

**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

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for the Year Ended 31st December 2024**

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**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.

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

**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

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

**OBJECTIVES AND ACTIVITIES**

**Sun safe Nurseries**

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

**[www.sunsafenurseries.co.uk](http://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](http://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 Policies 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.

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

**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.

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

**ACHIEVEMENT AND PERFORMANCE**

**The Skcin App - [app.skcin.org](http://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](http://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



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

The notes form part of these financial statements

# The Karen Clifford Skin Cancer Charity

## Statement of Financial Position 31st December 2024

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

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

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.

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

2. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Trading income	<u>51,345</u>	<u>50,842</u>

3. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	<u>228</u>	<u>270</u>

4. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Support costs	<u>22,271</u>	<u>19,947</u>

5. NET INCOME/(EXPENDITURE)

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

	2024	2023
	£	£
Depreciation - owned assets	<u>201</u>	<u>268</u>

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	<u>2</u>	<u>2</u>
	<u>5</u>	<u>5</u>

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

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

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

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

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
<b>COST</b>	
At 1st January 2024 and 31st December 2024	<u>6,025</u>
<b>DEPRECIATION</b>	
At 1st January 2024	5,221
Charge for year	201
At 31st December 2024	<u>5,422</u>
<b>NET BOOK VALUE</b>	
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 £
<b>Unrestricted funds</b>			
General fund	92,778	24,531	117,309
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	164,443	(139,912)	24,531
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	144,427	(51,649)	92,778
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	136,464	(188,113)	(51,649)
<b>TOTAL FUNDS</b>	<u>136,464</u>	<u>(188,113)</u>	<u>(51,649)</u>

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 £
<b>Unrestricted funds</b>			
General fund	144,427	(27,118)	117,309
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	300,907	(328,025)	(27,118)
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<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 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations/fundraisers /corporate partnerships</b>		
Donations	112,870	55,352
Grants	-	30,000
	<b>112,870</b>	<b>85,352</b>
<b>Other trading activities</b>		
Trading income	51,345	50,842
<b>Investment income</b>		
Deposit account interest	228	270
<b>Total incoming resources</b>	<b>164,443</b>	<b>136,464</b>
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
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	-
	<b>25,143</b>	<b>55,302</b>
<b>Charitable activities</b>		
Wages	78,000	87,128
Social security	3,529	4,818
	<b>81,529</b>	<b>91,946</b>
<b>Other</b>		
Depreciation of tangible fixed assets	-	268
<b>Support costs</b>		
<b>Management</b>		
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
	<b>30,766</b>	<b>39,535</b>
<b>Finance</b>		
Bank charges	60	78
Carried forward	60	78

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**The Karen Clifford Skin Cancer Charity**

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

	2024 £	2023 £
<b>Finance</b>		
Brought forward	60	78
Depreciation of tangible fixed assets	201	-
	<u>261</u>	<u>78</u>
 <b>Information technology</b>		
Training	240	-
 <b>Governance costs</b>		
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>
 <b>Net income/(expenditure)</b>	<u><u>24,531</u></u>	<u><u>(51,649)</u></u>

This page does not form part of the statutory financial statements