



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	Jan	2024		31	Dec	2024

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	Kevin Longhurst	Head of Fund Fundraising Logistics		
6	Bruce Richards	Head of Finance	Appointed 15/02/2024	RTD Trustee Board
8	Martin Wright	Fundraising	Appointed 24/11/2024	RTD Trustee Board
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 Trousers 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 Trousers 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 Trousers Day CHOPS team for use of the funds. Any such funding requests are also subject to approval by the board of Red Trousers 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 Trousers 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
- Fund Raising Standards
- Safeguarding Policy
- Tainted Donations Policy
- Investment Policy
- Anti-Bribery
- Acceptable IT Use Policy
- Serious Incident 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 Trousers Day are (unchanged since inception):

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 2024, Red Trousers Day organised and supported 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.

The main concept behind Red Trousers Day is 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 likeminded 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. Other Ambassadors hold events in memory or honour of a loved one.

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.

We start each year with a Campaign Launch event where we invite Research Clinicians to present their progress on projects we have supported. This is replicated at an end of season Donor "thank you event" and where appropriate at a large fundraising event. This

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)

connectivity between Patients, Supporters & Clinicians is fairly unique for a small charity and one highly valued by the Donors. It allows people to properly understand where their funds are being spent and what difference is making. It is also valued by clinicians, who often need to include patient feedback in their research proposals.

Projects funded during 2024 for the public benefit (a full summary report on each project is available on request) but in summary active projects are:

Research Projects:

- During 2023 RTD adopted a project being run by Professor Fernando Bello at Imperial College looking at creating Haptic (touch) based training aids to improve primary care diagnostics. RTD helped this project by providing funds to develop a prototype and put the team in an improved position to solicit the major funding they need. A project team was formed to make a bid to the UKRI (UK Research & Innovation) funds for £2.5m. A company called Bid Partners volunteered their time to help, and a bid was made. Whilst the initial bid was unsuccessful, the team are investigating other sources of funds. The main objective here is to improve the diagnostics capability of primary care clinicians and thereby reduce the load on secondary care. RTD still believes this project is strong enough to be viewed as strategic.
- Earlier in the year we heard from the team that are running another seeded project called mASCARA, the first international registry for a rare form of Anal Cancer. As a direct result of RTD seed funding they had secured a further £250k to continue to collect the valuable data required in the treatment of Anal Cancer with HPF virus which is particularly a problem for women. Based on the data provided by the Registry, the team has now developed a screening and treatment clinic for this condition.
- 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 launched a new Bursary Competition in partnership with the Penguins Against Cancer (another cancer fundraising charity) where we created the Simon Bunting Award of £10,000, (£5,000 each). This project received 3 very strong applications and made its first award to one of them in March 2025. We are expecting an update on this research in March 2026, so more next time.
- C-Prio; This project is a collaboration between the company C-Prio and the East Suffolk and North Essex Foundation Trust (ESNEFT). The project aims to prove, using a large number of

cases, that an AI analysis tool will “enhance the accuracy and efficiency of colorectal biopsy analysis, potentially eliminating delays and improving early diagnosis and treatment.” Work and testing continue. Some trustees are also providing voluntary business experience to help the project along.

- Andromeda Project: The aims of the project are to demonstrate that a new approach which adapts radiation dose with the help of MRI integrated radiotherapy can improve response rates and organ preservation.
- In addition to these research projects, RTD has provided patient advocacy for two other projects:
 - Project Mercury 3, Imaging to Strategise a Patient Personalised Care Programme (Professor Gina Brown Imperial College)
 - 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

- 90-95% 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
- A self-sustaining community of patients, supporters, clinicians and researchers.

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 at an event we commit 60% of net proceeds of that event in support of their research (projects are agreed jointly).

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

During 2024, our in person events brought much joy and fun especially for those (i.e. patients, friends and members of family) who have been touched by this disease. Highlights include the regular annual flagship event a Golf & Ramble Day in Surrey, where a similar event was launched in Suffolk in May. A new annual Music event was held in Burnham Village near Slough. A round up of key fund raising events:

- 2024 Campaign Launch with Clinician Presentations (sponsored by Cushman & Wakefield)
- The Annual Golf & Ramble Day at Farleigh Golf Club
- A Suffolk Golf & Ramble Day at Seckford Hall
- A Historical Art Tour (Tate Modern)
- A Hidden Gardens Pimm's Party in Suffolk
- A music event in Slough
- Tour of Oxford Colleges

A major highlight for the founders was a surprise recognition on the BBC One Show where two supporters had applied to Alex Jones to have their achievements recognised in the "Big Thank You". The surprise happened during the annual curry event at the Sitara restaurant in North London and an amazing time was had by all. The surprise also included a visit by two Saracens rugby players and the BBC cameras. The event was shown on BBC 1 in August 2024.

In total Red Trouser Day income for 2024 was £45,469 during the year from voluntary ambassadors who have developed a passion for the work that the charity delivers. With deductions of:

- £6,534 (direct event costs)
- Therefore Gross Margin net of event costs £38,935

Our operating expenses came in at £2,788 delivering a return of just below 93%, i.e., 93% of the net funds raised (after event costs) are going towards seed funding groundbreaking research.

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

During the year, Red Trouser Day made a donations of £16,200, which included a £10k donation to the Royal Marsden.

The total amount donated to sponsor Royal Marsden research projects over the last 8 years is now in excess of £185,000.

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 year's 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

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 Trouser 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	23/09/2025	



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
	01/01/2024		31/12/2024

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 £
A1 Receipts					
Donations and Fundraising	45,064	-	-	45,064	27,107
Gift Aid Receipts	-	-	-	-	1,394
Sales	-	-	-	-	1,159
Interest Received	405	-	-	405	2
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	45,469	-	-	45,469	29,662
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	45,469	-	-	45,469	29,662
A3 Payments					
Donation	16,200	-	-	16,200	15,000
Purchases	-	-	-	-	2,057
Fundraising expenses	6,534	-	-	6,534	4,316
Subscriptions	-	-	-	-	216
Computer expenses	1,075	-	-	1,075	909
Printing, postage and stationery	-	-	-	-	15
Professional fees	685	-	-	685	685
Advertising and promotion	408	-	-	408	423
Finance charges	524	-	-	524	228
Insurance	96	-	-	96	96
Sundries	-	-	-	-	-
	-	-	-	-	-
Sub total	25,522	-	-	25,522	23,945
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	25,522	-	-	25,522	23,945
Net of receipts/(payments)	19,947	-	-	19,947	5,717
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	20,498	-	-	20,498	14,781
Cash funds this year end	40,445	-	-	40,445	20,498

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 £
B1 Cash funds	Bank Account	6,038	-	-
	Savings Account	34,407	-	-
		-	-	-
	Total cash funds	40,445	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	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	23/09/2025



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

RED TROUSER DAY

**On accounts for the year
ended**

31st DECEMBER 2024

**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 /2024

**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:

23/09/2025

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