



# Trustees' Annual Report for the period

Period start date  
From 01 Jan 2023 To 31 Dec 2023

## Section A Reference and administration details

Charity name Red Trouser Day

Other names charity is known by

Registered charity number (if any) 1171208

Charity's principal address 44b St Johns Villas

London, N19 3EG

Postcode N19 3EG

### Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Paul Finch	Chair		
2	Julia George	Head of Strategic Relationships		
3	Tim Bradley	Head of Charitable Operations & Communications Governance		
4	Stefan Fafinski	Head of Legal		
5	Rohan Renard	Head of Content		
6	Kevin Longhurst	Head of Fund Fundraising Logistics		
7	Bruce Richards	Honorary Treasurer	15/2/2024	RTD Trustee Board
8				
9				
10				

### Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

### Name of chief executive or names of senior staff members (Optional information)

Not applicable

## Section B Structure, governance and management

### Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	A CHARITABLE INCORPORATED ORGANISATION WHOSE ONLY VOTING MEMBERS ARE THE CHARITY TRUSTEES
Trustee selection methods (eg. appointed by, elected by)	Appointed by the board of Trustees

### Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

The charitable activities are restricted to fund raising, awareness and fun events through voluntary supporters and members of the Red Trouser Day Community.

Applications for funds are made via a sub committee referred to as CHOPS (Charitable Operations) who vet the application and then make a recommendation to the board of trustees.

Any fund awards made are monitored by the CHOPS team to report back progress for dissemination to the friends, supporters, donors and event holders.

Red Trouser Day has a successful close relationship with the Royal Marsden Cancer Charity where in exchange for promotional support and the use of the Royal Marsden name, we agreed to pay a % of funds raised to them. Any monies paid are held on account dedicated to the Colorectal Cancer unit, where the research scientists make applications to Red Trouser Day CHOPS team for use of the funds. Any such funding requests are also subject to approval by the board of Red Trouser Day Trustees to ensure the monies are used for the purpose they have been raised.

The Royal Marsden Cancer Charity is not the sole beneficiary of Red Trouser Day (other activities are as set out in Section C below)

We have developed policies to cover:

- Event risk management
- Charity risk management
- Conflicts of interest
- Complaints
- Website terms and conditions re payments and goods

- Privacy of data (GDPR)
- Fund Raising Standards
- Safeguarding Policy
- Tainted Donations Policy
- Investment Policy

There are no direct major risks outside of event management. Each event carries the scrutiny of a Trustee and where relevant a risk management plan if the event is in the public domain or could give rise to any public liability issues.

## Section C Objectives and activities

**Summary of the objects of the charity set out in its governing document**

The objects of Red Trouser Day are:

The preservation and protection of good health and relief of sickness in the diagnosis and treatment of colorectal cancer for the public benefit by:

- (a) Increasing awareness of colorectal cancer and its symptoms across the population in the UK;
- (b) Funding leading diagnostic and treatment research into colorectal cancer, where there is a shortfall in other funding sources, or where pioneering research cannot be funded by other sources, and publishing the useful results of that research in order to:
  - (i) Increase the level of early diagnosis and early treatment;
  - (ii) Improve treatment outcomes
  - (iii) Improve the experience of patients, families and friends, reducing their anxiety, helping them feel in control with increased hope, from diagnosis, through treatment and post treatment.

During 2023, Red Trouser Day reestablished a number of in person events with the focus of raising awareness, raising funds for research and helping those that are patients or loved ones have some fun whilst they contend with their diagnosis. .

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

The main concept behind Red Trouser Day was an events infrastructure to allow patients and their close family members to feel positive about the health pathway they are enduring. It allows patients to connect with other like minded people who have successfully recovered from the disease. This works, with individual events like Geoff's Golf Day, Paul's Curry Night, and Julia's Tate Modern Art Walk.

The regular annual flagship event a Golf & Ramble Day, was held successfully for a sixth time which made a profit of just over £7,000.

Every event promotes awareness of the symptoms of bowel cancer and encourages people to be vigilant in their own health review. We often have clinicians speaking at our events, sharing the latest news in research development and what they are hoping to achieve.

Projects funded during 2023 for the public benefit (a full summary report on each project is available on request) but in summary active projects are:

Research Projects:

- RTD provided more funding to extend the mASCARA project, the first international registry for a rare form of Anal Cancer. This extension allowed the team to make an sufficient progress in order for them to secure some long term funding to keep the project going and use the valuable data acquired in the treatment of Anal Cancer with HPF virus particularly a problem for women.
- The Genetic Determinants of Radio-resistance in Rectal Cancer, a research project looking at why some patients benefit from radio therapy and others don't. This project has continued and we are now awaiting to hear about some progress.
- The Charity held a Bursary Competition and awarded £12,000 to a student at the University of the City of London to look at using light based technology for earlier detection. The project made some major progress and indicated it was feasible to see thru skin tissue to identify possible tumors. The team at the University are hoping to secure more funding from other sources to hopefully create a new camera based clinical device.

During 2023 the Charity formed a relationship with a research team based at Imperial (led by some very senior clinicians from the Royal Marsden (& Chelsea and Westminster Hospital) who are looking into improving education of primary care clinicians through the use of Technology Tools using AI (Artificial Intelligence), Haptic (touch based) and Virtual Reality. Red Trouser Day made a grant to help the project move forward whilst the Team searched for larger funds to make the concept a reality. The toolset has been named DiRect (digital rectal examination training). Some members of the board have spent quite a bit of time helping the Imperial Team to build a professional business case for substantial funding. This project has been adopted for now as a strategic focus.

- Conversations have been held at the Ipswich & Colchester Hospitals to build a new relationship with ESNEFT (East Suffolk & North Essex Foundation Trust) owing to the recent relocation of the Founders. During 2024 we are expecting to develop the relationship into a similar one to that of the Royal Marsden.
- In addition to these research projects, RTD have been advocates of two other projects:
  - Imaging to Individualised and Strategised Patient Personalised Care Programme
  - Project Robin, looking at the knowledge gap on how patients react to radiotherapy.

Red Trouser Day would like to thank all clinicians for their ongoing support to the RTD cause. It is a perfect self-fulfilling community.

#### **Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

#### **New Vision**

**We envisage a world without Colorectal Cancer as a life threatening and mutilating disease**

#### **Who are we?**

**An independent community of patients, volunteers & clinicians improving outcomes through education & research into the prevention, early diagnosis and cure of colorectal cancer**

#### **Key Goals**

- 95% of all funds raised (excluding event costs) go to sponsor research and awareness
- Clinical research for prevention and earlier diagnosis
- Advocacy and patient advocates in support of our research objectives

#### **Funding Sponsorship policy and process**

Red Trouser Day's Charitable Operations Committee (CHOPS):

- Runs a funding strategy process that continually looks for what, how and who to fund in order to deliver an annual funding plan that provides the right balance of projects to meet RTD's objectives.
- Operates a transparent process for receiving applications for funding, and initiating, monitoring and reporting on projects selected, reflecting this in RTD's annual financial budget and reporting, and ensuring that supporters and donors are kept up to date with progress.
- Red Trouser Day has a formal agreement with the Royal Marsden Cancer Charity where in exchange for the use of their name we commit a % of net proceeds each year in support of their research.

## **Section D**

## **Achievements and performance**

## Section D

## Achievements and performance

### Summary of the main achievements of the charity during the year

During 2023, as the pandemic fades into the background, we continued to develop in-person events :

- The Annual Golf & Ramble Day at Farleigh Golf Club
- A City of London Guided Walk
- A few corporates in the Tech Sector, notably:
  - Open Text
  - Cushman & Wakefield
- A Tate Britain Art Tour
- Speaker Events Promoting Awareness and Support at Patient Support Groups
- A Hidden Gardens Pimm's Party in Suffolk
- Christmas Choir Concert

In total Red Trouser Day income for 2023 was £29,662 during the year from voluntary ambassadors who have developed a passion for the work that the charity delivers. With deductions of:

- £5,382 (direct event costs and goods for resale-net of stock)

Our operating expenses came in at £2,572 – delivering a return of 86%, i.e., 86% of the net funds raised are going towards seed funding ground breaking research.

This is an improvement on the target of 80% the Board have set each year.

During the year, Red Trouser Day made a donation to the Royal Marsden Cancer Charity of £15,000.

The total amount donated to sponsor Royal Marsden research projects over the last 8 years is now in excess of £175,000.

The board of trustees of Red Trouser Day thank all Ambassadors and volunteers, supporters, donors and clinicians who help make the charity a success. It requires the efforts of many people from a whole range of backgrounds.

We would also like to thank the Royal Marsden Cancer Charity for their support and enthusiasm towards our activities.

## Section E

## Financial review

### Brief statement of the charity's policy on reserves

We only retain sufficient reserves to support the following years fund raising activities and their promotion.

Undistributed monies are held until the CHOPS team have found and approved any awards for projects that meet the charity objectives.

### Details of any funds materially in deficit

Not applicable

### Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Our principal sources of funds are from events and donations. Our strategy is to encourage individuals to run events at work, in the privacy of their own homes or an invite only public event. Any open events are monitored by a Trustee. We are keen on events that promote awareness of Bowel Cancer whilst having fun.

The only expenditure is in support of these events e.g. Meals, Advertising, Golf Green Fees, Auction Prizes, Goods (T-Shirts etc), Banking & Service Charges & Legal Fees. The breakdown is now presented on our website [www.redtrouserday.com](http://www.redtrouserday.com)

**It is our policy to run the charity on a voluntary basis so as not to incur any management or employee costs.**

The Charity is supported by a Board of Trustees who are all company directors and senior professionals in their own field. The charity has a structured approach to governance and assesses all risks accordingly.

## Section F Other optional information

Red Trousers Day was set up as a fund raising and awareness vehicle to help research for earlier diagnosis, support those suffering and create a fun environment for those on a life threatening patient journey.

## Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s) Paul Finch

Position (eg Secretary, Chair, etc) Chairman

Date 29/08/2024





CHARITY COMMISSION  
FOR ENGLAND AND WALES

Red Trouser Day

1171208

CC16a

## Receipts and payments accounts


For the period from	Period start date	To	Period end date
	01/01/2023		31/12/2023

### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Donations and Fundraising	27,107	-	-	27,107	30,447
Gift Aid Receipts	1,394	-	-	1,394	2,130
Sales	1,159	-	-	1,159	541
Interest received	2	-	-	2	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>29,662</b>	<b>-</b>	<b>-</b>	<b>29,662</b>	<b>33,118</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>29,662</b>	<b>-</b>	<b>-</b>	<b>29,662</b>	<b>33,118</b>
<b>A3 Payments</b>					
Donation	15,000	-	-	15,000	32,000
Purchases	2,057	-	-	2,057	422
Fundraising expenses	4,316	-	-	4,316	4,334
Subscriptions	216	-	-	216	216
Computer expenses	909	-	-	909	592
Printing, postage and stationery	15	-	-	15	-
Professional fees	685	-	-	685	685
Advertising and promotion	423	-	-	423	-
Finance charges	228	-	-	228	292
Insurance	96	-	-	96	96
Sundries	-	-	-	-	150
	-	-	-	-	-
<b>Sub total</b>	<b>23,945</b>	<b>-</b>	<b>-</b>	<b>23,945</b>	<b>38,787</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>23,945</b>	<b>-</b>	<b>-</b>	<b>23,945</b>	<b>38,787</b>
<b>Net of receipts/(payments)</b>	<b>5,717</b>	<b>-</b>	<b>-</b>	<b>5,717</b>	<b>- 5,669</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>14,781</b>	<b>-</b>	<b>-</b>	<b>14,781</b>	<b>20,450</b>
<b>Cash funds this year end</b>	<b>20,498</b>	<b>-</b>	<b>-</b>	<b>20,498</b>	<b>14,781</b>



## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Bank Account	16,002	-	-
	Savings Account	4,496	-	-
		-	-	-
	<b>Total cash funds</b>	<b>20,498</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK
<b>B2 Other monetary assets</b>	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Stock	991	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
			Paul Finch	29/08/2024



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

RED TROUSER DAY

**On accounts for the year  
ended**

31<sup>st</sup> DECEMBER 2023

**Charity no  
(if any)**

1171208

**Set out on pages**

1-2

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/ 12 / 2023

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the 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 which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

*\* Please delete the words in the brackets if they do not apply.*

**Signed:**

**Date:**

29/08/2024

**Name:**

Clive Robert Purdy

**Relevant professional  
qualification(s) or body  
(if any):**

Chartered Accountant

**Address:**

Bellefield House, 104 New London Road

Chelmsford

Essex CM2 0RG

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

NONE



**Section A**

**Independent Examiner's Report**

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RED TROUSER DAY

**On accounts for the year  
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**Signed:**

**Date:**

29/08/2024

**Name:**

Clive Robert Purdy

**Relevant professional  
qualification(s) or body  
(if any):**

Chartered Accountant

**Address:**

Bellefield House, 104 New London Road

Chelmsford

Essex CM2 0RG

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Give here brief details of any items that the examiner wishes to disclose.

NONE