

IT'S IN THE BAG CANCER SUPPORT LTD

England & Wales · Charity number 1163735

Details

Status	Registered
Legal form	Charitable company
Company number	09646832
Registered	2015-09-25
Register	View on the Charity Commission register

Contact

Address	Bristol Haematology And Oncology Centre Horfield Road Bristol BS2 8ed BS2 8ED
Phone	01173423472
Email	hello@itsinthebag.org.uk
Website	http://itsinthebag.org.uk/

Activities

Objects: TO PROMOTE AND PROTECT THE PHYSICAL AND MENTAL HEALTH OF SUFFERERS OF TESTICULAR AND GERM CELL CANCERS IN THE SOUTH WEST AND WEST OF ENGLAND THROUGH THE PROVISION OF FINANCIAL ASSISTANCE, SUPPORT, EDUCATION AND PRACTICAL ADVICE. TO ADVANCE THE EDUCATION OF THE GENERAL PUBLIC IN ALL AREAS RELATING TO TESTICULAR AND GERM CELL CANCERS.

Activities: The Charity supports sufferers of testicular and germ cell cancers in the South West and West of England through the provision of financial assistance, support, education and practical advice. It also runs awareness campaigns to educate the general public, especially men, the importance of self-checking their testicles regularly, and if they discover a problem or issue to see their GP immediately.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£255,986	£121,912	-	-
2023-12-31	£156,680	£92,526	-	-
2022-12-31	£76,505	£79,603	-	-
2021-12-31	£39,170	£42,876	-	-
2020-12-31	£51,036	£40,211	-	-

Trustees

Name	Role	Appointed
Dr JEREMY BRAYBROOKE FRCP, PHD		2015-06-18
Joanna Kay Hopkins		2024-05-22
John Francis Garland		2024-05-22
RICHARD BULLARD		2015-06-18

IT'S IN THE BAG CANCER SUPPORT LTD

England & Wales - Charity number 1163735

Accounts



SUPPORT AWARENESS SURVIVAL
Supporting men with testicular cancer in the South West

Company no. 09646832
Charity no. 1163735

It's in the Bag Cancer Support Ltd
Report and Unaudited Financial
Statements
31 December 2024





SUPPORT AWARENESS SURVIVAL

Supporting men with testicular cancer in the South West

It's in the Bag Cancer Support Ltd

Reference and administrative details

For the year ended 31 December 2024

Company number	09646832
Charity number	1163735
Registered office and operational address	Bristol Haematology And Oncology Centre Horfield Road Bristol BS2 8ED
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Jeremy Braybrooke Susie Budd Richard Bullard John Garland (appointed 23 May 2024) Katherine Gearing Joanna Hopkins (appointed 23 May 2024) Michael Perry John Saunders Edward Smith
Company secretary	Susan Brand
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ
Independent examiners	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD





SUPPORT AWARENESS SURVIVAL

Supporting men with testicular cancer in the South West

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

The trustees present their annual report for the period ended 31 December 2024.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

The legal name of the charity is: It's in the Bag Cancer Support Ltd.

The charity is also known by its operating name: It's in the Bag.

The charity is constituted as a company limited by guarantee, registered under the Companies Act and its governing document is a Memorandum and Articles of Association under company legislation.

By operation of law all trustees are directors under the Companies Act 2006 and all directors are trustees under Charities legislation and have responsibilities, as such, under both company and charity legislation. The trustees are all individuals.

The principal operating address, telephone number and email and web addresses of the charity are:

Bristol Haematology and Oncology Centre (BHOC), Horfield Road, Bristol. BS2 8ED

Telephone: 0117 342 3472

Email Address: hello@itsinthebag.org.uk

Web address: <http://itsinthebag.org.uk/>

The registered office of the charity for Companies Act purposes is the same as the operating address shown above.

The trustees who served as a trustee in the reporting period and, if applicable, their dates of appointment or resignation during the year are listed on page 1.

All the trustees are also members of the charity.

Objectives and activities

The purposes of the charity as set out in its governing document are:

- 1) To promote and protect the physical and mental health of sufferers of testicular and germ cell cancers in the South West and West of England through the provision of financial assistance, support, education and practical advice; and
- 2) To advance the education of the general public and health care professionals in all areas relating to testicular and germ cell cancers.

It's in the Bag (IITB) achieves its purposes in three ways:



It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Support

Testicular cancer is the most common cancer in men in their 20's and 30's. Being diagnosed with testicular cancer and going through treatment is a huge challenge physically, mentally and emotionally. We provide a range of activities and initiatives to help men through this tough time. We also support a smaller number of men and women who are affected by other germ cell cancers. This includes support for families and carers.

Awareness

Teaching the public, especially men, the importance of self-checking their testicles regularly, especially those aged 15-45 years (highest rates in men ages 30-34) and if they discover a problem or issue to see their GP immediately.

Survival

With UK cure rates for testicular cancer running above 96%, we focus on helping men tackle the emotional and practical impact of cancer both during treatment and into their lives afterwards. We also encourage and inspire those affected to help and support others.

The main achievements and performance of the activities undertaken in relation to those purposes during the period:

We have held a very successful Test Fest event and a number of awareness campaigns. We continue to be supported by our generous donors and again have been kicked into touch by additional legacy donations of £200k received during the year. More on how we intend to use this later.

It's in the Bag strategy

In 2024 the Trustees met for our annual review to determine how we were performing against our determined strategy, to implement changes to introduce new services and improve what we currently offer and to raise funds more effectively. We did that in the context of the additional legacy donations referenced above, with a view as to how that would support us to deliver the strategy over the next 5 years, but also with some specific deliverables over the next 3 years.

Our continued focus is on Support, Awareness and Survival and retaining the culture of the charity, which engages our volunteers with the sense of fun and the ridiculous that we know also appeals to our audience.

We have once again diversified our Trustee Board, with the addition of people management and commercial experience.

The key areas that we have focused on during 2024:

- Launching a new website;
- Developing further our knowledge of the data we collect and how we use it – in particular, the implementation of the CRM;
- Appointing a community fundraiser to support our fundraising activities and develop the fundraising processes linked to the CRM;
- Appointed a clinical coordinator to enhance our communication with BHOC and improve and develop our Southwest network;
- Continuing to deliver awareness through social media but with a better understanding of the effectiveness of the impact of that delivery; and
- We have maintained our call support service established at the end of 2023.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Support

Support for those diagnosed with testicular cancer (germ cell cancer) and their family and friends.

Support at diagnosis and through treatment

We have been looking to improve IITB penetration across the Southwest to improve access to our support services. We have focused on the following support services:

- Patient education and information in written, video and website formats. These will be developed further in 2025 to meet the needs of those affected using QR code links to our information, videos and webpages;
- All patients in the South West are offered an information pack about germ cell cancers at the time of diagnosis. In 2024 we increased our engagement across the Southwest clinics with the appointment of a volunteer clinical coordinator;
- Patient information leaflets and surveillance schedules continue to be funded;
- Providing travel grants for patients on low incomes throughout the Southwest. BHOC is the Supra-regional specialist treatment center which therefore can necessitate the requirement for long distance travel. With the cost of fuel rising and funded using the legacy grant, we have increased the level of travel grant payments in 2023 and reduced the qualifying distance in 2024, with a total of 21 travel grants provided during the year. The bulk of grants are supplied to patients receiving treatment in specific centres and we want to ensure that patients across the Southwest are able to access these grants. The new volunteer clinical coordinator role engaged with the clinical teams across the Southwest to ensure this benefit was understood;
- We still provide grants up to £500 for patients undergoing complex treatments and palliative care, as defined by the medical team. However, this year there were no applications for grants. We have reviewed how well this service is communicated across the Southwest and as a result have had a claim in 2025; and
- Providing funeral grants to help with the expense of a funeral. Due to the nature of the disease, those who die are often young and have not prepared for their funeral costs, which puts an additional burden on the already grieving family. These grants aim to help fund the funeral and/or the costs associated with it. One funeral grant was paid for in 2024.

Support beyond treatment

We continued a helpline service manned by trained support facilitators, all of whom have had the experience of a diagnosis of testicular cancer. We trained and developed our team to provide Survivor Toolkit afternoons held in 2024. These are to help men and their families on the road to recovery. The take up for this event was lower than we wanted, although very well received by both patients and families who attended, so we are revisiting how we best provide this service into 2025.

Support for health care professionals

This is to support the training and education of the Bristol Testicular Cancer Service (BTCS) based at University Hospitals Bristol and Weston NHS Foundation Trust and those NHS trusts linked to the BTCS, this year Plymouth in particular. We funded Bristol and Plymouth staff, 3 doctors and 5 nurses, to attend the National Germ Cell Group conference in London (held in early 2025) alongside two of our volunteers.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Awareness

When testicular cancer (germ cell cancer) is detected early it can be treated with surgery alone and reduces the need for more invasive treatments. Testicular cancer remains one of the most treatable and curable cancers, however raising awareness, particularly in the younger age group, requires a different approach. It's in the Bag will continue to push the boundaries when raising awareness and does so in the following ways;

Promoting quirky and innovative campaigns and images

For April, Testicular Cancer Awareness Month (TCAM) and November, Men's Health Awareness Month, we developed and presented videos and posters with the strapline "it doesn't matter what shape your balls are", with fantastic contributions from seven representatives from our sporting network including Henry Slade (rugby union - Exeter Chiefs) and Chris Wood (professional golf). We had really good engagement with this campaign and its important underlying message about self-checking.

In April and November, we also ran a motorway services awareness campaign across 14 services in the Southwest, with 100 posters using our 'Match Fit' Campaign. We also used our relationship with printing providers, Out of Hand, to display the biggest awareness billboard in the Southwest in Barnstaple.



We also developed a charity partnership with Somerset County Cricket club in 2024, which we are very pleased has been extended into 2025. We had IITB stands at 3 events, including two county championship matches and one T20.

We have entered, or been entered for, a number of awards which is a great opportunity to raise the profile of the charity and of course spread the word on awareness. In 2024 we won the UK Festival award for Community Impact in Bristol and were also finalists for the Somerset Business charity of the year.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Attending schools, colleges, universities, workplaces and events that reflect our catchment group

Throughout the year we attended many events with our Awareness Stand and delivered presentations, both face to face and virtually. In 2024, we have focused on spreading our awareness sessions outside of Bristol and Bath. Feedback as ever has been positive.

In 2024 we presented to over 750 people face-to-face across the region at:

- Exeter Chiefs Rugby Club;
- West Buckland School, North Devon;
- Eggbuckland Community College, Plymouth (for the 5th year);
- HCRG Care Group, Peasedown St. John HQ;
- University of the West of England staff;
- Edinburgh University Men's Hockey Club (for the 6th year);
- Beechen Cliff School, Bath;
- Devonport High School, Plymouth;
- Torbay County Council; and
- Edwards Vacuum, Clevedon.

We also had over 1,000 visitors to our stands at:

- Hinkley Point Power Station near Bridgwater;
- British Telecom HQ in Bristol;
- Somerset County Cricket Club;
- Worcestershire County Cricket Club (in conjunction with Malvern Primary Care Network);
- UWE Freshers Fair;
- SGS Stroud College Freshers Fair;
- Filton College Freshers Fair;
- Hartpury University WellFest;
- Taunton Titans RFC;
- UNITE Student Accommodation in Bath (twice);
- Wessex TruckFest in Yeovil (twice); and
- Somerset Business Show.

As a designated charity for Exeter Chiefs Foundation, we had bucket collections at two matches in 2024 and were able to distribute a lot of awareness checking cards at Sandy Park as well as at the Test Fest venue at Taunton Rugby Club.

We continue to be a big part of the annual Bristol Pride Parade in July, which is one of our most popular events with both volunteers and the public. Our gender-neutral checking cards are well received. We also have a gender-neutral banner to ensure we meet our diverse audience.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Test Fest 2024



In 2024 we had a line-up of 12 bands/artists/entertainers; 5 Sponsors; The Drumbus; Glitter Bar; 10 food and drink vendors; IITB merchandise tent; children's activities tent which changed to a silent disco in the evening and a Support Tent manned by our support facilitators. This year we also had an additional RAF Cadet Stand and Aardvark Occupational Health Van.

Most of the bands/artists donated their performances to the charity, but this is getting harder as costs rise for them too. The vendors and stalls paid to be at the festival. To encourage Grassroots music, we continue to work with Richard Huish College and showcased two of their bands and new to 2024 a band of 6th formers from Exeter. We repeated the Art & Design project with Bridgwater & Taunton College to redesign the large TEST FEST letters. We had 29 volunteers in total, 4 of which were trustees and 8 new volunteers.

The cost-of-living crisis and the weather were a little bit against us, but our fantastic team soldiered on. Considering the showers and chilly temperatures, people had a great time and so much awareness was raised. This year we carried out a post-festival survey through Mailchimp, which gave us valuable feedback for 2025. One consistent theme from the survey was that our volunteers are superb!

The awareness we raise is not all about the day of the event itself. The lead up to it gained us national recognition at the UK Festival Awards by winning the Community Impact Award, as well as publicity in Stand Out Magazine and Sue Brand was asked to speak at The Events Summit in October 2024. We also joined the Association of Independent Festivals who provide festival resources and peer support.

Selling and distributing merchandise

Each piece of merchandise we sell or give away, depending on the nature of the merchandise, can raise awareness of testicular cancer and the charity. This provides an effective way of communicating, as the message is delivered each time the merchandise is worn or used and, of course, it also allows us to raise funds.

Merchandise sales raised just under £1k in 2024.

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Report of the trustees

For the year ended 31 December 2024

Reaching out via our website and Social Media channels

Website

A new website was launched in June 2024 with the aim of better supporting people looking for information about Testicular Cancer and our work. The new website has given It's in the Bag a refreshed look, with easily accessible information, videos and call to actions such as 'Donate' and 'Tickets for Test Fest' being in more prominent places. It has also allowed us to promote our branding, images and a feel for who the charity are and what we do.

The new website design has a more natural flow for viewers. There was a big spike in June, coinciding with Test Fest 2024, which helped attract users to the website, including for purchasing tickets (see Image 1).

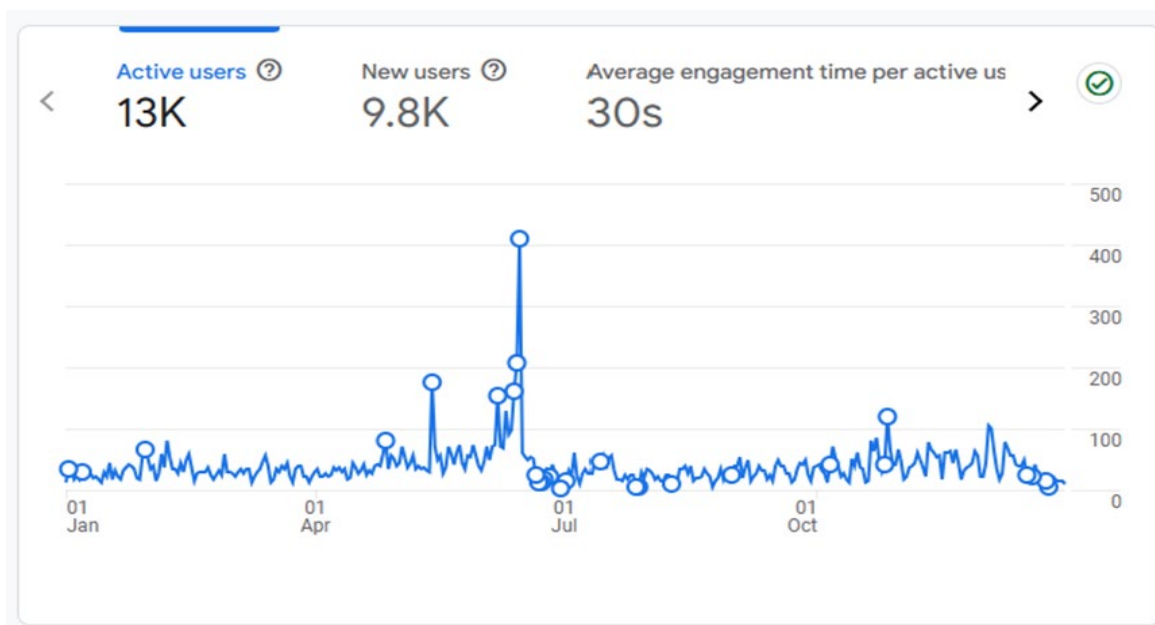


Image 1: 2024 statistics

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Channels

Image 2 shows that Organic Search and Direct search are still the main ways that users search for IITB. Whilst Organic Social media plays its part, that channel sent around 1,000 users to the website, whereas Organic Search and Direct search attracted 4,500 and 3,800 viewers respectively.

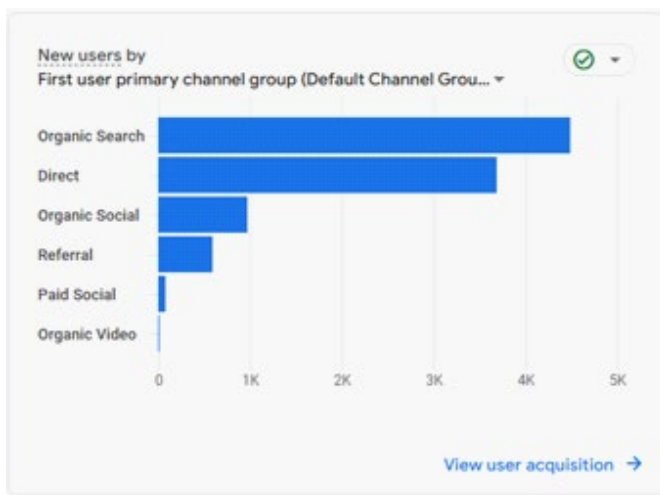


Image 2: Primary channels

Searchers are predominantly from the United Kingdom, with 11,000 searchers recorded this year, up from 5,600 searchers for the year 2023. The United States tends to rank next in second place with 923 searchers compared to 947 for the year 2023.

Page Views

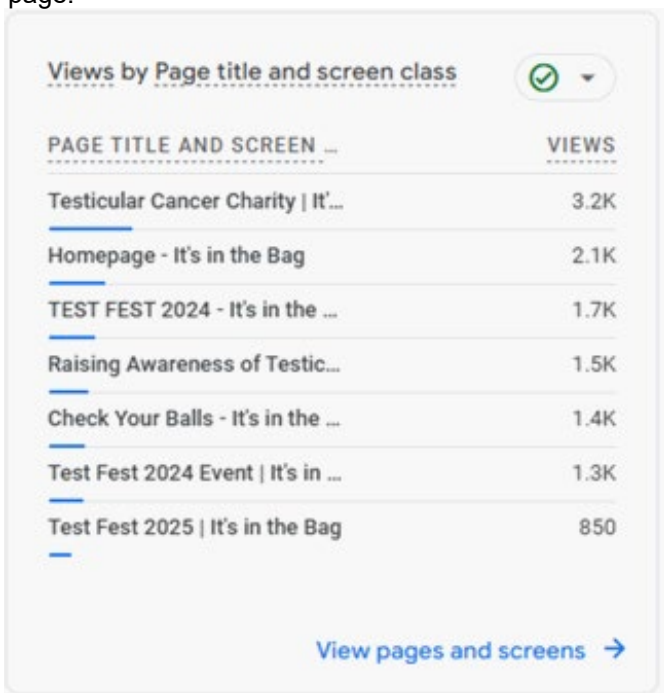
The homepage tends to be the prime location linked to the Google link; therefore, the homepage views are always ranked as the highest 'page' which users have visited.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

The next most visited page during 2024 was Test Fest. There were 1,700 users that looked at this page.



Views by Page title and screen class	
PAGE TITLE AND SCREEN ...	VIEWS
Testicular Cancer Charity It's in the Bag	3.2K
Homepage - It's in the Bag	2.1K
TEST FEST 2024 - It's in the Bag	1.7K
Raising Awareness of Testicular Cancer	1.5K
Check Your Balls - It's in the Bag	1.4K
Test Fest 2024 Event It's in the Bag	1.3K
Test Fest 2025 It's in the Bag	850

[View pages and screens](#) →

Image 3: Page views

Advertising

It's in the Bag has not yet taken up its entitlement to £7,000 a month free advertising on Google due to its charity status. This will be reviewed and action taken in 2025 to ensure it is used and works well for IITB.

Social Media

Overall, our Facebook, Instagram, YouTube and LinkedIn followers continue to grow steadily and engagement is strong. Social media remains an important, effective tool in our work to support patients and raise awareness. Our evaluation shows clear trends in which types of content best support our strategic aims and we focus on those to ensure best impact, whilst also periodically testing and innovating new approaches.

To ensure the most engagement with our social media posts we include a 'call-to-action' wherever possible and/or tag individuals that our followers know/relate to - both of which give people a reason to interact. There is good evidence that many viewers look at reels (Facebook & Instagram) and shorts (YouTube), so we are focusing our efforts on these types of media.

Whilst our social media presence has been strong in relation to the population of our catchment area, we know that having 7 platforms is quite difficult to manage.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

In 2024 we have made several changes to streamline and support increasing impact from our social media:

- 1 We closed our accounts on X (formerly Twitter), as evaluation showed it no longer supported our strategic aims and the trustees felt that the tone of the platform overall did not fully align with the charity's values;
- 2 We have a part time designer to help with images and changing the format of designs;
- 3 We recruited our first paid social media executive working 1 day per week, who took up post at the beginning of calendar year 2025; and
- 4 We secured a partnership with a media production company to provide video content and also at big events to directly post to our social media channels.

"Best Post" in terms of likes and reactions. This is the best way to measure whether our posts are interesting, because reacting means someone didn't just see it, they were also interested enough in it to click or write a comment.

"Best Reach" in terms of reach. Notwithstanding that platforms measure reach differently, it really just tells us how many times the post appeared on a screen and that does not gauge interest from viewers. However, it is a good way to measure whether we are making content that the algorithms like and think will be interesting to the people IITB wants to reach.

Facebook (FB)

We increased our followers by 28.35% compared to 2023. This was mostly steady growth with a small peak in new followers in June (Test Fest and Father's Day).

Best post: "last few days to vote for test fest in the UK festival awards" (top FB, 15 Oct 2024)

Best post: "Black Friday Deals" Nov 2024

Best post: "We won the UK festival awards" (FB) 3 Dec 2024

Reach: up by 51.8% when compared with 2023

Instagram (IG)

We have 1,400 followers to our It's in the Bag and Test Fest Instagram combined. This was steady growth across the year.

Best post: Headline Announcement Test Fest 2025 October 2024

Best post: We do awareness Hartpury College September 2024

Best post: Call for riders Le Tour de Balls Quatre August 2024

Best reach: Reel: Testicle Tuesday for TCAM and Test Fest August 2024 reach 9,093

Best reach: Story: Come and have a chat with Tim September 2024 reach 1,339

LinkedIn (LI)

We have 337 followers on LinkedIn, an increase of 101 (43%) since the end of 2023. We continue to grow our LinkedIn reach, with a more business focused audience and therefore the posts are not necessarily the same as those on Facebook and Instagram.

Best reach: Top two on LinkedIn were: Last day of TCAM sports balls post (LI, 30 April 2024) and TYACAM post (LI, 18 April 2024)

YouTube

Views were down on the previous year (total of 2,587), however we had launched two major films in 2023 (generic IITB video and for Test Fest).

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Mobile Phones: are the most used device to watch our channel, and this has increased in 2024. Overall average viewing time is up from 1.03 minutes to 1.10 minutes.

Impressions are markedly increased from 47,208 to 58,671 where the biggest increase was 'The Test Fest Highlights' at 9,041 compared with 777 in 2023. In April, unique viewers increased from 198 to 238, the bulk for them attributed to Test Fest Highlights.

The most watched videos are:

- 1 How to check your balls with BSL 24% compared with 19% for 2023;
- 2 Test Fest 2023 15.4% compared to 2.6% in 2023; and
- 3 RPLND remains around 5-6% for both years.

Traffic Source remains at 40-50% external, suggested videos 11% and YouTube Search has increased to 18% from 13% in 2023.

The UK is the top geographical area followed by the USA and in 2024, Italy.

Unsubscribed remains at around 90% however, subscriptions in 2024 were up by 2%.

Fundraising activities during the period

The ability to fundraise continues to become more challenging and as such we continually look at avenues which encourage regular donations and support. We receive support from businesses, clubs and bucket collections. Many of our supporters also give their time to help us and this is very much part of the family nature of our charity.

In order to improve the fundraising through existing activities and also garner new ideas, we have engaged a community fundraiser, using the funds provided by the legacy donation. This is to help generate immediate fundraising, but also to further professionalise our processes, including use of our CRM donor management system. This includes ensuring we demonstrate how much we value every penny we receive and ensure we have a closed communication loop with all our donors and fundraisers.

Legacy donations – We have been further humbled and excited to receive donations of £200k during the period. We have developed our strategy to use the £100k donation received at the beginning of the year to enhance the activities we determined in 2023, we increased the travel grant rate for low-income patients in 2023 and reduced the qualifying distance in 2024; to continue to invest in fundraising capability, we introduced a customer relationship system which allows us to track donations and communicate with our donors but have now added a community fundraiser (see above) and to supplement fundraising activities to several of our awareness campaigns. The second tranche of £100k we have determined to use more specifically on a cancer support worker with direct access to patients; a community engagement officer to improve our communication into the South West and a road show to help activate activities and raise awareness of the IITB charity and of course the importance of checking for Testicular Cancer.

General Fundraising – It has been another busy year in fundraising. We are delighted to once again have received support from some long-standing supporters, Edinburgh University Men's Hockey Club, who sported some extraordinary moustaches again this year and raised £2,204.

We also had huge support from Wessex Truck Festival who did a skydive for us and all proceeds of their Truck Gathering and Festival were donated to It's in the Bag, totaling £7,400.

It's in the Bag Cancer Support Ltd

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For the year ended 31 December 2024

We had a group of runners taking part in the Cheltenham Half Marathon, raising close to £1,000. We also had a group of nine brave people who jumped out of a plane, all in the name of fundraising! Over £3,500 was raised.

We also were supported by some enterprising walkers taking on routes such as the Three Peaks, where a team raised £2,455, splitting it between It's in the Bag and two other great charities, and the Gurnsey Coastal Path where Bob Creighton raised over £1,000.

It was also a big year for us regarding resources for Fundraising, where we brought in support from a freelance fundraiser. Her work has been focused on the development of systems, namely Beacon CRM, our new database, and developing processes and procedures for how we raise funds and build relationships with our supporters.

Beacon CRM has enabled a greater level of record keeping of supporters and donations, with a greater ability to build understanding and relationships with our donors, volunteers and other followers.

Business Support – We were very pleased to be chosen again as a designated charity for Exeter Chiefs Rugby Foundation, who donated £1,438 and we continue to have very good relationships with, Out of Hand, Graphic Mill, Sheppy's Cider, Clear As Day Productions, VMR Publicity and Astra Security and superb support from AMI Dynamics, DPD Group Services and Twosix communications. In addition, we had another fantastic contribution from a NHBC regional golf day (£12,000), the CIBSE dinner (£1,000) and also ongoing contribution from the Tiny Coffee Company who donate 5p from every cup of coffee sold which resulted in over £1,000 over 3 years.

Grants – We applied for a grant from the Openworks foundation and they very generously provided just under £12k to fund our Support activities.

Survival

It's in the Bag Volunteers

As an entirely volunteer led charity, volunteers are vital to the work of It's in the Bag and we ask a lot of our supporters. We want to ensure our volunteers are nurtured and that they clearly represent our charity. We maintain regular communication, via a WhatsApp group, and also engage with our volunteers (and the wider public) through regular use of social media. We currently have 48 volunteers.

In 2024, our new trustees developed and completed an engagement survey with our volunteers to assess motivation and satisfaction levels, effectiveness of communication and identify areas for improvement. Engaged and satisfied volunteers are crucial to achieving our mission and goals. Overall the feedback was very positive with most volunteers identifying the great sense of fun and community. Recommendations for improvement focused on streamlining communications and enhancing volunteer processes.

To celebrate survival and to thank our volunteers, supporters and business sponsors we organise a bi-annual event which includes the "Golden Pants Awards" to recognize our fantastic volunteers and supporters. The Testicular Ball was postponed from November 2023 and held in early 2024 in Bristol and was a lively, fun evening. This event is integral to our ongoing efforts to use and raise funds by attracting and strengthening relationships with volunteers and business sponsors. We will hold another Ball at the end of 2025, which will also recognise our 10th anniversary as an independent charity.

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Report of the trustees

For the year ended 31 December 2024

We strongly believe that celebrating survival for many men and their families is an important step in the recovery process.

Innovative features

We are the only testicular cancer charity to produce gender neutral materials to encourage self-checking and early diagnosis.

We continue to be the only testicular cancer charity who ensure that all our checking videos have subtitles and British Sign Language to appeal to those with disabilities.

Test Fest - we remain the only testicular cancer awareness music festival in the UK.

In 2024, we again ran a project with local college Art and Design Department to design large letters for the Test Fest with 39 students. We also work with the Richard Huish college music department to encourage Grassroots Music, which nationally is on the decline.

Recruitment strategy

We have continued our recruitment strategy to appeal to potential Trustees and a wider range of volunteers for specific roles, looking beyond IITB connections. We have successfully recruited two new Trustees in the period.

Patrons

Our patrons actively support publicise our events and activities.

YouTube platform - our YouTube platform has benefitted from the investment we have made with increased utilization and professional output. By using tools such as Snappa and Canva we can design our images to fit all media platforms.

Virtual events - we have the skills, experience and necessary tools to continue to leverage such events.

Financial review

For the period under review, we generated total income of £256k (2023: £157k) and spent £122k (2023: £93k) leaving a surplus for the year of £134k. Funds brought forward from the prior period were £126k, resulting in total funds of £260k as at 31 December 2024 to be carried forward into the next financial year.

Reserves policy

The charity's estimated annual expenditure is budgeted to be in the region of £100k. We will plan, as in past years, to secure the charity's future and ability to meet its aims and objectives. The directors will ensure that there are sufficient reserves to cover the costs for the forthcoming year, particularly as most of our funds are raised through donations from individuals and therefore the charity has no guaranteed income.

It's in the Bag Cancer Support Ltd

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For the year ended 31 December 2024

The directors are also mindful of the possible need to contract out some of the administration and therefore feel it necessary to hold reserves in anticipation of this potential future cost. The directors therefore believe that a reserve balance of around £50,000 is a prudent level to secure the charity's future. We are currently holding reserves above this target thanks to significant legacy donations received over the last two years. We have started spending this funding by implementing plans to augment the services we provide and also to further professionalise the administration of the charity, more detail is provided in the plans for future periods section below.

Going concern

The charity currently has sufficient funds to sustain its planned activities and therefore has no going concern issues. We have managed our accounts very closely and of course have been positively supported by the legacy donation this year of £200k which has mitigated the ongoing uncertainty exacerbated by global events and cost of living impact, but we will continue to exercise a prudent view of necessary expenditure.

Plans for future periods

We have reviewed our strategy and updated our three-year operating plan ensuring that we can provide sustainable support.

Support: Our hope is to support many more men and their families in the South West of England, including the use of Grants and the Survivorship Toolkit. The main aim is to encourage attendance of those who are treated outside of the Bristol clinical service and we will further develop support facilitators in Devon and Cornwall. With the appointment of a volunteer clinical coordinator, focused on engagement with clinical teams across the South West, we hope to ensure all patients across the region are able to access the support they need. In 2025 we will fund a paid cancer support worker to engage directly with patients and co-ordinate across the south west. We also realise that some services have no Clinical Specialist Nurse (CNS) for Germ Cell Cancer and Cheltenham is in this position. Therefore, we are investigating funding a CNS for one day a week for 3 years.

Awareness: We will continue to strengthen all our current platforms and campaigns. 2025 is IITB's tenth anniversary as an independent charity and we are running a number of events to celebrate, including, our 4th Tour de Balls cycle ride – the 'Big Birthday Tour'. This 300-mile sponsored cycle tour is a fantastic way to raise awareness and funds to support the work we do.

Following on from the success of "The Test Fest" in 2024, we hope that Test Fest 2025 will be an even more successful fantastic event celebrating men's health and raising awareness of testicular cancer. With increasing awareness of the event locally, as well as Winning the UK Festival Award for Community Impact we expect to see numbers rise again. We continue our collaboration with Taunton RFC to use their ground for the festival, and further developing our relationship with Somerset Chamber of Commerce, Bridgewater and Taunton College, Richard Huish College and local music venues. We are growing in confidence as a community festival with the Association of Independent Festivals.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

We continue our links with many schools and colleges who invite us to their annual student fairs or other health-related awareness events (e.g. UWE, SGS College and Hartpury College). We aim to increase our reach across the region to other schools, colleges and universities, as well as local businesses, dependent on volunteer availability. We are also specifically focusing on building relationships with schools, mens' groups and cancer champions in Plymouth, the second largest city in the region.

Survival: We will continue to celebrate survival and encourage giving back through volunteering and/or fundraising. We will be running a number of events in 2025, including The Testicular Ball (in October 2025), showcasing our popular 'Golden Pants Awards', which is a fantastic way of saying thank you to our volunteers and supporters and recognising those who go above and beyond.

Structure, governance and management

As set out in the charity's Articles of Association, the charity may by ordinary resolution:

- 1) appoint a person who is willing to be a trustee; and
- 2) determine the rotation in which any additional trustees are to retire.

No person other than a trustee retiring by rotation may be appointed a trustee at any general meeting unless:

- 1) he or she is recommended for re-election by the trustees; or
- 2) not less than fourteen nor more than thirty-five clear days before the date of the meeting, the charity is given a notice that:
 - a) is signed by a member entitled to vote at the meeting,
 - b) states the member's intention to propose the appointment of a person as a trustee,
 - c) contains the details that, if the person were to be appointed, the charity would have to file at Companies House, and
 - d) is signed by the person who is to be proposed to show his or her willingness to be appointed.

All members who are entitled to receive notice of a general meeting must be given not less than seven nor more than twenty-eight clear days' notice of any resolution to be put to the meeting to appoint a trustee other than a trustee who is to retire by rotation. Our AGM was attended by trustees, volunteers and supporters who all made a valuable contribution to celebrating the previous year and helping to set the path we will take in the next year.

The trustees may appoint a person who is willing to act to be a trustee.

A trustee appointed by a resolution of the other trustees must retire at the next annual general meeting and must not be taken into account in determining the trustees who are to retire by rotation.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2024

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

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

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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 11 June 2025 and signed on their behalf by

MPerry

Michael Perry - Trustee

Independent examiner's report

To the trustees of

It's in the Bag Cancer Support Ltd

I report to the trustees on my examination of the accounts of It's in the Bag Cancer Support Ltd (the charitable company) for the year ended 31 December 2024, which are set out on pages 18 to 30.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

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

- (1) accounting records were not kept in respect of the charitable 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 Guy Blake

Date: 11 June 2025

William Guy Blake ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

It's in the Bag Cancer Support Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2024

	Note	Restricted £	Unrestricted £	2024 Total £	2023 Total £
Income from:					
Donations and legacies	3	11,700	224,144	235,844	138,704
Charitable activities	4				
<i>Celebrate</i>		-	705	705	-
<i>Awareness</i>		-	14,080	14,080	15,786
Investments		-	5,357	5,357	2,190
Total income		<u>11,700</u>	<u>244,286</u>	<u>255,986</u>	<u>156,680</u>
Expenditure on:					
Raising funds		-	6,171	6,171	-
Charitable activities					
<i>Celebrate</i>		-	5,206	5,206	1,427
<i>Awareness</i>		-	99,996	99,996	77,881
<i>Support</i>		9,704	835	10,539	13,218
Total expenditure	6	<u>9,704</u>	<u>112,208</u>	<u>121,912</u>	<u>92,526</u>
Net income and movement in funds	8	1,996	132,078	134,074	64,154
Reconciliation of funds:					
Total funds brought forward		-	126,024	126,024	61,870
Total funds carried forward		<u>1,996</u>	<u>258,102</u>	<u>260,098</u>	<u>126,024</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 17 to the accounts.

It's in the Bag Cancer Support Ltd

Balance sheet

As at 31 December 2024

	Note	£	2024 £	2023 £
Fixed assets				
Tangible fixed assets	11		1,119	190
Current assets				
Stock	12	11,045		15,029
Debtors	13	2,891		1,989
Cash at bank and in hand		<u>256,914</u>		<u>113,353</u>
		270,850		130,371
Liabilities				
Creditors: amounts falling due within 1 year	14	<u>(11,871)</u>		<u>(4,537)</u>
Net current assets			258,979	125,834
Net assets	16		260,098	126,024
Funds	17			
Restricted funds			1,996	-
Unrestricted funds			<u>258,102</u>	<u>126,024</u>
Total charity funds			260,098	126,024

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 11 June 2025 and signed on their behalf by

MPerry

Michael Perry - Trustee

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

1. Accounting policies

a) General information and basis of preparation

It's in the Bag Cancer Support Ltd is a charitable company limited by guarantee registered in England and Wales. The registered office address is Bristol Haematology And Oncology Centre, Horfield Road, Bristol, BS2 8ED.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

It's in the Bag Cancer Support Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of events is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

1. Accounting policies (continued)

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities in proportion to the direct costs of each activity, as follows:

	2024	2023
Raising funds	5.0%	0.0%
Celebrate	4.0%	1.5%
Awareness	82.0%	84.2%
Support	9.0%	14.3%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Equipment	4 years
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It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

1. Accounting policies (continued)

j) Stock

Purchased stock is included at the lower of cost or net realisable value, less provision for slow moving items. Donated items of stock for resale are recognised at fair value which is the expected proceeds from sale less any expected costs of sale. Materials and merchandise distributed to beneficiaries are valued at the lower of cost and net realisable value.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

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

o) Accounting estimates and key judgements

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

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

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below.

Depreciation

As described in note 1i to the financial statements, depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

2. Statement of financial activities - prior period comparative

	Restricted £	Unrestricted £	2023 Total £
Income from:			
Donations and legacies	-	138,704	138,704
Charitable activities			
<i>Awareness</i>	-	15,786	15,786
Investment income	-	2,190	2,190
Total income	<u>-</u>	<u>156,680</u>	<u>156,680</u>
Expenditure on:			
Charitable activities			
<i>Celebrate</i>	-	1,427	1,427
<i>Awareness</i>	7,796	70,085	77,881
<i>Support</i>	-	13,218	13,218
Total expenditure	<u>7,796</u>	<u>84,730</u>	<u>92,526</u>
Net income / (expenditure) and net movement in funds	<u>(7,796)</u>	<u>71,950</u>	<u>64,154</u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

3. Income from donations and legacies

	Restricted £	Unrestricted £	2024 Total £	2023 Total £
Legacies	-	200,000	200,000	100,000
Voluntary donations	-	23,601	23,601	38,294
Grants	11,700	-	11,700	-
Gift Aid	-	543	543	-
Fundraising events	-	-	-	410
Total income from donations	<u>11,700</u>	<u>224,144</u>	<u>235,844</u>	<u>138,704</u>

All income from donations and legacies in the prior year was unrestricted.

4. Income from charitable activities

	2024 Total £	2023 Total £
Celebrate:		
Celebration event income	<u>705</u>	<u>-</u>
Awareness:		
Testical festival	13,468	13,050
Awareness merchandise sold	<u>612</u>	<u>2,736</u>
	<u>14,080</u>	<u>15,786</u>

All income from charitable activities in both the current and prior years was unrestricted.

5. Government grants

The charity received no government grants in the current or prior year.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

6. Total expenditure

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2024 Total £
Awareness events	-	-	37,087	-	-	37,087
Other fundraising events	5,682	-	-	-	-	5,682
Support courses	-	-	-	850	-	850
Celebrate survival events	-	4,794	-	-	-	4,794
Publicity and awareness	-	-	16,596	-	-	16,596
Grants payable (note 7)	-	-	-	8,854	-	8,854
Website and computer	-	-	5,749	-	-	5,749
Awareness merchandise	-	-	7,492	-	-	7,492
Shopify costs and merchandise storage	-	-	4,142	-	-	4,142
Insurance	-	-	-	-	1,130	1,130
Administration costs	-	-	2,056	-	870	2,926
Administrative support	-	-	18,181	-	5,709	23,890
Trustee costs	-	-	773	-	-	773
Depreciation	-	-	-	-	417	417
Accountancy	-	-	-	-	1,530	1,530
Sub-total	5,682	4,794	92,076	9,704	9,656	121,912
Allocation of support and governance costs	489	412	7,920	835	(9,656)	-
Total expenditure	6,171	5,206	99,996	10,539	-	121,912

Total governance costs were £2,303 (2023: £2,840).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

6. Total expenditure (continued)

Prior year comparative

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2023 Total £
Awareness events	-	-	23,875	-	-	23,875
Celebrate survival events	-	1,320	-	-	-	1,320
Support courses	-	-	-	2,452	-	2,452
Publicity and awareness	-	-	21,831	-	-	21,831
Grants payable (note 7)	-	-	-	9,770	-	9,770
Website and computer	-	-	1,178	-	-	1,178
Awareness merchandise	-	-	4,983	-	-	4,983
Shopify costs and merchandise storage	-	-	3,517	-	-	3,517
Insurance	-	-	-	-	1,058	1,058
Administration costs	-	-	1,114	-	303	1,417
Administrative support	-	-	14,520	-	3,630	18,150
Trustee costs	-	-	997	-	-	997
Depreciation	-	-	-	-	165	165
Accountancy	-	-	-	-	1,813	1,813
Sub-total	-	1,320	72,015	12,222	6,969	92,526
Allocation of support and governance costs	-	107	5,866	996	(6,969)	-
Total expenditure	-	1,427	77,881	13,218	-	92,526

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

7. Grants payable

	2024 £	2023 £
Grants to individuals - 23 grants (2023: 24)	<u>8,854</u>	<u>9,770</u>

All grants were paid to individuals in line with the 'Support' charitable objectives as outlined in the trustees report.

8. Net movement in funds

This is stated after charging:

	2024 £	2023 £
Depreciation	417	165
Trustees' remuneration	2,250	Nil
Trustees' reimbursed expenses	773	997
Independent examiner's remuneration:		
▪ Independent examination (excluding VAT)	<u>1,275</u>	<u>1,200</u>

Trustee reimbursed expenses relate to travel expenses for two trustees (2023: one trustee) for the current and prior year.

Trustees' remuneration relates to one trustee (2023: Nil) that gave temporary fundraising support to the charity within the year.

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Staff costs

The charity has no employees. Key management personnel comprise the trustees, who received no remuneration during the year (2023: none).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

11. Tangible fixed assets

	Fixtures fittings & furniture £	Office Equipment £	Total £
Cost			
At 1 January 2024	1,383	676	2,059
Additions in year	<u>1,346</u>	<u>-</u>	<u>1,346</u>
At 31 December 2024	<u>2,729</u>	<u>676</u>	<u>3,405</u>
Depreciation			
At 1 January 2024	1,383	486	1,869
Charge for the year	<u>336</u>	<u>81</u>	<u>417</u>
At 31 December 2024	<u>1,719</u>	<u>567</u>	<u>2,286</u>
Net book value			
At 31 December 2024	<u><u>1,010</u></u>	<u><u>109</u></u>	<u><u>1,119</u></u>
At 31 December 2023	<u><u>-</u></u>	<u><u>190</u></u>	<u><u>190</u></u>

12. Stock

	2024 £	2023 £
Merchandise for resale	<u><u>11,045</u></u>	<u><u>15,029</u></u>

13. Debtors

	2024 £	2023 £
Prepayments	<u><u>2,891</u></u>	<u><u>1,989</u></u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

14. Creditors: amounts falling due within 1 year

	2024 £	2023 £
Accruals	5,106	4,537
Deferred income (see note 15)	6,765	-
	11,871	4,537

15. Deferred income

	2024 £	2023 £
Deferred during the year	6,765	-

Deferred income relates to ticket income received for the 2025 Test Fest.

16. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	1,119	1,119
Current assets	1,996	268,854	270,850
Current liabilities	-	(11,871)	(11,871)
Net assets at 31 December 2024	1,996	258,102	260,098
Prior year comparative			
	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	190	190
Current assets	-	130,371	130,371
Current liabilities	-	(4,537)	(4,537)
Net assets at 31 December 2023	-	126,024	126,024

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2024

17. Movements in funds

	At 1 January 2024 £	Income £	Expenditure £	At 31 December 2024 £
Restricted funds				
Openworks	-	11,700	(9,704)	1,996
Total restricted funds	-	11,700	(9,704)	1,996
Unrestricted funds				
General funds	126,024	244,286	(112,208)	258,102
Total unrestricted funds	126,024	244,286	(112,208)	258,102
Total funds	126,024	255,986	(121,912)	260,098

Purposes of restricted funds

Openworks

A grant of £11,700 was very generously donated by the Openworks Foundation. This is a restricted grant with the funds to be spent on costs associated with support to individuals and families affected by Testicular Cancer. These costs will include the travel grants and diagnosis packs issued by IITB.

Prior year comparative

	At 1 January 2023 £	Income £	Expenditure £	At 31 December 2023 £
Restricted funds				
National Lottery	7,796	-	(7,796)	-
Total restricted funds	7,796	-	(7,796)	-
Unrestricted funds				
General funds	54,074	156,680	(84,730)	126,024
Total unrestricted funds	54,074	156,680	(84,730)	126,024
Total funds	61,870	156,680	(92,526)	126,024

18. Related party transactions

There were no related party transactions during the year (2023: none).

IT'S IN THE BAG CANCER SUPPORT LTD

England & Wales - Charity number 1163735

Accounts



Company no. 09646832
Charity no. 1163735

It's in the Bag Cancer Support Ltd
Report and Unaudited Financial
Statements
31 December 2023



It's in the Bag Cancer Support Ltd

Reference and administrative details

For the year ended 31 December 2023

Company number 09646832

Charity number 1163735

Registered office and operational address
Bristol Haematology And Oncology Centre
Horfield Road
Bristol
BS2 8ED

Trustees Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Jeremy Braybrooke	
Susie Budd	(appointed 7 June 2023)
Richard Bullard	
Katherine Gearing	
Sophie Mason	(resigned 6 March 2023)
Michael Perry	
John Saunders	(appointed 28 July 2023)
Edward Smith	

Company secretary Susan Brand

Bankers CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Independent examiners Godfrey Wilson Limited
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

The trustees present their annual report for the period ended 31 December 2023.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

The legal name of the charity is: It's in the Bag Cancer Support Ltd.

The charity is also known by its operating name: It's in the Bag.

The charity is constituted as a company limited by guarantee, registered under the Companies Act and its governing document is a Memorandum and Articles of Association under company legislation.

By operation of law all trustees are directors under the Companies Act 2006 and all directors are trustees under Charities legislation and have responsibilities, as such, under both company and charity legislation. The trustees are all individuals.

The principal operating address, telephone number and email and web addresses of the charity are:

Bristol Haematology and Oncology Centre (BHOC), Horfield Road, Bristol. BS2 8ED

Telephone: 0117 342 3472

Email Address: hello@itsinthebag.org.uk

Web address: <http://itsinthebag.org.uk/>

The registered office of the charity for Companies Act purposes is the same as the operating address shown above.

The trustees who served as a trustee in the reporting period and, if applicable, their dates of appointment or resignation during the year are listed on page 1.

All the trustees are also members of the charity.

Objectives and activities

The purposes of the charity as set out in its governing document are:

- 1) To promote and protect the physical and mental health of sufferers of testicular and germ cell cancers in the South West and West of England through the provision of financial assistance, support, education and practical advice; and
- 2) To advance the education of the general public and health care professionals in all areas relating to testicular and germ cell cancers.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

It's in the Bag (IITB) achieves its purposes in three ways:

Support

Testicular cancer is the most common cancer in men in their 20's and 30's. Being diagnosed with testicular cancer and going through treatment is a huge challenge physically, mentally and emotionally. We provide a range of activities and initiatives to help men through this tough time. We also support a smaller number of men and women who are affected by other germ cell cancers. This includes support for families and carers.

Awareness

Teaching the public, especially men, the importance of self-checking their testicles regularly, especially those aged 15-45 years and if they discover a problem or issue to see their GP immediately.

Survival

With UK cure rates for testicular cancer running above 96%, we focus on helping men tackle the emotional and practical impact of cancer both during treatment and into their lives afterwards. We also encourage and inspire those affected to help and support others.

The main achievements and performance of the activities undertaken in relation to those purposes during the period:

We have held a very successful Test Fest event and a number of awareness campaigns. There is no doubt that the level of funds raised has been impacted by the cost-of-living effect, however we continue to be supported by our generous donors and were completely bowled over, to use one of the sporting terms we use a lot, by a very generous legacy donation of £100k received during the year.

It's in the Bag strategy

In 2023 the Trustees met again to review our strategy to determine how we could most effectively organise ourselves, implement changes to introduce new services and improve what we currently offer and to raise funds more effectively. We also did that in the context of the legacy donation referenced above, with a view as to how that would support us to deliver the strategy over the next 5 years.

The strategy recognised that our continued focus is on Support, Awareness and Survival and that we will retain the culture of the organization, which engages our volunteers with the sense of fun and the ridiculous that we know also appeals to our audience.

We have further diversified our Trustee Board, with the addition of digital media and clinical experience.

The key areas that we have focused on during 2023:

- Improving the resourcing and systems we use to support our fundraising activities - we have implemented a CRM system and will be launching a new website in 2024;
- Developing further our knowledge of the data we collect and how we use it - in particular, the implementation of the CRM forced us to understand better and structure our data feeds;
- Continuing to deliver awareness through social media but with a better understanding of the effectiveness of the impact of that delivery, although we recognise we have more to do and this will be a continued focus in 2024; and
- We have developed and gone live with a call support service and will run direct support workshops in 2024.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Support

Support for those diagnosed with testicular cancer (germ cell cancer) and their family and friends.

Support at diagnosis and through treatment

In 2023 we decided to look at a new support model; focusing on areas of support that we will continue, but acknowledging that post Covid-19 some areas of our face-to-face contact have fallen away and are unlikely to return. In addition, we are looking to improve IITB penetration across the South West to improve access to our support services.

- Patient education and information in written, video and website formats. These have and will continue, with the addition of more QR code links to our videos and webpages;
- All patients in the South West are offered an information pack about germ cell cancers at the time of diagnosis. This year we distributed approximately 100 information packs. However, we are introducing actions in 2024 to increase our engagement across the South West clinics and therefore increase this number;
- Patient information leaflets and surveillance schedules continue to be funded. We have also been working with NHS colleagues to partner on a remote follow-up platform they are introducing early in 2024;
- Providing travel grants for patients on low incomes throughout the South West. BHOC is the Supra-regional specialist treatment centre which therefore can necessitate the requirement for long distance travel. With the cost of fuel rising and funded using the legacy grant, we have increased the level of travel grant payments in 2023, with a total of 24 travel grants provided during the year. The bulk of grants are supplied to patients receiving treatment in specific centres and we want to ensure that patients across the South West are able to access these grants. We will address this in 2024 through a new volunteer clinical coordinator role, which will engage with the clinical teams across the South West;
- We still provide gift experiences grant up to £500 for patients undergoing complex treatments and palliative care, as defined by the medical team. However, this year there were no applications for grants. We will, alongside the actions indicated above, review how well this service is communicated across the South West; and
- Providing funeral grants to help with the expense of a funeral. Due to the nature of the disease, those who die are often young and have not prepared for their funeral costs, as such this puts a burden on the already grieving family. This is aimed to help fund the funeral and/or the costs associated with it. One funeral grant was provided in 2023.

Support beyond treatment

- We have introduced a helpline service manned by trained support facilitators, all of whom have had the experience of a diagnosis of testicular cancer. During 2023 we have been training and developing our team to provide Survivor Toolkit afternoons. These are to help men and their families on the road to recovery. They will commence in 2024.

Support for health care professionals

- This is to support the training and education of the Bristol Testicular Cancer Service (BTCS) based at University Hospitals Bristol and Weston NHS Foundation Trust and those NHS trusts linked to the BTCS. Many of the face-to-face training activities have now moved online, however the National Germ Cell Group (NGCG) biannual conference was a physical meeting in Glasgow in April 2023. We supported two clinical nurse specialists to attend this meeting.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Awareness

When testicular cancer (germ cell cancer) is detected early it can be treated with surgery alone and reduces the need for more invasive treatments. Testicular cancer remains one of the most treatable and curable cancers, however raising awareness, particularly in the younger age group, requires a different approach. It's in the Bag will continue to push the boundaries when raising awareness and does so in the following ways:

Promoting quirky and innovative campaigns and images

During Men's Health Awareness Month (November) we were provided with funding by Exeter Chiefs foundation to put posters in South West service stations. We also used Lottery funding during the year to deliver a new quirky pants video, explaining what the charity is all about and what services it provides through Support, Awareness and Survival. In addition, we redesigned the Test Fest branding and were nominated finalists in the UK festival awards for Brand activation.

Promoting Testicular Cancer Awareness Month (TCAM)

In 2023 we achieved 2 main goals in TCAM:

- To develop Match Fit Rugby Packs, funded again by Exeter Chiefs Foundation. These were delivered to rugby clubs across our region in November; and
- To fund our posters to be in motorway services throughout the South West of England in April (in addition to November referenced above) The locations chosen had a potential footfall of just over a million during that period and were well received.

Attending schools, colleges, universities, workplaces and events that reflect our catchment group

Throughout the year we attended many events with our Awareness Stand and delivered presentations, both face to face and virtually. Feedback as ever has been positive.

In 2023 we presented to over 1100 people at:

- Egguckland Community College, Plymouth;
- St. Augustine's College, Trowbridge;
- SGS College Filton, Bristol;
- SGS College Stroud;
- Bath Cricket Club;
- University of the West of England SU staff;
- Edinburgh University Men's Hockey Club;
- Beechen Cliff School, Bath;
- The Cotswold School, Bourton-on-the-Water;
- Partners and Insurance;
- UCAS Headquarters Cheltenham; and
- DEFRA Cross Department Cancer Group.

and also had over 1000 visitors to our stands at:

- Royal Naval College, Dartmouth;
- British Telecom HQ in Bristol;
- Bath City Football Club;
- Malvern Primary Care Network;
- UWE Freshers Fair;
- SGS Stroud College Freshers Fair;
- Hartpury University WellFest;
- Taunton Titans RFC; and
- Edwards Vacuums, Clevedon.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

As a designated charity for Exeter Chiefs Foundation, we had bucket collections at three matches in 2023 and were able to distribute a lot of awareness checking cards at Sandy Park as well as at the Test Fest venue at Taunton Rugby Club.

We also had a stand at the National Germ Cell Group Conference in Glasgow in April which was attended by the leading Germ Cell oncologists in the country. There were 134 delegates and IITB presented a paper alongside our charity colleagues in the Testicular Cancer Network.

Bristol Pride is one of our most popular events with both volunteers and the public. This was especially well received with our gender-neutral checking cards. We developed a gender-neutral banner for the parade in 2023 to ensure we meet our diverse audience.

Together with all talks and presentations being posted on our social media channels, our reach during April was 32.6k on Facebook, an increase over 2022, and 9.9k on Instagram up by 160%. Our view is that this work only has to save one life and it will have been worthwhile.

Peaks for awareness are:

- Pride – Facebook 1.2k;
- Meeting SAS Mark 'Billy' Billingham – Facebook reached 24.6k;
- SAS Campaign – Instagram 1.1k; and
- 1st August SAS Check Your Balls film 1.8k on Instagram and 5.9k on Facebook.

Unfortunately, it has become increasingly difficult to collate Twitter (X) analytics, however during November we received a huge amount of traffic. Our Keep Calm and Check His Balls campaign, which we have had since 2011, is aimed at raising awareness with women. The posters which are displayed in female facilities at motorway services became a talking point, both negative and positive. The whole thread gained views of over 363k.

Test Fest 2023

The last music festival was in 2022, where the change of venue and the weather severely impacted on the success of the event. In 2023 on the other hand, we saw the biggest number of attendees to date. We sold 600 tickets and had up to 250 staff, volunteers, bands and vendors on site. We fulfilled our request for Sponsorship. Apart from one band, all bands and artists donated their performances to the charity.

We had recognition for the event by being shortlisted for the UK Festival Awards for Brand Activation. Whilst we did not win, there has been increasing interest in what the festival is aiming to achieve, and some festival experts are helping the event get bigger and better. We also joined the Association of Independent Festivals who provide festival resources and peer support.

The social media audience spoke for us, as the event generated a peak of over 47k views on Facebook and peaked at 2.4K on the day and the biggest increase was Instagram where we peaked at 6.6K. The biggest rise during the festival was in content interactions, which were up by 57%.

Selling merchandise

- Each piece of merchandise we sell can raise awareness of testicular cancer and the charity. This provides an effective way of communicating, as the message is delivered each time the merchandise is worn or used and, of course, it also allows us to raise funds; and
- Merchandise sales were better than 2022, and we raised approximately £2k through Test Fest sales.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

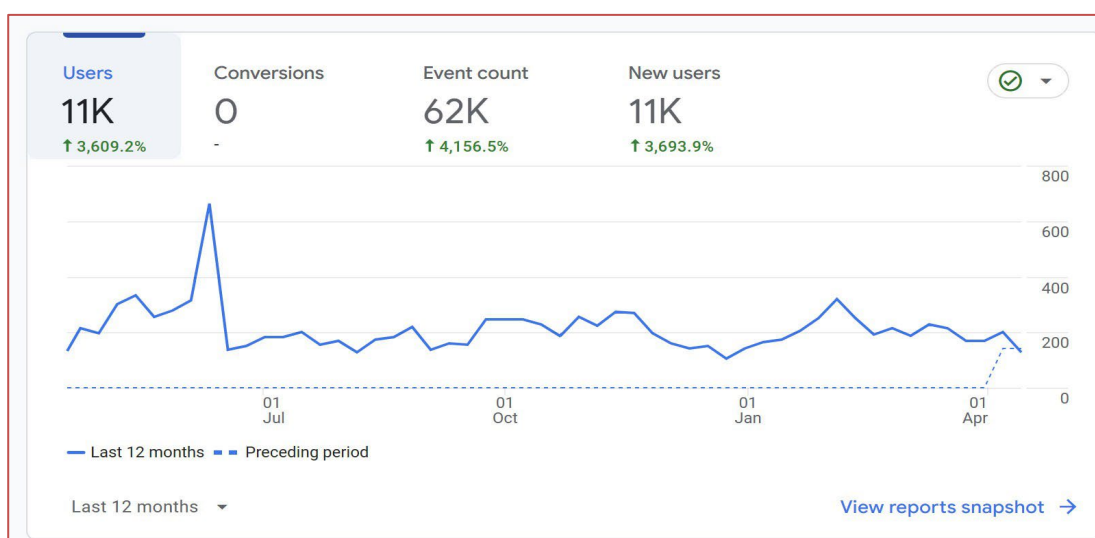
Reaching out via our website and Social Media channels

Website

In March 2024 It's in the Bag was migrated to Google Analytics 4, an updated version of Google's Universal Analytics platform.

The data in this report is based on April 2023 - April 2024. We will include comparatives for 2024 annual report and report on a calendar year basis going forward.

Since April 2023, 11,000 users, have visited It's in the Bag website.



The image below shows that 7,700 people from the United Kingdom visited the website and 1,200 were from the United States. Other countries represented include Australia, Germany and India.



It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

The top 10 visited pages are shown below.

Search...		Rows per page: 10		Go to: 1		1-10 of 182	
Landing page		Sessions	Users	New users	Average engagement time per session	Conversions All events	Total revenue
		14,478 100% of total	10,723 100% of total	10,747 100% of total	32s Avg 0%	0.00	\$0.00
1 /		3,673	2,796	2,736	38s	0.00	\$0.00
2 /ball-checking/why-check		2,759	2,356	2,327	27s	0.00	\$0.00
3 /latest/events/test-fest-2023		2,308	1,807	1,786	33s	0.00	\$0.00
4 /latest/events/test-fest-2024		1,326	1,156	1,124	26s	0.00	\$0.00
5 (not set)		849	492	0	1s	0.00	\$0.00
6		792	634	613	34s	0.00	\$0.00
7 /ball-checking/facts		243	230	216	53s	0.00	\$0.00
8 /ball-checking/found-something		227	191	172	44s	0.00	\$0.00
9 /about/about-us		202	187	158	48s	0.00	\$0.00
10 /latest/events/the-testicular-ball-extraordinaire		202	149	137	22s	0.00	\$0.00

The homepage (/) was unsurprisingly most popular, followed by the 'ball-checking/why-check' page, and the Test Fest 2023 and Test Fest 2024.

We note that the fundraising page does not feature in the most popular pages and it will be interesting to see how the launch of the new website (in early 2024) will move this metric.

Facebook

We have continued to regularly post on our Facebook page and the new Test Fest page too. It remains our most popular platform.

- Whilst the audience stayed largely the same, there has been an increase for the Test Fest page;
- We have increased our reach to 286.7k! (2022 245.8k) The peaks in reach were during TCAM, SAS campaign, collecting at Exeter Chiefs, launch of our new film 'We Are It's in the Bag' and during Test Fest; and
- Content interactions are up by 84% and clicks 84.3k.

Instagram

Instagram is continuing to grow and with the help of some volunteer's expertise we have and continue to improve our posts and audience.

- Our reach on Instagram is up to 36k, 333% increase! We have adopted the use of stories which is a very popular way to give information;
- Our followers have increased to over 1k in 2023; and
- The biggest areas of increase have been stories and reels, these are increasing traffic every day.

Audience Peaks

- We are It's in the Bag Film – 13.5k on Facebook; and
- Test Fest Ticket Sales - Clicks up by 228% when launched.

It's in the Bag Cancer Support Ltd

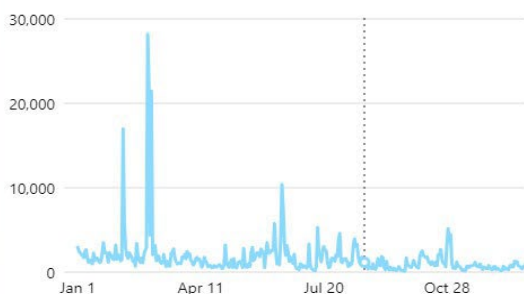
Report of the trustees

For the year ended 31 December 2023

Reach

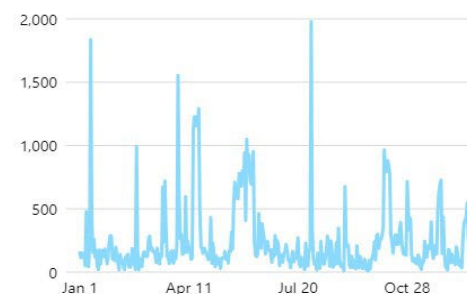
Facebook reach ⓘ

286.7K ↑ 109.8%



Instagram reach ⓘ

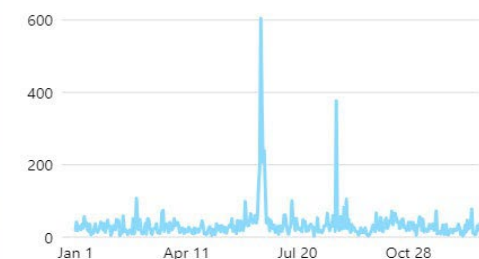
36K ↑ 332.5%



Visits

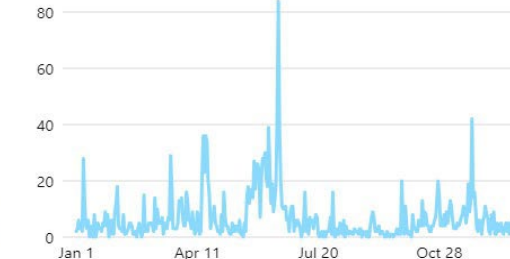
Facebook visits ⓘ

12.4K ↑ 82.9%



Instagram profile visits ⓘ

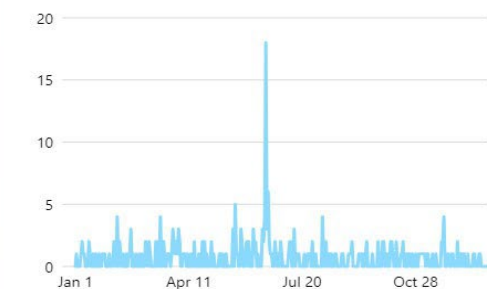
2.5K ↑ 57.3%



Follows

Facebook follows ⓘ

264 ↑ 62%



Instagram follows ⓘ

111





SUPPORT AWARENESS SURVIVAL

Supporting Men with Testicular Cancer in the South West

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Audience

Current audience

Potential audience

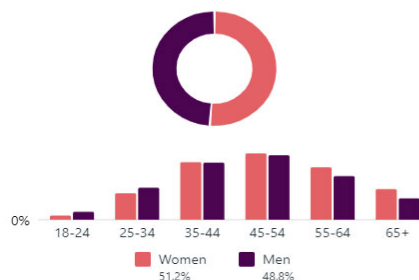
Facebook followers ①

5,885

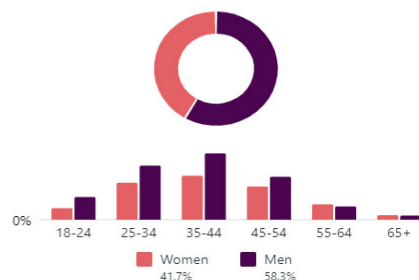
Instagram followers ①

1,057

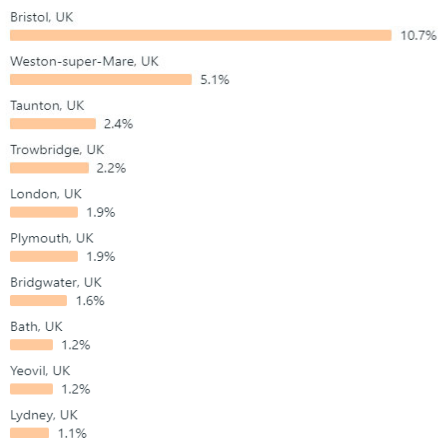
Age & gender ①



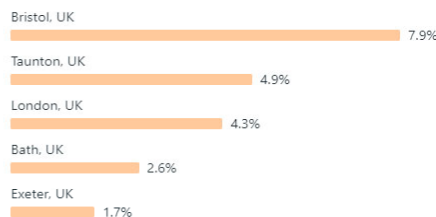
Age & gender ①



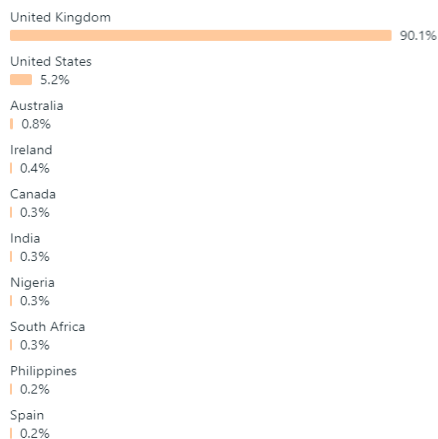
Top cities



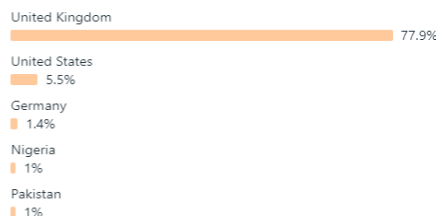
Top cities



Top countries



Top countries



It's in the Bag Cancer Support Ltd

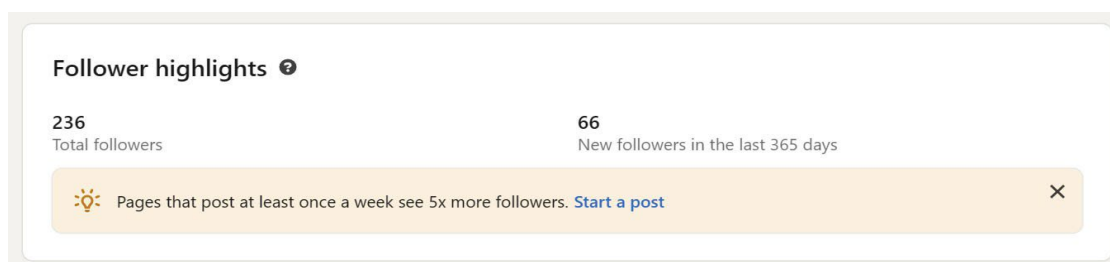
Report of the trustees

For the year ended 31 December 2023

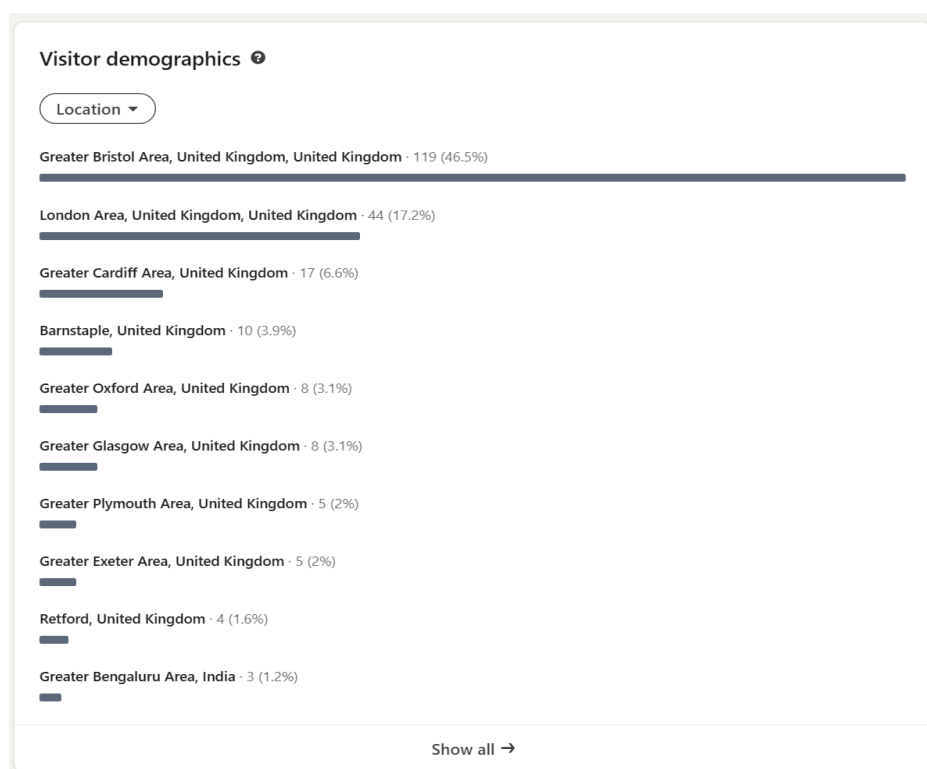
LinkedIn

We continue to seek to grow our LinkedIn reach, focusing on appealing to and informing a business and professional audience, so our posts are not necessarily the same as those on Facebook and Instagram.

It's in the Bag has grown its followers to a total of 236 people at the end of 2023 (with 66 new followers).



Our followers' demographics show that most people are from the Bristol area and wider South West, with also quite a number of followers from the London area.



The most viewed posts during the period related to the Christmas Advent Calendar campaign in December.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

YouTube

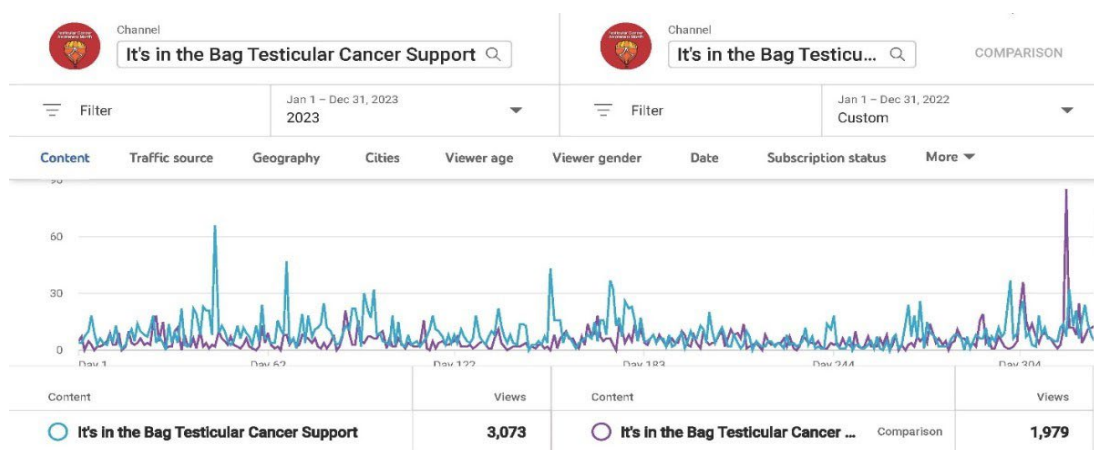
Our YouTube Channel is as predicted increasing in both audience and viewing time.

- 2021 - 1,790 (33 hours);
- 2022 - 1,979 (38.5 hours); and
- 2023 – 3,073 (54.2 hours).

The most viewed videos are:

- A Guide on How to Check Your Balls Once a Month;
- SAS Who Checks Wins;
- Retro Peritoneal Lymph Node Dissection (RPLND);
- The Test Fest Video; and
- We are It's in the Bag (released October 2023).

Viewing spikes experienced were during the build-up to TCAM, Test Fest and November.



Fundraising activities during the period

The cost-of-living challenge has undoubtedly impacted on our ability to fundraise and as such we continually look at avenues which encourage regular donations and support. Alongside this we also receive support from businesses, clubs and bucket collections. Many of our supporters also give their time to help us and this is very much part of the family nature of our charity.

Legacy donations - We were humbled and excited to receive a donation of £100k during the period. Our strategy is to use this money over the next 5 years to enhance service provisions including our grants, for example this year we increased the travel grant rate for low-income patients; to invest in fundraising capability, we have introduced a customer relationship system which allows us to track donations and communicate with our donors; and to supplement several of our awareness campaigns more easily. However, the most obvious benefit is that it has provided us with breathing space to look forward with confidence to deliver our strategy.

General Fundraising - Events like 'Bonkers for Conkers' are regular events which are not directly organised by It's in the Bag. Our lottery continues to give us a regular income. We are overwhelmed by the annual support we have at Edinburgh Men's Hockey Club, where each year they grow a hairy top lip for us and raise thousands of pounds. We also had funds raised this year at the Cheltenham Half Marathon with "Run with Andy" (Whitehead).

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Business Support - We were very pleased to be chosen again as a designated charity for Exeter Chiefs Rugby Foundation, who also provided additional grant funding, and we continue to have very good relationships with Astra Security, Sheppys, Clear as Day and Out of Hand. In addition, we had fantastic contributions from a NHBC regional golf day (£8k), the CIBSE dinner (£2k) and also ongoing contribution from the Tiny Coffee Company who donate 5p from every cup of coffee sold.

Grants - We applied for a National Lottery Community Grant and were awarded £10k in 2022 which we have used in 2023 to update our videos and developed our new pants video 'We are It's in the Bag', to explain what IITB does and how we can help.

Survival

It's in the Bag Volunteers

As an entirely volunteer led charity, volunteers are vital to the work of It's in the Bag and we ask a lot of our supporters. We want to ensure our volunteers are nurtured and that they clearly represent our charity. We maintain regular communication, via a WhatsApp group, and also engage with our volunteers (and the wider public) through regular use of social media. We currently have 54 volunteers, with 17 joining us in the last year.

To celebrate survival and to thank our volunteers, supporters, and business sponsors we organise a bi-annual event which includes the "Golden Pants Awards". Attendees pay a small fee for tickets, awards are funded by IITB and charity funds are also used to encourage people to attend, as these events are often relatively expensive for those who have recently completed treatment.

The Testicular Ball was postponed from November 2023 and held in early 2024. This event is integral to our ongoing efforts to use and raise funds by attracting and strengthening relationships with volunteers and business sponsors.

We also strongly believe that celebrating survival for many men and their families is an important step in the recovery process.

Innovative features

We are the only testicular cancer charity to produce gender neutral materials to encourage self-checking and early diagnosis.

We continue to be the only testicular cancer charity who ensure that all our checking videos have subtitles and British Sign Language to appeal to those with disabilities.

Test Fest 2023 - we remain the only testicular cancer awareness music festival in the UK.

For 2023 we developed a project with local college Art and Design Department to design large letters for the Test Fest. The college had never been given a project like it and 59 students took part, together with the redesign of all the materials to appeal to a younger audience. The project has been run again in 2024 with 39 students. We also work with the Richard Huish college music department which provides bands to kick off Test Fest.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Recruitment strategy

We have continued our recruitment strategy to appeal to potential Trustees and a wider range of volunteers for specific roles, looking beyond IITB connections. We have successfully recruited two new Trustees in the period.

Patrons

Our patrons actively support publicise our events and activities. This year we welcomed two new patrons Dixon Does Doodles and Af Marseh.

YouTube platform - our YouTube platform has benefitted from the investment we have made with increased utilization and professional output. By using tools such as Snappa and Canva we can design our images to fit all media platforms.

Virtual events - we have the skills, experience and necessary tools to continue to leverage such events.

Structure, governance and management

As set out in the charity's Articles of Association, the charity may by ordinary resolution:

- 1) appoint a person who is willing to be a trustee; and
- 2) determine the rotation in which any additional trustees are to retire.

No person other than a trustee retiring by rotation may be appointed a trustee at any general meeting unless:

- 1) he or she is recommended for re-election by the trustees; or
- 2) not less than fourteen nor more than thirty-five clear days before the date of the meeting, the charity is given a notice that:
 - a) is signed by a member entitled to vote at the meeting,
 - b) states the member's intention to propose the appointment of a person as a trustee,
 - c) contains the details that, if the person were to be appointed, the charity would have to file at Companies House, and
 - d) is signed by the person who is to be proposed to show his or her willingness to be appointed.

All members who are entitled to receive notice of a general meeting must be given not less than seven nor more than twenty-eight clear days' notice of any resolution to be put to the meeting to appoint a trustee other than a trustee who is to retire by rotation. Our AGM was attended by trustees, volunteers and supporters who all made a valuable contribution to celebrating the previous year and helping to set the path we will take in the next year.

The trustees may appoint a person who is willing to act to be a trustee.

A trustee appointed by a resolution of the other trustees must retire at the next annual general meeting and must not be taken into account in determining the trustees who are to retire by rotation.

Financial review

For the period under review, we generated total income of £157k (2022: £76k) and spent £93k (2022: £80k) leaving a surplus for the year of £64k. Funds brought forward from the prior period were £62k, resulting in total funds of £126k as at 31 December 2023 to be carried forward into the next financial year.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Reserves policy

The charity's estimated annual expenditure is budgeted to be in the region of £100k. We will plan, as in past years, to secure the charity's future and ability to meet its aims and objectives. The directors will ensure that there are sufficient reserves to cover the costs for the forthcoming year, particularly as most of our funds are raised through donations from individuals and therefore the charity has no guaranteed income.

The directors are also mindful of the possible need to contract out some of the administration and therefore feel it necessary to hold reserves in anticipation of this potential future cost. The directors therefore believe that a reserve balance of around £35,000 is a prudent level to secure the charity's future.

Going concern

The charity currently has sufficient funds to sustain its planned activities and therefore has no going concern issues. We have managed our accounts very closely and of course have been positively supported by the legacy donation this year of £100k which has mitigated the ongoing uncertainty exacerbated by global events and cost of living impact, but we will continue to exercise a prudent view of necessary expenditure.

Plans for future periods

We have again completed a strategy and three-year operating plan ensuring that we can provide sustainable support.

Support: Our hope is to support many more men and their families in the South West of England, including the use of Grants and the Survivorship Toolkit. The main aim is to encourage attendance of those who are treated outside of the Bristol clinical service and we will develop support facilitators in Devon and Cornwall. With the appointment of a volunteer clinical coordinator, who will be focusing on engagement with clinical teams across the South West, we hope to ensure all patients across the region are able to access the support they need.

We will endeavour to re-start some face-to-face support sessions to complement the telephone support line which we launched in 2023.

Awareness: We will continue to strengthen all our current platforms and campaigns.

Following on from the success of "The Test Fest" in 2023 where we had record numbers, we hope that Test Fest 2024 will be another fantastic event celebrating men's health and raising awareness of testicular cancer. With increasing awareness of the event locally, as well as the brand recognition from being shortlisted for the UK Festival Awards (Brand Activation) we expect to see numbers rise again. We continue our collaboration with Taunton RFC to use their ground for the festival, with its good transport links and services in the area.

We continue with our links with places like UWE Freshers Fair, SGS College and Hartpury College and have our face-to-face awareness stands present there, as well as new venues. We aim to increase our visits to schools, colleges and universities, as well as local businesses.

In 2024, we are expanding our Match Fit campaign to coincide with TC Awareness Month in April under the strapline 'It doesn't matter what shape your balls are', with a series of video clips focusing on 7 different ball sports.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2023

Survival: We will continue to celebrate survival and encourage giving back through volunteering and/or fundraising. The Testicular Ball (March 2024), showcasing our popular 'Golden Pants Awards', is a fantastic way of saying thank you to our volunteers and supporters and recognising those who go above and beyond.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

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

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

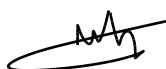
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 22 May 2024 and signed on their behalf by



Michael Perry - Trustee

Independent examiner's report

To the trustees of

It's in the Bag Cancer Support Ltd

I report to the trustees on my examination of the accounts of It's in the Bag Cancer Support Ltd (the charitable company) for the year ended 31 December 2023, which are set out on pages 18 to 30.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company'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 material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the charitable 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 Guy Blake

Date: 22 May 2024

William Guy Blake ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

It's in the Bag Cancer Support Ltd

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 December 2023

	Note	Restricted £	Unrestricted £	2023 Total £	2022 Total £
Income from:					
Donations	3	-	138,704	138,704	72,073
Charitable activities	4				
Awareness		-	15,786	15,786	4,432
Investments		-	2,190	2,190	-
Total income		-	156,680	156,680	76,505
Expenditure on:					
Raising funds		-	-	-	5,935
Charitable activities					
Celebrate		-	1,427	1,427	-
Awareness		7,796	70,085	77,881	65,018
Support		-	13,218	13,218	8,650
Total expenditure	6	7,796	84,730	92,526	79,603
Net movement in funds	8	(7,796)	71,950	64,154	(3,098)
Reconciliation of funds:					
Total funds brought forward		7,796	54,074	61,870	64,968
Total funds carried forward		-	126,024	126,024	61,870

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 16 to the accounts.

It's in the Bag Cancer Support Ltd

Balance sheet

As at 31 December 2023

	Note	£	2023 £	2022 £
Fixed assets				
Tangible fixed assets	11		190	355
Current assets				
Stock	12	15,029		19,167
Debtors	13	1,989		2,973
Cash at bank and in hand		113,353		43,351
		130,371		65,491
Liabilities				
Creditors: amounts falling due within 1 year	14	(4,537)		(3,976)
Net current assets			125,834	61,515
Net assets	15		126,024	61,870
Funds	16			
Restricted funds			-	7,796
Unrestricted funds			126,024	54,074
Total charity funds			126,024	61,870

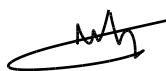
The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 22 May 2024 and signed on their behalf by



Michael Perry - Trustee

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

It's in the Bag Cancer Support Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of events is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities in proportion to the direct costs of each activity, as follows:

	2023	2022
Raising funds	0.0%	7.4%
Celebrate	1.5%	0.0%
Awareness	84.2%	81.7%
Support	14.3%	10.9%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Equipment	4 years
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j) Stock

Purchased stock is included at the lower of cost or net realisable value, less provision for slow moving items. Donated items of stock for resale are recognised at fair value which is the expected proceeds from sale less any expected costs of sale. Materials and merchandise distributed to beneficiaries are valued at the lower of cost and net realisable value.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

1. Accounting policies (continued)

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

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

o) Accounting estimates and key judgements

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

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

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below.

Depreciation

As described in note 1i to the financial statements, depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

2. Statement of financial activities - prior period comparative

	Restricted £	Unrestricted £	2022 Total £
Income from:			
Donations	10,000	62,073	72,073
Charitable activities			
Awareness	-	4,432	4,432
Total income	10,000	66,505	76,505
Expenditure on:			
Raising funds	-	5,935	5,935
Charitable activities			
Awareness	2,204	62,814	65,018
Support	-	8,650	8,650
Total expenditure	2,204	77,399	79,603
Net movement in funds	7,796	(10,894)	(3,098)

3. Income from donations

	Restricted £	Unrestricted £	2023 Total £
Legacies	-	100,000	100,000
Voluntary donations	-	38,294	38,294
Fundraising events	-	410	410
Total income from donations	-	138,704	138,704
Prior year comparative			
	Restricted £	Unrestricted £	2022 Total £
Voluntary donations	-	56,071	56,071
Gift aid	-	1,002	1,002
Grants	10,000	5,000	15,000
Total income from donations	10,000	62,073	72,073

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

4. Income from charitable activities

	2023 Total £	2022 Total £
Awareness:		
Awareness merchandise sold	2,736	1,464
Testical festival	<u>13,050</u>	<u>2,968</u>
	<u>15,786</u>	<u>4,432</u>

All income from charitable activities in both the current and prior years was unrestricted.

5. Government grants

In the prior year the charitable company received a government grant via the National Lottery Community Fund totalling £10,000 to fund charitable activities; there are no unfulfilled conditions or contingencies attaching to this grant.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

6. Total expenditure

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2023 Total £
Awareness events	-	-	23,875	-	-	23,875
Celebrate survival events	-	1,320	-	-	-	1,320
Support courses	-	-	-	2,452	-	2,452
Publicity and awareness	-	-	21,831	-	-	21,831
Grants payable (note 7)	-	-	-	9,770	-	9,770
Website and computer	-	-	1,178	-	-	1,178
Awareness merchandise	-	-	4,983	-	-	4,983
Shopify costs and merchandise storage	-	-	3,517	-	-	3,517
Insurance	-	-	-	-	1,058	1,058
Administration costs	-	-	1,114	-	303	1,417
Administrative support	-	-	14,520	-	3,630	18,150
Trustee costs	-	-	997	-	-	997
Depreciation	-	-	-	-	165	165
Accountancy	-	-	-	-	1,813	1,813
Sub-total	-	1,320	72,015	12,222	6,969	92,526
Allocation of support and governance costs	-	107	5,866	996	(6,969)	-
Total expenditure	-	1,427	77,881	13,218	-	92,526

Total governance costs were £2,840 (2022: £2,324).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

6. Total expenditure (continued)

Prior year comparative

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2022 Total £
Awareness events	-	-	19,705	-	-	19,705
Other fundraising events	5,409	-	-	-	-	5,409
Support courses	-	-	-	407	-	407
Publicity and awareness	-	-	8,789	-	-	8,789
Grants payable (note 7)	-	-	-	7,476	-	7,476
Website and computer	-	-	1,449	-	-	1,449
Awareness merchandise	-	-	10,545	-	-	10,545
Shopify costs and merchandise storage	-	-	2,734	-	-	2,734
Insurance	-	-	-	-	955	955
Administration costs	-	-	1,957	-	3,036	4,993
Administrative support	-	-	13,132	-	1,284	14,416
Trustee costs	-	-	944	-	-	944
Depreciation	-	-	-	-	401	401
Accountancy	-	-	-	-	1,380	1,380
Sub-total	5,409	-	59,255	7,883	7,056	79,603
Allocation of support and governance costs	<u>526</u>	<u>-</u>	<u>5,763</u>	<u>767</u>	<u>(7,056)</u>	<u>-</u>
Total expenditure	<u>5,935</u>	<u>-</u>	<u>65,018</u>	<u>8,650</u>	<u>-</u>	<u>79,603</u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

7. Grants payable

	2023 £	2022 £
Grants to individuals - 24 grants (2022: 18)	<u>9,770</u>	<u>7,476</u>

All grants were paid to individuals in line with the 'Support' charitable objectives as outlined in the trustees report.

8. Net movement in funds

This is stated after charging:

	2023 £	2022 £
Depreciation	165	401
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	997	485
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	<u>1,440</u>	<u>1,380</u>

Trustee reimbursed expenses relate to travel expenses for one trustee for the current and prior year.

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Staff costs

The charity has no employees. Key management personnel comprise the trustees, who received no remuneration during the year (2022: none).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

11. Tangible fixed assets

	Equipment £
Cost	
At 1 January 2023	2,059
Additions in year	-
At 31 December 2023	2,059
Depreciation	
At 1 January 2023	1,704
Charge for the year	165
At 31 December 2023	1,869
Net book value	
At 31 December 2023	190
At 31 December 2022	355

12. Stock

	2023 £	2022 £
Merchandise for resale	<u>15,029</u>	<u>19,167</u>

13. Debtors

	2023 £	2022 £
Prepayments	1,989	1,971
Other debtors	-	1,002
	<u>1,989</u>	<u>2,973</u>

14. Creditors: amounts falling due within 1 year

	2023 £	2022 £
Accruals	<u>4,537</u>	<u>3,976</u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

15. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	190	190
Current assets	-	130,371	130,371
Current liabilities	-	(4,537)	(4,537)
Net assets at 31 December 2023	-	126,024	126,024
Prior year comparative			
	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	355	355
Current assets	7,796	57,695	65,491
Current liabilities	-	(3,976)	(3,976)
Net assets at 31 December 2022	7,796	54,074	61,870

16. Movements in funds

	At 1 January 2023 £	Income £	Expenditure £	At 31 December 2023 £
Restricted funds				
National Lottery	<u>7,796</u>	-	(7,796)	-
Total restricted funds	<u>7,796</u>	-	(7,796)	-
Unrestricted funds				
General funds	<u>54,074</u>	156,680	(84,730)	126,024
Total unrestricted funds	<u>54,074</u>	156,680	(84,730)	126,024
Total funds	<u>61,870</u>	156,680	(92,526)	126,024

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2023

16. Movement in funds (continued)

Prior year comparative

	At 1 January 2022 £	Income £	Expenditure £	At 31 December 2022 £
Restricted funds				
National Lottery	-	10,000	(2,204)	7,796
Total restricted funds	-	10,000	(2,204)	7,796
Unrestricted funds				
General funds	64,968	66,505	(77,399)	54,074
Total unrestricted funds	64,968	66,505	(77,399)	54,074
Total funds	<u>64,968</u>	<u>76,505</u>	<u>(79,603)</u>	<u>61,870</u>

Purposes of restricted funds

National Lottery These funds were granted to fund video production costs for the website.

17. Related party transactions

There were no related party transactions during the year (2022: none).

IT'S IN THE BAG CANCER SUPPORT LTD

England & Wales - Charity number 1163735

Accounts



Company no. 09646832
Charity no. 1163735

It's in the Bag Cancer Support Ltd
Report and Unaudited Financial
Statements
31 December 2022

It's in the Bag Cancer Support Ltd

Reference and administrative details

For the year ended 31 December 2022

Company number 09646832

Charity number 1163735

Registered office and operational address Bristol Haematology And Oncology Centre
Horfield Road
Bristol
BS2 8ED

Trustees Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Jeremy Braybrooke	
Richard Bullard	
Katherine Gearing	(appointed 27 October 2022)
Stephen Grey	(resigned 30 April 2022)
Sophie Mason	(resigned 6 March 2023)
Michael Perry	
Carolyn Sage	(resigned 18 January 2022)
Edward Smith	

Company secretary Susan Brand

Bankers CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Independent examiners Godfrey Wilson Limited
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

The trustees present their annual report for the period ended 31 December 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

The legal name of the charity is: It's in the Bag Cancer Support Ltd.

The charity is also known by its operating name: It's in the Bag.

The charity is constituted as a company limited by guarantee, registered under the Companies Act and its governing document is a Memorandum and Articles of Association under company legislation.

By operation of law all trustees are directors under the Companies Act 2006 and all directors are trustees under Charities legislation and have responsibilities, as such, under both company and charity legislation. The trustees are all individuals.

The principal operating address, telephone number and email and web addresses of the charity are:

Bristol Haematology and Oncology Centre (BHOC), Horfield Road, Bristol. BS2 8ED

Telephone: 0117 342 3472

Email Address: hello@itsinthebag.org.uk

Web address: <http://itsinthebag.org.uk/>

The registered office of the charity for Companies Act purposes is the same as the operating address shown above.

The trustees who served as a trustee in the reporting period and, if applicable, their dates of appointment or resignation during the year are listed on page 1.

All the trustees are also members of the charity.

Objectives and activities

The purposes of the charity as set out in its governing document are:

- 1) To promote and protect the physical and mental health of sufferers of testicular and germ cell cancers in the South West and West of England through the provision of financial assistance, support, education and practical advice.
- 2) To advance the education of the general public and health care professionals in all areas relating to testicular and germ cell cancers.

It's in the Bag (IITB) achieves its purposes in three ways:

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

Support

Testicular cancer is the most common cancer in men in their 20's and 30's. Being diagnosed with testicular cancer and going through treatment is a huge challenge physically, mentally and emotionally. We provide a range of activities and initiatives to help men through this tough time. We also support a smaller number of men and women who are affected by other germ cell cancers. This includes support for families and carers.

Awareness

Teaching the public, especially men, the importance of self-checking their testicles regularly, especially those aged 15-45 years and if they discover a problem or issue to see their GP immediately.

Survival

With UK cure rates for testicular cancer running above 98%, we focus on helping men tackle the emotional and practical impact of cancer both during treatment and into their lives afterwards. We also encourage and inspire those affected to help and support others.

The main achievements and performance of the activities undertaken in relation to those purposes during the period:

Our operations have recovered from where we were under COVID and we have been able to hold face to face events including Testical Festival and our Le Tour de Balls cycling tour and re-engage with our fantastic volunteers. There is no doubt that the level of funds raised has been impacted by the cost-of-living effect but we continue to be supported by our generous donors.

It's in the Bag strategy

In December 2022 the Trustees met to review our strategy. We recognised both that the landscape for raising funds is getting more difficult but also that we wanted to consider how we could deliver both more and different services through our continued focus on Support, Awareness and Survival.

We recognised that having further diversified our Trustee Board, with business, professional, charity and clinical experience represented, we now have the opportunity to formalise the way we work; formalise our organisation structure and further professionalise our delivery. However, we also recognised that we must retain the culture of the organisation which engages our volunteers and the sense of fun and the ridiculous that we know also appeals to our audience.

The key areas that we are focusing on initially are:

- Improving the resourcing and systemisation of our fundraising activities;
- Developing further our knowledge of the data we collect and how we use it;
- Continuing to deliver awareness through social media but with a better understanding of the effectiveness of the impact of that delivery; and
- Reviewing the type of services we deliver to support patients at all stages of their cancer journey.

Support

Support for those diagnosed with testicular cancer (germ cell cancer) and their family and friends.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

Support at diagnosis and through treatment

- Patient education and information in written, video and website formats.
- All patients in the South West are offered an information pack about germ cell cancers at the time of diagnosis. This year we distributed 210 information packs.
- Patient information leaflets and surveillance schedules continued to be funded in accordance with clinical need.
- Providing travel grants for patients on low incomes throughout the South West. BHOC is the Supra-regional specialist treatment centre which therefore can necessitate the requirement for long distance travel. During the pandemic and beyond we did not refuse a single travel grant. However, with the cost of fuel rising we will be reviewing the level of travel grant payment in 2023. Sixteen travel grants were provided in 2022.
- Providing a gift experience grant up to £500 for patients undergoing complex treatments and palliative care, as defined by the medical team. This could be a visit to the zoo, a special meal, a ride in a balloon, flowers for a funeral, travel expenses to a holiday destination or a small break.
- Providing funeral grants to help with the expense of a funeral. Due to the nature of the disease, those who die are often young and have not prepared for their funeral costs, as such this puts a burden on the already grieving family. This is aimed to help fund the funeral and/or the costs associated with it. Two funeral grants were provided in 2022.

Support beyond treatment

- Prior to the COVID 19 pandemic we had been providing post treatment Survivorship Toolkit days and Personal Development weekend courses with the aim of enabling and empowering self-management. These were tailor made for testicular cancer/germ cell patients and based on the NHS national initiative for the recovery package. However, our face to face activities have been seriously compromised by the pandemic and pressures on the NHS. During 2022 we started to review the post treatment support we are giving. Our revised service will include a helpline manned by trained support facilitators, health and well-being videos and personal development weekends for those with complex needs and will be launched in 2023.

Support for health care professionals

- This is to support the training and education of the Bristol Testicular Cancer Service (BTCS) based at University Hospitals Bristol and Weston NHS Foundation Trust and those NHS trusts linked to the BTCS. Many of the face to face training activities have now moved online, however the National Germ Cell Group (NGCG) biannual conference was a physical meeting in Glasgow in April 2023. We supported two clinical nurse specialists to attend this meeting.

Awareness

When testicular cancer (germ cell cancer) is detected early it can be treated with surgery alone and reduces the need for more invasive treatments. Testicular cancer remains one of the most treatable and curable cancers, however raising awareness, particularly in the younger age group, requires a different approach. It's in the Bag will continue to push the boundaries when raising awareness and does so in the following ways:

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

Promoting quirky and innovative campaigns and images

During Men's Health Awareness Month (November) we launched our new campaign SAS Who Checks Wins. Based on our three aims Support Awareness Survival (SAS) and the Who Dares Wins popularity we worked with local artist and now Patron Jonathan Dixon. The campaign included checking cards, posters and a video. The video was entered into The Charity Film Awards and was shortlisted for an award. The campaign has been further endorsed by SAS Who Dares Wins Mark Billingham MBE who the team met.

We have designed some checking cards that are gender neutral. This has helped us to deliver awareness stands in schools and colleges and at Bristol Pride.

Promoting Testicular Cancer Awareness Month (TCAM)

In 2022 we achieved 3 main goals in TCAM:

- Promote Le Tour de Balls fundraiser which was completed at the beginning of May. Social Media reach for the tour Facebook was 52K up by 74% and Instagram was 3k up by 34%;
- To develop Match Fit Cricket Packs and present to the Bristol and District Cricket League to give out 84 packs which include our new Shower Hooks. This had the potential to reach 80-90k people; and
- To fund our posters to be in motorway services throughout the South West of England. The locations chosen had a potential footfall of just over a million during that period.

Attending schools, colleges, universities, workplaces and events that reflect our catchment group

We have been able to resume our face to face events including delivering presentations and attending events with our IITB stand. The response is always very positive. This year we presented at:

- St. Gregory's and Beechen Cliff schools in Bath;
- Churchdown School in Gloucester;
- Richard Huish College in Taunton;
- Hartpury University's WellFest event;
- Bath University's Good Health Week;
- Numatics Ltd in Chard;
- Stroud College;
- Bath Rotary Club;
- Edinburgh University Hockey Club;
- UWE online;
- Weston General Hospital; and
- Network Rail.

As a designated charity for Exeter Chiefs Foundation we were able to distribute a lot of awareness checking cards at Sandy Park and at the venue of Test Fest Taunton Rugby Football Club.

Bristol Pride is one of our most popular events with both volunteers and the public. This was especially well received with our gender neutral checking cards. We aim to develop a gender neutral banner for the parade in 2023 to ensure we meet our diverse audience.

It's in the Bag Cancer Support Ltd**Report of the trustees****For the year ended 31 December 2022**

Through our talks we reached over 1,000 people directly, have given out thousands of checking cards and engaged in innumerable conversations. Together with all talks and presentations being posted on our social media channels, our reach during April was 26k on Facebook, an increase of 78%, and 1.1k on Instagram up by 2.2%. Our view is that this work only has to save one life and it will have been worthwhile.

Test Fest 2022

Unfortunately, the weather was not kind for our first event since Covid.

The last music festival was 2019 where we had thought that numbers and recognition was growing. However, we believe that the change of venue and the weather severely impacted on the success of the event. Nevertheless, the feedback from the volunteers, public, bands and services was wonderful and we have been encouraged to repeat it in 2023. The proviso is that ticket sales need to increase and that we need to ensure much more sponsored support. Again the social media spoke for us as the event generated a peak of over 27k views on Facebook and the biggest increase in Instagram followers.

Selling merchandise

- Each piece of merchandise we sell has the ability to raise awareness of testicular cancer and the charity. This provides an effective way of communicating as the message is delivered each time the merchandise is worn or used and, of course, it also allows us to raise funds.
- Merchandise sales were limited, with the inclement weather at Test Fest Music Festival limiting the opportunity for good fund raising. Unfortunately, the price of some materials in 2022 have risen making it increasingly difficult to maintain a diverse shop front. This will be reviewed in 2023.
- In 2022 we gave the online shop a bit of a facelift to make it look more professional.

Reaching out via our website and Social Media channels

- Facebook – We have continued to regularly post on our Facebook page and the new Test Fest page too. It remains our most popular platform. Whilst the audience has not grown significantly it has increased from 5,693 to 5,761 and again managing to retain our audience. However, we have increased our reach by 245.8%! The peaks in reach are during TCAM, the lead up and during Le Tour de Balls Trois, and during the lead up to and during The Test Fest.
- Instagram – Instagram is continuing to grow and with the help of some volunteer's expertise we have and continue to improve our posts and audience. We have adopted the use of stories which is a very popular way to give information. It is especially helpful when linking to videos, tickets, shop, and other posts.

It's in the Bag Cancer Support Ltd

Report of the trustees

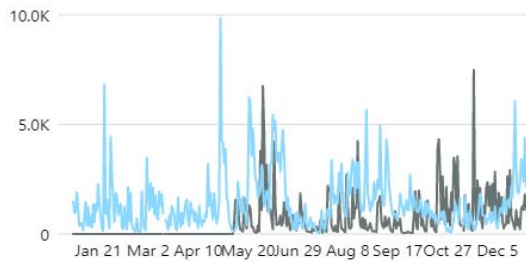
For the year ended 31 December 2022

Blue is 2022 and Grey 2021:

Reach

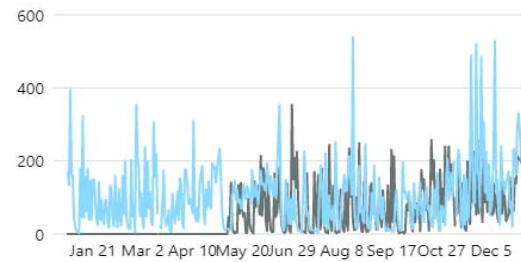
Facebook Page reach ⓘ

159,175 ↑ 245.8%



Instagram reach ⓘ

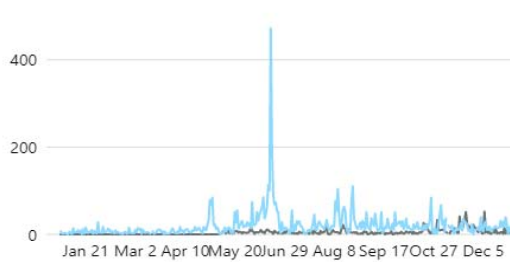
10,236 ↑ 169.2%



Page and profile visits

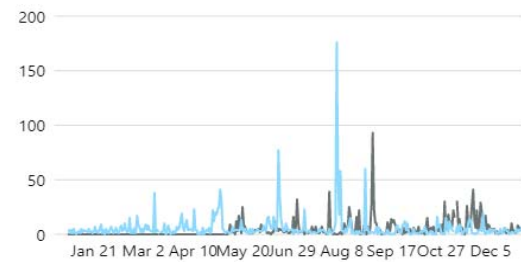
Facebook Page visits ⓘ

7,368 ↑ 377.2%



Instagram profile visits ⓘ

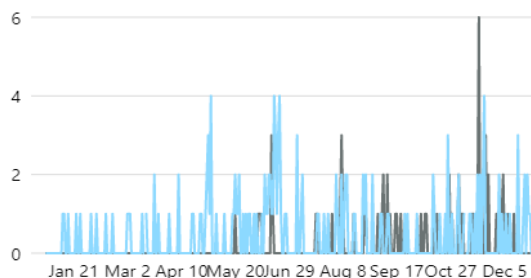
2,066 ↑ 34.7%



New likes and follows

Facebook Page new likes ⓘ

154 ↑ 133.3%





It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

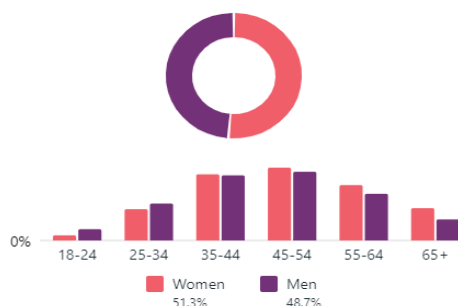
Facebook Page followers ①

5,761

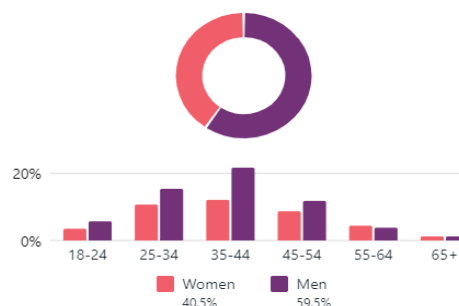
Instagram followers ①

889

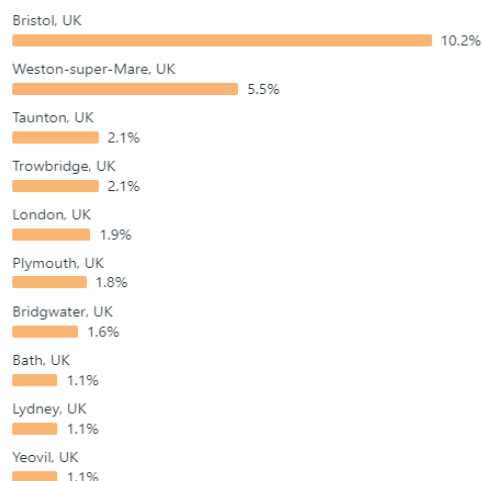
Age & gender ①



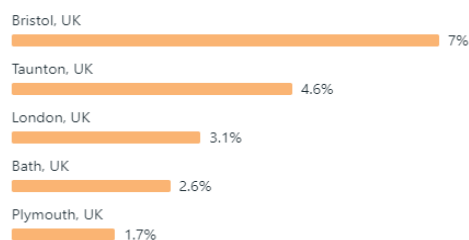
Age & gender ①



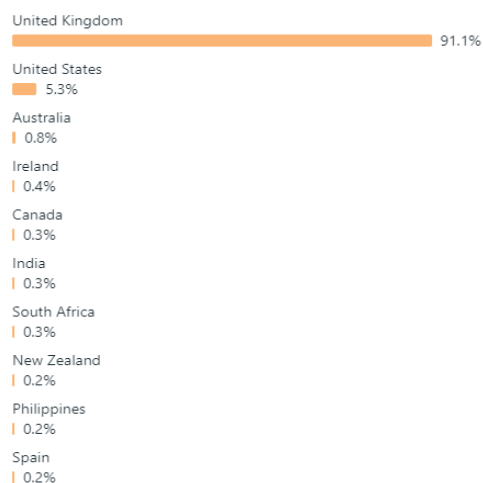
Top cities



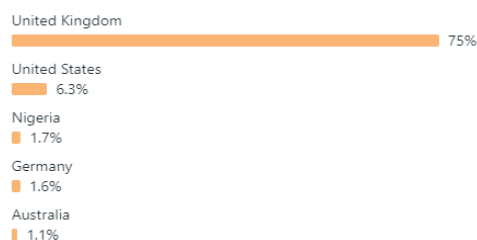
Top cities



Top countries



Top countries



It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

Twitter – Twitter remains harder to track and also a difficult animal to read. We have some fantastic Tweets that appear to go pretty sky high and some that flop. Top Tweets for us were:

- Test Fest post about ITV West Country news June 2022 – 818;
- An appeal for Cricket Packs Devon Cricket July 2022 – 1,676;
- Band & Artist release for Test Fest 2023 August 2022 – 802 – 1,571;
- Test Fest poster design and Jon Dixon Patron September 2022 – 2,508;
- School Mufti Day September 2022 – 1,098;
- Donation Glastonbury from volunteers October 2022 – 1,739;
- Test Fest partners with local radio station November 2022 – 1,048;
- International Men's Day launch SAS November 2022 – 1,290; and
- Sixth Day of Christmas celebrate our Patrons December 2022 – 3,320!

LinkedIn – All posts are now more focused on appealing to and informing a business and professional audience, so not necessarily the same as our posts to Facebook and Instagram. This approach has expanded our network and we will continue to understand further to gain traction for our events. We had 24 new followers. Views increased as did impressions. These appear to be linked with significant events and campaigns.

YouTube – Our YouTube Channel is as predicted increasing in both audience and viewing time. In 2021 we had 1,790 views which equated to 1,983 minutes viewing, this has increased to 1,979 with viewing time up by 10%. The most viewed videos are:

- A Guide on How to Check Your Balls Once a Month;
- What to do if you found something;
- Retro Peritoneal Lymph Node Dissection (RPLND);
- SAS Who Checks Wins (released in November); and
- The Test Fest Video (released in June).

Viewing spikes experienced were during the build-up to TCAM, Test Fest; and November.

- Website – We continue to make changes to the website design and in particular the awareness and fundraising pages to improve user experience and therefore the effectiveness of the pages. We actively review Google data in a structured way to identify the areas of focus.
- The normal traffic of our website pages is between 50 – 75 views daily. During our popular activities there are significant spikes in activity. In April during TCAM we had a spike during the month of 200 – 300 people daily. The main page's visit was those that we direct people to: Check Your Balls and Found Something. It is heartening that over 85% of those visited were from the South and mostly South West and 97% using a mobile device. We believe this to be linked to the posters in the motorway services for 2 weeks during April.
- There were also genuine spikes during the build-up and during Le Tour de Balls; Test Fest; and November which is Men's Health Awareness Month.

Fundraising activities during the period

The impact of COVID and the rise in the cost of living have impacted on our ability to fundraise and as such we have been looking at avenues which encourage regular donations and support. Alongside this we also receive support from businesses, clubs and bucket collections. Many of our supporters also give their time to help us and this is very much part of the family nature of our charity. We noted earlier signs of online fundraising fatigue. As a result we will be more targeted in which events we will now run online and which will be physical attendance.

It's in the Bag Cancer Support Ltd**Report of the trustees****For the year ended 31 December 2022**

Events like Total Bo**ocks Pub Quiz and Bonkers for Conkers are becoming regular events which are not directly organised by It's in the Bag. Our lottery continues but does not appear to have much growth but it does currently give us a regular income of up to £2,000 a year. We are overwhelmed by the annual support we have at Edinburgh Men's Hockey Club where each year they grow a hairy top lip for us and raise thousands of pounds.

Business Support – We were very pleased to be chosen again as a designated charity for Exeter Chiefs Rugby Foundation and continue to have a good relationship with Astra Security, Graphic Mill and Angus and Oink and continued our relationship My Bollox (the underwear brand).

Grants – we were excited to once again receive a grant of £5,000 during the period from Elizabeth & Prince Zaiger Trust. We applied for a National Lottery Community Grant and were awarded £10,000 which is to be used to update our videos and develop one to explain what we do and how we can help.

Funeral Grants are high expenditure, however the family of one recipient went on to organise a few fundraising activities and raised nearly £4,000. This generosity in the face of such sorrow is quite humbling for a charity like ours.

Tour de Balls – This event is repeated once every 3 years and we surpassed ourselves again. We were aiming for 24 cyclists and ended up with 16, who cycled 300 miles in 3 days. They raised a total of £13,728 which was phenomenal. Our target was £10k so we are very pleased both with the funds but the raising awareness too, where our reach on Facebook was 52K.

Survival***It's in the Bag Volunteers***

Volunteers are vital to the work of It's in the Bag. We have no paid members of staff but ask a lot of our supporters. We want to ensure our volunteers are safe and that they clearly represent our charity. We established a WhatsApp group during lockdown which has been retained as an easy and valuable way of maintaining communication with our volunteers. We also engage with our volunteers (and the wider public) through regular use of social media.

To celebrate survival and to thank our volunteers, supporters and business sponsors we organise a bi-annual event which includes the "Golden Pants Awards". Attendees pay a small fee for tickets, awards are funded by IITB and charity funds will be used to encourage people to attend, as these events are often relatively expensive to those who have recently completed treatment.

We will hold a Testicular Ball in 2023. This event is integral to our ongoing efforts to use and raise funds by attracting and strengthening relationships with volunteers and business sponsors.

We also strongly believe that celebrating survival for many men and their families is an important step in the recovery process.

Innovative features

We are the only testicular cancer charity to produce gender neutral materials to encourage self-checking and early diagnosis.

We continue to be the only testicular cancer charity who ensure that all our checking videos have subtitles and British Sign Language to appeal to those with disabilities.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

We decided that we need a new face of It's in the Bag for November and SAS Who Checks Wins was born. To continue our unique style and quirky messages this was a big success.

Test Fest 2023 – we remain the only testicular cancer awareness music festival in the UK.

To start our preparation for 2023 we have developed a project with local college Art and Design Department to design large letters for the Test Fest. The college have never been given a project like it and 59 students took part. Together with the redesign of all the materials to appeal to a younger audience.

Recruitment strategy

We have continued our recruitment strategy to appeal to potential Trustees and a wider range of volunteers for specific roles, looking beyond IITB connections. We have successfully recruited two new Trustees in the period.

Zoom platform – we have continued to invest as a remote working charity since it allows us to have more conversations with volunteers, fundraisers and Trustees than we were ever able to do before.

YouTube platform – our YouTube platform has benefitted from the investment we have made with increased utilization and professional output. By using tools such as Snappa and Canva we can design our images to fit all media platforms.

Virtual events - we have the skills, experience and necessary tools to continue to leverage such events. We have noted the decline in effectiveness of online events for fundraising, but we will continue to run them after evaluating based on purpose, efficiency and effectiveness.

Structure, governance and management

As set out in the charity's Articles of Association, the charity may by ordinary resolution:

- 1) appoint a person who is willing to be a trustee; and
- 2) determine the rotation in which any additional trustees are to retire.

No person other than a trustee retiring by rotation may be appointed a trustee at any general meeting unless:

- 1) he or she is recommended for re-election by the trustees; or
- 2) not less than fourteen nor more than thirty-five clear days before the date of the meeting, the charity is given a notice that:
 - a) is signed by a member entitled to vote at the meeting,
 - b) states the member's intention to propose the appointment of a person as a trustee,
 - c) contains the details that, if the person were to be appointed, the charity would have to file at Companies House, and
 - d) is signed by the person who is to be proposed to show his or her willingness to be appointed.

All members who are entitled to receive notice of a general meeting must be given not less than seven nor more than twenty-eight clear days' notice of any resolution to be put to the meeting to appoint a trustee other than a trustee who is to retire by rotation. Our AGM was attended by trustees, volunteers and supporters who all made a valuable contribution to celebrating the previous year and helping to set the path we will take in the next year.

The trustees may appoint a person who is willing to act to be a trustee.

It's in the Bag Cancer Support Ltd**Report of the trustees****For the year ended 31 December 2022**

A trustee appointed by a resolution of the other trustees must retire at the next annual general meeting and must not be taken into account in determining the trustees who are to retire by rotation.

Financial review

For the period under review, we generated total income of £76,505 (2021: £39,170) and spent £79,603 (2021: £42,876) leaving a small deficit for the year of £3,098. Funds brought forward from the prior period were £64,968, resulting in total funds of £61,870 as at 31 December 2022 to be carried forward into the next financial year.

Reserves policy

The charity's estimated annual expenditure is budgeted to be in the region of £85,000. We will plan, as in past years, to secure the charity's future and ability to meet its aims and objectives. The directors will ensure that there are sufficient reserves to cover the costs for the forthcoming year, particularly as most of our funds are raised through donations from individuals and therefore the charity has no guaranteed income.

The directors are also mindful of the possible need to contract out some of the administration and therefore feel it necessary to hold reserves in anticipation of this potential future cost. The directors therefore believe that a reserve balance of around £35,000 is a prudent level to secure the charity's future.

Going concern

The charity currently has sufficient funds to sustain its planned activities and therefore has no going concern issues. We have managed our accounts very closely. We recognise that there is still ongoing uncertainty exacerbated by global events which has had an impact on cost of living and we will continue to exercise a prudent view of necessary expenditure.

Plans for future periods

We have completed a strategy and three-year operating plan ensuring that we can provide sustainable support.

Support: Our hope is to support many more men and their families in the South West of England including the use of Grants and the Survivorship Toolkit. The main aim is still to encourage attendance of those who are treated outside of the Bristol clinical service and to start to develop support facilitators in Devon and Cornwall. However, COVID has continued to put significant strain on NHS resources and it has been difficult to get support for the clinical activities supporting the Toolkit days. We are investigating alternative strategies to support men and their families during treatment.

Awareness: We will continue to strengthen all our current platforms and campaigns.

The charity hopes to double the number in attendance of "The Test Fest". We were adversely impacted by the weather in 2022 so have carried this objective forward to 2023. The venue (Taunton RFC) is close to town which has good transport links and services in the area. This provides more opportunity to advertise and will tap into the rugby fraternity. The collaboration allows Taunton RFC to diversify events at the club.

We have re-established our links with places like UWE Freshers Fair and Hartpury College and have our face to face awareness stands present there as well as new venues. We aim to increase our visits to schools, colleges and universities.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2022

We aim to target Rugby Clubs in the South West leagues with our Match Fit packs and this will be helped if we obtain a grant applied for through the Exeter Chiefs Foundation.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

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

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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 17 May 2023 and signed on their behalf by

MPerry

Michael Perry - Trustee

Independent examiner's report

To the trustees of

It's in the Bag Cancer Support Ltd

I report to the trustees on my examination of the accounts of It's in the Bag Cancer Support Ltd (the charitable company) for the year ended 31 December 2022, which are set out on pages 15 to 25.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company'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 material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the charitable 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 Guy Blake

Date: 9 June 2023

William Guy Blake ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

It's in the Bag Cancer Support Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2022

	Note	Restricted £	Unrestricted £	2022 Total £	2021 Total £
Income from:					
Donations	2	10,000	62,073	72,073	31,651
Charitable activities	3				
<i>Celebrate</i>		-	-	-	3,973
<i>Awareness</i>		-	4,432	4,432	3,546
Total income		<u>10,000</u>	<u>66,505</u>	<u>76,505</u>	<u>39,170</u>
Expenditure on:					
Raising funds		-	5,935	5,935	(396)
Charitable activities					
<i>Celebrate</i>		-	-	-	9,318
<i>Awareness</i>		2,204	62,814	65,018	28,074
<i>Support</i>		-	8,650	8,650	5,880
Total expenditure	5	<u>2,204</u>	<u>77,399</u>	<u>79,603</u>	<u>42,876</u>
Net movement in funds	7	7,796	(10,894)	(3,098)	(3,706)
Reconciliation of funds:					
Total funds brought forward		<u>-</u>	<u>64,968</u>	<u>64,968</u>	<u>68,674</u>
Total funds carried forward		<u><u>7,796</u></u>	<u><u>54,074</u></u>	<u><u>61,870</u></u>	<u><u>64,968</u></u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. All income and expenditure was unrestricted in the prior year.

It's in the Bag Cancer Support Ltd

Balance sheet

As at 31 December 2022

	Note	£	2022 £	2021 £
Fixed assets				
Tangible fixed assets	10		355	429
Current assets				
Stock	11	19,167		17,204
Debtors	12	2,973		1,298
Cash at bank and in hand		43,351		49,772
		65,491		68,274
Liabilities				
Creditors: amounts falling due within 1 year	13	(3,976)		(3,735)
Net current assets			61,515	64,539
Net assets	14		61,870	64,968
Funds	15			
Restricted funds			7,796	-
Unrestricted funds			54,074	64,968
Total charity funds			61,870	64,968

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 17 May 2023 and signed on their behalf by

MPerry

Michael Perry - Trustee

It's in the Bag Cancer Support Ltd**Notes to the financial statements****For the year ended 31 December 2022**

1. Accounting policies**a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

It's in the Bag Cancer Support Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves and budgets for the next 12 months. The charity holds unrestricted net current assets of £54,074 and a cash balance of £43,351. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of events is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities in proportion to the direct costs of each activity, as follows:

	2022	2021
Raising funds	7.4%	0.0%
Celebrate	0.0%	21.5%
Awareness	81.7%	64.9%
Support	10.9%	13.6%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Equipment	4 years
-----------	---------

j) Stock

Purchased stock is included at the lower of cost or net realisable value, less provision for slow moving items. Donated items of stock for resale are recognised at fair value which is the expected proceeds from sale less any expected costs of sale. Materials and merchandise distributed to beneficiaries are valued at the lower of cost and net realisable value.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

1. Accounting policies (continued)

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

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

o) Accounting estimates and key judgements

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

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

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below.

Depreciation

As described in note 1i to the financial statements, depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

2. Income from donations

	Restricted £	Unrestricted £	2022 Total £	2021 Total £
Voluntary donations	-	56,071	56,071	23,724
Gift aid	-	1,002	1,002	2,927
Grants	<u>10,000</u>	<u>5,000</u>	<u>15,000</u>	<u>5,000</u>
Total income from donations	<u>10,000</u>	<u>62,073</u>	<u>72,073</u>	<u>31,651</u>

All income from donations in the prior year was unrestricted.

3. Income from charitable activities

	2022 Total £	2021 Total £
Celebrate:		
Celebration event income	<u>-</u>	<u>3,973</u>
Awareness:		
Awareness merchandise sold	1,464	3,546
Testical Festival	<u>2,968</u>	<u>-</u>
	<u>4,432</u>	<u>3,546</u>

All income from charitable activities in both the current and prior years was unrestricted.

4. Government grants

In the current year the charitable company received a government grant via the National Lottery Community Fund totalling £10,000 to fund charitable activities; there are no unfulfilled conditions or contingencies attaching to this grant.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

5. Total expenditure

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2022 Total £
Awareness events	-	-	19,705	-	-	19,705
Other fundraising events	5,409	-	-	-	-	5,409
Support courses	-	-	-	407	-	407
Publicity and awareness	-	-	8,789	-	-	8,789
Grants payable (note 6)	-	-	-	7,476	-	7,476
Website and computer	-	-	1,449	-	-	1,449
Awareness merchandise	-	-	10,545	-	-	10,545
Shopify costs and merchandise storage	-	-	2,734	-	-	2,734
Insurance	-	-	-	-	955	955
Administration costs	-	-	1,957	-	3,036	4,993
Administrative support	-	-	13,132	-	1,284	14,416
Trustee costs	-	-	944	-	-	944
Depreciation	-	-	-	-	401	401
Accountancy	-	-	-	-	1,380	1,380
Sub-total	5,409	-	59,255	7,883	7,056	79,603
Allocation of support and governance costs	526	-	5,763	767	(7,056)	-
Total expenditure	5,935	-	65,018	8,650	-	79,603

Total governance costs were £2,324 (2021: £2,326).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

5. Total expenditure (continued)

Prior year comparative

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2021 Total £
Awareness events	-	-	295	-	-	295
Other fundraising events	(396)	-	-	-	-	(396)
Support courses	-	-	-	561	-	561
Celebrate survival events	-	7,658	-	-	-	7,658
Publicity and awareness	-	-	2,011	-	-	2,011
Patient information packs	-	-	-	113	-	113
Grants payable (note 6)	-	-	-	4,159	-	4,159
Website and computer	-	-	1,934	-	-	1,934
Awareness merchandise	-	-	814	-	-	814
Shopify costs and merchandise storage	-	-	2,388	-	-	2,388
Insurance	-	-	-	-	908	908
Administration costs	-	-	3,515	-	1,010	4,525
Administrative support	-	-	12,117	-	3,029	15,146
Trustee costs	-	-	-	-	1,006	1,006
Depreciation	-	-	-	-	434	434
Accountancy	-	-	-	-	1,320	1,320
Sub-total	(396)	7,658	23,074	4,833	7,707	42,876
Allocation of support and governance costs	-	1,660	5,000	1,047	(7,707)	-
Total expenditure	(396)	9,318	28,074	5,880	-	42,876

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

6. Grants payable

	2022	2021
	£	£
Grants to individuals - 18 grants (2021: 13)	<u>7,476</u>	<u>4,159</u>

All grants were paid to individuals in line with the 'Support' charitable objectives as outlined in the trustees report.

7. Net movement in funds

This is stated after charging:

	2022	2021
	£	£
Depreciation	401	434
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	485	74
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	<u>1,380</u>	<u>1,320</u>

Trustee reimbursed expenses relate to travel expenses for one trustee for the current and prior year.

8. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Staff costs

The charity has no employees. Key management personnel comprise the trustees, who received no remuneration during the year (2021: none).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

10. Tangible fixed assets

	Equipment £
Cost	
At 1 January 2022	1,733
Additions in year	<u>327</u>
At 31 December 2022	<u>2,060</u>
Depreciation	
At 1 January 2022	1,304
Charge for the year	<u>401</u>
At 31 December 2022	<u>1,705</u>
Net book value	
At 31 December 2022	<u><u>355</u></u>
At 31 December 2021	<u><u>429</u></u>

11. Stock

	2022 £	2021 £
Merchandise for resale	<u><u>19,167</u></u>	<u><u>17,204</u></u>

12. Debtors

	2022 £	2021 £
Prepayments	1,971	711
Other debtors	<u>1,002</u>	<u>587</u>
	<u><u>2,973</u></u>	<u><u>1,298</u></u>

13. Creditors: amounts falling due within 1 year

	2022 £	2021 £
Accruals	<u><u>3,976</u></u>	<u><u>3,735</u></u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2022

14. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	355	355
Current assets	7,796	57,695	65,491
Current liabilities	-	(3,976)	(3,976)
Net assets at 31 March 2022	7,796	54,074	61,870

In the prior year all net assets were held in unrestricted funds.

15. Movement in funds

	At 1 January 2022 £	Income £	Expenditure £	Transfers between funds £	At 31 December 2022 £
Restricted funds					
National Lottery	-	10,000	(2,204)	-	7,796
Total restricted funds	-	10,000	(2,204)	-	7,796
Unrestricted funds					
General funds	64,968	66,505	(77,399)	-	54,074
Total unrestricted funds	64,968	66,505	(79,603)	-	54,074
Total funds	64,968	76,505	(79,603)	-	61,870

Purposes of restricted funds

National Lottery These funds were granted to fund video production costs for the website.

In the prior year all funds were unrestricted.

16. Related party transactions

There were no related party transactions during the year (2021: none).

IT'S IN THE BAG CANCER SUPPORT LTD

England & Wales - Charity number 1163735

Accounts



Company no. 09646832
Charity no. 1163735

It's in the Bag Cancer Support Ltd
Report and Unaudited Financial
Statements
31 December 2021

It's in the Bag Cancer Support Ltd

Reference and administrative details

For the year ended 31 December 2021

Company number	09646832																		
Charity number	1163735																		
Registered office and operational address	Bristol Haematology And Oncology Centre Horfield Road Bristol BS2 8ED																		
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: <table border="0"> <tr> <td>Clayton Bawden</td><td>(resigned 13 January 2021)</td></tr> <tr> <td>Jeremy Braybrooke</td><td></td></tr> <tr> <td>Richard Bullard</td><td></td></tr> <tr> <td>Stephen Grey</td><td></td></tr> <tr> <td>Sophie Mason</td><td></td></tr> <tr> <td>Michael Perry</td><td>(appointed 22 January 2021)</td></tr> <tr> <td>Carolyn Sage</td><td>(resigned 18 January 2022)</td></tr> <tr> <td>Edward Smith</td><td>(appointed 1 October 2021)</td></tr> <tr> <td>Nigel Williams</td><td>(resigned 1 October 2021)</td></tr> </table>	Clayton Bawden	(resigned 13 January 2021)	Jeremy Braybrooke		Richard Bullard		Stephen Grey		Sophie Mason		Michael Perry	(appointed 22 January 2021)	Carolyn Sage	(resigned 18 January 2022)	Edward Smith	(appointed 1 October 2021)	Nigel Williams	(resigned 1 October 2021)
Clayton Bawden	(resigned 13 January 2021)																		
Jeremy Braybrooke																			
Richard Bullard																			
Stephen Grey																			
Sophie Mason																			
Michael Perry	(appointed 22 January 2021)																		
Carolyn Sage	(resigned 18 January 2022)																		
Edward Smith	(appointed 1 October 2021)																		
Nigel Williams	(resigned 1 October 2021)																		
Company secretary	Susan Brand																		
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ																		
Independent examiners	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD																		

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

The trustees present their annual report for the period ended 31 December 2021.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

The legal name of the charity is: It's in the Bag Cancer Support Ltd.

The charity is also known by its operating name: It's in the Bag.

The charity is constituted as a company limited by guarantee, registered under the Companies Act and its governing document is a Memorandum and Articles of Association under company legislation.

By operation of law all trustees are directors under the Companies Act 2006 and all directors are trustees under Charities legislation and have responsibilities, as such, under both company and charity legislation. The trustees are all individuals.

The principal operating address, telephone number and email and web addresses of the charity are:

Bristol Haematology and Oncology Centre (BHOC), Horfield Road, Bristol. BS2 8ED

Telephone: 0117 342 3472

Email Address: hello@itsinthebag.org.uk

Web address: <http://itsinthebag.org.uk/>

The registered office of the charity for Companies Act purposes is the same as the operating address shown above.

The trustees who served as a trustee in the reporting period and, if applicable, their dates of appointment or resignation during the year are listed on page 1.

All the trustees are also members of the charity.

Objectives and activities

The purposes of the charity as set out in its governing document are:

- 1) To promote and protect the physical and mental health of sufferers of testicular and germ cell cancers in the South West and West of England through the provision of financial assistance, support, education and practical advice.
- 2) To advance the education of the general public and health care professionals in all areas relating to testicular and germ cell cancers.

It's in the Bag (IITB) achieves its purposes in three ways:

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

Support

Testicular cancer is the most common cancer in men in their 20's and 30's. Being diagnosed with testicular cancer and going through treatment is a huge challenge physically, mentally and emotionally. We provide a range of activities and initiatives to help men through this tough time. We also support a smaller number of men and women who are affected by other germ cell cancers. This includes support for families and carers.

Awareness

Teaching the public, especially men, the importance of self-checking their testicles regularly, especially those aged 15-45 years and if they discover a problem or issue to see their GP immediately.

Survival

With UK cure rates for testicular cancer running above 98%, we focus on helping men tackle the emotional and practical impact of cancer both during treatment and into their lives afterwards. We also encourage and inspire those affected to help and support others.

The main achievements and performance of the activities undertaken in relation to those purposes during the period:

As in the previous year and in common with all organisations our operations continued to be significantly impacted by COVID and the associated measures taken to address the pandemic. Our aim was to adapt our activities to continue to meet our objectives during this period. We note that online fund raising will need to become more innovative and focused as donors became increasingly resistant despite the success achieved during lockdown. We will also be aiming to do more face-to-face events, in particular recognizing the success of funds raised by our Winter Testicular Ball.

Support

Support for those diagnosed with testicular cancer (germ cell cancer) and their family and friends.

Support through treatment

- Patient education and information in written, video and website formats.
- All patients in the South West are offered an information pack about germ cell cancers at the time of diagnosis. This year we distributed 240 information packs.
- Patient information leaflets and surveillance schedules continued to be funded in accordance with clinical need.
- Providing travel grants for patients on low incomes throughout the South West. BHOC is the Supra-regional specialist treatment centre which therefore can necessitate the requirement for long distance travel.
- Providing a gift experience grant up to £500 for patients undergoing complex treatments and palliative care, as defined by the medical team. This could be a visit to the zoo, a special meal, a ride in a balloon, flowers for a funeral, travel expenses to a holiday destination or a small break.
- Providing funeral grants to help with the expense of a funeral. Due to the nature of the disease, those who die are often young and have not prepared for their funeral costs, as such this puts a burden on the already grieving family. This is aimed to help fund the funeral and/or the costs associated with it. One funeral grant was provided in 2021.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

Support beyond treatment

- Providing post treatment Survivorship Toolkit days and Personal Development weekend courses with the aim of enabling and empowering self-management. These are tailor made for testicular cancer/germ cell patients and based on the NHS national initiative for the recovery package.
- Due to COVID we were not able to deliver any of our face to face activities, however, to help fill this gap we publicised our "It's in the Experience" videos which tell the story of testicular cancer from the patient perspective and remain available online. During men's health awareness month, in November 2021, this became a focus of our social media activity, directing people to our YouTube channel and these videos.

Support for health care professionals

- This is to support the training and education of the Bristol Testicular Cancer Service (BTCS) based at University Hospitals Bristol and Weston NHS Foundation Trust. We support events such as the Supra-Regional AGM and training/ education days for healthcare professionals. In addition, support is provided to help with continued national presence of BTCS in the UK. This includes the work being carried out with the Testicular Cancer Network (TCN) and the National Germ Cell Group (NGCG). There were not many clinical events taking place in 2021 due to the pandemic, but we are keen to support the clinical team in the future especially the NGCG Conference which is being held in Glasgow April 2023.

Awareness

When testicular cancer (germ cell cancer) is detected early it can be treated with surgery alone and reduces the need for more invasive treatments. Testicular cancer remains one of the most treatable and curable cancers, however raising awareness in this group of individuals requires a different approach. It's in the Bag will continue to push the boundaries when raising awareness and does so in the following ways:

Promoting quirky and innovative campaigns and images

One of our volunteers decided to put our three aims Support, Awareness, Survival into What Three Words and found an organisation in South Africa. We contacted "Love Your Nuts" in South Africa and agreed a 'Testicle Twinning' campaign conducted in November 2021 and plan to run further campaigns this year.

Promoting Testicular Cancer Awareness Month

This year a small team developed a new campaign called Men In Pants which was an awareness and fundraising event. This involved a special song and dance that our supporters would do to become Testicle Defenders. This was really popular and raised £1,000.

Attending schools, colleges, universities, workplaces and events that reflect our catchment group

As COVID restrictions began to ease in the summer we were able to start getting back on the road and delivering face to face talks and attending a couple of health days.

We were able to deliver our awareness message in the flesh at Borg Warner in Stonehouse and virtually through webinars to UWE staff as well as to national building firm Willmott Dixon. We spoke to 300 students at St. Gregory's School in Bath and another 200 at Devonport High School in Plymouth, the latter subsequently adopting us as their charity for this year. We also had our awareness stand at GKN Aerospace's first ever men's health day in Bristol with the prospect of future visits.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

Bristol Pride Volunteer Leads Tom Snook and Rob Phillips completed another great video which was aired during the virtual event for 2021 and IITB also had a short video as part of the virtual parade.

Selling merchandise

- Each piece of merchandise we sell has the ability to raise awareness of testicular cancer and the charity. This provides an effective way of communicating as the message is delivered each time the merchandise is worn or used and, of course, it also allows us to raise funds.
- Merchandise sales were up on the previous year by 163%, but still limited, with our Testical Festival normally providing the opportunity for good fund raising. This has been cancelled for the last couple of years, but we are pleased that it will now take place in June 2022.

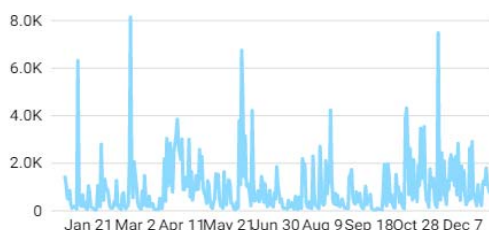
Reaching out via our website and Social Media channels –

- Facebook – We have continued post on our Facebook page as this appears to be the most popular platform. Whilst the audience has not grown significantly, we have managed to retain our audience and with some targeted posts increased our reach and continue to slowly grow our followers. The peaks in reach are Testicular Cancer Awareness Month, announcing the venue for The Test Fest, Happy Birthday IITB in July and The Winter Testicular Ball in November.
- Instagram – Instagram is a growing audience for It's in the Bag and in 2021 we gained 171 new followers. Posts during the Men In Pants were more aligned with this platform and gained more momentum than on Facebook. The peaks were Men In Pants, The Test Fest new venue and announcing the cyclists for Le Tour de Balls Trois taking place in 2022.

Reach

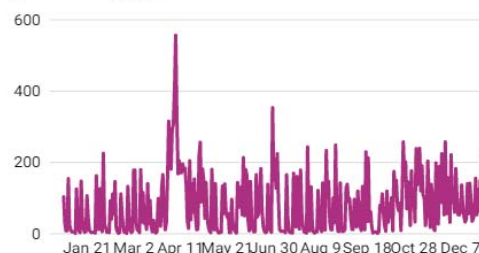
Facebook Page Reach

76,733 ↑ 7.9%



Instagram Reach

5,689 ↑ 71.7%





It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

Audience

Current audience

Potential audience

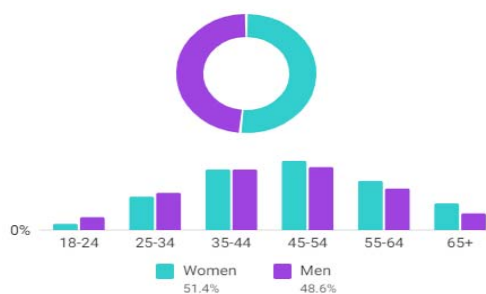
Facebook Page Likes

5,693

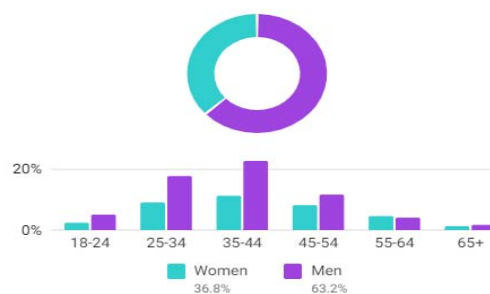
Instagram Followers

719

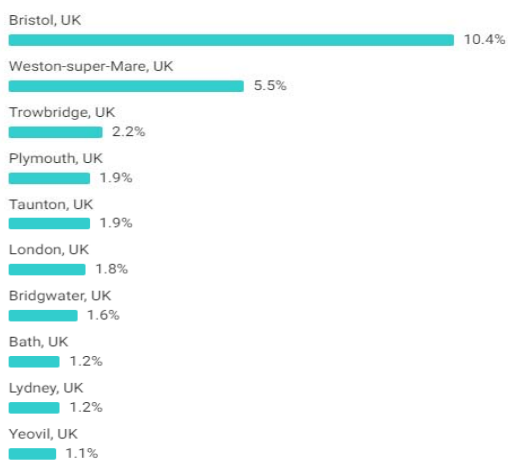
Age & Gender



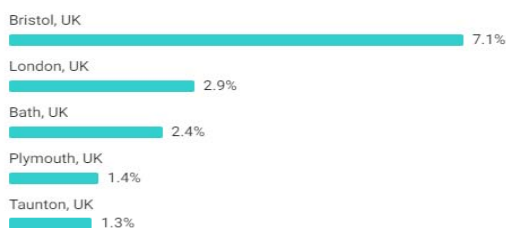
Age & Gender



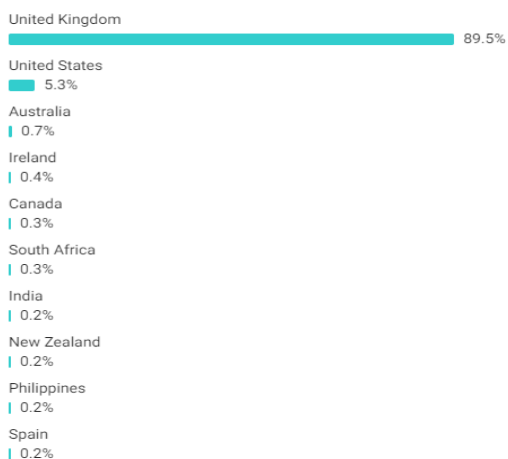
Top Cities



Top Cities



Top Countries



Top Countries

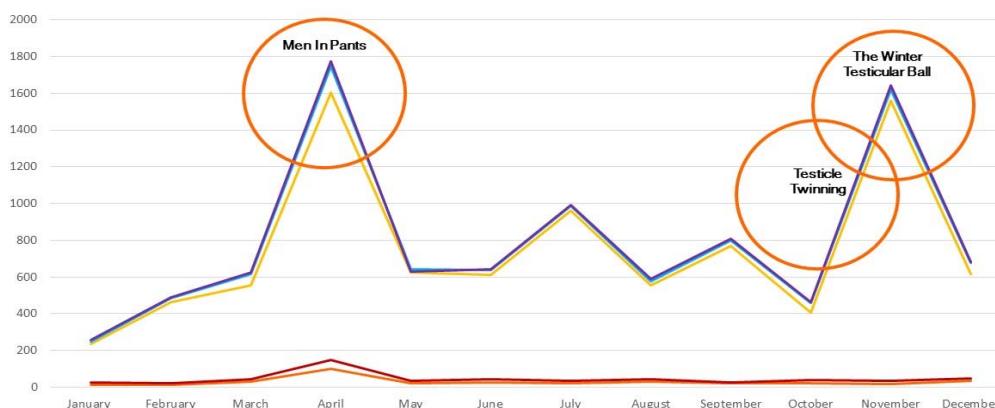


It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

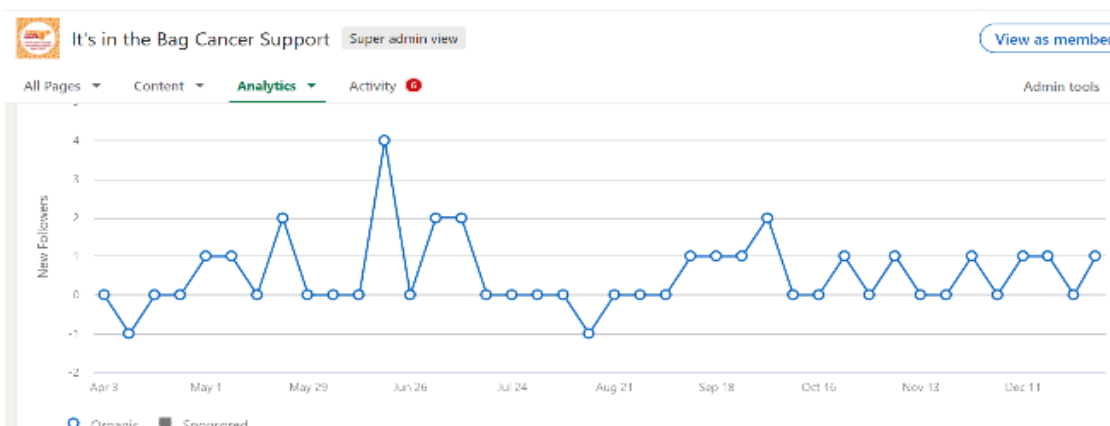
- Twitter – During 2021 we engaged with the platform by sharing events, significant days and celebrations. We have 1,488 followers.



Twitter Analytics 2021

— Tweets — Tweet Impressions — Profile Visits — Mentions — New Followers

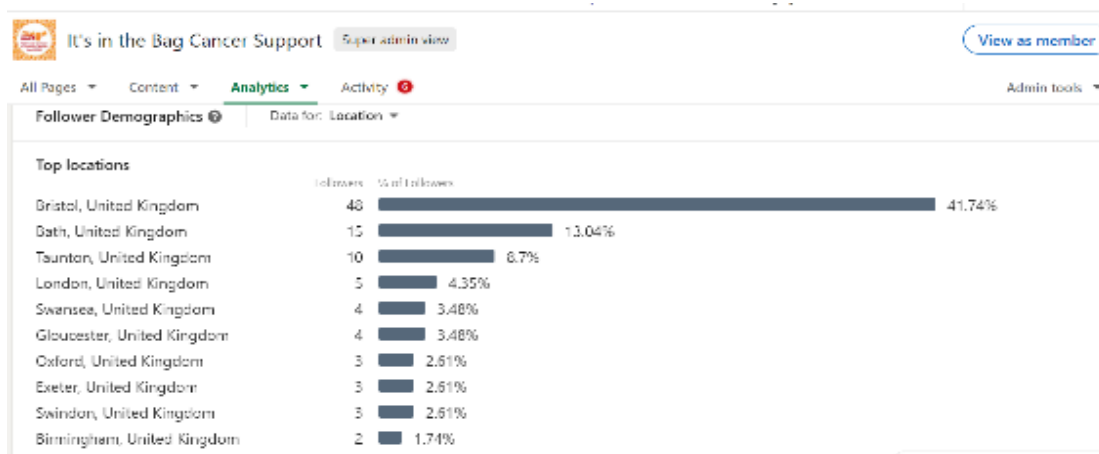
- LinkedIn – Our posts are now more focused on appealing to and informing a business and professional audience, so not necessarily the same as our posts to Facebook and Instagram. This approach has expanded our network and we will continue to understand further to gain traction for our events. Collecting data only started in April 2021 and we had 21 new followers. Views increased as did impressions. These appear to be linked with significant events and campaigns.



It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021



- YouTube – The investment we made in Clear As Day to manage our YouTube Channel for a year to help improve the overall look and content of our channel has clearly strengthened the content and increased views. In 2021 we had 1,790 views which equated to 1,983 minutes viewing. The most viewed video was A Guide on How to Check Your Balls Once a Month and the most viewed time was April which is Testicular Cancer Awareness Month.
- Website – We continue to make changes to the website design and in particular the awareness and fundraising pages to improve user experience and therefore the effectiveness of the pages. We actively review Google data in a structured way to identify the areas of focus.

Fundraising activities during the period

Fundraising is always challenging. Despite the impact of COVID we have benefitted from continued support throughout the period. Many individuals and groups of volunteers have raised money for us. Alongside this we also receive support from businesses, clubs and bucket collections. Many of our supporters also give their time to help us and this is very much part of the family nature of our charity. We noted earlier signs of online fundraising fatigue. As a result we will be more targeted in which events we will now run online and which will be physical attendance.

Business Support – We were very pleased to be chosen again as a designated charity for Exeter Chiefs Rugby club and continued our relationship My Bollox (the underwear brand).

Grants – we were excited to once again receive a grant of £5,000 during the period from Elizabeth & Prince Zaiger Trust.

Other sources included events run by others e.g., pub quizzes and sports events for which we are very grateful. We were really pleased by a charitable football event run in Tiverton which gave us the opportunity to demonstrate that as a South West charity our footprint extends to Devon and Cornwall.

We commenced a lottery in late 2020 which has continued to provide a stable source of incremental funding through 2021 and to date.

Fundraisers have continued to successfully use GoFundMe through PayPal, which has provided easier access for a younger audience and capitalises on the ease of use through mobile phones.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

For our Men in Pants campaign we used text giving for the first time using the Donr platform, which was very successful and we will use again for other events go forward.

Survival

It's in the Bag Volunteers

Volunteers are vital to the work of It's in the Bag. We have no paid members of staff but ask a lot of our supporters. We want to ensure our volunteers are safe and that they clearly represent our charity. During lockdown periods we maintained contact through social media and in particular through the establishment of a WhatsApp group. Both have now been retained as easy and valuable ways of maintaining communication with our volunteers.

To celebrate survival and to thank our volunteers, supporters and business sponsors we organise a bi-annual event which includes the "Golden Pants Awards". Attendees pay a small fee for tickets, awards are funded by IITB and charity funds will be used to encourage people to attend, as these events are often relatively expensive to those who have recently completed treatment.

We were able to hold a very successful Winter Testicular Ball in 2021 and were able to raise funds directly to cover just over half the cost, which also showed us that physical events were more fruitful when it came to raising funds. This event is integral to our ongoing efforts to use and raise funds by attracting and strengthening relationships with volunteers and business sponsors.

We also strongly believe that celebrating survival for many men and their families is an important step in the recovery process.

Innovative features

Covid-19 pandemic continued to provide challenges to the charity, but also an opportunity to continue to evaluate our strategy. We noted that online fundraising, while initially successful, has waned as donors tire of online giving. Our strategy go forward will therefore evaluate a mix of online and physical events.

The Testicle Twinning with "Love Your Nuts" in South Africa has broadened our audience and showed that we can work together with like-minded organisations regardless of geography.

We are planning to expand our Match Fit campaign with changing room hangers with instructions to check your balls. This will be introduced in 2022.

We have a new campaign being developed by a local and very popular animator and designer. This is to appeal to our young male audience.

Recruitment strategy

We have extended our recruitment strategy to appeal to a wider range of volunteers for specific roles, looking beyond IITB connections and in doing so recruited our volunteer lead and the Trustee Board secretary.

Zoom platform – we have continued to invest as a remote working charity since it allows us to have more conversations with volunteers, fundraisers and Trustees than we were ever able to do before.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

YouTube platform – our YouTube platform has benefitted from the investment we have made with increased utilization and professional output. By using tools such as Snappa and Canva we can design our images to fit all media platforms.

Virtual events - we have the skills, experience and necessary tools to continue to leverage such events. We have noted the decline in effectiveness of online events for fundraising, but we will continue to run them after evaluating based on purpose, efficiency and effectiveness.

Structure, governance and management

As set out in the charity's Articles of Association, the charity may by ordinary resolution:

- 1) appoint a person who is willing to be a trustee; and
- 2) determine the rotation in which any additional trustees are to retire.

No person other than a trustee retiring by rotation may be appointed a trustee at any general meeting unless:

- 1) he or she is recommended for re-election by the trustees; or
- 2) not less than fourteen nor more than thirty-five clear days before the date of the meeting, the charity is given a notice that:
 - a) is signed by a member entitled to vote at the meeting,
 - b) states the member's intention to propose the appointment of a person as a trustee,
 - c) contains the details that, if the person were to be appointed, the charity would have to file at Companies House, and
 - d) is signed by the person who is to be proposed to show his or her willingness to be appointed.

All members who are entitled to receive notice of a general meeting must be given not less than seven nor more than twenty-eight clear days' notice of any resolution to be put to the meeting to appoint a trustee other than a trustee who is to retire by rotation. Our AGM was attended by trustees, volunteers and supporters who all made a valuable contribution to celebrating the previous year and helping to set the path we will take in the next year.

The trustees may appoint a person who is willing to act to be a trustee.

A trustee appointed by a resolution of the other trustees must retire at the next annual general meeting and must not be taken into account in determining the trustees who are to retire by rotation.

Financial review

For the period under review, we generated total income of £39,170 (2020: £51,036) and spent £42,876 (2020: £40,211) leaving a small deficit for the year of £3,706. Funds brought forward from the prior period were £68,674, resulting in total funds of £64,968 as at 31 December 2021 to be carried forward into the next financial year.

Reserves policy

The charity's estimated annual expenditure is budgeted to be in the region of £85,000. We will plan, as in past years, to secure the charity's future and ability to meet its aims and objectives. The directors will ensure that there are sufficient reserves to cover the costs for the forthcoming year, particularly as most of our funds are raised through donations from individuals and therefore the charity has no guaranteed income.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

The directors are also mindful of the possible need to contract out some of the administration and therefore feel it necessary to hold reserves in anticipation of this potential future cost. The directors therefore believe that a reserve balance of around £35,000 is a prudent level to secure the charity's future.

Going concern

The charity currently has sufficient funds to sustain its planned activities and therefore has no going concern issues. We have managed our accounts very closely to ensure that the charity was able to withstand the pandemic and in particular continue to give out grants when recipients were suffering from the economic downturn. We recognise that there is still ongoing uncertainty exacerbated by other global events and will continue to exercise a prudent view of necessary expenditure.

Plans for future periods

We have completed a strategy and three-year operating plan ensuring that we can provide sustainable support.

Support: Our hope is to support many more men and their families in the South West of England including the use of Grants and the Survivorship Toolkit. The main aim is still to encourage attendance of those who are treated outside of the Bristol clinical service and to start to develop facilitators in Devon and Cornwall. However, COVID has continued to put significant strain on NHS resources and it has been difficult to get support for the clinical activities supporting the Toolkit days. We are investigating alternative strategies to support men and their families during treatment.

Awareness: We will continue to strengthen all our current platforms and campaigns.

As noted in last years' accounts, the charity hopes to double the number in attendance of "The (one and only) Testical Festival". This will be helped by having found a venue (Taunton RFC) which is closer to town with better transport links and services in the area. This will also provide more opportunity to advertise and will tap into the rugby fraternity. The collaboration should also allow Taunton RFC to diversify events at the club.

We aim to re-establish our links with places like UWE Freshers Fair and Hartpury College and have our face to face awareness stands present there as well as new venues. We aim to increase our visits to schools, colleges and universities; many have been requesting talks for 2022.

We will have a strong presence at Bristol Pride again in 2022 and plan to attend other events across the south west.

We aim to deliver more of our Match Fit awareness materials and will be focusing on cricket in the first instance.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2021

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

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

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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 1 June 2022 and signed on their behalf by



Michael Perry - Trustee

Independent examiner's report

To the trustees of

It's in the Bag Cancer Support Ltd

I report to the trustees on my examination of the accounts of It's in the Bag Cancer Support Ltd (the charitable company) for the year ended 31 December 2021, which are set out on pages 14 to 24.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company'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 material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the charitable 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 Guy Blake

Date: 1 June 2022

William Guy Blake ACA
Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

It's in the Bag Cancer Support Ltd

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 December 2021

	Note	2021 Total £	2020 Total £
Income from:			
Donations	2	31,651	49,689
Charitable activities	3		
<i>Celebrate</i>		3,973	-
<i>Awareness</i>		3,546	1,347
Total income		39,170	51,036
Expenditure on:			
Raising funds		(396)	1,415
Charitable activities			
<i>Celebrate</i>		9,318	-
<i>Awareness</i>		28,074	28,434
<i>Support</i>		5,880	10,362
Total expenditure	4	42,876	40,211
Net movement in funds	7	(3,706)	10,825
Reconciliation of funds:			
Total funds brought forward		68,674	57,849
Total funds carried forward		64,968	68,674

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. All income and expenditure are unrestricted in both the current and prior years.

It's in the Bag Cancer Support Ltd

Balance sheet

As at 31 December 2021

	Note	£	2021 £	2020 £
Fixed assets				
Tangible fixed assets	9		429	863
Current assets				
Stock	10	17,204		16,525
Debtors	11	1,298		1,549
Cash at bank and in hand		49,772		53,494
		68,274		71,568
Liabilities				
Creditors: amounts falling due within 1 year	12	(3,735)		(3,757)
Net current assets			64,539	67,811
Net assets			64,968	68,674
Funds	13			
Unrestricted funds			64,968	68,674
Total charity funds			64,968	68,674

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 1 June 2022 and signed on their behalf by

MPerry

Michael Perry - Trustee

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

It's in the Bag Cancer Support Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charitable company is able to continue as a going concern. The trustees acknowledge that the COVID-19 pandemic has had a profound impact on the global economy, and in turn affected the charitable company's activities. In light of the charitable company's cash balance of £49,772, unrestricted reserves of £64,968, and the fact that the charity has low fixed costs, the trustees consider that there are sufficient reserves to continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income received in advance of events is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities in proportion to the direct costs of each activity, as follows:

	2021	2020
Raising funds	0.0%	3.5%
Celebrate	21.5%	0.0%
Awareness	64.9%	70.7%
Support	13.6%	25.8%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Equipment	4 years
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j) Stock

Purchased stock is included at the lower of cost or net realisable value, less provision for slow moving items. Donated items of stock for resale are recognised at fair value which is the expected proceeds from sale less any expected costs of sale. Materials and merchandise distributed to beneficiaries are valued at the lower of cost and net realisable value.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

1. Accounting policies (continued)

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

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

o) Accounting estimates and key judgements

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

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

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below.

Depreciation

As described in note 1i to the financial statements, depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

2. Income from donations

	2021 Total £	2020 Total £
Voluntary donations	23,724	45,887
Gift aid	2,927	3,802
Grants	5,000	-
Total income from donations	<u>31,651</u>	<u>49,689</u>

3. Income from charitable activities

	2021 Total £	2020 Total £
Celebrate:		
Celebration event income	<u>3,973</u>	-
Awareness:		
Awareness merchandise sold	<u>3,546</u>	<u>1,347</u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

4. Total expenditure

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2021 Total £
Awareness events	-	-	295	-	-	295
Other fundraising events	(396)	-	-	-	-	(396)
Support courses	-	-	-	561	-	561
Celebrate survival events	-	7,658	-	-	-	7,658
Publicity and awareness	-	-	2,011	-	-	2,011
Patient information packs	-	-	-	113	-	113
Grants payable (note 5)	-	-	-	4,159	-	4,159
Website and computer	-	-	1,934	-	-	1,934
Awareness merchandise	-	-	814	-	-	814
Shopify costs and merchandise storage	-	-	2,388	-	-	2,388
Insurance	-	-	-	-	908	908
Administration costs	-	-	3,515	-	1,010	4,525
Administrative support	-	-	12,117	-	3,029	15,146
Trustee costs	-	-	-	-	1,006	1,006
Depreciation	-	-	-	-	434	434
Accountancy	-	-	-	-	1,320	1,320
Sub-total	(396)	7,658	23,074	4,833	7,707	42,876
Allocation of support costs	-	1,660	5,000	1,047	(7,707)	-
Total expenditure	(396)	9,318	28,074	5,880	-	42,876

Total governance costs were £2,326 (2020: £1,613).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

4. Total expenditure (continued) Prior year comparative

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2020 Total £
Testical festival	-	-	584	-	-	584
Other fundraising events	516	-	-	-	-	516
Support courses	-	-	-	560	-	560
Publicity and awareness	-	-	8,549	-	-	8,549
Grants payable (note 5)	-	-	-	5,819	-	5,819
Website and computer	-	-	-	-	1,193	1,193
Awareness merchandise	-	-	6,063	-	-	6,063
Shopify costs and merchandise storage	-	-	2,308	-	-	2,308
Insurance	-	-	-	-	875	875
Administration costs	-	-	-	-	1,418	1,418
Administrative support	-	-	-	-	9,924	9,924
Everyday hero costs	355	-	-	-	-	355
Trustee costs	-	-	-	-	335	335
Depreciation	-	-	-	-	434	434
Accountancy	-	-	-	-	1,278	1,278
Sub-total	871	-	17,504	6,379	15,457	40,211
Allocation of support costs	544	-	10,930	3,983	(15,457)	-
Total expenditure	<u>1,415</u>	<u>-</u>	<u>28,434</u>	<u>10,362</u>	<u>-</u>	<u>40,211</u>

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

5. Grants payable

	2021 £	2020 £
Grants to individuals - 13 grants (2020: 18)	<u>4,159</u>	<u>5,819</u>

All grants were paid to individuals in line with the 'Support' charitable objectives as outlined in the trustees report.

6. Net movement in funds

This is stated after charging:

	2021 £	2020 £
Depreciation	434	434
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	74	335
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	<u>1,320</u>	<u>1,278</u>

Trustee reimbursed expenses relate to travel expenses for one trustee for the current and prior year.

7. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

8. Staff costs

The charity has no employees. Key management personnel comprise the trustees, who received no remuneration during the year (2020: none).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

9. Tangible fixed assets

	Equipment £
Cost	
At 1 January 2021	1,733
Additions in year	-
At 31 December 2021	1,733
Depreciation	
At 1 January 2021	870
Charge for the year	434
At 31 December 2021	1,304
Net book value	
At 31 December 2021	429
At 31 December 2020	863

10. Stock

	2021 £	2020 £
Merchandise for resale	17,203	16,525

11. Debtors

	2021 £	2020 £
Prepayments	711	711
Other debtors	587	838
	1,298	1,549

12. Creditors: amounts falling due within 1 year

	2021 £	2020 £
Accruals	3,735	3,757

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2021

13. Movements in funds

	2021 £	2020 £
At 1 January 2021	68,674	57,849
Income	39,170	51,036
Expenditure	<u>(42,876)</u>	<u>(40,211)</u>
At 31 December 2021	<u><u>64,968</u></u>	<u><u>68,674</u></u>

All funds were unrestricted in both periods.

14. Related party transactions

There were no related party transactions during the year (2020: none).

William Guy Blake ACA
Godfrey Wilson Limited
Chartered Accountants & Statutory Auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

1 June 2022

Dear Guy

Letter of Representations on the Financial Statements for the Year Ended 31 December 2021

We confirm that the following representations are made on the basis of enquiries of the trustees, management and staff with relevant knowledge and experience (and, where appropriate, of inspection of supporting documentation) sufficient to satisfy ourselves that we can properly make each of the following representations to you:

1. We have fulfilled our responsibilities as trustees, as set out in the terms of your engagement letter dated 1 June 2021, under the Companies Act 2006 for preparing financial statements, in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

We confirm that in our opinion the financial statements give a true and fair view and in particular that where any additional information must be disclosed in order to give a true and fair view that information has in fact been disclosed. We confirm that the selection and application of the accounting policies used in the preparation of the financial statements are appropriate, and we approve these accounts for the year ended 31 December 2021.

2. We confirm that all accounting records have been made available to you for the purpose of your examination, in accordance with your terms of engagement, and that all the transactions undertaken by the charity have been properly reflected and recorded in the accounting records. All other records and related information, including minutes of all management, trustees' and members' meetings, have been made available to you. We have given you unrestricted access to persons within the charity in order to obtain evidence and have provided any additional information that you have requested for the purposes of your examination.
3. We confirm the charity has satisfactory title to all assets and there are no liens or encumbrances on the assets, except for those disclosed in the financial statements.
4. We confirm that significant assumptions used by us in making accounting estimates, including those measured at fair value, are reasonable. We confirm that we have no plans or intentions that may materially alter the carrying value and where relevant the fair value measurements or classification of assets and liabilities reflected in the financial statements.
5. We confirm that the charity has no liabilities or contingent liabilities other than those disclosed in the financial statements.

6. We confirm that all known actual or possible litigation and claims whose effects should be considered when preparing the financial statements have been disclosed to you and accounted for and disclosed in accordance with the applicable financial reporting framework.
7. We confirm that there have been no events since the balance sheet date which require disclosing or which would materially affect the amounts in the financial statements, other than those already disclosed or included in the financial statements.
8. We confirm that we are aware that a related party of the charity is a person or organisation which either (directly or indirectly) controls, has joint control of, or significantly influences the charity or vice versa and as a result will include: trustees/directors, other key management, close family and other business interests of the previous. We confirm that all related party relationships and transactions have been accounted for and disclosed in accordance with the applicable financial reporting framework.
9. We confirm that the charity neither had, at any time during the year, any arrangement, transaction or agreement to provide credit facilities (including advances and credits granted by the charity) for trustees, nor provided guarantees of any kind on behalf of the trustees except as disclosed in the financial statements.
10. We confirm that the charity has not contracted for any capital expenditure other than as disclosed in the financial statements.
11. We confirm that the charity has complied with all aspects of contractual agreements that could have a material effect on the financial statements in the event of non-compliance.
12. We confirm that we are not aware of any possible or actual instance of non-compliance with those laws and regulations which provide a legal framework within which the charity conducts its activities and which are central to the charity's ability to conduct its activities, except as explained to you and as disclosed in the financial statements.
13. We acknowledge our responsibility for the design, implementation and maintenance of internal controls to prevent and detect fraud. We confirm that we have disclosed to you the results of our risk assessment of the risk of fraud in the organisation. There have been no deficiencies in internal control of which we are aware.
14. We confirm that there have been no actual or suspected instances of fraud involving trustees, management or employees who have a significant role in internal control or that could have a material effect on the financial statements. We also confirm that we are not aware of any allegations of fraud by trustees, former trustees, employees, former employees, regulators or others.
15. We confirm that, in our opinion, the charity's financial statements should be prepared on the going concern basis on the grounds that current and future sources of funding or support will be more than adequate for the charity's needs. In reaching this conclusion, we have taken into account all relevant matters of which we are aware, and have considered a period of at least one year from the date on which the financial statements will be approved.
16. We confirm that in our opinion the effects of uncorrected misstatements are immaterial, both individually and in aggregate, to the financial statements as a whole.



SUPPORT AWARENESS SURVIVAL

Supporting Men with Testicular Cancer in the South West

17. We confirm that we are not aware of any matters of material significance that should be reported to regulators. We confirm that all correspondence with the Charity Commission has been made available to you.
18. We confirm that all grants, donations and other income, including those subject to special terms or conditions or received for restricted purposes, have been notified to you. There have been no breaches of terms or conditions during the period regarding the application of such income.

Yours sincerely

MPerry

Michael Perry – Trustee

For and on behalf of the trustees of It's In The Bag Cancer Support Ltd

IT'S IN THE BAG CANCER SUPPORT LTD

England & Wales - Charity number 1163735

Accounts



SUPPORT AWARENESS SURVIVAL
Supporting Men with Testicular Cancer in the South West

Company no. 09646832
Charity no. 1163735

It's in the Bag Cancer Support Ltd
Report and Unaudited Financial
Statements
31 December 2020



Website: www.itsinthebag.org.uk **Email:** hello@itsinthebag.org.uk

It's in the Bag, Bristol Haematology and Oncology Centre, Horfield Road, Bristol BS2 8ED. Telephone: 0117 342 3472

Registered Charity Number: 1163735

It's in the Bag Cancer Support Ltd

Reference and administrative details

For the year ended 31 December 2020

Company number	09646832																		
Charity number	1163735																		
Registered office and operational address	Bristol Haematology And Oncology Centre Horfield Road Bristol BS2 8ED																		
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: <table border="0"> <tr> <td>Clayton Bawden</td><td>(resigned 13 January 2021)</td></tr> <tr> <td>Jeremy Braybrooke</td><td></td></tr> <tr> <td>Richard Bullard</td><td></td></tr> <tr> <td>Stephen Grey</td><td>(appointed 2 December 2020)</td></tr> <tr> <td>Alison Harris</td><td>(resigned 17 April 2020)</td></tr> <tr> <td>Sophie Mason</td><td>(appointed 2 December 2020)</td></tr> <tr> <td>Michael Perry</td><td>(appointed 22 January 2021)</td></tr> <tr> <td>Carolyn Sage</td><td>(appointed 2 December 2020)</td></tr> <tr> <td>Nigel Williams</td><td></td></tr> </table>	Clayton Bawden	(resigned 13 January 2021)	Jeremy Braybrooke		Richard Bullard		Stephen Grey	(appointed 2 December 2020)	Alison Harris	(resigned 17 April 2020)	Sophie Mason	(appointed 2 December 2020)	Michael Perry	(appointed 22 January 2021)	Carolyn Sage	(appointed 2 December 2020)	Nigel Williams	
Clayton Bawden	(resigned 13 January 2021)																		
Jeremy Braybrooke																			
Richard Bullard																			
Stephen Grey	(appointed 2 December 2020)																		
Alison Harris	(resigned 17 April 2020)																		
Sophie Mason	(appointed 2 December 2020)																		
Michael Perry	(appointed 22 January 2021)																		
Carolyn Sage	(appointed 2 December 2020)																		
Nigel Williams																			
Company secretary	Susan Brand																		
Bankers	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ																		
Independent examiners	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD																		

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

The trustees present their annual report for the period ended 31 December 2020.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

The legal name of the charity is: It's in the Bag Cancer Support Ltd.

The charity is also known by its operating name: It's in the Bag.

The charity is constituted as a company limited by guarantee, registered under the Companies Act and its governing document is a Memorandum and Articles of Association under company legislation.

By operation of law all trustees are directors under the Companies Act 2006 and all directors are trustees under Charities legislation and have responsibilities, as such, under both company and charity legislation. The trustees are all individuals.

The principal operating address, telephone number and email and web addresses of the charity are:

Bristol Haematology and Oncology Centre (BHOC), Horfield Road, Bristol. BS2 8ED

Telephone: 0117 342 3472

Email Address: hello@itsinthebag.org.uk

Web address: <http://itsinthebag.org.uk/>

The registered office of the charity for Companies Act purposes is the same as the operating address shown above.

The trustees who served as a trustee in the reporting period and, if applicable, their dates of appointment or resignation during the year are listed on page 1.

All the trustees are also members of the charity.

Objectives and activities

The purposes of the charity as set out in its governing document are:

- 1) To promote and protect the physical and mental health of sufferers of testicular and germ cell cancers in the South West and West of England through the provision of financial assistance, support, education and practical advice.
- 2) To advance the education of the general public and health care professionals in all areas relating to testicular and germ cell cancers.

It's in the Bag (IITB) achieves its purposes in three ways:



It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

Support

Testicular cancer is the most common cancer in men in their 20's and 30's. Being diagnosed with testicular cancer and going through treatment is a huge challenge physically, mentally and emotionally. We provide a range of activities and initiatives to help men through this tough time. We also support a smaller number of men and women who are affected by other germ cell cancers. This includes support for families and carers.

Awareness

Teaching the public, especially men, the importance of self-checking their testicles regularly, especially those aged 15-45 years and if they discover a problem or issue to see their GP immediately.

Survival

With UK cure rates for testicular cancer running above 98%, we focus on helping men tackle the emotional and practical impact of cancer both during treatment and into their lives afterwards. We also encourage and inspire those affected to help and support others.

The main achievements and performance of the activities undertaken in relation to those purposes during the period:

We note that in common with all organisations during this period our operations were significantly impacted by COVID and the associated measures taken to address the pandemic. Our aim was to adapt our activities to continue to meet our objectives during this period.

Support

Support for those diagnosed with testicular cancer (germ cell cancer) and their family and friends.

Support through treatment

- Patient education and information in written, video and website formats.
- All patients in the South West are offered an information pack about germ cell cancers at the time of diagnosis. This year we distributed 240 information packs.
- Patient information leaflets and surveillance schedules continued to be funded in accordance with clinical need.
- Providing travel grants for patients on low incomes throughout the South West. BHOC is the Supra-regional specialist treatment centre which therefore can necessitate the requirement for long distance travel. In 2020 we provided 15 grants.
- Providing a gift experience grant up to £500 for patients undergoing complex treatments and palliative care, as defined by the medical team. This could be a visit to the zoo, a special meal, a ride in a balloon, flowers for a funeral, travel expenses to a holiday destination or a small break. One grant was provided in 2020.
- Providing funeral grants to help with the expense of a funeral. Due to the nature of the disease, those who die are often young and have not prepared for their funeral costs, as such this puts a burden on the already grieving family. This is aimed to help fund the funeral and/or the costs associated with it. One funeral grant was provided in 2020.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

Support beyond treatment

- Providing post treatment Survivorship Toolkit days and Personal Development weekend courses with the aim of enabling and empowering self-management. These are tailor made for testicular cancer/germ cell patients and based on the NHS national initiative for the recovery package.
- Due to COVID we were not able to deliver any of our face to face activities, however, to help fill this gap we publicised that our "It's in the Experience" videos which tell the story of testicular cancer from the patient perspective remained available online.

Support for health care professionals

- This is to support the training and education of the Bristol Testicular Cancer Service (BTCS) based at University Hospitals Bristol and Weston NHS Foundation Trust. We support events such as the Supra-Regional AGM and training/ education days for healthcare professionals. In addition, support is provided to help with continued national presence of BTCS in the UK. This includes the work being carried out with the Testicular Cancer Network (TCN) and the National Germ Cell Group (NGCG).
- We funded the attendance at the NGCG online conference for two nurses during this period.

Awareness

When testicular cancer (germ cell cancer) is detected early it can be treated with surgery alone and reduces the need for more invasive treatments. Testicular cancer remains one of the most treatable and curable cancers, however raising awareness in this group of individuals requires a different approach. It's in the Bag will continue to push the boundaries when raising awareness and does so in the following ways:

Promoting quirky and innovative campaigns and images

We joined Cookly Bookly platform in 2020 to increase awareness of testicular cancer through a common love of food. A logo was developed to showcase the relationship with IITB and cooking.

Promoting Testicular Cancer Awareness Month

April is Testicular Cancer Awareness month and while It's in the Bag could not deliver as actively as previous years, we used our collection of photos and videos and reminded people of better days called: ON A LIGHTER NOTE, reach on Facebook throughout April went from 270 to 2,200 and Instagram 150 to 224.

Attending schools, colleges, universities, workplaces and events that reflect our catchment group

- All awareness events were online for 2020;
- Fresher's Fair University of the West of England (UWE) - Over 15,000 men normally attend UWE which provides a large audience to get the awareness message out there. While there was no physical event due to COVID we were still able to engage with the online event and we gave out 1,000 Awareness Bags; and
- Bristol Pride Volunteers Tom Snook and Rob Phillips completed a great video which was aired during the virtual event and IITB also had a short video as part of the virtual parade.

Selling merchandise

- Each piece of merchandise we sell has the ability to raise awareness of testicular cancer and the charity. This provides an effective way of communicating as the message is delivered each time the merchandise is worn or used and, of course, it also allows us to raise funds;
- Sales were down by 92% mainly due to the cancellation of The Testical Festival; and
- Biggest sellers were Masks and Eco-Cups.



It's in the Bag Cancer Support Ltd

Report of the trustees

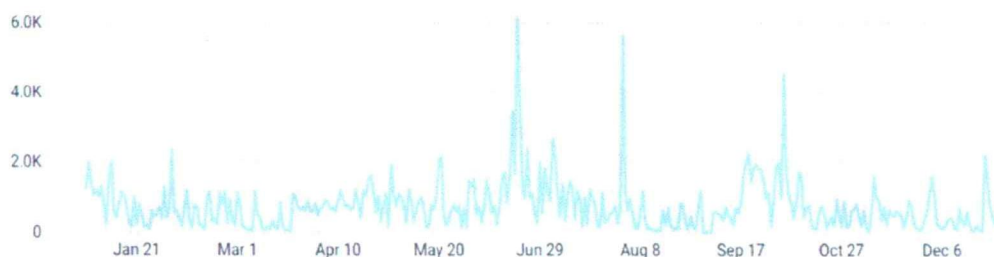
For the year ended 31 December 2020

Reaching out via our website and Social Media channels –

- Facebook – This remained our main focus for 2020 which brought the team together, however, did not attract many new followers (2019: 5,414, 2020: 5,499). Top posts included:
 - 20 for 20 reach of 9.3K; and
 - IITB Christmas Apron worn by Dean Edwards reach of 5.2k.

Facebook Page Reach

79,768 ↑ 87.5%



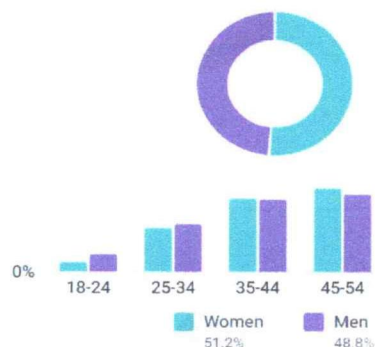
Facebook Page Likes

5.7K

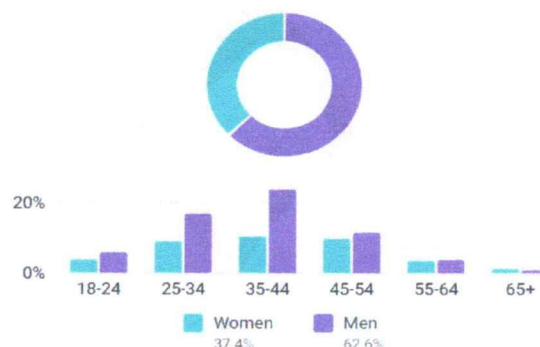
Instagram Followers

590

Age & Gender



Age & Gender

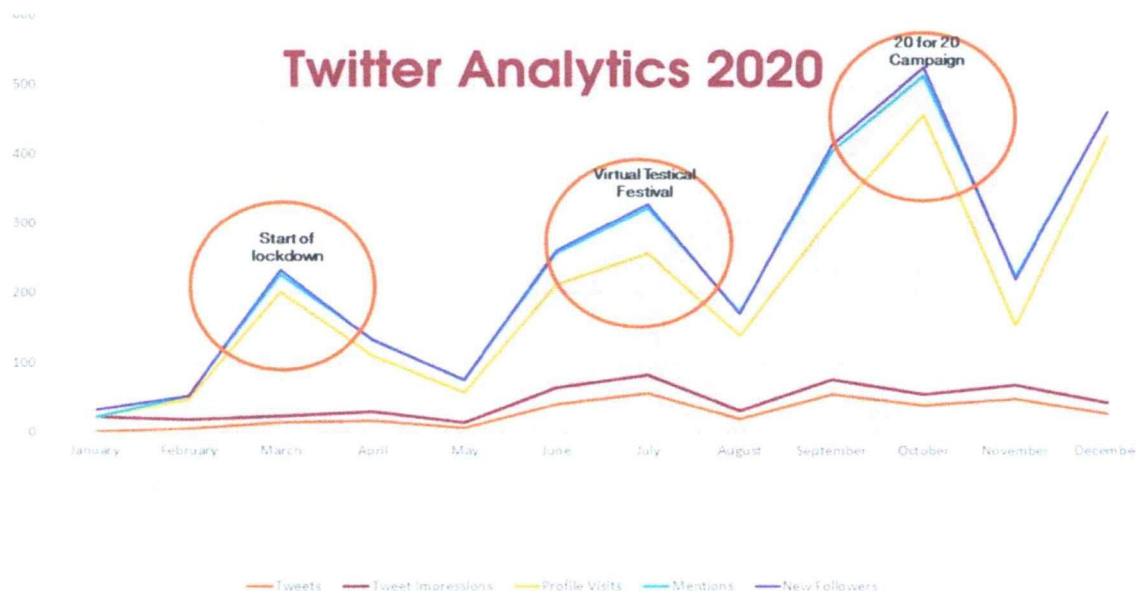


It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

- Twitter – During 2020 we engaged with the platform by sharing events, significant days and celebrations. We have 1,377 followers.



- Instagram – We invested more time with Instagram and this came to fruition with the following posts, campaigns and supporters. We have 590 followers and top posts include:
 - Cookly Bookly;
 - 20 for 20 pre-launch post;
 - It's in the Tash;
 - Red Hot 100;
 - The Great Total Bo**ocks Home Quiz; and
 - The One and Only Virtual Testical Festival.
- LinkedIn – In 2020 we started a platform for LinkedIn. We have 112 followers.
- YouTube – We asked Clear As Day to manage our YouTube Channel for a year to help improve the overall look and content of our channel. This has worked really well and views have increased, however subscriptions are still low.
- Website – We have and will continue to make changes to the current website design and in particular the awareness and fundraising pages to improve user experience and therefore the effectiveness of the pages.

Fundraising activities during the period

Fundraising is always challenging. Despite the impact of COVID we have benefitted from continued support throughout the period. Many individuals and groups of volunteers have raised money for us. Alongside this we also receive support from businesses, clubs and bucket collections. Many of our supporters also give their time to help us and this is very much part of the family nature of our charity.

Business Support - Our relationship continued with a number of enterprises including Exeter Chiefs Rugby club and My Bollox (the underwear brand).

Grants – we were excited to receive a grant of £5,000 during the period from Elizabeth & Prince Zaiger Trust.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

Other sources included events run by others e.g., pub quizzes and sports events for which we are very grateful.

We also commenced a lottery in late 2020 which is already providing a stable source of incremental funding.

In 2020 Everyday Hero giving platform was discontinued so we commenced using JustGiving. While this is a higher cost platform, it has a larger reach than many cheaper platforms and allows fundraisers to link with such apps as Strava and Garmin.

Fundraisers have also used GoFundMe through PayPal, which has provided easier access for a younger audience.

Survival

It's in the Bag Volunteers

Volunteers are vital to the work of It's in the Bag. We have no paid members of staff but ask a lot of our supporters. We want to ensure our volunteers are safe and that they clearly represent our charity. We do this by providing an awareness/volunteer uniform, ID card, refreshments for events and reasonable travel expenses. We have a new volunteer lead and during lockdown periods have maintained contact through social media and in particular through the establishment of a WhatsApp group.

Annual celebration to recognise volunteers' value to the charity

To celebrate survival and to thank our volunteers and supporters we organise an annual event which includes the "Golden Pants Awards". Attendees pay a small fee for tickets, awards are funded by IITB and charity funds will be used to encourage people to attend, as these events are often costly to those who have recently completed treatment. We were not able to hold this event in 2020 but will be holding it in November 2021.

We strongly believe that celebrating survival for many men and their families is an important step in the recovery process.

Innovative features

Covid-19 pandemic brought a different set of challenges to the charity, but also some much needed breathing space to re-evaluate our sustainability for the future.

Trustee recruitment strategy

IITB has known for some time that recruitment of trustees with the right skills and experience is difficult. The team decided to research this and found a successful recruitment strategy developed by Getting on Board.

This model has allowed us to recruit four new trustees who will broaden the skills and experience of the Trustee Board.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

Technology investment

Zoom platform – allowed the Board and operational meetings to continue to meet during lockdowns. In fact, we were able to take advantage of this easy to use platform to increase the number of times we met during the year, which was critical in the difficult circumstances.

YouTube platform – we contracted in services to professionalise our approach to using YouTube. By using tools such as Snappa and Canva we can design our images to fit all media platforms.

Virtual events - we went through a very steep learning curve to run virtual events, but now have the skills, experience and necessary tools to continue to leverage such events. Examples of events run during the period were the Virtual Testical Festival and the Great Total Bollox Home Quiz and being able to engage with UWE students using Whova App.

Structure, governance and management

As set out in the charity's Articles of Association, the charity may by ordinary resolution:

- 1) appoint a person who is willing to be a trustee; and
- 2) determine the rotation in which any additional trustees are to retire.

No person other than a trustee retiring by rotation may be appointed a trustee at any general meeting unless:

- 1) he or she is recommended for re-election by the trustees; or
- 2) not less than fourteen nor more than thirty-five clear days before the date of the meeting, the charity is given a notice that:
 - a) is signed by a member entitled to vote at the meeting,
 - b) states the member's intention to propose the appointment of a person as a trustee,
 - c) contains the details that, if the person were to be appointed, the charity would have to file at Companies House, and
 - d) is signed by the person who is to be proposed to show his or her willingness to be appointed.

All members who are entitled to receive notice of a general meeting must be given not less than seven nor more than twenty-eight clear days' notice of any resolution to be put to the meeting to appoint a trustee other than a trustee who is to retire by rotation. Our AGM was attended by trustees, volunteers and supporters who all made a valuable contribution to celebrating the previous year and helping to set the path we will take in the next year.

The trustees may appoint a person who is willing to act to be a trustee.

A trustee appointed by a resolution of the other trustees must retire at the next annual general meeting and must not be taken into account in determining the trustees who are to retire by rotation.

Financial review

For the period under review, we generated total income of £51,036 and spent £40,211 leaving a surplus of £10,825. Funds brought forward from the prior period were £57,849, resulting in total funds of £68,674 as at 31 December 2020 to be carried forward into the next financial year.

Prior to its incorporation in 2015, It's in the Bag was a charity fund within the remit of the "Above and Beyond" charity; income from them has been collected.

Reserves policy

The charity's estimated annual expenditure is usually budgeted to be in the region of £75,000. At the time of writing this report the trustees note that COVID-19 pandemic has made it much more challenging to deliver activities to raise income.



It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

We will plan, as in past years, to secure the charity's future and ability to meet its aims and objectives. The directors will ensure that there are sufficient reserves to cover the costs for the forthcoming year, particularly as most of our funds are raised through donations from individuals and therefore the charity has no guaranteed income.

The directors are also mindful of the possible need to contract out some of the administration and therefore feel it necessary to hold reserves in anticipation of this potential future cost. The directors therefore believe that a reserve balance of around £35,000 is a prudent level to secure the charity's future.

Going concern

The charity currently has sufficient funds to sustain its planned activities and therefore has no going concern issues. We have managed our accounts very closely to ensure that the charity was able to withstand the pandemic and in particular continue to give out grants when recipients were suffering from the economic downturn. We recognise that there is still ongoing uncertainty and will continue to exercise a more prudent view of necessary expenditure.

Plans for future periods

We have completed a strategy and annual plan, with a view to normalising our activities and ensuring that we can provide sustainable support.

Support: Our hope is to support many more men and their families in the South West of England including the use of Grants and the Survivorship Toolkit. The main aim is still to encourage attendance of those who are treated outside of the Bristol clinical service and to start to develop facilitators in Devon and Cornwall.

Our plan includes sessions where people meet up to discuss their experiences. We had to put this on hold last year. We will continue to provide grants.

Awareness: We will continue to strengthen all our current platforms and campaigns.

The charity hopes to double the number in attendance of "The (one and only) Testical Festival". This will be helped by having found a venue (Taunton RFC) which is closer to town with better transport links and services in the area. This will also provide more opportunity to advertise and will tap into the rugby fraternity.

We will re-attend all the face to face awareness stands and events as usual in 2022 (e.g., UWE Freshers' Fair) and a few new ones too.

We will strengthen our participation in Bristol Pride and plan to attend other similar events in the South West.

We aimed to attend workplaces, schools, colleges and universities as we were unable to do during 2020.

Survival: The charity plans to provide a platform for men and their families to celebrate their life and give opportunities to volunteers and help others.

It's in the Bag Cancer Support Ltd

Report of the trustees

For the year ended 31 December 2020

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

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

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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 16 September 2021 and signed on their behalf by

Nigel Williams

N Williams - Trustee

Independent examiner's report

To the trustees of

It's in the Bag Cancer Support Ltd

I report to the trustees on my examination of the accounts of It's in the Bag Cancer Support Ltd (the charitable company) for the year ended 31 December 2020, which are set out on pages 12 to 22.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company'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 material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the charitable 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 Guy Blake

Date: 16 September 2021

William Guy Blake ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

It's in the Bag Cancer Support Ltd

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 December 2020

	Note	2020 Total £	2019 Total £
Income from:			
Donations	2	49,689	78,893
Charitable activities	3		
<i>Celebrate</i>		-	5,902
<i>Awareness</i>		1,347	9,571
Other trading activities	4	-	4,187
Total income		51,036	98,553
Expenditure on:			
Raising funds		1,415	19,346
Charitable activities			
<i>Celebrate</i>		-	14,553
<i>Awareness</i>		28,434	56,762
<i>Support</i>		10,362	16,037
Total expenditure	5	40,211	106,698
Net movement in funds	7	10,825	(8,145)
Reconciliation of funds:			
Total funds brought forward		57,849	65,994
Total funds carried forward		68,674	57,849

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. All income and expenditure are unrestricted in both the current and prior years.

It's in the Bag Cancer Support Ltd

Balance sheet

As at 31 December 2020

	Note	£	2020 £	2019 £
Fixed assets				
Tangible fixed assets	10		863	947
Current assets				
Stock	11	16,525		16,076
Debtors	12	1,549		1,888
Cash at bank and in hand		53,494		44,976
		71,568		62,940
Liabilities				
Creditors: amounts falling due within 1 year	13	(3,757)		(6,038)
Net current assets			67,811	56,902
Net assets			68,674	57,849
Funds	14			
Unrestricted funds			68,674	57,849
Total charity funds			68,674	57,849

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 16 September 2021 and signed on their behalf by

Nigel Williams

N Williams - Trustee

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

It's in the Bag Cancer Support Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charitable company is able to continue as a going concern. The trustees acknowledge that the COVID-19 pandemic has had a profound impact on the global economy, in turn affected the charitable company's activities. In light of the charitable company's cash balance, unrestricted reserves, and the fact that the charity has low fixed costs, the trustees consider that there are sufficient reserves to continue as a going concern for a period of at least 12 months from the date on which these financial statements are approved.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income received in advance of events is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities in proportion to the direct costs of each activity, as follows:

	2020	2019
Raising funds	3.5%	18.1%
Celebrate	0.0%	13.6%
Awareness	70.7%	53.2%
Support	25.8%	15.0%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Equipment	4 years
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j) Stock

Purchased stock is included at the lower of cost or net realisable value. Donated items of stock for resale are recognised at fair value which is the expected proceeds from sale less any expected costs of sale. Materials and merchandise distributed to beneficiaries are valued at the lower of cost and net realisable value.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

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

o) Accounting estimates and key judgements

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

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

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below.

Depreciation

As described in note 1i to the financial statements, depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

2. Income from donations

	2020 Total £	2019 Total £
Voluntary donations*	45,887	70,475
Gift aid	3,802	8,418
Total income from donations	49,689	78,893

* Voluntary donations includes gifts in kind of £Nil (2019: £653) for donated items for the Testical Festival event.

3. Income from charitable activities

	2020 Total £	2019 Total £
Celebrate:		
Celebration event income	-	5,902
Awareness:		
Awareness merchandise sold	1,347	1,155
Testical Festival	-	8,416
	1,347	9,571

All income from charitable activities was unrestricted in the current and prior year.

4. Income from other trading activities

	2020 Total £	2019 Total £
Celebration event sponsorship	-	4,000
Other income	-	187
Total income from other trading activities	-	4,187

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

5. Total expenditure

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2020 Total £
Testical Festival	-	-	584	-	-	584
Other fundraising events	516	-	-	-	-	516
Support courses	-	-	-	560	-	560
Publicity and awareness	-	-	8,549	-	-	8,549
Grants payable (note 6)	-	-	-	5,819	-	5,819
Website and computer	-	-	-	-	1,193	1,193
Awareness merchandise purchased	-	-	6,063	-	-	6,063
Shopify costs and merchandise storage	-	-	2,308	-	-	2,308
Insurance	-	-	-	-	875	875
Administration costs	-	-	-	-	1,418	1,418
Freelancer costs	-	-	-	-	9,924	9,924
Everyday Hero costs	355	-	-	-	-	355
Trustee expenses	-	-	-	-	335	335
Depreciation	-	-	-	-	434	434
Accountancy	-	-	-	-	1,278	1,278
Sub-total	871	-	17,504	6,379	15,457	40,211
Allocation of support costs	544	-	10,930	3,983	(15,457)	-
Total expenditure	1,415	-	28,434	10,362	-	40,211

Total governance costs were £1,613 (2020: £2,399).



SUPPORT AWARENESS SURVIVAL

Supporting Men with Testicular Cancer in the South West

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

5. Total expenditure

	Raising funds £	Celebrate £	Awareness £	Support £	Support and governance costs £	2019 Total £
Awareness events	-	-	450	-	-	450
Testical Festival	-	-	23,201	-	-	23,201
Le Tour de Balls	9,599	-	-	-	-	9,599
Other fundraising events	3,478	-	-	-	-	3,478
Support courses	-	-	-	5,462	-	5,462
Celebrate survival event	-	11,570	-	-	-	11,570
Publicity and awareness	-	-	9,287	-	-	9,287
Patient information packs	-	-	-	60	-	60
Grants payable (note 6)	-	-	-	7,228	-	7,228
Volunteer costs	-	-	-	-	2,082	2,082
Website and computer	-	-	-	-	1,845	1,845
Awareness merchandise purchased	-	-	10,491	-	-	10,491
Shopify costs and merchandise storage	-	-	1,697	-	-	1,697
Insurance	-	-	-	-	818	818
Administration costs	-	-	-	-	1,984	1,984
Freelancer costs	-	-	-	-	12,441	12,441
Everyday Hero costs	2,303	-	-	-	-	2,303
Trustee expenses	-	-	-	-	1,139	1,139
Depreciation	-	-	-	-	303	303
Accountancy	-	-	-	-	1,260	1,260
Sub-total	15,380	11,570	45,126	12,750	21,872	106,698
Allocation of support costs	3,966	2,983	11,636	3,287	(21,872)	-
Total expenditure	19,346	14,553	56,762	16,037	-	106,698

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

6. Grants payable

	2020 £	2019 £
Grants to individuals - 18 grants (2019: 24)	<u>5,819</u>	<u>7,228</u>

All grants were paid to individuals in line with the 'Support' charitable objectives as outlined in the trustees report.

7. Net movement in funds

This is stated after charging:

	2020 £	2019 £
Depreciation	434	303
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	335	1,139
Independent examiner's remuneration:		
▪ Independent examination (including VAT)	<u>1,278</u>	<u>1,260</u>

Trustee reimbursed expenses relate to travel expenses for one trustee (2019: one trustee).

8. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

9. Staff costs

The charity has no employees. Key management personnel comprise the trustees, who received no remuneration during the year (2019: none).

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

10. Tangible fixed assets

	Equipment £
Cost	
At 1 January 2020	1,383
Additions in year	350
At 31 December 2020	1,733
Depreciation	
At 1 January 2020	436
Charge for the year	434
At 31 December 2020	870
Net book value	
At 31 December 2020	863
At 31 December 2019	947

11. Stock

	2020 £	2019 £
Merchandise for resale	16,525	16,076

12. Debtors

	2020 £	2019 £
Prepayments	711	1,274
Other debtors	838	614
	1,549	1,888

13. Creditors: amounts falling due within 1 year

	2020 £	2019 £
Accruals	3,757	5,898
Deferred income	-	140
	3,757	6,038

It's in the Bag Cancer Support Ltd

Notes to the financial statements

For the year ended 31 December 2020

14. Movements in funds

	2020 £	2019 £
At 1 January 2020	57,849	65,994
Income	51,036	98,553
Expenditure	<u>(40,211)</u>	<u>(106,698)</u>
At 31 December 2020	<u>57,849</u>	<u>57,849</u>

All fund were unrestricted in both periods.

15. Related party transactions

There were no related party transactions during the year (2019: none).