



**Unmask Cancer:**  
**Annual Report for the Financial Year Ending**  
**5<sup>th</sup> April 2024**

**Charity Name:** Unmask Cancer

**Registered Charity Number:** 1204795

**Address:** 66 Glazebrook Close, Croxted Road. West Dulwich, London. SE21 8RR

**Chair:** Joanna Andrews

**Trustees:** Hope Simmons, Raissa McSkimming, Rebecca McKay, Krystle Buck, Casey-Lee Kane, Milan Kane

**Bankers:** Lloyds Banking

**Independent Examiner/Auditor:** Not Applicable - Annual Income Under £25,000

## **Introduction**

Unmask Cancer operated as a non-profit organisation throughout 2023 and January 2024. During this period, all funds raised were applied exclusively to charitable purposes, including donations to partner charities and support for initiatives such as the chemo-kit program.

In January 2024, the charity became a registered Charitable Incorporated Organisation (CIO), allowing it to retain some event profits to further its charitable objectives, including ongoing support services, fundraising initiatives, and awareness campaigns.

Trustees continue to ensure that all funds are applied in line with the charity's Constitution and mission.

The charity is governed by its Constitution, which sets out its charitable purposes, procedures for appointing trustees, and how decisions are made. Trustees are responsible for overall governance and strategic direction, meeting quarterly to review plans, finances, and events.

Day-to-day operations are carried out by trustees and volunteers, as the charity has no paid staff. Volunteers play a pivotal role in delivering events, coordinating fundraising campaigns, and managing support services such as the chemo-kit program and counselling initiatives.

Partnerships and community support are essential to Unmask Cancer's work. Key events in 2023–2024 included the chemo-kit program launch, Third Charity Football Tournament & Family Fun Day, and Winter Wonderland Ball. Partnerships with local venues, organisations, and donors helped ensure the successful delivery of services and events.

During the year, Unmask Cancer raised over **£10,005.46** (excluding event sponsorship), applied to charitable initiatives including donations to Willow Foundation, Trekstock, and Poppy the Brave (Catterall Family).

## **Objectives & Activities**

### **Charity Aim**

Unmask Cancer exists to support individuals affected by cancer, particularly young adults, improving quality of life through practical support, emotional care, and awareness-raising initiatives.

### **Charitable Objectives**

- **Provide Chemo-Kits:** Assemble and distribute chemo-care packages to patients undergoing treatment; launched officially in 2023.
- **Offer Counselling Services:** Fund and provide access to professional counselling for patients and families.
- **Raise Awareness:** Educate the public on cancer types through campaigns, outreach, and informational materials.
- **Organise Fundraising Events:** Host football tournaments, themed balls, and other events to raise funds and engage the community.

### **Activities Undertaken (April 2023 – April 2024)**

- **Chemo-Kit Program Launch:** Distributed 5 kits, providing practical and emotional support. Supported by Superdrug donation of 250+ products valued at £1,000+.
- **Counselling Services:** Expanded professional counselling access for patients and families.
- **Educational Outreach:** Delivered awareness campaigns and materials promoting early detection and understanding.
- **Fundraising Events:**
  - Second Charity Football Tournament & Family Fun Day (3 June 2023): 100+ participants, raised £1,800.
  - Winter Wonderland Ball (11 Nov 2023): 165+ participants, raised £5,505.76.
  - Supporter Fundraiser – ‘Arrone’s 30-Day Push Up Challenge’: raised £1,020.

## **Achievements & Performance**

### **Fundraising & Community Events**

<b>Event</b>	<b>Attendance</b>	<b>Amount Raised (£)</b>
Charity Football Tournament (3 June)	100+	1,800
Winter Wonderland Ball (11 Nov)	165+	5,505.76
Raffles	N/A	1,343.30
Easter Egg Hunt	N/A	336.40
Supporter Fundraiser – Push Up Challenge	N/A	1,020

### **Chemo-Kit Program**

- Launched 2023 with 5 kits distributed, supported by Superdrug donation.
- Recipients reported practical help and emotional comfort.

### **Counselling Services**

- Provided professional counselling support to families.

### **Donations to Partner Charities**

- Willow Foundation: £2,250
- Trekstock: £2,250
- Poppy the Brave and Catterall Family: £1,500

## Impact

- Positive feedback from event attendees and chemo-kit recipients.
- Increased community engagement via events and social media.

## Financial Summary

### **Total Funds Raised Through Events (Excluding Sponsorship): £10,005.46**

Source	Amount (£)
Winter Wonderland Charity Ball	5,505.76
Charity Football Tournament	1,800.00
Raffles	1,343.30
Easter Egg Hunt	336.40
Supporter Fundraiser – Push Up Challenge	1,020.00

### **Sponsorship Income (Event Costs Only):**

- In Vent Environmental Services: £800
- Aesthetics by Sally: £250
- Aesthetically Pleasing by Hannah: £250

### **Donations to Other Charities:**

- Willow Foundation: £2,250
- Trekstock: £2,250
- Poppy the Brave and Catterall Family: £1,500

### **Surplus / Funds Carried Forward:**

- £405.90 retained for charitable objectives.

## Reserves Policy

Unmask Cancer maintains reserves to ensure continuity of core activities during unforeseen circumstances. Trustees review reserves annually to ensure adequate funding for operations

and future projects.

## **Our Goals: May 2024 – April 2026**

### **1. Expand Event Reach & Volunteer Engagement**

- Increase participants and volunteers by 20% at Charity Football Tournaments vs. July 2023.
- Grow men's teams from 4 to 6+, introduce 4+ women's teams, recruit 10+ volunteers.

### **2. Enhance Sponsorship & Funding for Events**

- Secure 3+ new high-value sponsors for Annual Themed Charity Balls.
- Review and relaunch sponsorship packages with clear promotional benefits.

### **3. Scale Chemo-Kit Program**

- Produce and distribute 30 kits by April 2025, expanding to 50+ by April 2026 (subject to funding).
- Organise dedicated fundraisers aligned with awareness months.

### **4. Increase Awareness & Outreach via Newsletter and Social Media**

- Grow monthly newsletter subscribers by 30%, boost social media engagement by 25% by April 2026.
- Continue monthly newsletters and expand to platforms like TikTok with engaging content.

### **5. Deepen Community Partnerships**

- Establish 3+ new local partnerships by April 2026.
- Continue talks with Kings College Hospital Play Team; reach out to local businesses like Tesco.

### **6. Broaden Emotional Support Services**

- Introduce 1+ new mental health service/resource (virtual peer group, helpline, digital pack) by April 2025.
- Build on counselling services with formal support structures complementing chemo-kits.