



UNMASK CANCER

RCN: 1204759

Charitable Incorporated Organisation

Second Annual Report

Trustee Annual Report for the Financial Year Ending:
5th April 2025

Address:

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

Banking:

Lloyds Bank

Chair:

Joanna Andrews

Trustees:

1. Hope Simmons
2. Raissa McSkimming
3. Rebecca McKay
4. Krystle Buck
5. Casey-Lee Kane
6. Milan Kane

CHAIR STATEMENT

This year continued to demonstrate the charity's growth and resilience, with a varied programme of fundraising and community activities delivered throughout the year. Unmask Cancer continued to develop its events programme, including the introduction of an additional family-focused Easter event.

While attendance at some events was lower than in previous years, the charity continued to see strong levels of generosity and support from attendees, demonstrating that well-supported events can remain impactful and financially successful.

Alongside fundraising activity, the charity also delivered its first hospital toy and Easter donation drive, providing toys, crafts, selection packs, and essential items to a local hospital and its play team for distribution to children on the ward.

The overwhelming response from the community was a particular highlight of the year, reinforcing the value of the charity's work and the strength of its supporter base.

GOVERNANCE AND MANAGEMENT

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

During the reporting period, all funds raised were applied exclusively to furthering the charity's charitable purposes, in line with its Constitution and mission. This included direct financial support to a family in need, alongside wider practical and emotional support initiatives.

The charity delivers its work through fundraising events, partnerships, and volunteer-led initiatives. Income generated from fundraising activities is retained to support the delivery of support services, awareness campaigns, and ongoing charitable programmes, including the chemo-kit initiative.

Partnerships and community support remained central to Unmask Cancer's work. Collaboration with local venues, organisations, and individual supporters helped ensure the effective delivery of events and charitable initiatives.

The charity is governed by its Constitution and overseen by a Board of Trustees, who are responsible for the overall governance, strategic direction, and financial oversight of the charity. The Chair oversees the majority of the charity's activities and operations, with involvement from other trustees where necessary, particularly in relation to key events, fundraising activity, and strategic decisions.

Trustees meet during the year, with additional meetings held as required to support key events and activities. Trustees reviewed the charity's activities, fundraising plans, and financial position to ensure the charity continued to operate in line with its charitable objectives.

Trustees maintained oversight of governance matters, including financial controls and decision-making processes, and reviewed risks and safeguarding arrangements during the year. Trustees were satisfied that appropriate policies and procedures were in place.

Day-to-day activities were delivered by trustees and volunteers, as the charity had no paid staff during the period. Volunteers played an important role in supporting events, fundraising activity, and the delivery of charitable programmes.

Trustees are aware of their legal duties and responsibilities and confirm that the charity was managed in accordance with its Constitution and relevant charity law.

OUR OBJECTIVES AND 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

The charity's charitable objectives remain unchanged and continue to guide all activities and decision-making:

- To provide chemo-kits by assembling and distributing chemo-care packages to patients undergoing treatment.
- To offer counselling services by funding and providing access to professional counselling for patients and families.
- To raise awareness by educating the public on cancer types through campaigns, outreach, and informational materials.
- To organise fundraising events, including football tournaments, themed charity balls, and other community events, to raise funds and engage supporters.

Activities Undertaken (April 2024 – April 2025)

The charity continued the delivery of its chemo-kit programme and progressed counselling referrals during the year.

Our Fundraising Events:

- Football Tournament & Family Fun Day (6 July 2024): 50+ attendees, excluding players, raised £1,167. Positive turnout despite poor weather
- 'Bring Back The 80s' Ball (21 September 2024): 100+ participants, raised £4,607
- Raffles (Seasonal, Throughout Year): 8 total raffles, raised £***

New:

Hospital Donations: Christmas Toy Drive (Dec 24), Easter Drive (Apr 25), General Item/Wishlist Donations (Quarterly)

ACTIVITIES DELIVERED

During the financial year, the charity achieved positive outcomes across its fundraising and community engagement activity. Despite lower attendance at some events compared to previous years, fundraising performance remained strong and community support continued to grow.

An achievement during the year was the financial success of the charity's flagship fundraising events. In particular, the themed charity ball raised £4,607 alone, demonstrating that events can remain financially effective even with reduced guest numbers when well supported. This provided valuable insight into the effectiveness of event planning, supporter engagement, and cost control.

A key achievement during the year was the successful delivery of the charity's first hospital donation drive. Through this initiative, over 300 toys and 200 selection packs were donated to a local hospital and its play team for distribution to children on the ward, representing a significant achievement and a new area of charitable delivery.

Following on from our initial donation drive, we created a second one for the charity's first Easter egg drive for children receiving treatment at King's College Hospital. A notable contribution to this initiative came through a community-led partnership with a local Tesco store, supported by a staff member acting as a community champion. A public donation point was established within the store to support. Within a short period, the collection point was filled multiple times, resulting in a total of 250 Easter egg donations from the local community. This level of response demonstrated the charity's ability to mobilise large-scale community support through local partnerships.

The success of the hospital donation drive highlighted the strength, generosity, and responsiveness of the charity's supporter base and reinforced the value of collaboration with local organisations. Trustees viewed this as a meaningful indicator of growing awareness and trust in the charity's work.

The charity also provided direct financial support to an individual family during the year

Overall, the charity's performance during the year demonstrated resilience, adaptability, and increasing capacity to deliver both fundraising and non-financial support initiatives in line with its charitable objectives.

ACHIEVEMENTS AND PERFORMANCE

During the financial year, Unmask Cancer delivered a varied programme of fundraising and community activities in support of its charitable objectives. Fundraising events and community initiatives continued to play a central role in supporting the charity's work and engaging its supporter base.

The charity hosted multiple fundraising events during the year, including a new addition of the Easter Egg Hunt, a football tournament, and the 'Bring Back the 80s' themed charity ball. Although attendance at the charity ball was the lowest for this style of event since the charity began in 2018, the event was highly successful, raising £4,607 alone.

Trustees continued to focus on broadening community involvement and engaging local organisations to support event delivery and awareness-raising activities.

While there were no supporter-led fundraising events during the year, the charity delivered its first hospital toy drive. Through this initiative, over 300 toys and 200 selection packs were donated to a local hospital and its play team for distribution to children on the ward. The toy drive received strong support from the charity's audience and was considered a significant success. In addition to this, the charity also delivered a hospital Easter donation drive in partnership with local supporters, and we teamed up with a local Tesco store to help boost our donations, engagement, and support!

The positive response to this initiative highlighted the strength and commitment of the charity's supporter base. In preparation for future fundraising activity, the charity also applied for places for the 2027 marathon, with the intention of filling these places through supporter participation to further raise funds and awareness.

IMPACT AND PUBLIC BENEFIT

The charity's activities provided direct support to individuals affected by cancer, particularly children and young people undergoing treatment, as well as their families.

Support was delivered through practical donations, emotional support initiatives, and community-led activities designed to improve well-being during challenging periods.

During the year, Unmask Cancer delivered its first hospital Easter donation drive, providing toys, selection packs, and Easter egg donations to children receiving treatment at a local hospital. The hospital play team distributed these donations to children spending Easter on the ward, helping to bring comfort, enjoyment, and a sense of normality during treatment.

The charity also provided direct financial support of £1,100 to a family in need, contributing to improved stability during a period of significant personal and financial challenge.

Unmask Cancer also continued to support beneficiaries through its wider activities, including fundraising initiatives that enable the delivery of practical support such as chemo-kits and access to counselling services. Feedback and engagement from supporters and partners highlighted the emotional and practical value of this support, particularly where initiatives focused on easing the experience of treatment for patients and families.

Trustees are satisfied that the charity's work during the year delivered clear public benefit. The positive response to the hospital donation drive and wider activities demonstrated the charity's ability to mobilise community support to meet identified needs and deliver meaningful impact in line with its charitable objectives.

DONATIONS AND GRANTS TO OTHER CHARITIES

During the financial year ending 5th April 2025, the charity provided £1,100 in financial support to an individual family previously supported by the charity.

Chair and Trustees agreed that this support aligned with the charity's objectives and represented an appropriate use of charitable funds.

No donations or grants were made to other charities during the period.

The charity did not receive any grants during the financial year. Its activities were funded entirely through self-generated income, including fundraising events, raffles, and community-led initiatives.

FINANCIAL REVIEW

The charity had opening funds of £405.90 brought forward from the previous financial year.

Total income for the year amounted to £19,562.49. Income was generated primarily through fundraising events, community donations, and raffles, reflecting the continued support of the charity's local and wider supporter base.

Expenditure during the year totalled £19,634.39 and supported the delivery of the charity's charitable activities, including practical support initiatives, hospital donation drives, and the provision of direct financial assistance to beneficiaries.

The charity recorded a deficit of £71.90 for the year. Any surplus was retained to support future charitable objectives and ensure the charity continues to deliver its core activities.

In line with the charity's reserves policy, trustees reviewed the charity's financial position at the year-end and are satisfied that reserves held are appropriate for the charity's current level of activity and planned operations.

In addition to the income reported above, the charity received donated goods via an Amazon wishlist in support of its toy drive. As these items were donated in kind and a reliable valuation was not available, they have not been included in the financial figures.

The charity provided funding to support conference attendance for an external play team whose work aligns with the charity's objectives. This support was intended to strengthen services available to beneficiaries and was not for the benefit of trustees, staff, or volunteers.

Income includes a balance of fundraising receipts that could not be individually itemised at the time of reporting and has therefore been grouped as other fundraising income.

RESERVES POLICY

The charity holds reserves to ensure continuity of its core activities and to provide financial stability in the event of unforeseen circumstances.

Reserves are maintained to support the ongoing delivery of charitable programmes, fundraising activity, and essential running costs.

Trustees review the reserves policy annually as part of their financial oversight and consider the level of reserves held in relation to the charity's size, income, and planned activities.

At the end of the financial year, reserves were considered appropriate for the charity's current level of activity and sufficient to support short-term operational needs and future charitable objectives.

SAFEGUARDING, RISK AND COMPLIANCE

Trustees reviewed safeguarding and risk management during the year and maintained oversight of the charity's approach to protecting beneficiaries, volunteers, and supporters.

Safeguarding considerations were taken into account when planning and delivering activities, particularly those involving vulnerable individuals.

The charity has safeguarding and relevant risk management policies in place, which trustees consider appropriate for the charity's size, activities, and operating model.

These policies are reviewed periodically to ensure they remain suitable and effective.

Trustees monitored potential risks to the charity, including financial, operational, and reputational risks, and took reasonable steps to manage these through regular review and decision-making.

No serious incidents were reported to the Charity Commission during the financial year ending April 2025

PLANS FOR 2025–26

In the coming year, the charity aims to build on its existing programme of fundraising events and community initiatives while continuing to support individuals affected by cancer through practical and emotional support. Trustees will focus on maintaining consistency across core activities while encouraging sustainable growth and increased engagement.

The charity plans to continue delivering established events, including community fundraising activities and themed events, while seeking to increase overall attendance and broaden participation where possible.

Lessons learned from recent events will inform future planning to ensure events remain financially viable, well supported, and enjoyable for participants.

Trustees also aim to further develop supporter and community involvement, including encouraging supporter-led fundraising initiatives to complement charity-organised events. The charity will seek to strengthen relationships with local organisations and businesses to support both fundraising and awareness-raising activity.

In addition, the charity has applied for places for the 2027 London Marathon and aims to fill these places through supporter participation, providing an opportunity to expand fundraising and increase visibility of the charity's work.

All future plans will be reviewed in line with available funding, volunteer capacity, and trustee oversight to ensure activities remain sustainable and aligned with the charity's objectives.

TRUSTEE APPROVAL STATEMENT

This Trustees' Annual Report was approved by the Board of Trustees of Unmask Cancer and authorised for issue.

Signed on behalf of the trustees by:

Name: *Casey-Lee Kane*

Role: Trustee on behalf of the Board

Date: 26 January 2026