developed by Skcin launched in January 2018 as a completely unique, nationally accessible intervention to educate hair, health and beauty industry professionals how to spot suspicious / potentially cancerous lesions that may be observed on their clients' skin. The objective of the accreditation is to significantly raise awareness of the early signs and symptoms of both melanoma and non-melanoma skin cancer across this vast and highly influential target sector, promoting early diagnosis and treatment to improve patient outcomes and save lives. Professionals who work across these industries are uniquely placed to observe changes that may occur on their clients' skin, particularly in areas they can't see themselves, making them powerful advocates in the fight against skin cancer. The training has been reviewed by professional dermatologists and is supported, officially recognised and/or endorsed or accredited by the following key industry bodies: HABIA (Hair and Beauty Industry Authority - worth 3 CPD) BABTAC (British Association of Beauty Therapists and Cosmetologists) NHBF (National Hair and Beauty Federation) BBC (British Beauty Council) and the FHT (Federation of Holistic Therapists). **2024 Update** Uptake of the MASCED Training continues to steadily increase year on year with 2024 witnessing over 1,000 new registrations for the MASCED training, resulting in 620 hair, health and beauty industry professionals completing the full course and becoming accredited in that year. This brings our YTD to: >19,000 registered professionals, >11,000 fully accredited professionals nationwide. Witnessing increasing demand, registrations span more than 30 different industry professions and continued growth in global appeal with our data showing professionals have undertaken the training from 28 different countries across the globe. The programme consistently receives 5 star testimonials from our army of trained professionals, who must provide feedback as part of gaining their accreditation, allowing us to monitor programme effectiveness, maintain best practice and evaluate outcomes. In 2024, positive feedback remained consistent, with 99.6% of professionals stating they would recommend the training to others and an average star rating of 4.9. Throughout 2024 all service users/learners have continued to be fully supported in addition to ongoing promotional activity and relationship building undertaken by Skcin to encourage and enhance collaborations and uptake, which is crucial to its ongoing success.

Engaging with universities, colleges and training academies to train emerging industry professionals, in addition to maintaining and forging relationships with key industry partners and attending high profile industry events has been key to securing ongoing support to drive engagement and participation.

The training is well-known and respected within the beauty sector and Skcin are regularly requested to speak at industry events, conferences and seminars as outlined in the activity report.

As a result of the training programme, Skcin continue to receive hundreds of successful early detection reports from industry professionals, providing vital data that highlights the impact of our innovative, life-saving educational solution in this highly influential sector.

MACSCED PRO - (Melanoma and Skin Cancer Early Detection)

A national training programme for medical & healthcare practitioners and Allied Healthcare Professionals

pro.masced.uk

Following the success of the MASCED training, it became increasingly apparent that there was a considerable void in such training made available to the healthcare sector. With an evident lack of adequate skin cancer specific training for GPs and Allied Healthcare professionals, Skcin set upon developing a solution specifically aimed at filling this void - launching the MASCED PRO training programme in 2019.

The award winning training was reviewed by the British Association of Dermatologists (BAD), the British Dermatology Nursing Group (BDNG) and the British Association of Skin Cancer Nurse Specialists (BASCNS) all of whom provided hugely positive and supportive feedback. The training programme was also submitted to the Royal College of Podiatry for their extensive review, achieving official endorsement as an accredited course with CPD in 2020.

2024 Update

Over 450 healthcare professionals registered with the programme in 2024, and 230 professionals fully completed the training course, bringing our YTD to: 1,787 certified health professionals.

Throughout the year Skcin have proactively worked with supportive organisations, third party training providers and universities to help route the training to the right audiences, in addition to attending key exhibitions and events to promote the programme as outlined in the activity report.

Throughout 2024 we continued to receive hugely positive feedback from accredited professionals 99.5% of which state they would recommend the training to other professionals, providing an average star rating of 4.8.

OBJECTIVES AND ACTIVITIES

Skcin Shop

Skcin's online store provides a one-stop shop for anyone in need of educational resources. The shop has become increasingly popular year-on-year providing an array of bespoke resources, tailored to suit the needs and requirements of varied audiences, which is crucial in raising awareness nationally.

Without doubt, our most popular resource is our 'Sun Safety and Skin Cancer' booklets that contain a wealth of information about causes, risk factors, prevention, skin checking and the early detection of both melanoma and non-melanoma skin cancer. These are supplied in boxes of 350 units and are widely sourced each year, largely by the NHS and healthcare organisations nationwide. On average Skcin print and distribute circa 90,000 copies annually - having distributed over 900,000 copies to date.

Further bespoke educational and awareness resources are purchased from workplaces, schools, nurseries and our MASCED accredited professionals to create in-salon/clinic displays helping to raise awareness across the communities in which they operate. The huge demand for our resources highlights that we are the UK lead for public information.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2024

ACHIEVEMENT AND PERFORMANCE

The Skcin App - app.skcin.org

2021 saw the exciting launch of our innovative Skcin App. The app was developed in response to the emerging needs of beneficiaries during the COVID 19 pandemic and the digital mobile health revolution.

Our objective was to provide the public with a comprehensive, educational and self-management mobile app that would empower people of all skin types to learn more and take charge of their skin health and surveillance - helping to prevent skin cancer, improve patient outcomes through early diagnosis and save lives.

2024 Update

Throughout 2024, the app has been extremely well received achieving steady growth down to consistent, effective marketing and promotion within our printed literature, via commercial partnerships, through our accreditation programmes, across our social media platforms and at events & exhibitions.

2024 witnessed incredible growth for the app with a massive 6,389 registrations and 5,543 installations recorded that year, largely due to unexpected plugs and rave reviews from Skcin supporter Chris Evans on Virgin Radio in April.

Aside from direct public engagement, the app continues to provide a beneficial supportive resource for healthcare professionals, commonly signposted by dermatologists and skin cancer specialist nurses who lack the time to effectively educate the growing number of skin cancer patients on the prevention and early detection of skin cancer and are in need of a solution to provide a more comprehensive alternative to paper booklets/handouts.

The Skcin Website - Skcin.org

During 2024, work continued on the new Skcin website to improve functionality, build on educational content and provide a plethora of digital resources for public benefit. The build of the new Skcin website has been kindly funded by the David Price Melanoma Trust and is due to launch in Q1 of 2025.

Additional Activities:

MAY 2024 (National Skin Cancer Awareness Month)

Although Skcin consider every month to be 'Skin Cancer Awareness Month' May is now widely recognised as an official, national awareness month in the UK. As with previous years, May 2024 witnessed a healthy increase in appetite for our resources, expertise and services across the board. Annually this requires a great deal of preparation and added support in place to ensure stakeholders and the public are supported accordingly.

Cancer Alliances, Integrated Care Boards, NHS Trusts and local Councils were also supported with an array of assets, physical resources and furnished with our prevention and early detection communications Toolkit.

Despite an exceptionally cold and wet Spring, which can significantly impact engagement - in the month of May 2024 Skcin achieved:

- 1,500+ new registrations to the SKCIN app.
- 86 new primary schools registered for the Sun Safe Schools programme, reaching 20,000+ children and parents.
- 128 new nurseries and pre-schools joined the Sun Safe Nurseries programme, reaching 10,000+ early learners and parents.
- 178 new hair and beauty professionals registered for the MASCED training programme, and our partnership with Guinot, secured a further 300 courses for UK and Ireland therapists.
- 73 Allied Health Professionals joined the MASCED PRO training programme, with funding secured for a further 100+ fully funded courses, promoted and delivered to AHPs.
- Re-launched the Sun Safe Workplaces programme and partnered with SIG Roofing to train employees and promote skin cancer prevention and early detection across their 107 branch network nationwide.
- Delivered 120+ boxes of awareness resources nationwide.

Additional Activities during May include:

- Supported a Skin Cancer Awareness parliamentary event at Westminster, educating MPs and providing UV facial scans and expert advice.
- Exhibited at the Primary Care Show, distributing free toolkits to healthcare professionals.
- Conducted three corporate awareness webinars, promoting prevention and early detection to employees.
- Attended an event with Leicestershire PCN
- Hosted an Instagram Live with Filmed injectables pharmacy.
- Secured various awareness editorial pieces and national radio / TV interviews

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2024

100 Miles in May Annual Fundraiser

For the fifth consecutive year, Skcin partnered with fellow research and patient-led charity Melanoma Focus for our annual 100 Miles in May Fundraiser which supports both charities 50/50 with any funds raised. Skcin delivered a social media campaign to promote the fundraiser and liaised closely with all participants providing assets, resources and support throughout the challenge.

VAT Burn Campaign

SKCIN remain proactive supporters of the VAT Burn campaign as a lead charity that represents the fight against both melanoma AND non-melanoma skin cancer. The campaign has seen a growing number of charities, cross-party politicians and medical professionals join forces to call on Government to abolish VAT on factor 30+ sunscreen. We believe sunscreen is an essential health item that should not be classed as a luxury. Making high factor sunscreen more affordable for everyone will not only help reduce the rising incidence of the UK's most common cancer, but will help relieve the significant burden it places on our NHS.

In addition to supporting this call, Skcin are strongly advocating for a vital, dual approach to reduced taxation and education to be taken by government to ensure effective outcomes.

Following on from efforts in 2023, In January 2024 Skcin wrote to 18 cross-party leads highlighting the true facts, financial burden and associated benefits of zero rating high factor sunscreen. We continued with significant work in engaging with retailers and trade bodies, in addition to securing support from Beauty Industry leads including: The British Beauty Council, BABTAC and CIBTAC, HABIA and the NHBf.

With a growing number of individuals, brands and organisations campaigning towards this common goal, we remain committed to supporting united efforts.

Social Media

Social media has become one of the most effective means to raise awareness and Skcin see a very healthy annual uptake in followers and engagement each year with 2024 no exception. Many of our followers are passionate about skin health and share our diverse and comprehensive educational posts widely. Skcin have the largest number of followers across Instagram and facebook combined in comparison to any other UK skin cancer or melanoma charity.

Public Engagement Events

In 2024 Skcin attended the following events to exhibit, facilitate speaker slots, attend meetings and/or deliver awareness or training:

- BTME - British Turf Management Exhibition, Harrogate - January
- OSGO Conference, Liverpool - February
- Melanoma Patient Conference, Solihull - February
- Welsh Aesthetics Symposium, Cardiff (Guest Speaker) - March
- Professional Beauty London, (Guest Speaker) - March
- Association of Hairdressers and Therapists, Blackpool - April
- National Hairdressing Finals, Blackpool - May
- Skin Cancer Awareness parliamentary drop in event, Westminster - May
- The British Association of Dermatologists (BAD) Annual Meeting, Manchester - July
- Guinot Regional Seminar, London (Guest Speaker) - September
- Professional Beauty UK, Manchester, (Guest Speaker) - October
- The Royal College of Podiatry Annual Conference and Exhibition, Harrogate - November
- Builders Merchants News Awards, London - December

Additional Activities :

- Submitted response to the NHS 10-Year Plan Consultation, focusing on prevention
- Secured collaboration with an academic research team to professionally review our Sun Safe Schools programme
- Collaborated with Regeneration on a professionally produced video for a European Conference
- Preparation for upcoming 2025 events, partnerships, collaborations and resources

Media and PR

Despite having no dedicated PR / media support, Skcin continue to generate significant media content and support all requests for interviews and quotes to ensure skin cancer has a greater profile. We frequently write, contribute to, and/or comment on a variety of articles for various printed and digital publications for national, local and industry specific media that helps us to raise awareness of skin cancer prevention and early detection and the wide range of educational solutions and supportive resources we offer. We also regularly undertake radio and TV interviews commonly requested throughout the Spring and Summer months, consistently reacting to and advising on current news stories and awareness initiatives.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2024

Ambassador Network

In 2024 the charity continued to attract many Ambassadors to our growing network. From patients and clinicians, to trainers and influencers, our Ambassadors come in many forms to support us in our mission to educate the nation and achieve our goals. All our Ambassadors are supported by the team throughout the year.

2024 SUMMARY

2024 was another proactive year for the charity that we believe clearly demonstrates our commitment to fulfilling our charitable objectives. We remain committed to developing and enhancing our service offering for the purpose of public benefit. We are proud to continue to lead the way in educational intervention with our unique, multi-channel approach in delivering bespoke, long-term, sustainable solutions to combat the UK's most common cancer through the power of prevention and early detection.

FUTURE PLANS

CHARITY'S POLICY ON RESERVES

Skcin ensure there are, at all times sufficient funds to enable the continuation and development of the charity, which includes the management and development of our national accreditation programmes. We continue to review channels to grow revenue via sponsorships, partnerships and fundraising, in addition to ways in which we can work to make ourselves become more independently sustainable. We are committed to ensuring any reserves are well utilised and the trustees are of the opinion that the balance on the reserves are sufficient to meet any future commitments.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

Trustees

Mr J A Holmes (resigned 1/3/24)
Mr J A Lawrence
Mr R E Clifford
S Boothroyd (appointed 5/1/24)

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

Approved by order of the board of trustees on 29th September 2025 and signed on its behalf by:

Mr R E Clifford - Trustee

**Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity**

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2024.

Responsibilities and basis of report

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

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

Independent examiner's statement

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.

William Oates

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

29th September 2025

The Karen Clifford Skin Cancer Charity

**Statement of Financial Activities
for the Year Ended 31st December 2024**

	Notes	2024 Unrestricted fund £	2023 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations/fundraisers /corporate partnerships		112,870	85,352
Other trading activities	2	51,345	50,842
Investment income	3	228	270
Total		<u>164,443</u>	<u>136,464</u>
EXPENDITURE ON			
Raising funds	4	47,414	75,249
Charitable activities			
Skcin		92,498	112,596
Other		-	268
Total		<u>139,912</u>	<u>188,113</u>
NET INCOME/(EXPENDITURE)		24,531	(51,649)
RECONCILIATION OF FUNDS			
Total funds brought forward		92,778	144,427
TOTAL FUNDS CARRIED FORWARD		<u><u>117,309</u></u>	<u><u>92,778</u></u>

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position 31st December 2024

	Notes	2024 Unrestricted fund £	2023 Total funds £
FIXED ASSETS			
Tangible assets	9	603	804
CURRENT ASSETS			
Cash at bank and in hand		119,486	94,924
CREDITORS			
Amounts falling due within one year	10	(2,780)	(2,950)
NET CURRENT ASSETS		<u>116,706</u>	<u>91,974</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>117,309</u>	<u>92,778</u>
NET ASSETS		<u>117,309</u>	<u>92,778</u>
FUNDS	11		
Unrestricted funds		<u>117,309</u>	<u>92,778</u>
TOTAL FUNDS		<u>117,309</u>	<u>92,778</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

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 29th September 2025 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31st December 2024**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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.

Fixtures and fittings - 25% on reducing balance

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.

The Karen Clifford Skin Cancer Charity

**Notes to the Financial Statements - continued
for the Year Ended 31st December 2024**

2. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Trading income	51,345	50,842

3. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	228	270

4. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Support costs	22,271	19,947

5. NET INCOME/(EXPENDITURE)

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

	2024	2023
	£	£
Depreciation - owned assets	201	268

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2024 nor for the year ended 31st December 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2024 nor for the year ended 31st December 2023.

7. STAFF COSTS

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

	2024	2023
Trustees	3	3
Employees	2	2
	5	5

No employees received emoluments in excess of £60,000.

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2024

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations/fundraisers /corporate partnerships	85,352
Other trading activities	50,842
Investment income	270
Total	<u>136,464</u>
EXPENDITURE ON	
Raising funds	75,249
Charitable activities	
Skcin	112,596
Other	268
Total	<u>188,113</u>
NET INCOME/(EXPENDITURE)	(51,649)
RECONCILIATION OF FUNDS	
Total funds brought forward	144,427
TOTAL FUNDS CARRIED FORWARD	<u><u>92,778</u></u>

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2024 and 31st December 2024	<u>6,025</u>
DEPRECIATION	
At 1st January 2024	5,221
Charge for year	201
At 31st December 2024	<u>5,422</u>
NET BOOK VALUE	
At 31st December 2024	<u>603</u>
At 31st December 2023	<u>804</u>

Notes to the Financial Statements - continued
for the Year Ended 31st December 2024

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	359	360
Social security and other taxes	1,980	2,168
Accruals	441	422
	<u>2,780</u>	<u>2,950</u>

11. MOVEMENT IN FUNDS

	At 1/1/24 £	Net movement in funds £	At 31/12/24 £
Unrestricted funds			
General fund	92,778	24,531	117,309
	<u>92,778</u>	<u>24,531</u>	<u>117,309</u>
TOTAL FUNDS	<u>92,778</u>	<u>24,531</u>	<u>117,309</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	164,443	(139,912)	24,531
	<u>164,443</u>	<u>(139,912)</u>	<u>24,531</u>
TOTAL FUNDS	<u>164,443</u>	<u>(139,912)</u>	<u>24,531</u>

Comparatives for movement in funds

	At 1/1/23 £	Net movement in funds £	At 31/12/23 £
Unrestricted funds			
General fund	144,427	(51,649)	92,778
	<u>144,427</u>	<u>(51,649)</u>	<u>92,778</u>
TOTAL FUNDS	<u>144,427</u>	<u>(51,649)</u>	<u>92,778</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	136,464	(188,113)	(51,649)
	<u>136,464</u>	<u>(188,113)</u>	<u>(51,649)</u>
TOTAL FUNDS	<u>136,464</u>	<u>(188,113)</u>	<u>(51,649)</u>

The Karen Clifford Skin Cancer Charity

**Notes to the Financial Statements - continued
for the Year Ended 31st December 2024**

11. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/23 £	Net movement in funds £	At 31/12/24 £
Unrestricted funds			
General fund	144,427	(27,118)	117,309
TOTAL FUNDS	<u>144,427</u>	<u>(27,118)</u>	<u>117,309</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	300,907	(328,025)	(27,118)
TOTAL FUNDS	<u>300,907</u>	<u>(328,025)</u>	<u>(27,118)</u>

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2024.

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2024**

	2024 £	2023 £
INCOME AND ENDOWMENTS		
Donations/fundraisers /corporate partnerships		
Donations	112,870	55,352
Grants	-	30,000
	<u>112,870</u>	<u>85,352</u>
Other trading activities		
Trading income	51,345	50,842
Investment income		
Deposit account interest	228	270
	<u>164,443</u>	<u>136,464</u>
Total incoming resources		
EXPENDITURE		
Other trading activities		
Event costs & direct purchases	1,230	1,030
Website/digital development costs	14,481	23,506
Advertising & publicity costs	2,397	2,185
Printing & design costs	5,483	28,581
Fundraising	1,552	-
	<u>25,143</u>	<u>55,302</u>
Charitable activities		
Wages	78,000	87,128
Social security	3,529	4,818
	<u>81,529</u>	<u>91,946</u>
Other		
Depreciation of tangible fixed assets	-	268
Support costs		
Management		
Administration costs	14,794	18,600
Pensions	4,026	5,172
Insurance	696	692
Office expenses	4,656	4,073
Other costs	2,554	3,176
Motor & travel	4,040	7,822
	<u>30,766</u>	<u>39,535</u>
Finance		
Bank charges	60	78
Carried forward	60	78

This page does not form part of the statutory financial statements

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2024**

	2024 £	2023 £
Finance		
Brought forward	60	78
Depreciation of tangible fixed assets	201	-
	<u>261</u>	<u>78</u>
Information technology		
Training	240	-
Governance costs		
Professional & legal fees	1,534	563
Accountancy fees	439	421
	<u>1,973</u>	<u>984</u>
Total resources expended	<u>139,912</u>	<u>188,113</u>
Net income/(expenditure)	<u>24,531</u>	<u>(51,649)</u>

This page does not form part of the statutory financial statements

THE KAREN CLIFFORD SKIN CANCER CHARITY

England & Wales - Charity number 1150048

Accounts

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

**The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)**

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2023

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

The Karen Clifford Skin Cancer Charity

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for the Year Ended 31st December 2023**

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The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31st December 2023. The trustees have adopted the provisions of 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

Core Objectives

Skcin's core objectives are to raise awareness of both melanoma and non-melanoma skin cancer, specifically to promote prevention and early detection through educational intervention for public benefit. The charity has remained committed to these objectives for the past 18 years, which are strategically delivered and achieved by the implementation of our suite of bespoke, national accreditation programmes and educational resources. This ongoing commitment to public benefit through educational intervention on a national scale is clearly demonstrated consistently throughout our activities and achievements.

Our national accreditation programmes have been developed to provide sustainable, nationally accessible intervention across key 'at risk' and 'influential' target audiences to generate impact, provide measured outcomes and assist us in our mission to plant skin cancer prevention and early detection into the heart of communities nationwide. Skcin feel it important to add valuable narrative explaining the accreditation programmes as they are core to our work and continue to generate impact year on year.

Throughout 2023 Skcin have been dedicated to:

- Raising awareness of the prevention and early detection of melanoma and non-melanoma skin cancer through educational intervention.
- Providing bespoke solutions for key 'at risk' and 'influential' audiences via our suite of national educational accreditation programmes and resources.
- Ensuring the continued development, sustainability, participation, engagement and management of our national accreditation programmes.
- Working with targeted industry sectors and key stakeholders to develop collaborative approaches to increasing awareness and engagement.
- Providing nationally accessible, training, tools and resources to support us in our mission to embed skin cancer prevention and early detection into the heart of communities nationwide.
- Evaluating our service offering and developing solutions to meet the evolving needs of beneficiaries and remain up-to-date with technological advancements.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

OBJECTIVES AND ACTIVITIES

Significant activities

Sun Safe Schools | A free national accreditation programme for UK primary schools

Sunsafeschools.co.uk

The Sun Safe Schools national accreditation programme developed by Skcin, launched in 2013 to assist primary schools in their duty of care to safeguard children against over-exposure to UV radiation and prevent skin cancer through education. By embedding sun safe teachings and practices into primary education, the key objective of the programme is to influence behaviours, prevent skin cancer for our future generations and raise awareness across wider school communities nationwide. As pioneers in educational intervention in this field, Skcin are proud to be the first ever charity to develop a comprehensive accreditation programme that subsequently lead us to introduce the same concept across further key 'at risk' and influential' target audiences.

The Sun Safe Schools programme provides schools with comprehensive FREE resources to assist them in their duty of care to deliver the following criteria:

PROTECTION: providing an environment that enables children and staff to stay safe in the sun.

EDUCATION: learning about sun safety to increase knowledge and influence behaviour.

COLLABORATION: working with parents, the management structure and the wider community to reinforce awareness about skin cancer and the importance of sun safety.

Expert support is provided to schools year on year as the charity witnesses increasing demand. In addition, Skcin support parents/patients experiencing challenges with schools by mediating and intervening to support school leadership teams. Due to our dedication and commitment Skcin have become a well-established and trusted resource for school settings in this sector, with the programme acknowledged by Public Health and Research academics keen to look at impact and success.

2023 Update

2023 saw 441 new schools register with the programme to access resources with a potential reach of 120,324 children / families nationwide. Around 40% of schools actively engaged with the accreditation process by providing feedback to Skcin on the completion of various steps required with a measured outcome reach of 38,634 pupils/families. We are pleased with this healthy uptake of new settings taking part alongside schools renewing their annual accreditation.

Skcin continue to work hard to engage stakeholders such as local Councils and school academies to help signpost the accreditation. The charity also engages with schools via online led community forums, specialist PHSE lead networks and Healthy Schools programmes to further promote the accreditation and encourage participation nationally.

The charity continues to receive a huge amount of highly positive reviews from the schools that gain their accreditation which are testament to the success of the programme. This feedback is essential in providing evidence of how the programme is positively impacting settings across the UK - not only with regards to children, but with parents, teachers, staff and wider school communities:

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

OBJECTIVES AND ACTIVITIES

"Being part of the annual Sun Safe Schools accreditation programme has had a profound influence on our school community. Achieving accreditation as a sun safe school has played a pivotal role in shaping children's behaviour towards sun safety. The programme has effectively raised awareness amongst students, instilling in them the significance of adopting sun protection measures in their daily routines. Collaborating with parents through this initiative has proven to be instrumental in garnering their whole-hearted support and expanding awareness across the wider school community. This partnership with parents has facilitated a holistic approach towards reinforcing sun safety practices within the school environment. The benefits of our accreditation have been far-reaching, positively impacting the entire school. Our participation in the programme has further solidified our dedication to sun protection, education, and collaborative efforts. The resources provided by the programme have been invaluable assets, bolstering our capacity to effectively promote sun safety practices and drive collaboration amongst stakeholders. In summary, our school's engagement in the Sun Safe Schools accreditation programme has not only culminated in us attaining accredited status but has also enriched our school ethos with a pervasive culture of unwavering sun safety awareness and commitment."

St. Joseph's RC Primary School, Glamorgan

Sun safe Nurseries

A free national accreditation programme for Nurseries and Pre-School Settings

www.sunsafenurseries.co.uk

The Sun Safe Nurseries accreditation programme developed by Skcin, launched following the success of the Sun Safe Schools programme and in identifying the need for early years settings to have a similar accreditation in place to protect and educate early learners. The programme provides settings with free access to comprehensive resources to enable them to implement a suitable sun protection policy, communicate with parents to gain the required level of support, introduce sun safe messaging to early learners and raise awareness of skin cancer prevention across their stakeholder communities.

2023 Update

Our Sun Safe Nurseries accreditation programme has seen healthy growth year-on-year with 2023 witnessing 643 new registrations to access resources - a potential reach of 44,776 early learners and their families. 262 settings fully completed the accreditation process by providing feedback evidence on the completion of each step required with a confirmed, measured outcome reach of 17,258 children and families.

As with the school's programme, continual management and support has been provided over the year and continue to receive a substantial stream of highly positive feedback daily during the spring and summer months as settings complete and/or renew the annual accreditation process:

"Using the Sun Safe Nurseries resources, we developed a comprehensive sun safety policy for parents. We modified the permissions on our children's communication app to require wide-brimmed bucket hats and included the SKCIN sun safety booklet with additional information. We use the recommended UV app daily and post relevant signs to inform parents and staff, involving the children as a learning experience. Our recent policy review shows it continues to effectively educate our families.

We found the resources invaluable; they are both educational and engaging, making the learning experience more impactful. We placed printed copies in our hallway and reception area for visitors, and we sent digital copies to our current families. By doing this, we ensure the widespread dissemination of sun safety information to everyone.

Since becoming accredited, our setting has benefited from increased sun safety awareness and healthier outdoor practices. Parents and carers have been very supportive, reinforcing sun safety habits at home. The children have responded positively, becoming more conscious about wearing hats and applying sunscreen. The programme and its resources have been extremely helpful, providing clear and engaging materials that make sun safety education enjoyable and effective."

Teepee Day Nursery, Berkshire

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

OBJECTIVES AND ACTIVITIES

Sun Safe Workplaces | A national accreditation programme for employers of outdoor workers

www.sunsafeworkplaces.co.uk

Skcin have been providing comprehensive, trusted advice to employers of outdoor workers since the launch of our national Sun Safe Workplaces Accreditation programme in 2014. We provide extensive resources and guidance to many businesses trying to navigate the complex world relating to their moral and legal obligations to protect and educate their outdoor workers who are up to 60% greater risk of developing skin cancer.

2023 Update

Our accreditation and associated resources have attracted a huge amount of engagement from businesses over the years. However, the future developments for the programme outlined in our previous report continued throughout 2023 to upgrade our service for this high-risk sector.

Our revised offering for employers of outdoor workers and HSRs will introduce a digital training programme that can be effectively managed internally, enabling hosted training in group, face-to-face sessions, in addition to facilitating remote training to support the needs of individual organisations. Additional developments include the introduction of digital solar UVR Assessments, Sun Protection Polices and a wide range of bespoke, supportive resources to provide ongoing visual and educational reinforcement.

In preparation for a soft launch and external testing in 2024, the development of the programme throughout 2023 included a comprehensive administration panel for registered organisations, enabling them to efficiently manage all aspects of the accreditation criteria. In addition, the implementation of metrics and reporting data derived from employee training will provide both individual organisations and Skcin with vital insights with which to evaluate programme effectiveness with measured outcomes.

Skcin would like to pay special thanks to The David Price Melanoma Trust for their continued support with the ongoing build of the new Sun Safe Workplaces website which has been funded by the Trust.

MASCED (Melanoma and Skin Cancer Early Detection)

A national training programme for hair, health and beauty industry professionals.

MASCED.UK

The MASCED accreditation programme developed by Skcin launched in January 2018 as a completely unique, nationally accessible intervention to educate hair, health and beauty industry professionals how to spot suspicious / potentially cancerous lesions that may be observed on their clients' skin.

The objective of the accreditation is to significantly raise awareness of the early signs and symptoms of both melanoma and non-melanoma skin cancer across this vast and highly influential target sector, promoting early diagnosis and treatment to improve patient outcomes and save lives.

Professionals who work across these industries are uniquely placed to observe changes that may occur on their clients' skin, particularly in areas they can't see themselves, making them powerful advocates in the fight against skin cancer.

The training has been reviewed by professional dermatologists and is supported, officially recognised and/or endorsed or accredited by the following key industry bodies: HABIA (Hair and Beauty Industry Authority - worth 3 CPD) BABTAC (British Association of Beauty Therapists and Cosmetologists) NHBF (National Hair and Beauty Federation) BBC (British Beauty Council) and the FHT (Federation of Holistic Therapists).

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

OBJECTIVES AND ACTIVITIES

2023 Update

2023 witnessed over 1300 new registrations for the MASCED training, resulting in 732 hair, health and beauty industry professionals completing the full course and becoming accredited in that year. Due to back office data derived from accredited professionals, the client base reach exceeds 200,000. This brings our YTD to: >18,000 registered professionals, >9,500 fully accredited professionals with a >2 million client base.

Witnessing increasing demand, registrations span more than 30 different industry professions and continued growth in global appeal with our data showing professionals have undertaken the training from 28 different countries across the globe.

The programme consistently receives 5 star testimonials from our army of trained professionals, who must provide feedback as part of gaining their accreditation, allowing us to monitor programme effectiveness, maintain best practice and evaluate outcomes. To date, 99.6% of professionals would recommend the training to others providing an average star rating of 4.94.

Throughout 2023 all service users/learners have been fully supported in addition to ongoing promotional activity and relationship building undertaken by Skcin to encourage and enhance collaborations and uptake, which is crucial to its ongoing success. Engaging with universities, colleges and training academies to train emerging industry professionals, in addition to maintaining and forging relationships with key industry partners and attending high profile industry events has been key to securing ongoing support to drive engagement and participation.

Skcin is afforded much praise in the Beauty sector for its innovative solution and tireless efforts in marketing the online training and Skcin are regularly requested to speak at industry events, conferences and seminars.

As a result of the training programme, Skcin continue to receive many successful early detection reports from industry professionals, proving that it is clearly living up to its strap line - 'Training eyes to save lives.' Data collection of this reported vital information is ongoing as are the metrics and new methodology for securing additional data to quantify the impacts of this innovative solution to education in the sector.

MACSCED PRO - (Melanoma and Skin Cancer Early Detection)

A national training programme for medical & healthcare practitioners and Allied Healthcare Professionals

pro.masced.uk

Following the success of the MASCED training, it became increasingly apparent that there was a considerable void in such training made available to the healthcare sector. With an evident lack of adequate skin cancer specific training for GPs and Allied Healthcare professionals, Skcin set upon developing a solution specifically aimed at filling this void - launching the MASCED PRO training programme in 2019.

The training was reviewed by the British Association of Dermatologists (BAD), the British Dermatology Nursing Group (BDNG) and the British Association of Skin Cancer Nurse Specialists (BASCNS) all of whom provided hugely positive and supportive feedback. The training programme was also submitted to the Royal College of Podiatry for their extensive review, achieving official endorsement as an accredited course with CPD in 2020.

2023 Update

Over 400 healthcare professionals registered with the programme, resulting in 219 professionals fully completing the MASCED PRO training course in 2023, bringing our YTD to: 1,557 certified AHPs.

Throughout the year Skcin have proactively worked with supportive organisations, third party training providers and universities to help route the training to the right audiences, in addition to attending key exhibitions and events to promote the programme.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

OBJECTIVES AND ACTIVITIES

Throughout 2023 we continued to receive hugely positive feedback from accredited professionals 99.4% of which state they would recommend the training to other professionals, providing an average star rating of 4.82.

SKCIN SHOP

shop.skcin.org

Skcin's online store provides a one-stop shop for anyone in need of educational resources. The shop has become increasingly popular year-on-year providing an array of bespoke resources, tailored to suit the needs and requirements of varied audiences, which is crucial in raising awareness nationally.

Without doubt, our most popular resource is our 'Sun Safety and Skin Cancer' booklets that contain a wealth of information about causes, risk factors, prevention, skin checking and the early detection of both melanoma and non-melanoma skin cancer. These are supplied in boxes of 350 units and are widely sourced each year, largely by the NHS and healthcare organisations nationwide. On average Skcin print and distribute circa 90,000 copies annually - having distributed over 850,000 copies to date.

Further bespoke educational and awareness resources are purchased from workplaces, schools, nurseries and our MASCED accredited professionals to create in-salon/clinic displays helping to raise awareness across the communities in which they operate.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

ACHIEVEMENT AND PERFORMANCE

The Skcin App

app.skcin.org

2021 saw the exciting launch of our innovative Skcin App. The app was developed in response to the emerging needs of beneficiaries during the COVID 19 pandemic and the digital mobile health revolution.

Our objective was to provide the public with a comprehensive, educational and self-management mobile app that would empower people of all skin types to learn more and take charge of their skin health and surveillance - helping to prevent skin cancer, improve patient outcomes through early diagnosis and save lives.

Phase 1 of the app launched in August 2021, with phase 2 launching in 2022 to provide a comprehensive lesion tracker service. The build of both phases of the app were kindly funded by the David Price Melanoma Trust.

2023 Update

Throughout 2023, the app has been extremely well received achieving steady growth down to consistent, effective marketing and promotion within our printed literature, via commercial partnerships, through our accreditation programmes, across our social media platforms and at events & exhibitions.

In 2023, engagement almost doubled with a further 1,353 installations recorded.

We have witnessed a healthy increase in support and signposting from dermatologists and skin cancer specialist nurses who lack the time to effectively educate the growing number of skin cancer patients on the prevention and early detection of skin cancer and are in need of a solution to provide a more comprehensive alternative to paper booklets/handouts.

The Skcin Website

Skcin.org

During 2023, we have been working on the design and content of our new Skcin website which has provided a wealth of information and support for many years, but is long-overdue an upgrade. The new site will launch in 2024 which aims to more clearly define and signpost our educational solutions and resources, whilst continuing to provide the quality educational content we are renowned for. The new site will provide enhanced usability, and additional resources for the benefit of our stakeholders and the public.

The build of the new Skcin website has been kindly funded by the David Price Melanoma Trust.

Additional Activities:

MAY 2023 (National Skin Cancer Awareness Month)

Although Skcin consider every month to be 'Skin Cancer Awareness Month' May is now widely recognised as an official, national awareness month in the UK. As with previous years May 2023 witnessed a healthy increase in appetite for our resources, expertise and services across the board. Annually this requires a great deal of preparation and added support in place to ensure stakeholders and the public are supported accordingly. Cancer Alliances, Integrated Care Boards, NHS Trusts and local Councils were supported with an array of assets, physical resources and furnished with our prevention and early detection communications Toolkit.

100 Miles in May Annual Fundraiser

In May 2023 Skcin partnered with fellow research and patient-led charity Melanoma Focus for the annual 100 Miles in May Fundraiser which supports both charities 50/50 with any funds raised. Skcin delivered a social media campaign in March and April to promote the fundraiser and liaised closely with all participants providing assets, resources and support throughout the challenge.

Supporting Gateway C

In Q1 of 2023 Skcin were approached by NHS funded Gateway C to support them in the provision of educational and supportive resources for healthcare professionals and Cancer Alliances nationwide. Subsequently Skcin developed a range of co-branded resources, providing an essential toolkit to aid practitioners in the vital early detection of skin cancer and provide information to patients to help them take charge of their skin health and surveillance. We were delighted to extend our support to Gateway C once again following our partnership in 2022 to assist them in developing their online training course.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

VAT Burn Campaign

Throughout 2023 SKCIN have been proactive supporters of the VAT Burn campaign as a lead charity that represents the fight against both melanoma AND non-melanoma skin cancer. The campaign has seen a growing number of charities, cross-party politicians and medical professionals join forces to call on Government to abolish VAT on factor 30+ sunscreen. We believe sunscreen is an essential health item that should not be classed as a luxury. Making high factor sunscreen more affordable for everyone will not only help reduce the rising incidence of the UK's most common cancer, but will help relieve the significant burden it places on our NHS.

In addition to supporting this call, Skcin are strongly advocating for a vital, dual approach to reduced taxation and education to be taken by government to ensure effective outcomes.

Throughout 2023, we attended many meetings with key stakeholders, including industry sector supporters, brands and major retail pharmacy VAT leads to gain retail support and insight. We also engaged our professional and public stakeholder communities in signing a joint letter to the Prime Minister, which was delivered at a hand-in event at Westminster in November.

Sun Protection Conference

Skcin were honoured to be invited to speak at the Sun Protection Conference 2023. Running biennially since 1992, the conference is one of the leading, global events in the sun care industry, tackling the latest challenges and championing the ever-evolving science. With the 2023 Conference entitled "A Decade of Challenge - The Uncertain Future of Sun Protection", The landmark conference aimed to face the coming decade head-on, with a carefully-curated faculty and agenda that does not shirk these challenges but identifies, dissects and analyses both issues and solutions.

Due to our expertise in the field of prevention, Skcin were asked from our unique perspective to present to industry where it is failing and what improvements could be made. We duly presented many key failings and numerous, actionable solutions for consideration. Despite our content being controversial, the presentation was well received and was followed up by a lively panel discussion with fellow guest speakers.

Public Engagement Events

In 2023 Skcin attended the following events to exhibit, facilitate speaker slots, attend meetings and/or deliver awareness or training:

- BTME - British Turf Management Exhibition, Harrogate - January
- Sanofi NMSC Government Roundtable - January
- Foot and Ankle Show (exhibition and live stage presentation), Liverpool - February
- Dental Show Exhibition, Manchester - March
- Dermalogica (partner) press event, Surrey - March
- Melanoma Patient Conference, Birmingham - March
- Healthy School's (webinar) - March
- Professional Salon (webinar) - April
- Federation of Holistic Therapists (webinar) - May
- University of Birmingham (webinar) - May
- New College Lanarkshire (webinar) - May
- Tesco Headquarters, London (Awareness event) - May
- Health And Safety Show Exhibition, Excel London - May

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

- ROT Golf Club fundraising and awareness event, Nottingham - June
- BAD Annual Conference, Liverpool - July
- Beauty Industry Group (meeting), London - August
- Director for Education County Schools (meeting), Aberdeen - August
- Quality in Care (QIC) Dermatology Awards, London - September
- BDNG Annual Conference, Harrogate - September
- Professional Beauty North, Manchester - September
- Retail Heads of Pharmacy (VAT meeting) London - September
- SMAE Institute Exhibition, Oxford - October
- Sun Protection Conference - Guest Speakers, London - November
- Royal College of Podiatry Annual Conference and Exhibition, Liverpool - November

Media and PR

Each year Skcin frequently write, contribute to, and/or comment on a variety of articles for various printed and digital publications for national, local and industry specific media that helps us to raise awareness of skin cancer prevention and early detection and the wide range of educational solutions and supportive resources we offer. We also regularly undertake radio interviews commonly requested throughout the Spring and Summer months, consistently reacting to and advising on current news stories.

Awards

In September 2023 Skcin were delighted to receive a 'Highly Commended' award for our MASCED PRO training programme at the Quality in Care Dermatology Awards held at the Royal College of Physicians in London. Up against some high calibre competition we were also delighted to receive second place in the 'Dermatology Education Programmes for Healthcare Professionals'. Presented to the charity by Dr Hilary Jones MBE, the awards sits proudly alongside our growing collection.

Ambassador Network

In 2023 the charity continued to attract many Ambassadors to our growing network. From patients and clinicians, to trainers and influencers, our Ambassadors come in many forms to support us in our mission to educate the nation and achieve our goals.

2023 SUMMARY

2023 was another proactive year for the charity that we believe clearly demonstrates our commitment to fulfilling our charitable objectives. We remain committed to developing and enhancing our service offering for the purpose of public benefit. We are proud to continue to lead the way in educational intervention with our unique, multi-channel approach in delivering bespoke, long-term, sustainable solutions to combat the UK's most common cancer through the power of prevention and early detection.

CHARITY'S POLICY ON RESERVES

Skcin ensure there are, at all times sufficient funds to enable the continuation and development of the charity, which includes the management and development of our national accreditation programmes. We continue to review channels to grow revenue via sponsorships, partnerships and fundraising, in addition to ways in which we can work to make ourselves become more independently sustainable. We are committed to ensuring any reserves are well utilised and the trustees are of the opinion that the balance on the reserves are sufficient to meet any future commitments.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

Trustees

Mr J A Holmes
Mr J A Lawrence
Mr R E Clifford

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

Approved by order of the board of trustees on 13th September 2024 and signed on its behalf by:

Mr R E Clifford - Trustee

**Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity**

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2023.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

William Oates

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

13th September 2024

The Karen Clifford Skin Cancer Charity

**Statement of Financial Activities
for the Year Ended 31st December 2023**

	Notes	2023 Unrestricted fund £	2022 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations/fundraisers /corporate partnerships		85,352	180,667
Other trading activities	2	50,842	10,090
Investment income	3	270	122
Total		<u>136,464</u>	<u>190,879</u>
EXPENDITURE ON			
Raising funds	4	75,249	27,948
Charitable activities			
Skcin		112,596	115,264
Other		268	357
Total		<u>188,113</u>	<u>143,569</u>
NET INCOME/(EXPENDITURE)		(51,649)	47,310
RECONCILIATION OF FUNDS			
Total funds brought forward		144,427	97,117
TOTAL FUNDS CARRIED FORWARD		<u><u>92,778</u></u>	<u><u>144,427</u></u>

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position 31st December 2023

	Notes	2023 Unrestricted fund £	2022 Total funds £
FIXED ASSETS			
Tangible assets	9	804	1,072
CURRENT ASSETS			
Cash at bank and in hand		94,924	151,664
CREDITORS			
Amounts falling due within one year	10	(2,950)	(8,309)
NET CURRENT ASSETS		<u>91,974</u>	<u>143,355</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>92,778</u>	<u>144,427</u>
NET ASSETS		<u>92,778</u>	<u>144,427</u>
FUNDS	11		
Unrestricted funds		<u>92,778</u>	<u>144,427</u>
TOTAL FUNDS		<u>92,778</u>	<u>144,427</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

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 13th September 2024 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31st December 2023**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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.

Fixtures and fittings - 25% on reducing balance

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.

The Karen Clifford Skin Cancer Charity

**Notes to the Financial Statements - continued
for the Year Ended 31st December 2023**

2. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Trading income	50,842	10,090

3. INVESTMENT INCOME

	2023	2022
	£	£
Deposit account interest	270	122

4. RAISING FUNDS

Raising donations and legacies

	2023	2022
	£	£
Support costs	19,947	-

5. NET INCOME/(EXPENDITURE)

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

	2023	2022
	£	£
Depreciation - owned assets	268	358

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2023 nor for the year ended 31st December 2022.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2023 nor for the year ended 31st December 2022.

7. STAFF COSTS

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

	2023	2022
Trustees	3	3

No employees received emoluments in excess of £60,000.

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2023

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations/fundraisers /corporate partnerships	180,667
Other trading activities	10,090
Investment income	122
Total	<u>190,879</u>
EXPENDITURE ON	
Raising funds	27,948
Charitable activities	
Skcin	115,264
Other	357
Total	<u>143,569</u>
NET INCOME	47,310
RECONCILIATION OF FUNDS	
Total funds brought forward	97,117
TOTAL FUNDS CARRIED FORWARD	<u><u>144,427</u></u>

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2023 and 31st December 2023	<u>6,025</u>
DEPRECIATION	
At 1st January 2023	4,953
Charge for year	268
At 31st December 2023	<u>5,221</u>
NET BOOK VALUE	
At 31st December 2023	<u>804</u>
At 31st December 2022	<u><u>1,072</u></u>

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2023

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	360	359
Social security and other taxes	2,168	2,174
Other creditors	-	394
Accruals	422	5,382
	<u>2,950</u>	<u>8,309</u>

11. MOVEMENT IN FUNDS

	At 1/1/23	Net movement in funds	At 31/12/23
	£	£	£
Unrestricted funds			
General fund	144,427	(51,649)	92,778
	<u>144,427</u>	<u>(51,649)</u>	<u>92,778</u>
TOTAL FUNDS	<u>144,427</u>	<u>(51,649)</u>	<u>92,778</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	136,464	(188,113)	(51,649)
	<u>136,464</u>	<u>(188,113)</u>	<u>(51,649)</u>
TOTAL FUNDS	<u>136,464</u>	<u>(188,113)</u>	<u>(51,649)</u>

Comparatives for movement in funds

	At 1/1/22	Net movement in funds	At 31/12/22
	£	£	£
Unrestricted funds			
General fund	97,117	47,310	144,427
	<u>97,117</u>	<u>47,310</u>	<u>144,427</u>
TOTAL FUNDS	<u>97,117</u>	<u>47,310</u>	<u>144,427</u>

Notes to the Financial Statements - continued
for the Year Ended 31st December 2023

11. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	190,879	(143,569)	47,310
TOTAL FUNDS	<u>190,879</u>	<u>(143,569)</u>	<u>47,310</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/22 £	Net movement in funds £	At 31/12/23 £
Unrestricted funds			
General fund	97,117	(4,339)	92,778
TOTAL FUNDS	<u>97,117</u>	<u>(4,339)</u>	<u>92,778</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	327,343	(331,682)	(4,339)
TOTAL FUNDS	<u>327,343</u>	<u>(331,682)</u>	<u>(4,339)</u>

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2023.

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2023**

	2023 £	2022 £
INCOME AND ENDOWMENTS		
Donations/fundraisers /corporate partnerships		
Donations	55,352	180,667
Grants	30,000	-
	<u>85,352</u>	<u>180,667</u>
Other trading activities		
Trading income	50,842	10,090
Investment income		
Deposit account interest	270	122
	<u>270</u>	<u>122</u>
Total incoming resources	136,464	190,879
EXPENDITURE		
Other trading activities		
Event costs & direct purchases	1,030	838
Website/digital development costs	23,506	18,189
Advertising & publicity costs	2,185	4,311
Printing & design costs	28,581	4,610
	<u>55,302</u>	<u>27,948</u>
Charitable activities		
Wages	87,128	82,001
Social security	4,818	4,274
	<u>91,946</u>	<u>86,275</u>
Other		
Depreciation of tangible fixed assets	268	357
Support costs		
Management		
Administration costs	18,600	17,288
Pensions	5,172	2,069
Insurance	692	734
Office expenses	4,073	3,654
Other costs	3,176	2,813
Motor & travel	7,822	1,036
	<u>39,535</u>	<u>27,594</u>
Finance		
Bank charges	78	111
Governance costs		
Professional & legal fees	563	875
Carried forward	563	875

This page does not form part of the statutory financial statements

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2023**

	2023 £	2022 £
Governance costs		
Brought forward	563	875
Accountancy fees	421	409
	984	1,284
Total resources expended	188,113	143,569
Net (expenditure)/income	(51,649)	47,310

This page does not form part of the statutory financial statements

THE KAREN CLIFFORD SKIN CANCER CHARITY

England & Wales - Charity number 1150048

Accounts

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

**The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)**

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2022

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

The Karen Clifford Skin Cancer Charity

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for the Year Ended 31st December 2022**

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The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31st December 2022. The trustees have adopted the provisions of 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

Core Objectives

Skcin's core objectives are to raise awareness of both melanoma and non-melanoma skin cancer, specifically to promote prevention and early detection through educational intervention for public benefit. The charity has remained committed to these objectives for the past 17 years, which are strategically delivered and achieved by the implementation of our suite of bespoke national accreditation programmes. This ongoing commitment to public benefit through educational intervention on a national scale is clearly demonstrated consistently throughout our activities and achievements.

Our national accreditations have been developed to provide sustainable, nationally accessible intervention across key 'at risk' and 'influential' audiences to generate impact, provide measured outcomes and assist us in our mission to plant skin cancer prevention and early detection into the heart of communities nationwide. Skcin feel it important to add valuable narrative explaining the accreditation programmes as they are core to our work and continue to generate impact year on year.

Throughout 2022 Skcin have been dedicated to:

- " Raising awareness of the prevention and early detection of melanoma and non-melanoma skin cancer through educational intervention.
- " Providing bespoke solutions for key 'at risk' and 'influential' audiences via our suite of national educational intervention and accreditation programmes.
- " Ensuring the continued development, sustainability, participation, engagement and management of our national accreditation programmes.
- " Working with targeted industry sectors and key stakeholders to develop collaborative approaches to increasing awareness and engagement.
- " Providing nationally accessible, training, tools and resources to support us in our mission to embed skin cancer prevention and early detection into the heart of communities nationwide.
- " Evaluating our service offering and developing solutions to meet the evolving needs of beneficiaries and remain up-to-date with technological advancements.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

OBJECTIVES AND ACTIVITIES

Significant activities

Sun Safe Schools | A free national accreditation programme for UK primary schools Sunsafeschools.co.uk

The Sun Safe Schools national accreditation programme developed by Skcin, launched in 2013 to assist primary schools in their duty of care to safeguard children against over-exposure to UV radiation and prevent skin cancer through education. By embedding sun safe teachings and practices into primary education, the key objective of the programme is to influence behaviours, prevent skin cancer for our future generations and raise awareness across wider school communities nationwide. As pioneers in educational intervention in this field, Skcin are proud to be the first ever charity to develop a comprehensive accreditation programme that subsequently lead us to introduce the same concept across further key 'at risk' and influential' target audiences.

The Sun Safe Schools programme provides schools with comprehensive FREE resources to assist them in their duty of care to deliver the following criteria:

PROTECTION : providing an environment that enables children and staff to stay safe in the sun.

EDUCATION: learning about sun safety to increase knowledge and influence behaviour.

COLLABORATION: working with parents, the management structure and the wider community to reinforce awareness about skin cancer and the importance of sun safety.

Expert support is provided to schools year on year as the charity witnesses increasing demand. In addition, Skcin support parents/patients experiencing challenges with schools by mediating and intervening to support school leadership teams. Due to our dedication and commitment Skcin have become a well-established and trusted resource for school settings in this sector, with the programme acknowledged by Public Health and Research academics keen to look at impact and success.

2022 Update

2022 saw 421 new schools register with the programme to access resources, 50% of which actively engaged with the accreditation process by providing feedback to Skcin on the completion of each step. We are pleased with this healthy uptake of new settings taking part as well as an increase in the number of schools, renewing their annual accreditation.

The new web site launched in 2021, proved throughout 2022 to be working efficiently as is the back-office management system allowing the charity to monitor progress, feedback and programme effectiveness. The additional range of educational resources developed in tandem with the launch of the website have proved to be valuable additions to the service offering with excellent feedback, as we strive to develop children's knowledge year-on-year throughout primary education with curriculum linked teaching resources and engaging, fun activities for all ages and abilities.

Skcin continue to work hard to engage stakeholders such as local Councils and school academies to help signpost the accreditation. The charity is also engaging with schools via online led community forums, specialist PHSE lead networks and Healthy schools programmes to further promote the accreditation and encourage participation nationally.

In 2021 (not detailed in the previous report) the programme became officially recognised by NICE (National Institute of Health and Care Excellence) published in NICE's Shared Learning Collection and alongside the NICE guidance as a supporting resource- thus gaining further credibility as an effective solution to tackling the rising incidence of skin cancer through active preventative intervention.

OBJECTIVES AND ACTIVITIES

As detailed in our 2021 report, following years of lobbying and lengthy consultations, it was announced that Sun Safety and Skin Cancer Prevention would finally make it onto the new PHSE Curriculum. The new PHSE curriculum came into force in September 2020, stating all English primary schools should teach pupils about safe and unsafe exposure to the sun, including how to reduce the risk of skin cancer. Awareness of this regulation is slowly filtering through to schools but sadly, not at the speed we'd hoped for. All UK schools are under increased pressure to deliver a very content heavy PHSE curriculum and are simply under-resourced to deliver this effectively - with the importance of Sun Safety competing against many other health-related priorities.

The charity continues to receive a huge amount of highly positive reviews from the schools that gain their accreditation which are testament to the success of the programme and the impact it is generating nationwide. This feedback is essential in providing evidence of how the programme is positively impacting settings across the UK - not only with regards to children, but with parents, teachers, staff and wider school communities.

Since the COVID 19 pandemic it has taken Public Health significant time to restructure and re-strategise and we hope 2023/2024 will witness much-needed engagement and support from Public Health England to help Skcin in our mission. Nevertheless, we remain highly committed to fulfilling our objectives as we continue our dedicated work in this sector.

Sun safe Nurseries

A free national accreditation programme for Nurseries and Pre-School Settings

www.sunsafenurseries.co.uk

The Sun Safe Nurseries accreditation programme developed by Skcin, launched following the success of the Sun Safe Schools programme and in identifying the need for pre-school settings to have a similar accreditation in place with access to comprehensive resources to enable them to implement a suitable sun protection policy, communicate with parents to gain the required level of support and introduce sun safe messaging to early learners.

2022 Update

Our Sun Safe Nurseries accreditation programme has seen healthy growth each year with 2022 witnessing 524 new registrations.

We continue to receive a substantial stream of highly positive feedback daily during the spring and summer months as settings complete and/or renew the annual accreditation process.

As with the school's programme, continual management and support has been provided over the year. Skcin has witnessed chains of nursery settings signing up, again receiving 100s of positive reviews and feedback from settings on the accreditation and its impact. One such setting reported a parent had detected their own skin cancer from the information we provide to support them in their unique capacity to drive awareness of prevention and early detection across the communities in which they operate.

Sun Safe Workplaces | A national accreditation programme for employers of outdoor workers

www.sunsafeworkplaces.co.uk

Skcin have been providing comprehensive, trusted advice to employers of outdoor workers since the launch of our national Sun Safe Workplaces Accreditation programme in 2014. We provide extensive resources and guidance to many businesses trying to navigate the complex world relating to their moral and legal obligations to protect and educate their outdoor workers who are up to 60% greater risk of developing skin cancer.

2022 Update

Our accreditation and associated resources have attracted a huge amount of engagement from businesses over the years, however, the future developments for the programme outlined in our previous report began in 2022 as the website and resources were in need of upgrading to support demand, scope and technological advancements.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

OBJECTIVES AND ACTIVITIES

Our revised offering for employers of outdoor workers and HSRs will introduce a digital training programme that can be effectively managed internally, enabling hosted training in group, face-to-face sessions, in addition to facilitating remote training to support the needs of individual organisations. Additional developments will see the introduction of digital solar UVR Assessments, Sun Protection Polices and a wide range of bespoke resources to provide ongoing visual and educational reinforcement.

The new website which will launch in Spring 2024 enabling organisations to effectively and efficiently manage and analyse all aspects of implementing a comprehensive sun protection programme with maximum impact on learning outcomes and minimum strain on valuable time and resources.

Skcin would like to pay special thanks to The David Price Melanoma Trust for their continued support with the build of the new, comprehensive Sun Safe Workplaces website funded by the Trust.

MASCED (Melanoma and Skin Cancer Early Detection)

A national training programme for hair, health and beauty industry professionals.

MASCED.UK

The MASCED accreditation programme developed by Skcin launched in January 2018 as a completely unique, nationally accessible intervention to educate hair, health and beauty industry professionals how to spot suspicious / potentially cancerous lesions that may be observed on their client's skin.

The objective of the accreditation is to significantly raise awareness of the early signs and symptoms of both melanoma and non-melanoma skin cancer across this vast and highly influential target sector, promoting early diagnosis and treatment to improve patient outcomes and save lives.

Professionals who work across these industries are uniquely placed to observe changes that may occur on their client's skin, particularly in areas they can't see themselves, making them powerful advocates in the fight against skin cancer.

The training has been reviewed by professional dermatologists and is supported, officially recognised and/or endorsed by the following key industry bodies: HABIA (Hair and Beauty Industry Authority - worth 3 CPD) BABTAC (British Association of Beauty Therapists and Cosmetologists) NHBF (National Hair and Beauty Federation) and the BBC (British Beauty Council).

2022 Update

2022 witnessed over 1100 new registrations for the MASCED training bringing our YTD results to over 16,000 registrations, spanning 32 different industry professions. In addition, Skcin continue to witness growth in global appeal with professionals that have undertaken the training from 28 different countries across the globe.

The programme consistently receives 5 star testimonials from our army of trained professionals, who must provide feedback as part of gaining their accreditation, allowing us to evaluate impact and maintain best practice.

To add to the list of our supporters, in 2022 the MASCED Training programme was reviewed by the FHT (Federation of Holistic Therapists) and is listed as an accredited course for FHT members.

All service users/learners have been fully supported in addition to ongoing promotional activity and intensive relationship building undertaken by Skcin to encourage and enhance collaborations and uptake, which is crucial to its ongoing success. Engaging with colleges / training academies, maintaining / forging relationships with key industry partners and attending high profile industry events has been key to securing ongoing support to drive engagement and participation.

The charity is keen to keep the training as competitively priced as possible so that we can reach more learners. The price has not increased since 2019 notwithstanding increases in printed material and postage. Despite these increases, the programme remains to provide much-needed income, helping Skcin become more independently sustainable as a charitable organisation.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

OBJECTIVES AND ACTIVITIES

As a result of the training programme, Skcin continue to receive many early detection reports from industry professionals, proving that it is clearly living up to its strap line - 'Training eyes to save lives.'

MASCED PRO - (Melanoma and Skin Cancer Early Detection)

A national training programme for medical & healthcare practitioners and Allied Healthcare Professionals
pro.masced.uk

Following the success of the MASCED training, it became increasingly apparent that there was a considerable void in such training made available to the healthcare sector. With an evident lack of adequate skin cancer specific training for GPs and Allied Healthcare professionals, Skcin set upon developing a solution specifically aimed at filling this void - launching the MASCED PRO training programme in 2019.

The training was reviewed by the British Association of Dermatologists (BAD), the British Dermatology Nursing Group (BDNG) and the British Association of Skin Cancer Nurse Specialists (BASCNS) all of whom provided hugely positive and supportive feedback. The training programme was also submitted to the Royal College of Podiatry for their extensive review, achieving official endorsement as an accredited course with CPD in 2020.

2022 Update

Over 200 healthcare professionals completed the MASCED PRO training course in 2022. Skcin have been working with third party training providers and colleges to help route the training to the right audiences. Engaging with the NHS however is challenging and labour intensive due to the regional differences in the commissioning of such services. Despite this, successful recruitment is largely down to our in-house marketing, promotional efforts and event attendance - in addition to word of mouth recommendations as we receive excellent feedback from our certified learners that have undertaken the training.

As with our MASCED training programme, all proceeds received via MASCED PRO are crucial to Skcin in providing a much-needed revenue stream to help us become more independently sustainable in a challenging environment where fundraising and corporate support is limited.

SKCIN SHOP **shop.skcin.org**

Skcin's online store provides a one-stop shop for anyone in need of educational resources. The shop has become increasingly popular over the last two years providing an array of bespoke resources, tailored to suit the needs and requirements of varied audiences, and is crucial in raising awareness nationally.

Without doubt, our most popular resource is our 'Sun Safety and Skin Cancer' booklets that contain a wealth of information about causes, risk factors, prevention, skin checking and early detection. These are sold in boxes of 350 units and are widely sourced throughout the year, year-on-year, largely by the NHS and healthcare organisations nationwide. On average Skcin print and distribute circa 90,000 copies annually - having distributed over 750,000 copies to date.

Further bespoke educational and awareness resources are purchased from workplaces, schools, nurseries and our MASCED accredited professionals to create in-salon/clinic displays helping to raise awareness across the communities in which they operate.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

ACHIEVEMENT AND PERFORMANCE

The Skcin App app.skcin.org

2021 saw the exciting launch of our innovative Skcin App. The app was developed in response to the emerging needs of beneficiaries during the COVID 19 pandemic and the digital mobile health revolution.

Our objective was to provide the public with a comprehensive, educational and self-management mobile app that would empower people of all skin types to learn more and take charge of their skin health and surveillance - helping to prevent skin cancer, improve patient outcomes through early diagnosis and save lives.

Phase 1 of the app launched in August 2021 comprising six key comprehensive topic/service areas outlined in our previous report and was kindly funded by the David Price Melanoma Trust.

2022 Update

August 2022 witnessed the launch of the final phase of the Skcin app, introducing the Lesion Tracker.

The Lesion Tracker was developed by Skcin to help users manage, track and compare changes to skin lesions over time using close-up photography. This comprehensive self-management tool provides users with the ability to manage all aspects of skin checking and surveillance including a lesion assessment questionnaire and subsequent advice and signposting service based on the outcome. The Lesion Tracker required further significant investment, which again was made possible by the David Price Melanoma Trust who kindly donated the funds required to see the final phase into fruition.

The app has been extremely well received and is achieving steady growth down to consistent, effective marketing and promotion within our printed literature, via commercial partnerships, through our accreditation programmes, across our social media platforms and at events & exhibitions.

A key goal for Skcin moving forward is to get the APP adopted for use in Primary Care and reflected within the NHS as Quality Improvement with patients being signposted to the app as a robust supportive resource.

Partnerships

Tesco

Skcin are delighted that the Tesco partnership was renewed for 2022. Building on the great work achieved in 2021 in which Skcin supported Tesco's goal of making sun protection more affordable for consumers by taking care of the VAT and permanently reducing the price of its own label range by 20 per cent - in addition to raising awareness of skin cancer prevention through a variety of initiatives.

It is well documented that pharmacy staff play a key and vital role in health promotion for public benefit and with Tesco having over 300 pharmacy stores it puts the UK's largest retailer in a unique and powerful position to provide trusted advice and signposting to customers nationwide.

As such, in 2022 and following the success of the face-to-face training delivered by Skcin in 2021, Skcin developed two skin cancer on-line, interactive training modules covering all aspects of prevention and early detection to be hosted on Tesco Pharmacy's educational platforms for pharmacy colleagues nationwide.

Providing a solution that was available on-demand for pharmacy colleagues was essential. All pharmacy staff, across all 300 stores, now have access to both training modules helping Skcin in our mission and charitable objectives to significantly raise awareness of skin cancer prevention and early detection for public benefit.

During 2022, Skcin also attended Tesco HQ in Welwyn Garden City during skin cancer awareness month in May to undertake public engagement with their staff for three days in addition to engaging with media re the partnership.

Tesco's financial support to fulfil the above objectives was awarded early in 2022, which explains the income growth in this financial year.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

Dermalogica

In 2021 Skcin were delighted to also partner with leading professional skin care brand Dermalogica. Dermalogica are renowned in the professional arena not only for their award-winning range of skin care products, but for the high-quality training of their expert skin therapists. Their passion for education is uniquely aligned with Skcin's objectives, and as such, this powerful partnership focuses on the provision of our MASCED training for their 5k+ expert skin therapists across the UK and Ireland.

2022 Update

In 2022, Dermalogica continue to support Skcin with the regular purchase of MASCED training courses for their skin therapists, staff and stockists. The Dermalogica partnership has great purpose and power and Skcin are pleased to report they will continue to support us once more in 2023.

Awareness and Fundraising

MAY 2022 (National Skin Cancer Awareness Month)

Although Skcin consider every month to be 'Skin Cancer Awareness Month' May is now widely recognised as an official, national awareness month in the UK. This, alongside the start of warmer weather, sees a healthy increase in appetite for our resources and services across the board - ranging from increased uptake in our bespoke accreditation programmes, surges in shop orders, requests for live educational webinars and media interviews as well delivering partnership commitments for campaigns and collaborations.

May is always incredibly active and 2022 was no exception. We witnessed great engagement across our social media channels and a healthy increase in follows and the sharing of our awareness, educational and promotional content.

100 Miles in May Fundraiser

In May 2022 Skcin once more partnered with fellow research and patient-led charity Melanoma Focus for the annual 100 Miles in May Fundraiser which supports both charities 50/50 with any funds raised. Skcin delivered a social media campaign in March and April to promote the fundraiser and liaised closely with all participants providing assets, resources and fundraiser support throughout the month of May. 2022 achieved just over £14,000 for each charity.

Public Engagement Events.

As a tightly resourced charity it is important consider carefully the level of public engagement the charity can achieve. Educational webinars and attendance at virtual conference remain popular for the charity and are regularly undertaken throughout the year.

In addition, 2022 Skcin attended the following events to exhibit, attend speaker slots and/or deliver training:

North East Dentistry Show - March

BTME British and International Greenkeepers Exhibition - March

Broxtowe Council (Collaboration with Broxtowe Womens Aid domestic abuse training & MASCED Training) - March

British Society for Dental Hygiene Therapists - March

British Association of Cosmetic Nurses - April

Great British Tattoo show - May

Melanoma Patience Conference - June

University College Birmingham - May

East Midlands Cancer Alliances - May

Associated Project Safety - June

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2022

Media and PR

Each year Skcin are often asked to write, contribute to, and/or comment on a variety of articles for various printed and digital publications and platforms that helps us to raise awareness of skin cancer prevention and early detection as well as the wide range of resources we offer. From clinical and medical journals, to beauty industry publications, parenting magazines and national newspapers such as the Guardian, Independent and The Sun. We also regularly undertake radio interviews, particularly during the month of May and when skin cancer gets thrown into the celebrity spotlight.

Stakeholder Participation

Skcin have been involved in Government Roundtable discussions, we sit on advisory boards and have helped support research projects and well as contribute to NICE consultations. The Government Roundtable with Sanofi particularly relevant as this was highlighting non-melanoma skin cancer (NMSC). This type of skin cancer is largely overlooked and Skcin have been the only charity for the past 17 years to consistently raise awareness of this cancer type alongside melanoma. Sanofi are highlighting the challenges and inconsistencies in care pathways for NMSC patients to which skin is supporting a NICE consultation in 2023.

Awards

In December 2021 (therefore not highlighted in our previous report) Skcin were proud to receive industry recognition as a 'winner' at the annual Safety in Beauty Diamond Awards. Held at the Royal Lancaster, London. Skcin received The Founders Choice and Committee Award that celebrates and acknowledges those that have contributed in outstanding ways to community projects, campaigns and charitable endeavors. As shortlisted finalists in the category of 'Inspirational Person of the Year' Award, Skcin were super-proud to also receive this special award in recognition of our dedicated work within the beauty, aesthetics and spa industry 'training eyes to save lives' with our MASCED (Melanoma and Skin Cancer Early Detection) training programme. In 2022 Skcin were also runners up in the national 'Shine Your Light' Awards with TPOT (The Power of Touch) for their charity contributor category.

Ambassador Network

The charity attracts many volunteer Ambassadors every year, who all in their own way and to varying degrees play a part in supporting our work. Whether it be undertaking a school assembly or being a speaker at a conference or submitting an abstract they all add value and support our objectives. Ambassadors come from an array of backgrounds with varying skill sets, from patients and carers to clinicians and medical students - all wanting to support our work. The charity is pleased to be receiving more and more applications from individuals of medical backgrounds and clinicians who truly understand and appreciate the wider aspect of our work, our long-term goals and our focus on longevity and sustainability.

2022 SUMMARY

2022 was another proactive year for the charity that we believe clearly demonstrates our commitment to fulfilling our charitable objectives. We remain committed to developing and enhancing our service offering for the purpose of public benefit. We are proud to continue to lead the way in educational intervention with our unique, multi-channel approach in delivering bespoke, long-term solutions to effectively promote skin cancer awareness, prevention and early detection. Despite extremely limited budgets, we are proud to be generating significant impact across key 'at risk' and 'influential' target sectors and infiltrating awareness into the communities in which each operate.

CHARITY'S POLICY ON RESERVES

Skcin ensure there are, at all times sufficient funds to enable the continuation and development of the charity, which includes the management and development of our national accreditation programmes. We continue to review channels to grow revenue via sponsorships, partnerships and fundraising, in addition to ways in which we can work to make ourselves become more independently sustainable. We are committed to ensuring any reserves are well utilised and the trustees are of the opinion that the balance on the reserves are sufficient to meet any future commitments.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The Karen Clifford Skin Cancer Charity

**Report of the Trustees
for the Year Ended 31st December 2022**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

Trustees

Mr J A Holmes
Mr J A Lawrence
Mr R E Clifford

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

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

Mr R E Clifford - Trustee

**Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity**

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2022.

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.

William Oates

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

22nd September 2023

The Karen Clifford Skin Cancer Charity

Statement of Financial Activities
for the Year Ended 31st December 2022

	Notes	2022 Unrestricted fund £	2021 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations/fundraisers /corporate partnerships		180,667	84,551
Other trading activities	2	10,090	45,610
Investment income	3	122	-
Total		190,879	130,161
EXPENDITURE ON			
Raising funds		27,948	32,331
Charitable activities			
Skcin		115,264	79,914
Other		357	477
Total		143,569	112,722
NET INCOME		47,310	17,439
RECONCILIATION OF FUNDS			
Total funds brought forward		97,117	79,678
TOTAL FUNDS CARRIED FORWARD		144,427	97,117

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position 31st December 2022

	Notes	2022 Unrestricted fund £	2021 Total funds £
FIXED ASSETS			
Tangible assets	8	1,072	1,430
CURRENT ASSETS			
Cash at bank and in hand		151,664	99,779
CREDITORS			
Amounts falling due within one year	9	(8,309)	(4,092)
NET CURRENT ASSETS		<u>143,355</u>	<u>95,687</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>144,427</u>	<u>97,117</u>
NET ASSETS		<u>144,427</u>	<u>97,117</u>
FUNDS	10		
Unrestricted funds		<u>144,427</u>	<u>97,117</u>
TOTAL FUNDS		<u>144,427</u>	<u>97,117</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

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 22nd September 2023 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31st December 2022**

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.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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.

Fixtures and fittings - 25% on reducing balance

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.

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2022

2. OTHER TRADING ACTIVITIES

	2022	2021
	£	£
Trading income	<u>10,090</u>	<u>45,610</u>

3. INVESTMENT INCOME

	2022	2021
	£	£
Deposit account interest	<u>122</u>	<u>-</u>

4. NET INCOME/(EXPENDITURE)

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

	2022	2021
	£	£
Depreciation - owned assets	<u>358</u>	<u>476</u>

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2022 nor for the year ended 31st December 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2022 nor for the year ended 31st December 2021.

6. STAFF COSTS

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

	2022	2021
Trustees	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations/fundraisers /corporate partnerships	84,551
Other trading activities	<u>45,610</u>
Total	<u>130,161</u>
EXPENDITURE ON	
Raising funds	32,331
Charitable activities	
Skcin	79,914

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2022

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £
Other	477
Total	<u>112,722</u>
NET INCOME	17,439
RECONCILIATION OF FUNDS	
Total funds brought forward	79,678
TOTAL FUNDS CARRIED FORWARD	<u><u>97,117</u></u>

8. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2022 and 31st December 2022	<u>6,025</u>
DEPRECIATION	
At 1st January 2022	4,595
Charge for year	<u>358</u>
At 31st December 2022	<u>4,953</u>
NET BOOK VALUE	
At 31st December 2022	<u><u>1,072</u></u>
At 31st December 2021	<u><u>1,430</u></u>

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2022

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Trade creditors	359	360
Social security and other taxes	2,174	2,906
Other creditors	394	448
Accruals	5,382	378
	<u>8,309</u>	<u>4,092</u>

10. MOVEMENT IN FUNDS

	At 1/1/22 £	Net movement in funds £	At 31/12/22 £
Unrestricted funds			
General fund	97,117	47,310	144,427
	<u>97,117</u>	<u>47,310</u>	<u>144,427</u>
TOTAL FUNDS	<u>97,117</u>	<u>47,310</u>	<u>144,427</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	190,879	(143,569)	47,310
	<u>190,879</u>	<u>(143,569)</u>	<u>47,310</u>
TOTAL FUNDS	<u>190,879</u>	<u>(143,569)</u>	<u>47,310</u>

Comparatives for movement in funds

	At 1/1/21 £	Net movement in funds £	At 31/12/21 £
Unrestricted funds			
General fund	79,678	17,439	97,117
	<u>79,678</u>	<u>17,439</u>	<u>97,117</u>
TOTAL FUNDS	<u>79,678</u>	<u>17,439</u>	<u>97,117</u>

Notes to the Financial Statements - continued
for the Year Ended 31st December 2022

10. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	130,161	(112,722)	17,439
TOTAL FUNDS	<u>130,161</u>	<u>(112,722)</u>	<u>17,439</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/21 £	Net movement in funds £	At 31/12/22 £
Unrestricted funds			
General fund	79,678	64,749	144,427
TOTAL FUNDS	<u>79,678</u>	<u>64,749</u>	<u>144,427</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	321,040	(256,291)	64,749
TOTAL FUNDS	<u>321,040</u>	<u>(256,291)</u>	<u>64,749</u>

11. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2022.

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2022**

	2022 £	2021 £
INCOME AND ENDOWMENTS		
Donations/fundraisers /corporate partnerships		
Donations	180,667	84,551
Other trading activities		
Trading income	10,090	45,610
Investment income		
Deposit account interest	122	-
Total incoming resources	190,879	130,161
EXPENDITURE		
Other trading activities		
Event costs & direct purchases	838	1,848
Website/digital development costs	18,189	16,372
Advertising & publicity costs	4,311	708
Printing & design costs	4,610	13,403
	27,948	32,331
Charitable activities		
Wages	82,001	50,000
Social security	4,274	4,105
	86,275	54,105
Other		
Depreciation of tangible fixed assets	357	477
Support costs		
Management		
Administration costs	17,288	13,120
Pensions	2,069	1,728
Insurance	734	836
Office expenses	3,654	4,561
Other costs	2,813	2,150
Motor & travel	1,036	1,875
	27,594	24,270
Finance		
Bank charges	111	566
Governance costs		
Professional & legal fees	875	460
Accountancy fees	409	513
	1,284	973

This page does not form part of the statutory financial statements

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2022**

	2022 £	2021 £
Total resources expended	<u>143,569</u>	<u>112,722</u>
Net income	<u><u>47,310</u></u>	<u><u>17,439</u></u>

This page does not form part of the statutory financial statements

THE KAREN CLIFFORD SKIN CANCER CHARITY

England & Wales - Charity number 1150048

Accounts

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

**The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)**

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2021

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

The Karen Clifford Skin Cancer Charity

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for the Year Ended 31st December 2021**

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The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31st December 2021. The trustees have adopted the provisions of 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

Core Objectives

Skcin's core objectives are to raise awareness of both melanoma and non-melanoma skin cancer, specifically to promote prevention and early detection through educational intervention for public benefit. The charity has remained committed to these objectives for the past 15 years, which are strategically delivered and achieved by the implementation of our suite of bespoke national accreditation programmes. This ongoing commitment to public benefit through educational intervention on a national scale is clearly demonstrated consistently throughout our activities and achievements.

Our national accreditations have been developed to provide sustainable, nationally accessible intervention across key 'at risk' and 'influential' audiences to generate impact, provide measured outcomes and assist us in our mission to plant skin cancer prevention and early detection into the heart of communities nationwide. Skcin feel it important to add valuable narrative explaining the accreditation programmes as they are core to our work and continue to generate impact year on year.

The COVID-19 Pandemic

The world fell victim to global pandemic in 2020 in the form of COVID 19 and this affected all charities and businesses. Sadly, the pandemic continued into 2021 with various regional and national lockdowns implemented by Government. This continued to impact the work of Skcin in 2021 in relation to schools, public engagement, attendance at conferences and events, in addition to networking and opportunities for fundraising. Despite this challenging operating environment, Skcin managed to achieve vital growth and maintain delivery of our key objectives for public benefit.

Throughout 2021 Skcin have been dedicated to:

- " Raising awareness of the prevention and early detection of melanoma and non-melanoma skin cancer through educational intervention.
- " Providing bespoke solutions for key 'at risk' and 'influential' audiences via our suite of national educational intervention and accreditation programmes.
- " Ensuring the continued development, sustainability, participation, engagement and management of our national accreditation programmes.
- " Working with targeted industry sectors and key stakeholders to develop collaborative approaches to increasing awareness and engagement.
- " Providing nationally accessible, training, tools and resources to support us in our mission to embed skin cancer prevention and early detection into the heart of communities nationwide.
- " Evaluating our service offering and developing solutions to meet the emerging needs of beneficiaries during a global pandemic.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

OBJECTIVES AND ACTIVITIES

Significant activities

Sun Safe Schools | A free national accreditation programme for UK primary schools

Sunsafeschools.co.uk

The Sun Safe Schools accreditation programme was developed and launched in 2013 to implement sun safe teachings into primary education with the key objective to influence behaviours and prevent skin cancer for our future generations. As pioneers in educational intervention in this field, Skcin are proud to be the first ever charity to introduce this level of intervention by developing the first comprehensive accreditation programme that has led us to introduce the same concept across further key 'at risk' and influential target audiences.

The Sun Safe Schools programme provides schools with comprehensive resources to assist them in their duty of care to deliver the following criteria:

PROTECTION: providing an environment that enables children and staff to stay safe in the sun.

EDUCATION: learning about sun safety to increase knowledge and influence behaviour.

COLLABORATION: working with parents, the management structure and the wider community to reinforce awareness about sun safety.

Participation in the programme has continued to go from strength to strength each year, with a healthy uptake of new settings taking part and existing settings renewing their annual accreditations. Continual support and management has been provided throughout the year, in addition to development, marketing and building relationships with key stakeholders to support collaboration, engagement and participation. Many local Councils and School academies are helping to signpost the accreditation nationally.

We are very proud of the huge amount of highly positive reviews we receive from the schools that gain their accreditation which are testament to the success of the programme and the impact it is generating nationwide.

2021 update

With ongoing challenges faced by primary schools throughout the pandemic, uptake in the programme was understandably lower for 2021 again, although still relatively healthy. Many schools used the resources within bubbles when achievable and for home schooling where possible, with schools still achieving their accreditation or annual renewal. Our resources are used extensively on a national level by many key educational institutions.

2021 Developments

Spring 2021 saw the launch of a new Sun Safe Schools website. The new website provides improved navigation and functionality for users that can be accessed on all devices, i.e. mobile, tablet, and desktop ensuring we provide modern, robust solution for educational settings. The website was further supported by a range of new educational resources designed and developed by Skcin and hosts a comprehensive range of learning material to introduce, reinforce and develop children's knowledge of solar UV radiation and the importance of sun safety with curriculum linked resources for children of all ages and abilities from reception through to class 6.

Our on-line back office management system was also upgraded in tandem with the new website to help the charity manage the huge volume of enquires we receive from schools, teachers and stakeholders. The back office management system allows us to track the progress of the steps schools must take in order to gain their accreditation, in addition to auditing content and feedback from schools.

Sun Safety Education now mandatory as part of the new PHSE curriculum!

As detailed in our 2019 report, following years of lobbying and lengthy consultations, it was announced that Sun Safety and Skin Cancer Prevention would finally make it onto the new PHSE Curriculum.

The new PHSE curriculum came into force in September 2020, stating all English primary schools should teach pupils about safe and unsafe exposure to the sun, including how to reduce the risk of skin cancer. This regulation went largely unnoticed by schools while they faced the challenges of providing education online during Pandemic.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

OBJECTIVES AND ACTIVITIES

However, due to our efforts in 2021 promoting the accreditation and working with wider stakeholders to highlighting the new requirement - an excellent outcome resulted in Skcin experiencing a 54% growth on registrations from 2019, despite schools not fully opening and operating as normal in 2021. We are hugely committed to our work in primary education are looking forward to building on this in 2022.

Sun Safe Nurseries | A free national accreditation programme for Nurseries and Pre-School Settings
SunsafeNurseries.co.uk

The Sun Safe Nurseries accreditation programme was developed and launched following the success of the Sun Safe Schools programme and in identifying the need for pre-school settings to have a similar accreditation in place with access to comprehensive resources to enable them to implement a suitable sun protection policy, communicate with parents to gain the required level of support and introduce sun safe messaging to early learners.

2021 update

Our Sun Safe Nurseries accreditation programme has seen healthy growth each year with continual, highly positive feedback. As with the schools programme, continual management and support has been provided participants over the year via our back office system.

Despite the challenges of the Pandemic our Nursery accreditation during 2021 experienced a 75% growth in registrations.

Skcin's national Sun Safe Schools and Sun Safe Nurseries accreditation programmes were developed not as a PR campaign, but as a long-term strategy to see sun safety teachings implemented in early years and primary education to influence behaviours and to ensure settings are fulfilling their duty of care in safeguarding children against the damaging effects of over-exposure to UV radiation. This is where Skcin have long-believed we can make the greatest impact in preventing skin cancer for our future generations and those to come. This impact cannot be underestimated, every week our CRM system generates the evidence/feedback submitted by participating settings as part of gaining their accreditation. This feedback is essential in providing evidence of how the programmes are positively impacting settings across the UK - not only with regards to children, but with parents, teachers, staff and wider school communities nationwide.

Sun Safe Workplaces | A free national accreditation programme for employers of outdoor workers Sunsafeworkplaces.co.uk

Skcin have been providing comprehensive, trusted advice to employers of outdoor workers since the launch of our national Sun Safe Workplaces Accreditation programme in 2014. We provide extensive resources and guidance to many businesses trying to navigate the complex world relating to their duty of care to protect and educate their outdoor workers to prevent occupational skin cancer.

Our accreditation and associated resources attracts a huge amount of engagement from businesses that employ outdoor workers. We have also witnessed more generalised corporate business that do not employ outdoors workers but are becoming increasingly keen to educate their staff on skin cancer prevention and early detection as part of their remit for looking after the health and well being of their staff. This has led to regular cycle of live educational webinars with businesses during 2021 which were extremely well received. This is something we are keen to build on in 2022 as part of our revised proposition.

In 2021 we were delighted to engage with large organisations such as AstraZeneca, Price Waterhouse Coopers and Sanofi delivering educational webinars to their employees.

Future developments

Due to developments in educational solutions for the public and workplaces bought about largely by the pandemic and the need to respond to the ever-changing needs of beneficiaries, we will be revising our proposition for our Sun Safe Workplaces accreditation to provide a more bespoke service offering in 2022/2023.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

OBJECTIVES AND ACTIVITIES

MASCED (Melanoma and Skin Cancer Early Detection) Accreditation Programme

A training programme for hair, health and beauty industry professionals

MASCED.UK

Skcin's MASCED accreditation programme was developed throughout 2017 and launched January 2018. The accreditation was developed as a completely unique, nationally accessible solution to educate hair, health and beauty industry professionals on the detection of suspicious lesions that may be observed on their client's skin. The objective of the accreditation is to raise awareness of the early signs and symptoms of the UK's most common and fastest rising cancer and promote the early detection of melanoma to improve prognosis and save lives.

Professionals who work across these industries are uniquely placed to observe changes that may occur on their client's skin, particularly in areas they can't see themselves, making them powerful advocates in the fight against skin cancer.

The training has been reviewed and is supported and/or endorsed by key industry bodies: HABIA (Hair and Beauty Industry Authority) BABTAC (British Association of Beauty Therapists and Cosmetologists) NHBF (National Hair and Beauty Federation) and the BBC (British Beauty Council). The training also continues to be supported nationally in colleges.

In addition we continue to witness growth in global appeal with professionals that have undertaken the training from 28 different countries across the globe, spanning 32 different industry professions.

The programme consistently receives 5 star testimonials from our army of trained professionals, who must provide feedback as part of gaining their accreditation, allowing us to evaluate impact and maintain best practice.

Over the course of the year all service users have been fully supported in addition to ongoing promotional activity and relationship building undertaken by Skcin to encourage and enhance collaboration and uptake, which is crucial to it's ongoing success.

2021 uptake, developments and impact of COVID-19

Despite the beauty industry being one of the hardest hit throughout the pandemic, Skcin are delighted to have witnessed a very healthy uptake in registrations again in 2021. Down-time throughout closers for industry professionals, was once again, met with desire and willingness to grow and learn.

As with the previous year, the pandemic prevented us from attending key events to promote the training, therefore in 2021 Skcin concentrated efforts on harnessing relationships with key industry bodies, promoting the training digitally. We also held many free, educational webinars to enhance learning and promote the training.

The programme has witnessed 100s of early detection cases reported as a direct result of the training, living up to it's strapline - 'Training eyes to save lives.'

MACSCED PRO - (Melanoma and Skin Cancer Early Detection) A national training programme for medical and healthcare practitioners and Allied Healthcare Professionals

Pro.masced.uk

As detailed in our previous report, following the success of the MASCED training, it became increasingly apparent that there was a considerable void in such training made available to the healthcare sector. With an evident lack of adequate skin cancer specific training for GPs and Allied Healthcare professionals, Skcin set upon developing a solution specifically aimed at medical and healthcare practitioners and Allied Healthcare Professionals.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

OBJECTIVES AND ACTIVITIES

Following extensive research to write, design, develop and build a bespoke training programme that matched the needs, backgrounds and associated clinical guidance for this specific audience, in 2019 Skcin launched the MASCED PRO training programme which was reviewed by the British Association of Dermatologists (BAD), the British Dermatology Nursing Group (BDNG) and the British Association of Skin Cancer Nurse Specialists (BASCNS) all of whom provided hugely positive and supportive feedback.

The training programme was also submitted to the Royal College of Podiatry for their extensive review, achieving official endorsement as an accredited course with CPD in 2020.

2021 update and impact of COVID-19

Uptake in 2021 has been healthy, despite on-going challenges brought about by the pandemic, which witnessed individuals working across these healthcare sectors understandably focussed on greater priorities supporting the NHS and Primary care.

The continued success of both our MACSED and MASCED PRO programmes is crucial to Skcin in providing a much-needed revenue stream to help us become more independently sustainable in a challenging environment where fundraising and corporate support is limited.

SKCIN SHOP

In May 2020 Skcin launched our on-line shop - home to a comprehensive range of awareness and educational resources that can be purchased and delivered nationwide. This provides a great additional service offering in addition to helping spread our message nationally. 2021 saw many transactions made having to date facilitated over 1430 orders - these are predominantly large boxes of awareness and educational material that are used by hospitals, health centers, workplaces, schools, nurseries and charities etc to promote the prevention and early detection of skin cancer within communities across the UK.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

ACHIEVEMENT AND PERFORMANCE 2021 ADDITIONAL ACTIVITY

The Skcin App

2021 saw the exciting launch of our innovative Skcin App. The app was developed in response to the emerging needs of beneficiaries and the digital mobile health revolution.

Our objective was to provide the public with a comprehensive, educational and self management mobile app that would empower people of all skin types to learn more and take charge of their skin health and surveillance - helping to prevent skin cancer, improve patient outcomes through early diagnosis and save lives.

Phase 1 of the app launched in August 2021 comprising of the following six key topic/service areas that are all provided for free with exception of the UV Index forecast, which following a free trial, is optionally available as an in-app subscription for the nominal fee of 42p per month to help cover associated costs of the service provision and management.

PREVENTION:

Educates users about skin cancer facts and prevalence; solar ultraviolet radiation; how UV radiation affects our skin; how to take charge of our family's skin health and how to prevent skin cancer by adopting a series of sun safe strategies.

UV INDEX FORECAST:

Provides users with instant access to the current and daily peak UV index and a 2 day hourly forecast for any location across the globe. Users can set alerts to let them know when the UVI reaches 3 (when sun protection measures should be used), when it reaches its daily peak (when to take extra care) in addition to 2 hourly sunscreen reminders.

RISK ASSESSOR:

Provides users with comprehensive rationale and advice with regards to their personal level of risk for the development of skin cancer based on a series of specific questions relating to their: age; sex; skin type; number of moles; history of UV exposure; medical conditions; family history of skin cancer and sun protection habits. Multiple assessments can be made to assess the risk and provide rationale and advice for family members.

SKIN CHECKING:

Provides users with a five-step guide to conducting thorough, full-body skin examinations with the ability to set monthly reminders for when next examinations are due.

EARLY DETECTION:

Educates users about the various forms of pre-cancerous skin lesions, non-melanoma and melanoma skin cancer with images and detailed guidance on how to spot the early warning signs and when to take action with concerns.

EARLY DIAGNOSIS:

Advises users on how to take action with concerns and empowers them ensure they receive appropriate action from their GP, to prevent misdiagnosis or delayed diagnosis, in addition to overviews on the clinical diagnosis, staging and treatment of the various forms of skin cancer.

Development of the app has taken significant investment both in terms of time and money from the charity. We are extremely grateful of the continued financial support provided by the David Price Melanoma Trust who kindly donated the funds required to see the first phase of the app into fruition.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

Following the launch of phase 1 of the app, in 2021 Skcin immediately started work on the development of the second phase which will see the introduction of a lesion tracking service that will enable users to track, monitor and compare changes to lesions over time using close-up photography and a series of self-management tools. The lesion tracker will also allow users to self-assess suspicious lesions with a comprehensive assessment questionnaire providing detailed advice and signposting based on the outcome. It is hoped that the second phase will launch in the Spring of 2022 with funding support provided by Tesco and Bristol Myers Squibb.

TESCO PARTNERSHIP

Skcin were delighted to be approached by the UK's largest retailer Tesco to work collaboratively in 2021.

Tesco recognised the value of Skcin's dedicated work in educational intervention and were keen to secure our expertise and support in a united mission to raise awareness of sun safety and skin cancer prevention. The move from Tesco to partner with Skcin came as research conducted by the retailer revealed an evident need to educate the public as over 19 million UK adults admitted they don't wear sun protection - even when it's sunny!

Further research conducted by Tesco also revealed that over half of UK adults think sun protection is expensive and 29% of those surveyed stating they would wear sunscreen if it was more affordable.

In response to this research Tesco made a bold move in helping to tackle the rising incidence of skin cancer by announcing they were reducing the price of their own brand Soleil sun care range by 20% - to cover the VAT for consumers.

This resulted in a high profile consumer campaign, which announced the charity partnership and the commitments made by Tesco to help tackle this major public health concern.

Supporting Tesco Pharmacy Colleagues with specialist training:

To support Tesco in their mission, in May 2021 Skcin and Tesco worked collaboratively to develop and deliver a pilot training programme to Tesco Pharmacy Colleagues. The objective of the training was to assist Tesco Pharmacists and their colleagues in confidently advising their customers about UV exposure and ways in which they can reduce their risk of cancer, in addition to the importance of skin checking, early detection and signposting to further information and resources.

The pilot was delivered across four regions and following review, which resulted in extremely positive feedback - the training was subsequently rolled out to additional regions later in the year. Further sessions were then planned for 2022 in addition to the development of supportive resources for both Pharmacy Colleagues and their customers.

Throughout spring and Summer 2021 Skcin further supported Tesco with a number of live webinars, delivering educational sessions to various professional teams and Tesco colleagues to raise awareness of skin cancer prevention and early detection internally.

We are delighted that Tesco wish to continue the partnership with Skcin in 2022 to develop and expand on what was a powerful and productive partnership in 2021.

DERMALOGICA PARTNERSHIP

In 2021 Skcin were delighted to also partner with leading professional skin care brand Dermalogica.

Dermalogica are renowned in the professional arena not only for their award winning range of skin care products, but for their high quality training for their many expert therapists. Their passion for education sees this partnership focus on the provision of our MASCED training for skin therapists. With over 5k account holders it provides a perfect platform for Skcin to engage with and promote our training.

To support Skcin in 2021, Dermalogica funded all 185+ of their Skin Therapist employees in the UK & Ireland to undertake the MASCED training, as well as offering funding for the course to all 5,000+ of their salon partners and skin therapists.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

The launch delivered internal education and topic discussion with Dermalogica account holders, social media influencers and third party stakeholders British Beauty Council to celebrate this partnership.

This is powerful partnership with both parties aiming for longevity to this see this collaboration grow year on year.

MY SKIN DOCTOR PARTNERSHIP

Our partnership with My Skin Doctor and the UK's largest dermatology practice remained in place for 2021. Whilst the focus for MSD is the NHS and routing their app direct to commissioners and Primary Care, use of their self-pay service is steadily increasing, from which £5 per consultation is donated to Skcin. The partnership remains a solid platform from which to extend the reach of Skcin's information and resources to both their NHS and self-pay users that use the app and expertise from their growing team of dermatologists for a wide range of skin conditions.

GATEWAY C SKIN CANCER TRAINING MODULE

In 2021 Skcin were involved in the development of a skin cancer training module for Gateway C.

Despite the duplication in this objective by Gateway C, who were aware of our MASCED PRO training already successfully fulfilling this need, Skcin took the difficult decision to still support the module as part of our commitment to filling the void in skin cancer education within the healthcare sector.

Whilst Skcin's MASCED PRO training offers a perfect solution for Allied Health Professionals, Gateway C with access to significant funding from Health Education England can help reach more professionals working in this sector which, in-turn helps Skcin in our mission to increase early diagnosis, improve prognosis for patients and reduce the number of deaths to skin cancer.

Skcin provided Gateway C with education led content and secured the support of Consultant Dermatologist Dr Rachel Abbott who undertook a series of filmed sessions providing expert educational content - for and on behalf of Skcin.

The training module will officially launch in 2022.

MAY 2021 (National Skin Cancer Awareness Month)

Although at Skcin every month is 'National Skin Cancer Awareness Month' May is now widely recognised as an official awareness month in the UK. This, alongside the start of warmer weather, sees a healthy increase in appetite for our resources and services across the board - ranging from increased uptake in our bespoke accreditation programmes, surges in shop orders, requests for live educational webinars and media requests, to delivering partnership commitments. May is always incredibly active with great engagement across our social media channels and a healthy increase in followers and the sharing of our educational and promotional content.

100 Miles in May Fundraiser

In May 2021 Skcin once more partnered with fellow research and patient-led charity Melanoma Focus for the annual 100 Miles in May Fundraiser which supports both charities 50/50 with any funds raised.

Skcin delivered a social media campaign in March and April to promote the fundraiser and liaised closely with all participants providing assets, resources and fundraiser support throughout the month of May.

In 2021 funds raised were down on 2020 for various reasons relating to covid and climate, but nonetheless it raised much-needed funds to support Skcin in delivering our objectives.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2021

2021 Public Engagement Events

With continued challenges still presented by the ongoing pandemic, Skcin were unable to attend key events planned for this year. However, we continued to adapt our service offering as much as possible hosting a series of webinars and virtual conferences to further educate stakeholders and signpost them to the comprehensive range of further resources, education and training we offer.

Press, Media and Pr.

Due to the specialist nature of our work, Skcin are regularly asked to contribute to media enquiries and radio interviews, particularly throughout National Skin Cancer Awareness Month - May. We regularly write articles for various publications that help to raise awareness of skin cancer prevention and early detection as well as the wide range of resources we offer. Skcin have also been involved in Government Roundtable discussions, we sit on advisory boards and have helped support research projects.

Ambassador Network

The charity attracts many volunteer Ambassadors every year, who all in their own way and to varying degrees play a part in supporting our work. Despite the ongoing challenges of the pandemic, 2021 witnessed further interest from individuals from professional backgrounds, particularly within in the healthcare sector applying to form part of our growing Ambassador network.

2021 SUMMARY

Despite another year of uncertainty 2021 was without doubt another proactive and successful year for the charity. We remain committed to developing and enhancing our service offering for the purpose of public benefit. We are proud to continue to lead the way in educational intervention with unique, bespoke, long-term solutions to effectively promote skin cancer awareness, prevention and early detection. We believe we have delivered in meeting our charitable objectives with great success despite extremely limited budgets and are proud to be generating the impact required to help combat skin cancer head-on and save lives.

CHARITY'S POLICY ON RESERVES

Skcin ensure there are, at all times sufficient funds to enable the continuation and development of the charity, which includes the management and development of our national accreditation programmes. We continue to review channels to grow revenue via sponsorships, partnerships and fundraising, in addition to ways in which we can work to make ourselves become more independently sustainable. We are committed to ensuring any reserves are well utilised and the trustees are of the opinion that the balance on the reserves are sufficient to meet any future commitments.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

The Karen Clifford Skin Cancer Charity

**Report of the Trustees
for the Year Ended 31st December 2021**

Trustees

Mr J A Holmes
Mr J A Lawrence
Mr R E Clifford

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

Approved by order of the board of trustees on 21st September 2022 and signed on its behalf by:

Mr R E Clifford - Trustee

**Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity**

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2021.

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.

William Oates
Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

21st September 2022

The Karen Clifford Skin Cancer Charity

Statement of Financial Activities
for the Year Ended 31st December 2021

	Notes	2021 Unrestricted fund £	2020 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations/fundraisers /corporate partnerships		84,551	96,975
Other trading activities	2	45,610	69,417
Total		130,161	166,392
EXPENDITURE ON			
Raising funds		32,331	60,564
Charitable activities			
Skcin		79,914	67,780
Other		477	635
Total		112,722	128,979
NET INCOME		17,439	37,413
RECONCILIATION OF FUNDS			
Total funds brought forward		79,678	42,265
TOTAL FUNDS CARRIED FORWARD		97,117	79,678

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position 31st December 2021

	Notes	2021 Unrestricted fund £	2020 Total funds £
FIXED ASSETS			
Tangible assets	7	1,430	1,906
CURRENT ASSETS			
Cash at bank and in hand		99,779	117,810
CREDITORS			
Amounts falling due within one year	8	(4,092)	(40,038)
NET CURRENT ASSETS		<u>95,687</u>	<u>77,772</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>97,117</u>	<u>79,678</u>
NET ASSETS		<u>97,117</u>	<u>79,678</u>
FUNDS	9		
Unrestricted funds		<u>97,117</u>	<u>79,678</u>
TOTAL FUNDS		<u>97,117</u>	<u>79,678</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

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 21st September 2022 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31st December 2021**

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.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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.

Fixtures and fittings - 25% on reducing balance

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.

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2021

2. OTHER TRADING ACTIVITIES

	2021 £	2020 £
Trading income	<u>45,610</u>	<u>69,417</u>

3. NET INCOME/(EXPENDITURE)

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

	2021 £	2020 £
Depreciation - owned assets	<u>476</u>	<u>636</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2021 nor for the year ended 31st December 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2021 nor for the year ended 31st December 2020.

5. STAFF COSTS

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

	2021	2020
Trustees	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations/fundraisers /corporate partnerships	96,975
Other trading activities	<u>69,417</u>
Total	<u>166,392</u>
EXPENDITURE ON	
Raising funds	60,564
Charitable activities	
Skcin	67,780
Other	<u>635</u>
Total	<u>128,979</u>

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2021

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £
NET INCOME	37,413
RECONCILIATION OF FUNDS	
Total funds brought forward	42,265
TOTAL FUNDS CARRIED FORWARD	<u>79,678</u>

7. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2021 and 31st December 2021	<u>6,025</u>
DEPRECIATION	
At 1st January 2021	4,119
Charge for year	476
	<u>4,595</u>
At 31st December 2021	
NET BOOK VALUE	
At 31st December 2021	<u>1,430</u>
At 31st December 2020	<u>1,906</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade creditors	360	360
Social security and other taxes	2,906	-
Other creditors	448	-
Accruals	378	39,678
	<u>4,092</u>	<u>40,038</u>

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued
for the Year Ended 31st December 2021

9. MOVEMENT IN FUNDS

	At 1/1/21 £	Net movement in funds £	At 31/12/21 £
Unrestricted funds			
General fund	79,678	17,439	97,117
TOTAL FUNDS	<u>79,678</u>	<u>17,439</u>	<u>97,117</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	130,161	(112,722)	17,439
TOTAL FUNDS	<u>130,161</u>	<u>(112,722)</u>	<u>17,439</u>

Comparatives for movement in funds

	At 1/1/20 £	Net movement in funds £	At 31/12/20 £
Unrestricted funds			
General fund	42,265	37,413	79,678
TOTAL FUNDS	<u>42,265</u>	<u>37,413</u>	<u>79,678</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	166,392	(128,979)	37,413
TOTAL FUNDS	<u>166,392</u>	<u>(128,979)</u>	<u>37,413</u>

The Karen Clifford Skin Cancer Charity

Notes to the Financial Statements - continued for the Year Ended 31st December 2021

9. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/20 £	Net movement in funds £	At 31/12/21 £
Unrestricted funds			
General fund	42,265	54,852	97,117
TOTAL FUNDS	<u>42,265</u>	<u>54,852</u>	<u>97,117</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	296,553	(241,701)	54,852
TOTAL FUNDS	<u>296,553</u>	<u>(241,701)</u>	<u>54,852</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2021.

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2021**

	2021 £	2020 £
INCOME AND ENDOWMENTS		
Donations/fundraisers /corporate partnerships		
Donations	84,551	96,975
Other trading activities		
Trading income	45,610	69,417
Total incoming resources	130,161	166,392
EXPENDITURE		
Other trading activities		
Purchases & direct costs	-	162
Event costs & direct purchases	1,848	235
Website/digital development costs	16,372	15,946
Advertising & publicity costs	708	4,994
Printing & design costs	13,403	39,227
	32,331	60,564
Charitable activities		
Wages	50,000	-
Social security	4,105	-
	54,105	-
Other		
Depreciation of tangible fixed assets	477	635
Support costs		
Management		
Administration costs	13,120	57,839
Pensions	1,728	-
Insurance	836	642
Office expenses	4,561	4,180
Other costs	2,150	1,498
Motor & travel	1,875	1,059
	24,270	65,218
Finance		
Bank charges	566	824
Governance costs		
Professional & legal fees	460	1,360
Accountancy fees	513	378
	973	1,738
Total resources expended	112,722	128,979
Net income	17,439	37,413

This page does not form part of the statutory financial statements

THE KAREN CLIFFORD SKIN CANCER CHARITY

England & Wales - Charity number 1150048

Accounts

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2020

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

**Contents of the Financial Statements
for the Year Ended 31st December 2020**

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The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2020

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31st December 2020. The trustees have adopted the provisions of 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

Core Objectives

Skcin's core objectives are to raise awareness of both melanoma and non-melanoma skin cancer, specifically to promote prevention and early detection through educational intervention for public benefit. The charity has remained committed to these objectives for the past 15 years, which are strategically delivered and achieved by the implementation of our suite of bespoke national accreditation programmes. This ongoing commitment to public benefit through educational intervention on a national scale is clearly demonstrated consistently throughout our activities and achievements.

Our national accreditations have been developed to provide sustainable, nationally accessible intervention across key 'at risk' and 'influential' audiences to generate impact, provide measured outcomes and assist us in our mission to plant skin cancer prevention and early detection into the heart of communities nationwide. Skcin feel it important to add valuable narrative explaining the accreditation programmes as they are core to our work and continue to generate impact year on year.

The COVID-19 Pandemic

The world fell victim to global pandemic in 2020 in the form of COVID-19 and this affected all charities and businesses. This impacted the work of Skcin in relation to schools, public engagement, attendance at conferences and events, in addition to networking and opportunities for fundraising. Despite this unprecedented situation and challenging operating environment, Skcin managed to achieve vital growth in income, enabling us to maintain delivery of our key objectives and ensure public benefit.

Throughout 2020 Skcin have been dedicated to:

- " Raising awareness of the prevention and early detection of melanoma and non-melanoma skin cancer through educational intervention.
- " Providing bespoke solutions for key 'at risk' and 'influential' audiences via our suite of national educational intervention and accreditation programmes.
- " Ensuring the continued development, sustainability, participation, engagement and management of our national accreditation programmes.
- " Working with targeted industry sectors and key stakeholders to develop collaborative approaches to increasing awareness and engagement.
- " Providing nationally accessible, training, tools and resources to support us in our mission to embed skin cancer prevention and early detection into the heart of communities nationwide.
- " Evaluating our service offering and developing solutions to meet the emerging needs of beneficiaries during a global pandemic.

OBJECTIVES AND ACTIVITIES

Significant activities

Sun Safe Schools | A free national accreditation programme for UK primary schools

Sunsafeschools.co.uk

The Sun Safe Schools accreditation programme was developed and launched in 2012 to implement sun safe teachings into primary education with the key objective to influence behaviours and prevent skin cancer for our future generations. As pioneers in educational intervention in this field, Skcin are proud to be the first ever charity to introduce this level of intervention by developing the first comprehensive accreditation programme that has led us to introduce the same concept across further key 'at risk' and influential target audiences.

The Sun Safe Schools programme provides schools with comprehensive resources to assist them in their duty of care to deliver the following criteria:

PROTECTION: providing an environment that enables children and staff to stay safe in the sun.

EDUCATION: learning about sun safety to increase knowledge and influence behaviour.

COLLABORATION: working with parents, the management structure and the wider community to reinforce awareness about sun safety.

Participation in the programme has continued to go from strength to strength each year, with a healthy uptake of new settings taking part and existing settings renewing their annual accreditations. Continual support and management has been provided throughout the year, in addition to development, marketing and building relationships with key stakeholders to support collaboration, engagement and participation.

We are very proud of the huge amount of highly positive reviews we receive from the schools that gain their accreditation which are testament to the success of the programme and the impact it is generating nationwide.

Impact of COVID-19

With so much upheaval and greater challenges faced by primary schools throughout the pandemic, uptake in the programme was understandably lower than previously anticipated, although still relatively healthy. Many schools used the resources within bubbles when achievable and for home schooling where possible, with schools still achieving their accreditation or annual renewal.

2020 Developments

During this unprecedented time of uncertainty, Skcin remained committed to the development of the programme and began work on creating further educational resources to support and enhance the learning of children from Reception through to Class 6. These resources would then support the new website planned for Spring 2021 when uptake is estimated to significantly increase.

Sun Safety Education now mandatory as part of the new PHSE curriculum!

As detailed in our 2019 report, following years of lobbying and involvement in lengthy consultations, it was announced that Sun Safety and Skin Cancer Prevention would finally make it onto the new PHSE Curriculum.

The new PHSE curriculum came into force in September 2020, stating all English primary schools should teach pupils about safe and unsafe exposure to the sun, including how to reduce the risk of skin cancer.

This excellent outcome paves the path for Skcin to see a substantial increase in registrations to our Sun Safe Schools national accreditation programme which provides schools with all the tools and resources they need to ensure they can effectively and efficiently fulfil their duty of care under these new guidelines, in addition to ensuring they have a robust sun protection policy in place and communicate with the wider school community to ensure the required level of support.

OBJECTIVES AND ACTIVITIES

Sun Safe Nurseries | A free national accreditation programme for Nurseries and Pre-School Settings
SunsafeNurseries.co.uk

The Sun Safe Nurseries accreditation programme was developed and launched following the success of the Sun Safe Schools programme and in identifying the need for pre-school settings to have a similar accreditation in place with access to comprehensive resources to enable them to implement a suitable sun protection policy, communicate with parents to gain the required level of support and introduce sun safe messaging to early learners.

Our Sun Safe Nurseries accreditation programme has seen healthy growth each year with continual, highly positive feedback. As with the schools programme, continual management and support has been provided over the year.

2020 Developments

In June 2020, Skcin launched a new website for the Sun Safe Nurseries programme to keep up-to-date with ever-changing technology, to ensure the website could be accessed from both mobile and desktop devices and to enhance user experience.

The updates were positively welcomed with great feedback and increased registrations.

Impact of COVID-19

Despite the pandemic, registrations to the Sun Safe Nurseries programme were healthy. Down-time as a result of closure was clearly positively met by many pre-school / nursery owners/managers to reflect on safeguarding and best practice. This gave them time to implement or evaluate their sun protection policy and accreditation criteria in preparation for delivery when settings could re-open.

Participation and reach of our Sun Safe Schools and Sun Safe Nurseries Accreditation programmes to date: To date, we have 5955 primary and pre-school settings registered with the schools and nurseries programmes, which in turn has directly reached 860,723 children AND their families nationwide. This reflects a positive growth from 2019 figures, despite the pandemic.

The programmes were developed not as a PR campaign, but as a long-term, direct effort to see sun safety teachings implemented in early years and primary education to influence behaviours and to ensure settings are fulfilling their duty of care in safeguarding children against the damaging effects of over-exposure to UV radiation. This is where Skcin have long-believed we can make the greatest impact in preventing skin cancer for our future generations and those to come. This impact cannot be underestimated, every week our CRM system generates the evidence/feedback submitted by participating settings as part of gaining their accreditation. This feedback is essential in providing evidence of how the programmes are positively impacting settings across the UK - not only with regards to children, but with parents, teachers, staff and wider school communities nationwide.

Sun Safe Workplaces | A free national accreditation programme for employers of outdoor workers
Sunsafeworkplaces.co.uk

Skcin have been providing comprehensive, trusted advice to employers of outdoor workers since the launch of our national Sun Safe Workplaces Accreditation programme in 2014. We provide extensive resources and guidance to many businesses trying to navigate the complex world relating to their duty of care to protect and educate their outdoor workers to prevent occupational skin cancer, whilst assessing the level of risk and implementing a suitable sun protection policy.

We've worked with hundreds of businesses including large construction companies such as Keir and Morgan Sindall, as well as JCB, The Ministry of Defence, Rolls Royce, BIGGA (British and International Golf Greenkeepers Association) and The National Trust to name but a few.

Future developments and Impact of COVID-19

New registrations and renewals to our Sun Safe Workplaces programme have been impacted by the pandemic. In addition, due to resourcing, limited funding and the introduction additional service offerings, we have been unable to capitalise the development of the programme as much as we would have liked or had intended in 2020. However, during this period we have continued to support service users and have reached out to a number of stakeholders with great success to support a revised programme and updated website that we will start to develop in the latter part of 2021 with a view to launching in 2022.

OBJECTIVES AND ACTIVITIES

MASCED (Melanoma and Skin Cancer Early Detection) Accreditation Programme

A training programme for hair, health and beauty industry professionals
MASCED.UK

Skcin's MASCED accreditation programme was developed throughout 2017 and launched January 2018. The accreditation was developed as a completely unique, nationally accessible solution to educate hair, health and beauty industry professionals on the detection of suspicious lesions that may be observed on their client's skin. The objective of the accreditation is to raise awareness of the early signs and symptoms of the UK's most common and fastest rising cancer and promote the early detection of melanoma to improve prognosis and save lives.

Professionals who work across these industries are uniquely placed to observe changes that may occur on their client's skin, particularly in areas they can't see themselves, making them powerful advocates in the fight against skin cancer.

The training has been reviewed and is supported and/or endorsed by key industry bodies: HABIA (Hair and Beauty Industry Authority) BABTAC (British Association of Beauty Therapists and Cosmetologists) NHBF (National Hair and Beauty Federation) and the BBC (British Beauty Council). The training also continues to be supported nationally in colleges.

In addition we continue to witness growth in global appeal with professionals that have undertaken the training from 28 different countries across the globe, spanning 32 different industry professions.

The programme consistently receives 5 star testimonials from our army of trained professionals, who must provide feedback as part of gaining their accreditation, allowing us to evaluate impact and maintain best practice.

Over the course of the year all service users have been fully supported in addition to ongoing promotional activity and relationship building undertaken by Skcin to encourage and enhance collaboration and uptake, which is crucial to it's ongoing success.

2020 uptake, developments and impact of COVID-19

Despite the beauty industry being one of the hardest hit throughout the pandemic, Skcin are delighted to have witnessed a very healthy uptake in registrations. Down-time throughout extensive and prolonged closers for industry professionals was met with desire and willingness to grow and learn. During this financial year a further 2,356 professionals registered with the training programme.

Unlike previous years, the pandemic prevented us from attending key events to promote the training and Skcin therefore concentrated efforts on harnessing relationships with key industry bodies, promoting the training digitally. We also held many free, educational webinars to enhance learning and promote the training. The continued success of the MASCED programme is crucial to Skcin in providing a much-needed revenue stream to aid our independent sustainability.

The programme has witnessed 100s of early detection cases reported as a direct result of the training, living up to it's strapline - 'Training eyes to save lives.'

Lobbying and Campaigning within the Beauty Industry

Due to the successful networks established in the Beauty sector since the launch of the MASCED training, Skcin are working with key stakeholders to deliver an industry supported major campaign to see our MASCED training included in the National Standards for the hair and beauty sector for anyone working or entering the industry. Work will commence in the later part of 2020 when the National Standards are up for their 3-year review. We will update on this in 2021.

In addition, in July 2020, Skcin were invited to attend a Government Roundtable with APPG Beauty, Aesthetics and Wellness (BAW) to discuss skin cancer in this sector, how the sector had helped address this national public health concern and regulation of the sector for mole removal and sunbeds. We continue to actively raise awareness via the various APPGS to campaign for our cause, the need for educational intervention and the adoption of Skcin's national accreditations as solutions to many of the challenges faced regarding lack of education across all specialities and professions.

OBJECTIVES AND ACTIVITIES

MASCED PRO - (Melanoma and Skin Cancer Early Detection) A national training programme for medical and healthcare practitioners and Allied Healthcare Professionals

Pro.masced.uk

As detailed in our previous report, following the success of the MASCED training, it became increasingly apparent that there was a considerable void in such training made available to the healthcare sector. With an evident lack of adequate skin cancer specific training for GPs and Allied Healthcare professionals, Skcin set upon developing a solution specifically aimed at medical and healthcare practitioners and Allied Healthcare Professionals.

Following extensive research to write, design, develop and build a bespoke training programme that matched the needs, backgrounds and associated clinical guidance for this specific audience, in 2019 Skcin launched the MASCED PRO training programme which was reviewed by the British Association of Dermatologists (BAD), the British Dermatology Nursing Group (BDNG) and the British Association of Skin Cancer Nurse Specialists (BASCNS) all of whom provided hugely positive and supportive feedback.

The training was launched at the Primary Care Exhibition at the NEC and Skcin were fortunate to be featured on the BBC 6pm regional news for Central England reaching 2.3 million viewers.

2020 update and impact of COVID-19

To date, 2041 healthcare professionals have registered for the training. Uptake in 2020 has been healthy, despite the pandemic which witnessed individuals working across these healthcare sectors understandably challenged and focussed on greater priorities.

In 2019 Skcin submitted the training to the College of Podiatry for their extensive review in the hope of achieving official endorsement in 2020, which we are delighted to report was successful, receiving endorsement and CPD in January 2020.

2020 ADDITIONAL ACTIVITY

Partnership with My Skin Doctor and the UK's largest dermatology practice.

In May 2020 Skcin announced an official partnership with My Skin Doctor and the UK's largest dermatology practice.

With the healthcare landscape changing exponentially with far reaching implications in terms of diagnostics, treatment and care (and non-more-so in dermatology AND during a global pandemic) Skcin partnered with the team at My Skin Doctor to provide the public with more choice when it comes to addressing concerns and the opportunity to receive swift, efficient triage from a team of leading expert dermatologists.

The My Skin Doctor patient-led App allows patients to access dermatology services remotely without the need to first visit their GP or a clinic. Launched in January 2019 following 2 years of development with key stakeholders including patients, CCGs, dermatologists and software developers it is fully approved and in use within the NHS across Southern England.

Skcin partnered with My Skin Doctor, specifically to launch and support their self-pay version of the App due to the fact that the current GP referral system into dermatology is not sustainable because of a national Consultant shortage. This in turn has led to typical national waiting times in dermatology for a new patient appointment exceeding 18 weeks! Yet, when it comes to the early diagnosis and treatment of skin cancer, providing patients with the ability to receive immediate care is essential to yield higher rates of survival.

Skcin believe that for too long skin cancer patients have endured agonising waiting times for referrals which increases anxiety, can significantly impact mental health and result in poor prognosis. At a time when getting an appointment with a GP is becoming increasingly difficult and the misdiagnosis of skin cancers not uncommon due to lack of specialist GP training, My Skin Doctor will provide people with the ability to manage their own skin health, giving them the peace of mind they need with expert advice and an action plan within 72 hours.

By combining our efforts through a partnership and collaboration of efforts in raising awareness of the importance of early detection and in signposting patients to access immediate care, we hope to help to improve patient outcomes and save lives.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2020

OBJECTIVES AND ACTIVITIES MAY 2020 (National Skin Cancer Awareness Month)

Much of awareness in May was achieved via our social media channels which focused on the partnership with My Skin Doctor alongside educational posts to promote sharing, reach and engagement. We also held live Q&A's with dermatologists as well as webinars on diagnosis and dermatology and the science of sun care delivered by experts in their field.

Launch of the SKCIN SHOP

In May 2020 Skcin launched their on-line shop which is home to a comprehensive range of educational resources that can be purchased and delivered nationally. This provided a great additional service offering (particularly during the pandemic) in addition to helping spread our message nationally it supports us with further revenue to help us become more independently sustainable.

100 Miles in May Fundraiser

In May 2020 Skcin partnered with Melanoma Focus - a research and patient-led charity to hold the first of what we intend to become an annual fundraiser to support both charities 50/50 with any funds raised.

Skcin developed a social media campaign, liaised closely with participants and provided assets and resources to support them in their efforts. The fundraiser was successful raising £30,000 to support the work of two leading charities.

Expert Advisory Group (AEG)

In 2020 Skcin called upon our professional colleagues and supporters to set up our Expert Advisory Group. Made up of a team of dedicated clinicians and professionals, these individuals are advisors to Skcin and bring a wealth of knowledge and expertise to the charity. They champion our national educational intervention accreditations, act as spokespersons for the charity and support our recommendations to improve the profile of skin cancer in the UK and engage policyholders.

2020 Public Engagement Events

Due to the pandemic Skcin were unable to attend the events planned for this year, however we adapted our service offering as much as possible hosting a series of webinars with key professionals to further educate stakeholders and signpost to the comprehensive range of further resources, education and training we offer.

Ambassador Network

The charity attracts many volunteer Ambassadors every year, who all in their own way and to varying degrees play a part in their local communities to promote and support our work. Despite the challenges of COVID, 2020 has witnessed further interest from individuals from professional backgrounds, particularly within the healthcare and beauty sector applying to form part of our growing Ambassador network.

**Report of the Trustees
for the Year Ended 31st December 2020**

ACHIEVEMENT AND PERFORMANCE

Evaluating our service offering amidst a global pandemic and developing solutions for 2021

Throughout the COVID-19 pandemic, Skcin have become increasingly aware of the need to adapt our services to meet the emerging needs of beneficiaries whilst taking advantage of the digital health revolution. Mobile health (mhealth) is a rapidly expanding field in the digital health sector. With the vast majority of the global adult population owning a smartphone and with surveys suggesting that around 87% of the time people spend on their phone is dedicated to apps - what better way to deliver an efficient, cost-effective solution for disease prevention and self-management into the hands of the people we care about.

In response to this, in 2020 Skcin began preparations to develop a PWA (progressive web application). Our aim is to provide service users with a comprehensive, educational and self management mobile app that will empower people of all skin types to learn more and take charge of their skin health and surveillance in order to combat skin cancer, improve patient outcomes and save lives.

The first phase launch of the app, planned for Summer 2021 will incorporate 6 key services areas to provide the following educational support and self-management tools:

PREVENTION:

To educate users all about ultraviolet radiation, how it affects our skin, how to take charge of our family's skin health and how to prevent skin cancer by adopting simple sun safe strategies.

UV INDEX FORECAST:

To provide instant access to the current and daily peak UV index, 2 day hourly forecast and set alerts to know when the UVI reaches 3, when it reaches it's daily peak and set 2 hourly sunscreen reminders.

RISK ASSESSOR:

To provide users with rationale and advice with regards to their personal level of risk for the development of skin cancer and create multiple risk assessments for family members.

EARLY DETECTION:

To educate users about the various forms of pre-cancerous skin lesions, non-melanoma and melanoma skin cancer with images and detailed guidance on how to spot the early warning signs.

SKIN CHECKING:

To provide users with a five-step guide to conducting thorough, full-body self examinations with the ability to set monthly reminders for when next examinations are due.

EARLY DIAGNOSIS:

To advise users on how to take action with concerns and ensure they receive appropriate action from their GP, in addition to overviews on diagnosis, staging and treatment.

With development in it's early stages at present, Skcin hope the app will become a game-changer in skin cancer awareness with many plans and ideas to enhance the service offering, reach and roll out in due course.

We are extremely grateful of the continued financial support provided by the David Price Melanoma Trust who have kindly donated the funds required to see the first phase of the app into fruition.

2020 SUMMARY

Despite an unprecedented year of uncertainty, 2020's achievements have highlighted another proactive and successful year for the charity. We remain committed to developing and enhancing our service offering for the purpose of public benefit. We are proud to continue to lead the way in educational intervention with unique, bespoke, long-term solutions to effectively promote skin cancer awareness, prevention and early detection. We believe we have delivered in meeting our charitable objectives with great success despite extremely limited budgets and the additional challenges faced throughout the pandemic and are proud to be generating the impact required to help combat skin cancer head-on and save lives.

The Karen Clifford Skin Cancer Charity

Report of the Trustees for the Year Ended 31st December 2020

CHARITY'S POLICY ON RESERVES

Skcin ensure there are, at all times sufficient funds to enable the continuation and development of the charity, which includes the management and development of our national accreditation programmes. We continue to review channels to grow revenue via sponsorships, partnerships and fundraising, in addition to ways in which we can work to make ourselves become more independently sustainable. We are committed to ensuring any reserves are well utilised and the trustees are of the opinion that the balance on the reserves are sufficient to meet any future commitments.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

Trustees

Mr J A Holmes
Mr J A Lawrence
Mr R E Clifford

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

Approved by order of the board of trustees on 13th September 2021 and signed on its behalf by:

Mr R E Clifford - Trustee

**Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity**

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2020.

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.

William Oates
Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

13th September 2021

The Karen Clifford Skin Cancer Charity

**Statement of Financial Activities
for the Year Ended 31st December 2020**

	Notes	2020 Unrestricted fund £	2019 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		96,975	100,065
Other trading activities	2	69,417	35,075
Total		166,392	135,140
EXPENDITURE ON			
Raising funds		60,564	64,346
Charitable activities			
Skcin		67,780	52,502
Other		635	847
Total		128,979	117,695
NET INCOME		37,413	17,445
RECONCILIATION OF FUNDS			
Total funds brought forward		42,265	24,820
TOTAL FUNDS CARRIED FORWARD		79,678	42,265

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position 31st December 2020

		2020	2019
		Unrestricted	Total
		fund	funds
		£	£
FIXED ASSETS	Notes		
Tangible assets	6	1,906	2,542
CURRENT ASSETS			
Cash at bank and in hand		117,810	50,303
CREDITORS			
Amounts falling due within one year	7	(40,038)	(10,580)
NET CURRENT ASSETS		<u>77,772</u>	<u>39,723</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>79,678</u>	<u>42,265</u>
NET ASSETS		<u>79,678</u>	<u>42,265</u>
FUNDS	8		
Unrestricted funds		<u>79,678</u>	<u>42,265</u>
TOTAL FUNDS		<u>79,678</u>	<u>42,265</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

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 13th September 2021 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31st December 2020**

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.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

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.

Fixtures and fittings - 25% on reducing balance

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.

Notes to the Financial Statements - continued
for the Year Ended 31st December 2020

2. OTHER TRADING ACTIVITIES

	2020	2019
	£	£
Trading income	<u>69,417</u>	<u>35,075</u>

3. NET INCOME/(EXPENDITURE)

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

	2020	2019
	£	£
Depreciation - owned assets	<u>636</u>	<u>847</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2020 nor for the year ended 31st December 2019.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2020 nor for the year ended 31st December 2019.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	100,065
Other trading activities	<u>35,075</u>
Total	135,140
EXPENDITURE ON	
Raising funds	64,346
Charitable activities	
Skcin	52,502
Other	<u>847</u>
Total	117,695
NET INCOME	<u>17,445</u>
RECONCILIATION OF FUNDS	
Total funds brought forward	24,820
TOTAL FUNDS CARRIED FORWARD	<u><u>42,265</u></u>

Notes to the Financial Statements - continued
for the Year Ended 31st December 2020

6. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2020 and 31st December 2020	6,025
DEPRECIATION	
At 1st January 2020	3,483
Charge for year	636
At 31st December 2020	4,119
NET BOOK VALUE	
At 31st December 2020	1,906
At 31st December 2019	2,542

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade creditors	360	(1)
Accruals	39,678	10,581
	40,038	10,580

8. MOVEMENT IN FUNDS

	At 1/1/20 £	Net movement in funds £	At 31/12/20 £
Unrestricted funds			
General fund	42,265	37,413	79,678
TOTAL FUNDS	42,265	37,413	79,678

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	166,392	(128,979)	37,413
TOTAL FUNDS	166,392	(128,979)	37,413

Notes to the Financial Statements - continued
for the Year Ended 31st December 2020

8. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/1/19 £	Net movement in funds £	At 31/12/19 £
Unrestricted funds			
General fund	24,820	17,445	42,265
TOTAL FUNDS	<u>24,820</u>	<u>17,445</u>	<u>42,265</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	135,140	(117,695)	17,445
TOTAL FUNDS	<u>135,140</u>	<u>(117,695)</u>	<u>17,445</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/19 £	Net movement in funds £	At 31/12/20 £
Unrestricted funds			
General fund	24,820	54,858	79,678
TOTAL FUNDS	<u>24,820</u>	<u>54,858</u>	<u>79,678</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	301,532	(246,674)	54,858
TOTAL FUNDS	<u>301,532</u>	<u>(246,674)</u>	<u>54,858</u>

9. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2020.

The Karen Clifford Skin Cancer Charity

**Detailed Statement of Financial Activities
for the Year Ended 31st December 2020**

	2020 £	2019 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	96,975	100,065
Other trading activities		
Trading income	69,417	35,075
Total incoming resources	166,392	135,140
EXPENDITURE		
Other trading activities		
Purchases & direct costs	162	2,015
Event costs & direct purchases	235	3,488
Website costs	15,946	11,770
Advertising & publicity costs	4,994	4,736
Printing & design costs	39,227	42,337
	60,564	64,346
Other		
Fixtures & fittings depreciation	635	847
Support costs		
Management		
Administration costs	57,839	42,842
Insurance	642	692
Office expenses	4,180	3,607
Other costs	1,498	983
Motor & travel	1,059	3,505
	65,218	51,629
Finance		
Bank charges	824	60
Governance costs		
Professional & legal fees	1,360	453
Accountancy fees	378	360
	1,738	813
Total resources expended	128,979	117,695
Net income	37,413	17,445

This page does not form part of the statutory financial statements