



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

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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

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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

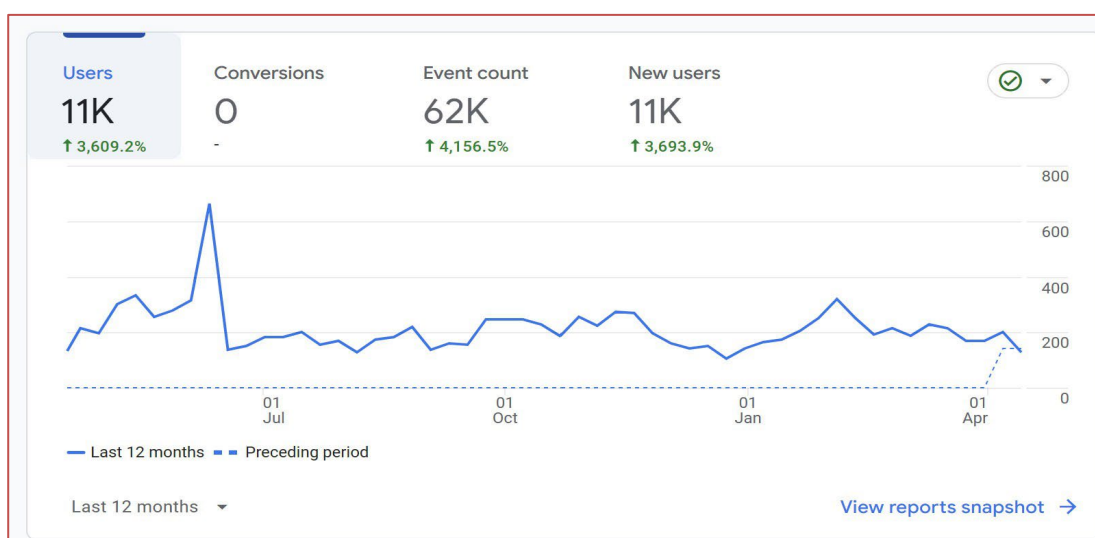
Reaching out via our website and Social Media channels

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

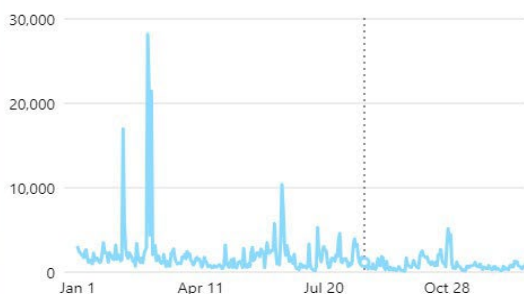
Report of the trustees

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Reach

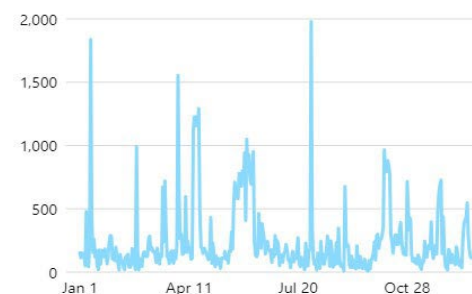
Facebook reach ⓘ

286.7K ↑ 109.8%



Instagram reach ⓘ

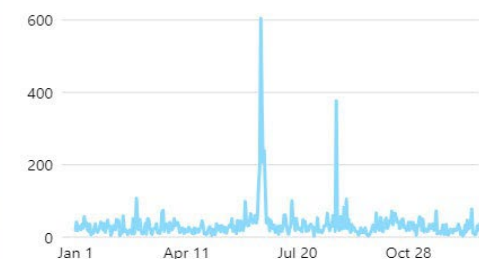
36K ↑ 332.5%



Visits

Facebook visits ⓘ

12.4K ↑ 82.9%



Instagram profile visits ⓘ

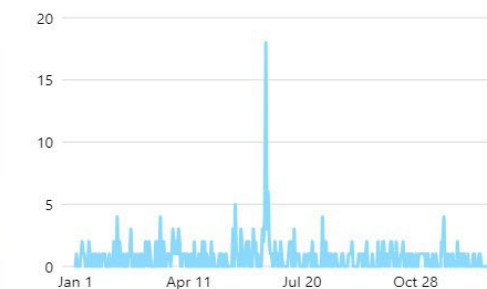
2.5K ↑ 57.3%



Follows

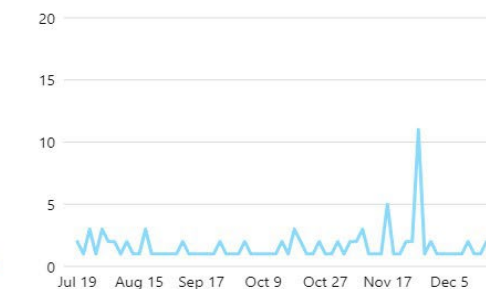
Facebook follows ⓘ

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

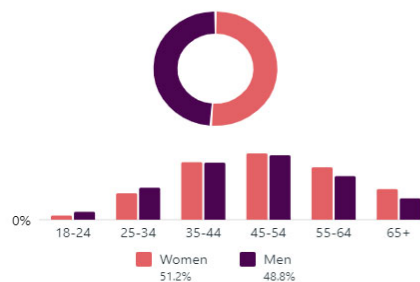
Facebook followers ①

5,885

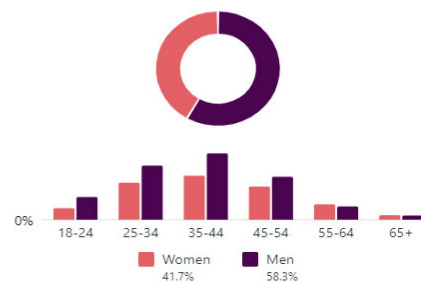
Instagram followers ①

1,057

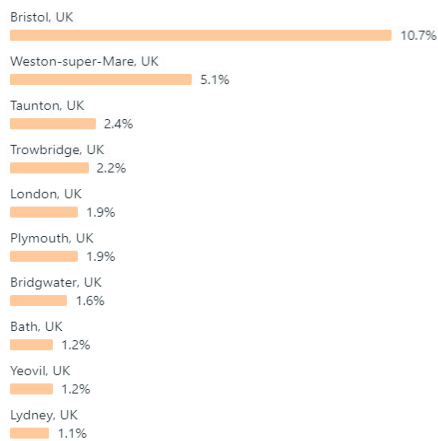
Age & gender ①



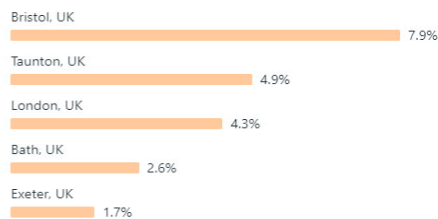
Age & gender ①



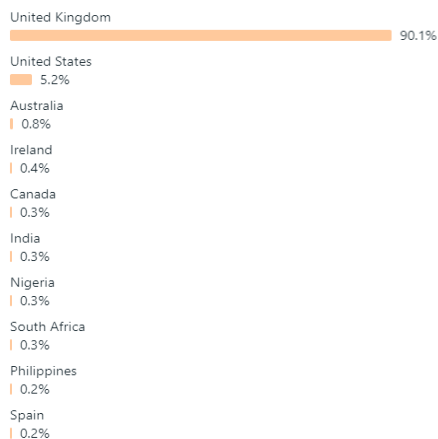
Top cities



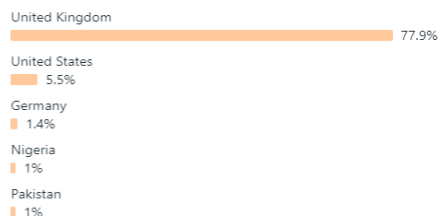
Top cities



Top countries



Top countries



It's in the Bag Cancer Support Ltd

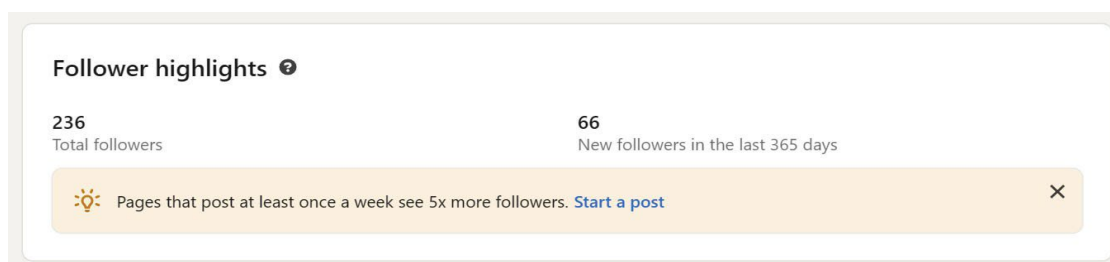
Report of the trustees

For the year ended 31 December 2023

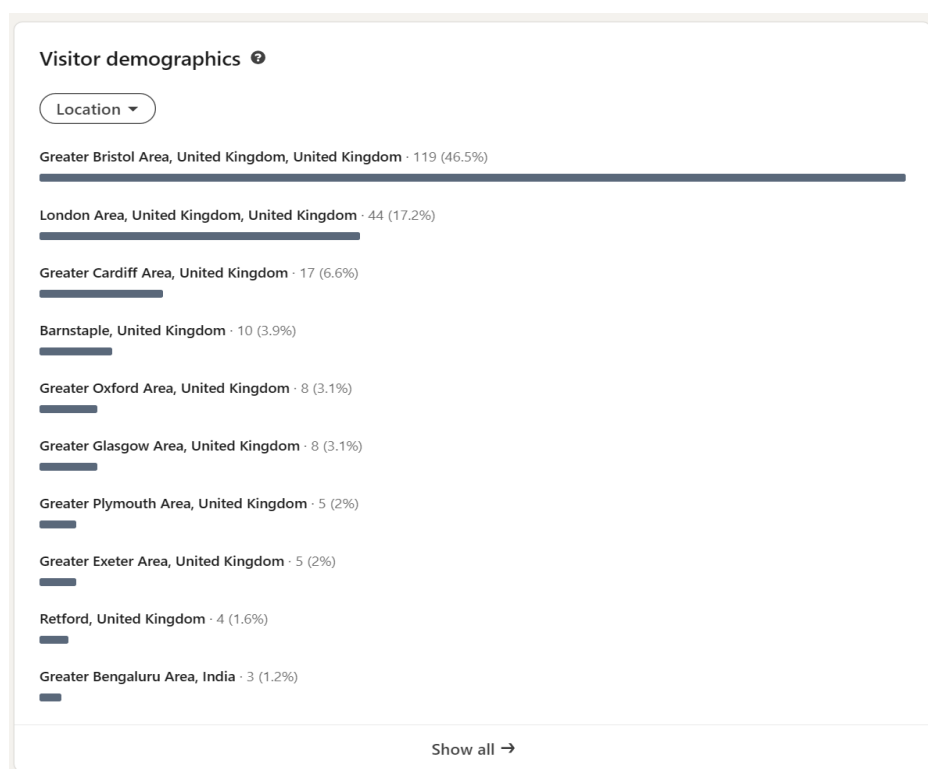
LinkedIn

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

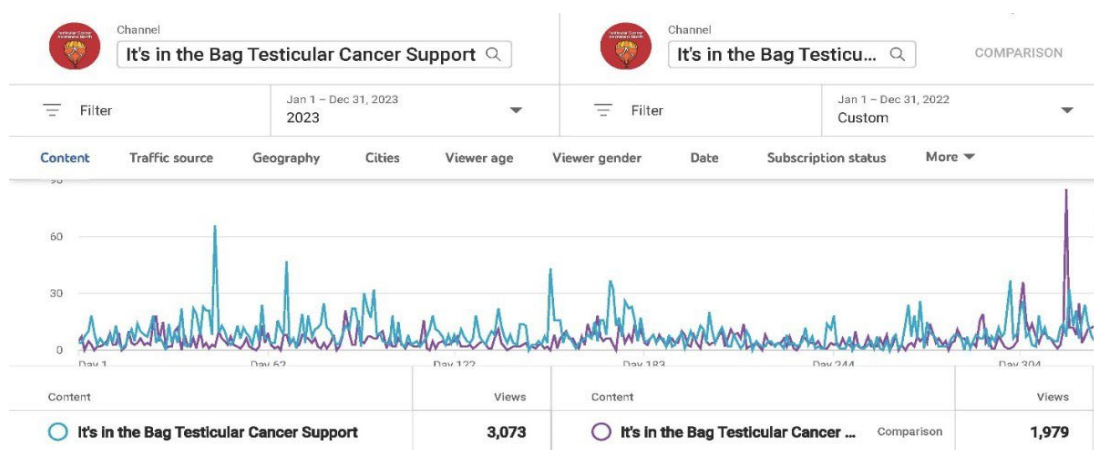
Our YouTube Channel is as predicted increasing in both audience and viewing time.

- 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

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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.

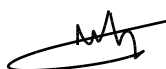
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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

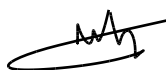
The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the 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	2022
	Total	Total
	£	£
Awareness:		
Awareness merchandise sold	2,736	1,464
Testical festival	<u>13,050</u>	<u>2,968</u>
	<u><u>15,786</u></u>	<u><u>4,432</u></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	<u>-</u>	<u>1,002</u>
	<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	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.

17. Related party transactions

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