



Trustees Annual Report
& Financial Statements
for the year ended 31 August 2020

CATTs (Cancer Awareness for Teens & Twenties) Reference and administration information

Charity number 1170750

Registered office and operational address 2.06 Centurion House
129 Deansgate
Manchester
M3 3WR

Trustees

Trustees who served during the year and up to the date of this report were as follows:

John Barton	Chair	Appointed	17 September 2019
Jack Broadley	Treasurer	Appointed	8 February 2021
Elizabeth Booth			
Dr James Adams			
Dr Angela Lawrence			
David Purkiss			
Dr Nicholas Pearson			
Colin Graham			
Angela Webster		Appointed	5 August 2020
Samantha Andrews		Appointed	5 August 2020
Dr David Spooner		Resigned	2 March 2020
Dr Kristen Manor		Resigned	2 March 2020

Key management personnel

The trustees consider themselves to be key management personnel given the size of the charity.

Independent Examiner

Adrian Phillips FCA
Arlo Accountancy Limited
107 Valley Road
Stockport
SK4 2DB

CATs (Cancer Awareness in Teens and Twenties)

Trustees' annual report for the year ended 31 August 2020

The trustees present their report and the unaudited financial statements for the year ended 31 August 2020.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the charity's trust deed and the Statement of Recommended Practice - Accounting and Reporting by Charities where it applies to Receipts and Payments Accounts.

Objectives and activities

“To preserve and protect good health in particular amongst young people, but not exclusively, by using innovative ways to engage with young people as a means to increase their knowledge of the signs and symptoms of cancer, decrease the delay in seeking medical help and working with universities and other organisations including the medical profession to raise awareness of cancer in young people in such ways as the trustees shall think fit.”

CATs is committed to raising awareness of the signs and symptoms of cancer in young people (15-29) – our core beneficiaries - through the development and delivery of face-to-face interactive workshops, virtually delivered workshops and the creation of digital materials and creating communities using social media. In working with young people in a range of settings including schools, youth groups, universities and work places, along with contact with health and education professionals, CATs has continued this work in 2019-20 while growing its staff base, adding funding streams and coping with a global pandemic which has highlighted the need for organisations to work at addressing health inequalities.

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements and performance

The charity's main activities and who it tries to help are described below. All its charitable activities focus on raising cancer awareness for those aged between 15 and 29 are undertaken to further CATs charitable purposes for the public and benefit.

The 2019-20 financial year has been one of continued development and further successes for CATs, delivering against The National Lottery Community Fund grant funded project, while gaining our first NHS contract and developing relationships with new corporate givers. We've expanded our demographic, we have supporters and partners from all over the country and through a re-branding exercise our whole look has changed, creating engagement with our beneficiaries and continuing to look at all opportunities to develop cancer awareness among those in their teens and twenties.

The money from The National Lottery Community Fund has allowed us to simultaneously expand our work within universities while also branching out into other communities and demographics, to raise awareness of the signs and symptoms of cancer. We have reached thousands of young people, be it physically or through our digital platforms. Ultimately, this funding has allowed CATs to make our initial mark as a charity and understand how our work fits into the wider picture within the third and healthcare sectors.

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Adapting through the pandemic

This year has definitely been a difficult year for all sectors, and everyone has had to adapt in a very big way. The charity sector has seen a massive shift in all activities and has had to swap out traditional ways of working and become a lot more creative. CATTs has definitely taken this challenge head on and we hope it becomes evident throughout this report that all staff and volunteers are adapting excellently to the changes we have made to our work. We reacted quickly, with home working being introduced 1 week before a national lockdown was introduced in March. In April, we inducted 2 more staff members, virtually, all equipment for comfortable homeworking was paid for by CATTs.

Our University Teams

In 2019-20 CATTs has developed and maintained a presence at 13 universities across England and Wales. Our thanks goes out to the students at the following universities for their ongoing support in a year where their education was greatly affected by Covid-19.

CATTs University relationships;

Bangor University, University of Central Lancashire, University of Cambridge, University of Manchester, Keele University, University of Birmingham, University of Liverpool, Manchester Metropolitan University, University of Reading, Brunel University, York St John University and the University of York

40 student volunteers attended our training sessions and used the time to build confidence in adjusting their work from in-person to virtual, as this is new territory for many of them. We gave space to ask questions to us and the rest of the students, as we wanted to emphasise the feeling of community and encourage students to see each other as a network.

Some feedback from our anonymous post-training survey:

"Bringing everyone together meant we had a chance to get to know people from other CATTs societies."

"I think I preferred this to a large residential. It was much more time efficient, but I still felt able to connect with likeminded CATTs volunteers."

"It was great, thoroughly relevant, interesting and the interactive bits kept it entertaining."

"With it being online, it meant you felt like part of the bigger group."

"I don't feel disadvantaged at all having had it virtually."

Rebranding and Website

In March 2020 CATTs began the gradual launch of our new branding after engagement across the staff and volunteer population and with wider stakeholders. We officially launched our rebrand publicly on 13th March 2020 by changing our social media avatars and submitting a name change to the Charity Commission formally as CATTs (Cancer Awareness for Teens & Twenties). Between March and June 2020, we developed our branding guidelines, developing our tone of voice, standard descriptors, and stated our ethos, vision, and goals. This is a document useful to solidify our identity internally, as well as usable by our partners and volunteers alike.

Our website was subsequently launched in Summer 2020 after a short delay in light of the impact of COVID 19. So far, our website has received encouraging feedback from its visitors, such as "the information about how to check symptoms is really easy to find, prominent and informative".

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Social Media and Content

With the importance of digital engagement in 2020 and beyond, we have begun testing and implementing new styles of content as a 'push project' through our social platforms to inform our social media strategy for planned production in January 2021.

This content includes animations with a consideration for orientation to suit Instagram's IGTV feature and TikTok, as well as sharable infographics, to name a few examples.

Our current social media reach for our central pages is as follows:

- Facebook, 5,804 with our highest reaching organic post of 5K
- Instagram, 759 with our highest reaching organic post of 1.8K
- Twitter, 926 with our highest reaching organic post getting 1.2K impressions

We had previously outlined in our 2018-2019 reporting period that we wanted to focus on video production within 2020. Yet, restrictions imposed by the government to stop the spread of COVID 19 impacted our ability to do this safely. This caused us to reorient our focus on animation production that did not impose as many limits and also allowed us to produce content in our new brand. Projects in this area include:

- 5 Symptoms of Cancer animation
- Sun Safety Vampire animation (supported by Creative Advertising students, University of Lincoln)
- HPV and Safe Sex animation (supported by Creative Advertising students, University of Lincoln)
- 8 animations produced by 40+ students at University of Farnham

The 5 Symptoms of Cancer animation gained over 700 views across our platforms, without paid advertising. We hope for this to also increase going forward as our front-facing animation that will also be included within our workshops and on TVs at Sofology (our corporate giving partner) stores across the North.

Partnerships & Fundraising

The Great CATTs Climb

In response to the national lockdown in March 2020, we launched The Great CATTs Climb to give our followers a chance to get involved, raise awareness, and feel a sense of achievement whilst keeping within social distancing guidelines. This was our first major fundraising event and raised a total of £7,614.

Challengers were tasked with climbing the equivalent height of Kilimanjaro (38,680 incline steps) during the month of May. Challengers posted their progress to friends and family on social media, as well as in the CATTs Climb Community Facebook group. This community group would help to keep challengers motivated and feel part of a group effort towards a shared goal, which was extremely important during a time of increased isolation and lack of contact.

Co-op

In October we were selected by the Co-op Local Community Fund, once again, which donates to us when customers purchase Co-op branded goods, and money from shopping bag purchases. Members who have chosen CATTs as their cause can still benefit with donations whilst shopping at stores across the UK.

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Sofology

In 2019-20 we embarked on a 2-year partnership with 12 Sofology stores in their North Central region. CATTs were picked for these stores, as staff were surveyed by Sofology HQ, and young people and health were the 2 causes they wanted to fundraise for. The staff in these stores have been fundraising for us in many different ways and have done such a fantastic job at not only raising funds but raising awareness in their areas too.

NHS Salford CCG

In November 2019 CATTs were awarded £39,937 of funding from NHS Salford Clinical Commissioning Group to deliver face-to-face workshops to young people aged 15-29 in the City of Salford from March 2020 for 12 months.

Despite the COVID 19 pandemic, we hired our Community Engagement Lead brought on for this project virtually on 30th March 2020. We have since developed our workshops for online delivery and are currently navigating how to effectively and safely reach communities that may not have access to digital.

Within this project, as well as a face-to-face workshop package for future use, we have developed 2 online workshops that focus on:

- Signs and symptoms of cancer
- How to check for lumps
- How to recognise cancerous moles
- Risk factors of cancer as a young person
- How to protect from HPV and recognize associated cancer symptoms
- How sun causes skin cancer and how to prevent sun damage

We have also produced a resource pack and visual self-checking guides to support this online content. All of which has been a fantastic opportunity for us as a charity to build our content base and trial cancer awareness in the form of workshops as an innovative public health intervention.

We are currently working with local youth clubs and schools to develop this content for the current environment they are working in through lesson plans and workbooks. This also sets us up securely for the future in allowing us to roll-out this programme across other parts of the UK.

We have also been significantly successful in promoting our online workshops, including:

- Feature in LIFE magazine, sent to the access of 103,000 homes in the City of Salford
- Extended interview with Hits Radio UK, with a potential reach of 6.7 million listeners
- Advertisement of open workshops for University of Salford students with a potential reach of 20,000 young people

As well as allowing us to develop our content and work with young people to increase awareness on a large, yet concentrated, scale to measure impact, it has also been an opportunity for us to develop internally. Examples of this include, achieving a better understanding of health inequalities, especially within the LGBTQ+ community through our work with consultants and youth workers, with a particular focus on attendances to cervical screenings, and producing information on skin cancer in darker skin. We are looking to increase the ways in which we bring all of these issues to the forefront of conversations as a charity going forward.

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Financial review

During the year, the charity received donations totalling £24,978 and grants totalling £99,225.

Further details of the charity's performance can be found in the Receipts and payments accounts on page 9 and the Statement of assets and liabilities on page 10.

The total unrestricted income was £22,786 and the total unrestricted expenditure was £4,871. The total restricted income was £101,417 and the total restricted expenditure was £108,268.

The funds at the end of the year were £45,040 unrestricted funds and £25,789 restricted funds.

Reserves policy

The charity aims to hold 3 months running costs as a reserve. At the balance sheet date £45,040 is held in unrestricted reserves, the trustees are satisfied that the reserves policy is being met.

The aim of the reserves policy is to ensure that the charity's ongoing and future activities are reasonably protected from unexpected fluctuations in its income and expenditure. The reserves policy is reviewed on an annual basis to ensure the charity is sustainable.

Structure, governance and management

During the financial year the Board have selected and appointed a new chair and 2 additional trustees. All roles were advertised openly using internet recruitment tools and series of interviews conducted by the chair, along with introductions to the staff team. Appointments we're made at full board meetings after candidates were proposed by the chair.

New appointments in the financial year 2019-20 were as follows

John Barton – Appointed Trustee and Chair for a 3 year term – September 2019

Samantha Andrews - Appointed Trustee for a 3 year term – June 2020

Angela Webster - Appointed Trustee for a 3 year term – June 2020

Existing Trustees in 2019-20

James Adams

David Purkiss

Colin Graham

Nick Pearson

Angela Lawrence

Elizabeth Booth

The Board met 4 times in the financial year and approved a committee structure that introduced an additional layer of governance that once in operation will create opportunity for volunteer members to work with CATTs and bringing

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their expertise while gaining experience that will aid them in gaining future non-exec roles and creating succession planning opportunities for the main Board.

The new committees are;

Business Committee – looking at financial and HR related issues to ensure that there is additional oversight and to develop additional capability for CATTs

Marketing & Branding Committee – to act as the guardians of the brand and help develop positioning to the external world

Clinical Reference Committee – to advise on medical related content and ensure that CATTs maintains an evidence based approach

Youth / Stakeholder Group – a group to be formed of the organisations beneficiaries to advise on relevant and meaningful approaches to the organisations work and messages, and ensure that the individuals and their communities have a voice in the governance structure.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in the accounts.

Related parties and relationships with other organisations

None

Statement of responsibilities of the trustees

The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law.

Charity law requires the trustees to prepare receipts and payments accounts for each financial year.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

The trustees' annual report has been approved by the trustees on 16 June 2021 and signed on their behalf by:



John Barton

Chair

CATTs (Cancer Awareness for Teens & Twenties) Independent Examiners report for the year ended 31 August 2020

I report to the trustees on my examination of the accounts of the above charity for year ending 31 August 2020 as set out on pages 9 to 10.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act"). The charity's trustees consider that an audit is not required for this year under section 144 of the Act and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Act, and
- to state whether particular matters have come to my attention.

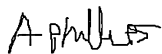
Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Adrian Phillips FCA
Arlo Accountancy Limited
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SK4 2DB

30 / 06 / 2021

CATTs (Cancer Awareness for Teens & Twenties)
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RECEIPTS AND PAYMENTS ACCOUNTS
for the period from 01/09/2019 to 31/08/2020

Receipts and payments

	Unrestricted funds £	Restricted funds £	Total funds £	Last year £
Receipts				
Donations and legacies	22,536	2,442	24,978	10,387
Grants	250	98,975	99,225	96,400
Sub total	22,786	101,417	124,203	106,787
Asset and investment sales				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	22,786	101,417	124,203	106,787
Payments				
Cost of Merchandise	102	581	683	476
Direct Expenses	192	4,824	5,016	3,771
Advertising & Marketing	3,255	9,113	12,368	1,342
Audit & Accountancy fees	-	515	515	258
Sundries	152	-	152	102
Postage, Freight & Courier	-	375	375	91
Insurance	-	587	587	382
Professional Fees	220	1,941	2,161	
Rent	-	8,460	8,460	4,015
Salaries	-	66,061	66,061	41,045
Employers National Insurance	-	1,312	1,312	-
Staff Training	-	301	301	-
Pensions Costs	-	1,396	1,396	574
Subscriptions	739	596	1,335	-
Travel - National	-	8	8	86
Staff Expenses	-	2,244	2,244	1,792
Sub total	4,660	98,314	102,974	53,934
Asset and investment purchases				
Fixed Assets	211	9,954	10,165	8,698
	-	-	-	-
Sub total	211	9,954	10,165	8,698
Total payments	4,871	108,268	113,139	62,632
Net of receipts/(payments)	17,915	- 6,851	11,064	44,155
Transfers between funds	-	-	-	-
Cash funds last year end	27,125	32,640	59,765	15,610
Cash funds this year end	45,040	25,789	70,829	59,765

CATTs (Cancer Awareness for Teens & Twenties)

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Statement of assets and liabilities at the end of the period

	Unrestricted funds £	Restricted funds £
Cash funds		
Bank current account	45,040	25,789
Total cash funds	<u>45,040</u>	<u>25,789</u>

	Unrestricted funds £	Restricted funds £
Other monetary assets		
Fixed Assets		18,862

	Fund <i>un/restricted</i>	Cost £	Current value £
Investment assets			

	Fund <i>un/restricted</i>	Cost £	Current value £
Assets retained for the charity's own use			

	Fund <i>un/restricted</i>	Amount due £	Due
Liabilities			
Pension contributions	restricted	382	Sept 20
HMRC	restricted	1,211	Sept 20
			—
			—

Approved and signed on behalf of all trustees on 16 June 2021:



John Barton



Elizabeth Booth