

Charity registration number 1182127 (England and Wales)

Company registration number CE016580

THE DIANNE OXBERRY TRUST
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

THE DIANNE OXBERRY TRUST

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	J Rosenberg S Collins Dr C Badescu	(Appointed 20 May 2025)
Charity number	1182127	
Company number	CE016580	
Principal address	C/o Wodehouse Direct Warren Bruce Court Warren Bruce Road Trafford Park Manchester M17 1LB	
Independent examiner	C J Sugarman FCA Tussies Limited Chartered Accountants 31 Wilmslow Road Cheadle Cheshire SK8 1DR	

THE DIANNE OXBERRY TRUST

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THE DIANNE OXBERRY TRUST

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2025

The trustees present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

The charity's objects are:

- to raise awareness of the symptoms and issues surrounding ovarian cancer to women, including those in the highest risk groups, predominantly but not exclusively across the North West of England.
- to raise awareness within the medical and clinical professions of the importance of early detection and diagnosis of ovarian cancer.

The trustees have paid due regard to guidance published by the Charity Commission in respect of public benefit and have kept this in mind in planning its activities.

Our core mission is to raise awareness of the symptoms of ovarian cancer to help improve early diagnosis - and ultimately prognosis too. This is done primarily under our "Spread the Word" campaign banner aimed at various groups across the North West. This work has continued to prove successful.

The activity we have undertaken has attracted a broad spectrum of new supporters and, most importantly, we have continued to hear first-hand and first-person testimony about how our awareness raising work has prompted individuals to seek targeted medical advice earlier than might have been the case.

"Dianne's legacy lives on in the form of the Trust which is helping others spot the signs of ovarian cancer. It was through this that my friend self-diagnosed and took herself to the doctor who was then very prompt in organising the tests needed. She is undergoing chemotherapy now."

Achievements and performance

Key activities during the year included the following:

We launched our Merry Kiss-mas campaign in November 2024, a multilayered, multichannel campaign to raise both awareness and funds. Merry Kiss-mas is an online campaign featuring a virtual Christmas tree in which supporters can donate a bauble and dedicate it to a loved one. With the support of MediaCity, who allowed us to use a glasshouse opposite the Dianne Oxberry Rose Garden, we put up a real Christmas tree and decorated it with baubles featuring the names of those dedicated on the virtual tree.

The appeal included a comprehensive two-month social media campaign, media and PR activity, plus a range of marketing collateral shared across the North West via various partner organisations. We sent our e-newsletters to our existing supporters, direct mailed supporters without email addresses, and published a variety of video messages on social media, many recorded by celebrities including Lorraine Kelly and Dan Walker. We also hosted a small intimate launch event at Mediacity where we invited our key supporters for a glass of mulled wine and a mince pie. Overall, Merry Kiss-mas raised £3,267 and achieved the three key outcomes of the campaign: raising money, increasing our supporter base, and raising awareness of the symptoms of ovarian cancer with a new audience.

THE DIANNE OXBERRY TRUST

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2025

Our partnership with the Greater Manchester Cancer Alliance has continued to grow from strength to strength, leading to our involvement in the *This Van Can* campaign – one of the first initiatives of its kind nationally. We worked alongside Target Ovarian Cancer, and the van proudly featured Dianne's face.

Over the six-week project, running from February 2025 and spanning 36 events across all ten Greater Manchester boroughs, we engaged with 8,296 individuals, distributed more than 10,000 Dianne Oxberry Trust leaflets, generated 27 pieces of print coverage, 3 TV and 5 radio broadcasts, and more than 50 online stories. We reached over 1.1 million people through van-related social media posts and saw the official project hashtag reach an average of 17,195 individuals per day. Coverage recorded carried an overwhelmingly positive sentiment, with 96% of social and press interactions being positive. This work has also continued to lead to significant increases in traffic to the symptoms page of our website, up by more than 300 per cent compared with the previous year.

Social media has been a strong driver of traffic to our website and the site homepage and symptoms pages remain most popular – much of our work on various earned marketing and communications activities focuses on driving people to read more about the symptoms so they can see their GP for diagnosis if needed.

We have carried out work to help increase engagement of supporters and others associated with our charity, as well as targeting new audiences across the North West. Our email newsletters have tested a variety of styles and tactics, with links, clicks and other KPIs measured and used to inform future plans around what people are finding most interesting. Our email open rate is up 13.8 per cent compared with previous years, and when benchmarked against other Mailchimp mailings from similar sized organisations with similar reach, our click through rate for recent emails was 9.4 per cent, compared with industry average of 5.7 per cent. This work will continue in the next reporting year as part of our broader digital journey and user experience work.

Our symptom graphics, copy and assets have been shared via monthly update newsletters with all NHS GP surgeries, pharmacies and hospitals in Greater Manchester. These have been added to the waiting room TV screens, ward TV holding screens, and to their staff newsletters as appropriate.

Big screens around the region also display our messages, including in the piazza at MediaCity in Salford Quays, at Wythenshawe Forum Campus and, during key times of year, at other local shopping centres and community hubs.

During the reported period, we began dialogue with North West Cancer Research, with plans to collaborate on a joint awareness-raising campaign roadshow in 2026.

Stewardship and valuing our supporters continued to be a significant part of our work. We achieve this by sending a thank-you letter or card to everyone who donates to the charity directly or by sponsoring a challenge fundraiser. E-newsletters have been sent three times in the period.

We are incredibly grateful to everyone who has donated to us over the last year, helping us to reach out to more people across the North West.

And finally, with the charity's continued growth and development, the board of trustees reviewed our original vision and committed to a more ambitious direction. Our new vision is: ***A future where no one in the North West dies of ovarian cancer.*** This underpins all our messaging and strategic direction of future plans.

Financial review

As shown in the Statement of Financial Activities on page 5, net expenditure for the year was £8,206 compared to £21,373 in the previous year. As at 31 March 2025 reserves amounted to £45,124 and are held to further achieve the objectives of the charity.

THE DIANNE OXBERRY TRUST

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2025

Future plans

In 2025/2026 we are entering an exciting period of growth and development. A key priority will be strengthening our governance by reviewing the skills and experience on our Board. This will include a full skills-gap analysis and targeted recruitment to ensure we have the expertise needed to drive the charity forward.

We will also continue to expand our fundraising efforts. This includes pursuing new opportunities with grant-making trusts and inspiring more third-party supporters to fundraise on our behalf, helping us extend our reach and impact across the North West.

Raising awareness of the symptoms of ovarian cancer remains central to our mission. In the coming year, we will further develop our targeted campaigns, with a major highlight being a collaboration with North West Cancer Research to launch an ovarian cancer awareness show in the first quarter of the year.

Our partnership with the Greater Manchester Cancer Alliance will continue to flourish, and we are committed to seeking new collaborations that strengthen our work and help us reach even more people. Through these partnerships and initiatives, we will continue to deliver on our charitable purpose and make a meaningful difference for women across the region.

Structure, governance and management

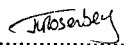
The charity is a charitable incorporated organisation (CIO) with a corporate governing document and is managed by its trustees.

The trustees who served during the year and up to the date of signature of the financial statements were:

E O'Neal	(Resigned 1 February 2025)
I Hindle	(Resigned 9 July 2025)
Dr S Ferguson	(Resigned 12 July 2025)
J Rosenberg	
S Collins	
Dr C Badescu	(Appointed 20 May 2025)

The trustees are responsible for the recruitment of new trustees and their induction training. When an opportunity arises to recruit potential trustees, the charity invites individuals to apply through the Chair. The charity has a Trustee Description and Role Specification document which all candidates receive. There will be an opportunity for informal discussions. Candidates will then be shortlisted by the Chair and a small committee of serving trustees and appropriate individuals will be invited to attend the formal interview process. Successful candidates will be asked to complete necessary and appropriate training and learning development forums.

The trustees' report was approved by the Board of Trustees.


.....
J Rosenberg
Chair of the Board

Date: 26 January 2026.....

THE DIANNE OXBERRY TRUST

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF THE DIANNE OXBERRY TRUST

I report to the trustees on my examination of the financial statements of The Dianne Oxberry Trust (the charity) for the year ended 31 March 2025.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements. You consider that an audit is not required for this year and that an independent examination is required.

Having satisfied myself that the financial statements of the charity are not required to be audited and are eligible for independent examination, I report in respect of my examination of the charity's financial statements 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 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 charity as required by section 130 of the 2011 Act or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of the 2011 Act or
- 4 the financial statements 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 financial statements 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 financial statements to be reached.



C J Sugarman FCA
Tussies Limited
Chartered Accountants

31 Wilmslow Road
Cheadle
Cheshire
SK8 1DR
UK

Dated: 20/11/2026

THE DIANNE OXBERRY TRUST

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2025

		Unrestricted funds 2025 £	Unrestricted funds 2024 £
	Notes		
<u>Income from:</u>			
Donations and legacies	2	32,240	47,586
<u>Expenditure on:</u>			
Raising funds	3	4,488	17,956
Charitable activities	4	35,958	51,003
Total resources expended		40,446	68,959
Net expenditure for the year/ Net movement in funds		(8,206)	(21,373)
Fund balances at 1 April 2024		53,330	74,703
Fund balances at 31 March 2025		45,124	53,330

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

THE DIANNE OXBERRY TRUST

BALANCE SHEET

AS AT 31 MARCH 2025

	Notes	2025 £	£	2024 £	£
Current assets					
Debtors	9	707		1,269	
Cash at bank and in hand		48,308		55,433	
		<u>49,015</u>		<u>56,702</u>	
Creditors: amounts falling due within one year	10	(3,891)		(3,372)	
Net current assets			45,124		53,330
The funds of the charity					
Unrestricted funds	11		45,124		53,330
			<u>45,124</u>		<u>53,330</u>

The trustees acknowledge their responsibilities for complying with the requirements of section 130 of the Charities Act 2011 with respect to accounting records and the preparation of financial statements.

The trustees consider that the charity is entitled to exemption from the requirement to have an audit under section 144 of the Charities Act 2011 and that members have not required the charity to obtain an audit.

The financial statements were approved by the trustees on 26 January 2026



J Rosenberg
Chair of the Board

Company registration number CE016580 (England and Wales)

THE DIANNE OXBERRY TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

The Dianne Oxberry Trust is a registered charity in England and Wales and is a charitable incorporated organisation. The address of its principal office is c/o Wodehouse Direct, Warren Bruce Court, Warren Bruce Road, Trafford Park, Manchester M17 1LB.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

1.3 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably.

1.4 Expenditure

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

Expenditure is accounted for on an accruals basis and is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

1.5 Taxation

The charity is exempt from tax on its charitable activities.

2 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Donations and gifts	32,240	47,586

THE DIANNE OXBERRY TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

3 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Seeking donations, grants and legacies	1,786	16,407
Support costs	2,702	1,549
	<u>4,488</u>	<u>17,956</u>

4 Expenditure on charitable activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Direct costs		
Raising awareness of ovarian cancer	1,332	18,660
Share of support and governance costs (see note 5)		
Support	33,834	31,656
Governance	792	687
	<u>35,958</u>	<u>51,003</u>
Analysis by fund		
Unrestricted funds	<u>35,958</u>	<u>51,003</u>

THE DIANNE OXBERRY TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

5 Support costs

	Support costs	Governance costs	2025	Support costs	Governance costs	2024
	£	£	£	£	£	£
Postage and stationery	555	-	555	323	-	323
Sundry expenses	2,206	-	2,206	277	-	277
Website costs	318	-	318	295	-	295
CRM and online platform costs	1,878	-	1,878	1,411	-	1,411
Other IT costs	720	-	720	935	-	935
Communications and social media	5,685	-	5,685	4,500	-	4,500
Operations management	24,750	-	24,750	25,200	-	25,200
Professional fees	424	-	424	264	-	264
Independent examiner's fees	-	300	300	-	300	300
Insurance	-	366	366	-	387	387
Trustee meetings	-	21	21	-	-	-
Sundry expenses	-	105	105	-	-	-
	<u>36,536</u>	<u>792</u>	<u>37,328</u>	<u>33,205</u>	<u>687</u>	<u>33,892</u>
Analysed between						
Fundraising	2,702	-	2,702	1,549	-	1,549
Charitable activities	33,834	792	34,626	31,656	687	32,343
	<u>36,536</u>	<u>792</u>	<u>37,328</u>	<u>33,205</u>	<u>687</u>	<u>33,892</u>

6 Net movement in funds

	2025	2024
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	<u>300</u>	<u>300</u>

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

8 Employees

The charity had no employees during the year (2024: None).

THE DIANNE OXBERRY TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

9 Debtors

	2025	2024
	£	£
Amounts falling due within one year:		
Prepayments and accrued income	707	1,269

10 Creditors: amounts falling due within one year

	2025	2024
	£	£
Accruals and deferred income	3,891	3,372

11 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2024 £	Incoming resources £	Resources expended £	At 31 March 2025 £
General funds	53,330	32,240	(40,446)	45,124
Previous year:	At 1 April 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
General funds	74,703	47,586	(68,959)	53,330

12 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).