

ANNUAL REPORT 2024

The logo for Cancer Support UK, featuring a stylized white 'C' shape with the words 'CANCER SUPPORT UK' in white capital letters to its right.

Report of the Trustees and unaudited financial statements for the year ended 31 December 2024

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Registered Company Number: 05048319 (England and Wales)
Registered Charity Number: 1105703

TABLE OF CONTENTS



CASH FLOW STATEMENT **33**

NOTES TO THE CASH FLOW STATEMENT **34**

NOTES TO THE FINANCIAL STATEMENT **35**

CHAIR'S REPORT	3
CEO'S REPORT	4
TRUSTEES REPORT	5-27
STATEMENT OF FINANCIAL ACTIVITIES	28
BALANCE SHEET	32



CHAIR'S REPORT



BRYAN MARCUS

Chair, Cancer Support UK

2024 was a positive year for Cancer Support UK, making further progress against its strategic goals. In response to high levels of user satisfaction and growing demand for its free services, the Trustees took the conscious decision to utilise a significant proportion of the Charity's reserves to increase the number of people it could support.

As a consequence, the Charity was able to deliver a record number of Cancer Kits, and, through its Cancer Coach and Cancer Compass services, support more individuals dealing with a cancer diagnosis.

In parallel, the Charity extended its outstanding Workplace Training to a wider range of clients and built valuable partnerships with a number of commercial and charitable organisations.

Along with the majority of the charitable sector, Cancer Support UK experienced reduced donations from individuals and grant giving organisations, when compared to 2023.

As a consequence, the Charity took a number of decisions during the second half of the year to further diversify fundraising sources, and to reduce overheads, which would benefit financial performance in 2025.

The Trustees remain fully committed to ensuring that the Charity, through its wellbeing services and by sharing its expertise with NHS Trusts and corporate clients, delivers on its vision of 'creating a kinder world for those impacted by cancer'.

We would therefore like to thank the Cancer Support UK team for their energy and enthusiasm, and to our many volunteers, our Ambassadors, our donors and our grant providers, whose continuing support ensures we can respond to the many people who seek our help.

60,000

This year, we provided practical and emotional support, training, and guidance to around **60,000** people affected by cancer - whether personally or in their workplace.

CEO'S REPORT



MARK GUYMER
CEO Cancer Support UK

Cancer Support UK began 2024 in a strong financial position, with three ambitious goals to reach by the end of 2025: to make 10,000 free Cancer Coach places available, provide 1,900 Kids' Cancer Kits, and train 10,000 Workplace Cancer Support Ambassadors. I'm proud to say we achieved all three targets a full year early, thanks to the dedication and expertise of our team. Plus we have continued to operate a robust policy on expenditure to ensure the charity maintains its stable footing.

Cancer Coach has grown beyond its original six-session peer-led format to include new options tailored to individual needs. In 2024, 84% of participants reported feeling less lonely and isolated after just one session - a testament to the incredible work of our volunteer Cancer Coaches. We are deeply grateful for their contribution.

To extend our reach, we launched a digital version of Cancer Coach and the Focus Forwards webinar. As a result, participation grew from 317 in 2023 to 1,477 in 2024. Our emotional support tools, including Cancer Compass, also enabled us to reach an additional 50,000 people through our website.

Meanwhile, our much-loved Cancer Kits service delivered a record-breaking 4,839 kits. Through our Cuddles for Christmas campaign, we supported 2,200 children in 2024.

In the workplace, we delivered a third year of growth. We partnered with organisations across many sectors, including Barts Health NHS Trust, where 20,000 staff now have access to our e-learning support.

However, as 2024 ended, we faced increasing financial pressure due to wider economic conditions. To sustain our momentum into 2025, we must continue innovating.

We've taken a creative, cost-conscious approach to marketing, continually testing and learning across direct mail and digital channels..

We aim to grow Cancer Coach to support even more of the 175,000 people diagnosed annually, expand our Cancer Compass services to the 3.5 million living with cancer, and support the two million people who want to stay in work after diagnosis.

To all our supporters, thank you. From grant-making Trusts to our committed staff, volunteers and Trustees - your belief in our mission made this year's success possible.

1,477

People emotionally supported via Cancer Coach in 2024

4,839

Cancer Kits delivered to people receiving cancer treatment in 2024

20,000

NHS staff supported through bespoke eLearning at Barts Health NHS Trust

Creating a kinder world
for all those impacted by
cancer

2024 A year
of
impact



£539,118

Income received from donations
and legacies



60,000

We provided practical & emotional
support, training & guidance to 60,000
people affected by cancer.



6.3M

In 2024, our organic social media posts
reached more than 6.3million people
with followers growing by 24.3%

Cancer Coach

4,713

Our Cancer Coach and
signposting services
supported 4,713 people in
2024.

10,000

Free places made available
through our new Cancer
Coach Services

Cancer Compass

50,000

Over 50,000 people in need of
specific cancer advice and
support accessed Cancer
Compass in 2024

Cancer Kits

4,839

Cancer kits sent to
individuals receiving
cancer treatment

2,200

Children supported
with Kids' Kits &
Cuddles bears

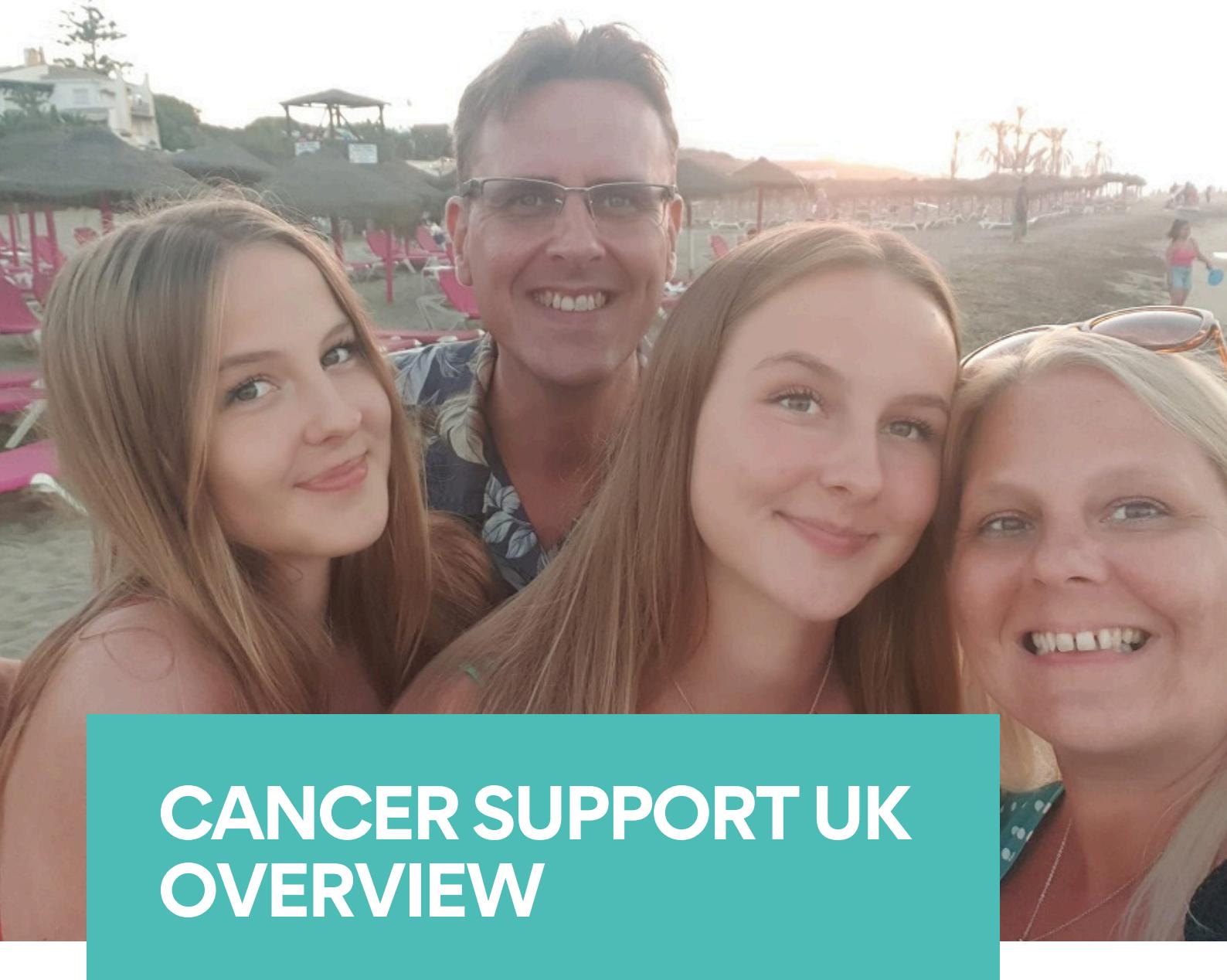
Workplace Cancer Support Training

50,000

Our programmes ensured that over
50,000 employees developed better
knowledge and understanding of cancer.

20,000

NHS staff supported through bespoke
eLearning at Barts Health NHS Trust



CANCER SUPPORT UK OVERVIEW

VISION

A kinder world for those impacted by cancer, where emotional support makes every day better.

MISSION

Every year, improve the lives of one million people affected by cancer.

COMMITMENTS DELIVERED

In 2023, we set ourselves the following three key objectives, to support our belief in creating a future world where those impacted by cancer should not suffer needlessly.

- Cancer Coach will be made available to 10,000 or more individuals who will benefit from FREE emotional support following their cancer treatment.
- Every one of the 1,900 children diagnosed with cancer in the UK will be provided with a FREE Kids' Cancer Kit
- By 2025 we will train over 10,000 'Workplace Cancer Support Ambassadors' ensuring that at least 1 million or more individuals impacted by cancer in the workplace can have the right conversations and feel supported to deliver better outcomes for all.

We are proud to announce that we have delivered each of those goals **ONE YEAR AHEAD** of schedule.



CANCER SUPPORT UK CORE SERVICES



CANCER KITS

Our free Cancer Kits provide practical and comforting items to support adults and children through cancer treatment. Developed by people with lived experience, the kits help ease side effects and emotional strain. We offer four types:

- Cancer Kits
- Chemo Kits
- Comfort Kits (age 65+)
- Kids' Kits



CANCER COACH

Cancer Support UK's Cancer Coach Service offers three free, confidential support options for anyone who has completed treatment for a primary (stage 3 or below) cancer diagnosis.

- Peer support groups – six weeks of guided group sessions by phone or video
- Cancer Coach Digital – self-paced online modules for flexible support
- Focus Forward – a one-hour Zoom workshop to help you move forward with confidence



WORKPLACE CANCER SUPPORT TRAINING

Using our Cancer Coach knowledge, we have developed a range of courses to ensure that everyone in the UK affected by cancer feels emotionally supported in the workplace. These courses include:

- Workplace Cancer Support Ambassador training
- Introduction to communicating about cancer
- Communicating about cancer workshop
- Online learning resources
- Vulnerable customer training



PERFORMANCE OVERVIEW

2024 was a year of unprecedented impact...

10,000

Places made available through new Cancer Coach services

2,000

Children with cancer supported

10,000

People supported in the workplace



It was only a few years ago that for every £120+ the charity spent it would provide a service to help someone. This year, with the evolution of new and impactful services, we can now say we are helping far more people for less than every £10 we spend. We are transitioning from a small National Charity, which used to only help a few thousand people each year to one that supports hundreds of thousands of individuals. This reflects the scale of the problem we are tackling and we should aim for nothing less.

1,477

People supported through Cancer Coach services vs 317 in 2023

1,759

People directed to appropriate support services through our Cancer Compass online emotional checker tool.

6,039

Cancer Kits & Cuddles bears sent to people receiving cancer treatment, supporting them at a difficult time in their lives.

50,000

Employees from partner organisations can now access our workplace cancer support training.



SERVICE ACHIEVEMENTS & PERFORMANCE CANCER KITS #1

In 2024 we sent out 4,839 Cancer Kits across the UK (an increase of 38% from 2023). However during the year we had over 7,000 requests.

We work with many NHS trusts, community groups and local charities to ensure our Cancer Kits are going to the people that need them the most. The only criteria for receiving one of our Kits is that the person is receiving treatment for cancer.

In 2024 we sent out more than 1,000 Kids' Kits (a significant uplift over previous years), together with 1,200 Cuddles sensory bears, which means we supported over 2,200 children in that year.

Our Cancer Kits provide beneficiaries with the essential items they need during their treatment journey and help to ease the burden of finding the extra money needed to purchase them on what could be a very tight budget whilst helping also helping to relieve boredom and ease pain during gruelling treatment sessions in hospital.



4,839

Total Cancer
Kits sent out



997

Cancer Kits



2,246

Chemo Kits



517

Comfort Kits



1,079

Kids' Kits

SERVICE ACHIEVEMENTS & PERFORMANCE

CANCER KITS #2

Research shows that 78% of people living with and beyond cancer have unmet emotional needs. That means in 2024 over 270,000 people needed extra support for their emotional and mental wellbeing after being diagnosed with cancer.

Feedback shows how our kits help improve the wellbeing of beneficiaries:

- Help ease loneliness and isolation as our beneficiaries feel like someone is thinking about them and that they care
- Ease the financial burden of buying essential items that are needed during treatment
- Help to reduce the impact of the side effects that come with cancer treatment
- Provide tools that will help make appointments and taking medication easier
- Help relieve boredom and stress whilst receiving treatment
- Provide comfort from pain
- Provide relief from the aches and pains of long days at hospital



We measure and can show the following positive impact delivered in 2024:



98%

of recipients found the items in their kit useful



99%

of recipients found the kit improved their wellbeing



96%

of recipients found the kit helped them feel supported and less alone



83%

of recipients found the kit helped to ease the financial burden of cancer

SERVICE ACHIEVEMENTS & PERFORMANCE CANCER KITS #3

What people with cancer and their families say about our cancer kits

“It means so much”

I received the kit after I had been through two rounds of chemo. The items in the bag have been put together so thoughtfully, and to receive things that have been chosen to help me through the rest of my treatments has made me feel really supported. At a time when it is easy to feel alone it means so much to know that there are people who care and understand what it feels like to have cancer treatment. Thank you so much.

“Absolutely overwhelmed”

I was absolutely overwhelmed by the amount and quality of items in the kit - it really cheered me at a time when things are not too good. The kit helped me feel less isolated and helped me financially. Thank you.

“Full of thought & care”

Thank you for being there to offer these kits. I have been diagnosed with breast cancer for a second time in two years and life is a real struggle at the moment. Your kit means a lot to me. I have very little support from family and receiving my chemo kit meant a great deal. The gifts in the bag are so useful and full of thought and care. I take my bag to every chemo cycle.

“The Kit was amazing”

The kit was amazing! My little boy loved his Kids' Kit! It was lovely to see him smile and we are so grateful and thankful. His favourite items were the lavender bunny who has been named Caramel and the fluffy socks, which have kept his feet warm in hospital. All really thoughtful things. Thank you!



“Just receiving the kit gave me such a boost - far more than I would have thought. It made me feel like people really do care.”

“Everything in this kit had care and attention given. I would highly recommend it to others.”

“Your kit helped me feel less isolated. The items were useful and helped me financially.”

“The bunny has become my son's best friend during treatment.”

“My daughter loved her rabbit and socks - all really thoughtful things.”

“The yoyo and warming teddy were a hit - so useful for those sudden A&E trips during chemo.”



Lucas' story

Lucas was just three years old when he was diagnosed with Acute Lymphoblastic Leukaemia (ALL). He received treatment at the Royal Victoria Infirmary (RVI) in Newcastle.

Amid the whirlwind of hospital stays, intense treatment schedules and emotional ups and downs, something special arrived for Lucas: a Kids' Cancer Kit from Cancer Support UK.



“Lucas loved receiving the kit - it really cheered him up (and us too!). The contents were so thoughtful, with lots of things he could use in hospital stays. It meant so much to know that someone cared enough to try and make Lucas' life a little bit brighter in the hardest times.”

Sian. Lucas' mum

SERVICE ACHIEVEMENTS & PERFORMANCE

CANCER KITS #4

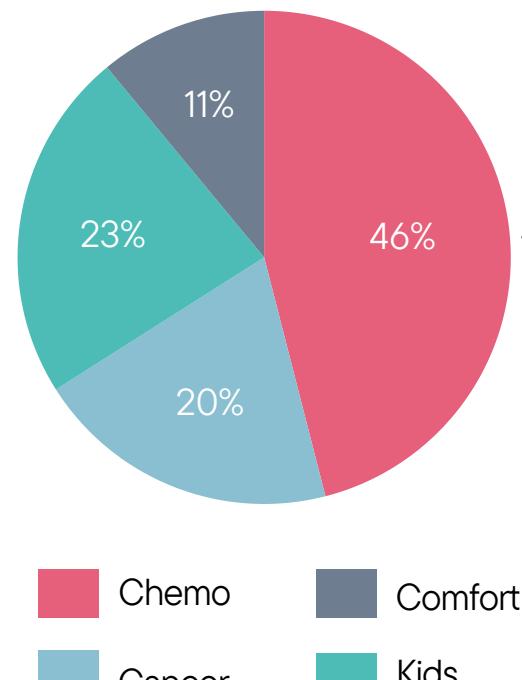
Distribution of kits across the UK

We collect and analyse feedback from every Cancer Kit recipient, gathering key demographic and contextual information. This data helps us understand the diverse needs of those we support.

Hospitals supported with our kits

- Addenbrookes Hospital
- Alder Hey Children's Hospital Liverpool
- Beatson West of Scotland Cancer Centre
- Birmingham Women and Children's Hospital
- Bristol Royal Infirmary
- Castle Hill Hospital Hull (Teenage Cancer Unit)
- Eastbourne District General Hospital
- Families Together Service - Home From Hospital (Hull)
- Great North Children's Hospital Newcastle
- Helen and Douglas House Oxford
- Maidstone Hospital
- NWCC Altnagelvin Hospital
- Queen Elizabeth The Queen Mother Hospital Kent
- Queen Elizabeth University Hospital
- Royal Belfast Hospital
- Royal Hospital for Children & Young People Edinburgh
- Royal Marsden Hospital
- Royal Stoke University Hospital
- Scarborough Hospital
- Sheffield Childrens Hospital
- Solihull Hospital
- St Georges Hospital Tooting
- The Treehouse - East Anglia's Children's Hospices
- University College London Hospitals
- University Hospital of Wales Cardiff
- University Hospital Southampton
- Worcestershire Royal Hospital

Type of kit ordered



National kit distribution

Country	Kit distribution	Population
England	87%	84%
Scotland	7%	8%
Wales	4%	5%
Northern Ireland	2%	3%

Hospices have also benefited from our kits

- Zoe's Place Baby Hospice
- Candlelighters
- Francis House Childrens Hospice
- Latch Welsh Children's Cancer Charity
- Childhood Cancer Parents Alliance
- Jessicas Sarcoma Awareness
- Bluebell Wood Children's Hospice
- Sunbeams - Rotherham Hospice
- Mind Over Cancer
- Help Harry Help Others

SERVICE ACHIEVEMENTS & PERFORMANCE

CANCER COACH #1

RAISING THE BAR - NEW DEVELOPMENTS IN CANCER COACH

This year, Cancer Support UK's Cancer Coach service continued to evolve in response to the complex and growing emotional support needs of people who have completed physical cancer treatment. Recognising that emotional recovery can be just as challenging as physical recovery, our team significantly expanded the scope and reach of Cancer Coach to make support more accessible, flexible and inclusive.

Originally based on a six-week peer support programme delivered via Zoom, Cancer Coach now includes two new services: Cancer Coach Digital, a fully self-paced online eLearning course and Cancer Coach Focus Forwards, a one-hour interactive Zoom session, which introduces participants to emotional recovery.



In addition, a downloadable Cancer Coach booklet was developed to provide interactive offline support - particularly useful for people who prefer not to join online groups. This remains in testing and is not yet publicly launched.

These developments allow Cancer Support UK to reach more people, more flexibly, in more ways - from tech-savvy younger adults balancing recovery and work, to older individuals who may be isolated, grieving, or unfamiliar with online platforms.

In 2024, we supported nearly five times as many people through Cancer Coach services than the previous year. We also continued to refine our referral pathways via our online wellbeing tool, Cancer Compass, ensuring individuals are matched with the right support for their emotional needs.

Looking ahead, our ambition is to continue growing this vital support network - helping thousands more people navigate life after cancer with confidence, care and compassion.

Cancer - the facts

200,000 People finish cancer treatment each year in the UK

78% of them have unmet emotional needs

85% report anxiety or loneliness post-treatment

Nearly 1 million of working age are living with cancer

750,000 people are caring for a loved one with cancer

1,477

Total number of people supported in 2024 versus 317 in 2023 a 365% increase)



SERVICE ACHIEVEMENTS & PERFORMANCE

CANCER COACH #2

Cancer Compass - helping people navigate emotional recovery



Cancer Support UK's free online emotional wellbeing checker tool – Cancer Compass – was launched to help the 1.7 million people living with or beyond cancer quickly identify what emotional support might benefit them most.

In under a minute, users answer a few simple questions and are then guided to the most appropriate support, including:

- Cancer Coach six-week programme
- Cancer Coach Digital and Focus Forwards sessions
- Free Cancer Kits for adults and children
- Signposting to other trusted charities and services

Cancer Compass ensures that no one has to figure out post-treatment recovery alone. It removes the guesswork and anxiety from the question "What help do I need – and where do I find it?"

The tool has been particularly valuable in reaching people who may not yet have acknowledged they need support, or who aren't sure how to start.

www.cancersupportuk.org/cancer-compass

Cancer Coach catch-ups - making a difference post group

We know that one of the main reasons people come to Cancer Coach is that they feel isolated and can feel adrift after the completion of treatment and the structure of appointments.

While feedback from the groups show that we are addressing these issues with the main six weeks, we recognised that the six weeks can be intensive and we didn't want to emulate that feeling of the structure being suddenly gone after the completion of the group.

So the catch ups provide a more gradual transition, allow people to revisit and reflect on the tools they have learned and keep connected. Catch ups (each lasting one and a half hours) are held at one, three and six month intervals after the completion of each Cancer Coach group.

Cancer Coach Digital

Cancer Coach Digital, a fully self-paced online eLearning course, featuring 12 self-guided modules covering topics such as anxiety, thought management, relationship changes, and goal setting.

Focus Forwards

Our Focus Forwards session is a one-hour interactive online space designed to support people after cancer treatment – a time when many feel emotionally adrift. Participants describe it as "**a real comfort**" and "**like having a hug.**"

The session offers reassurance, shared experience, and simple coping tools to help people feel less isolated: **"Lovely to connect with others in similar situations... makes me realise I'm not alone."**

Many appreciate hearing that their feelings are normal: **"Everything said at the start is what I'm going through - guilt, fear, anger that people tell me I'm 'fine' now. This session helped me realise it's all okay."**

Others find it inspiring and practical: **"The content and interaction were exactly right for me."**

"I'll use what I've learned to change how I think."

Focus Forwards is often a first step – a moment of clarity, connection and calm that leads to further healing.

“

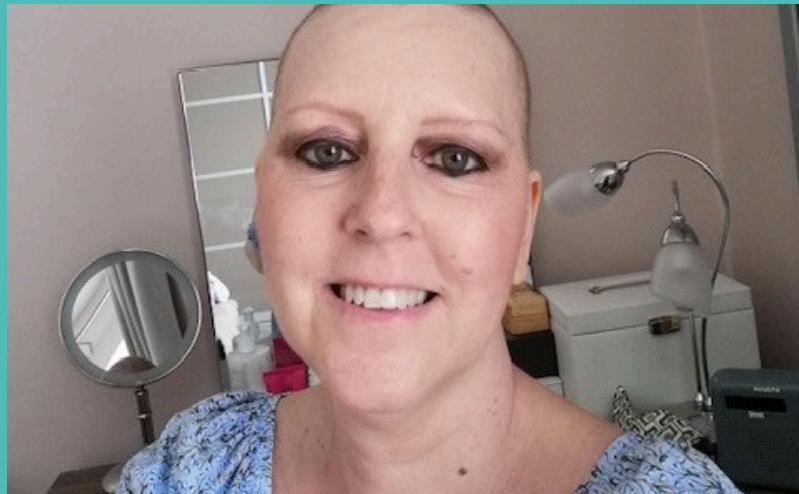
Thank you for such patience, empathy and making us all feel human. Focus Forwards participant

“

It was good to know that you are not alone on this journey and to share experiences and feelings. Focus Forwards participant

SERVICE ACHIEVEMENTS & PERFORMANCE CANCER COACH #3

SUPPORTING MORE PEOPLE THAN EVER BEFORE



571

People directly supported via:

- Six-week peer support groups
- Focus Forwards webinars
- Digital learning platform

906

additional people supported via personalised emails and phone calls.

1,759

people signposted to support via the Cancer Compass emotional wellbeing checker tool

4

new services launched in 2024 by the Cancer Coach team:

- **Cancer Coach Digital** - 12-module self-guided eLearning programme
- **Focus Forwards** 1-hour interactive Zoom session
- **Cancer Coach Booklet** (in development)
- **Cancer Compass** - free online emotional wellbeing checker tool

THE NUMBERS BEHIND THE EMOTIONAL RECOVERY JOURNEY

76% said they felt an increased sense of loneliness/isolation since completing their cancer treatment

85% of Cancer Coach participants reported an immediate improvement in wellbeing

84% said they felt a reduction in feelings of loneliness and isolation since starting Cancer Coach

91% would recommend the group to others

93% of participants worry about their cancer returning

89% feel they now have skills and coping strategies to help manage their emotions post treatment



Building a sense of community

Cancer Coach builds a sense of community for people living beyond cancer. In 2024 we supported over **1,800** people through our Cancer Coach services. "I feel like I've met friends for life through Cancer Coach, and I still have that support that I was lacking."

SERVICE ACHIEVEMENTS & PERFORMANCE CANCER COACH #4

REAL VOICES, REAL JOURNEYS



"I found Cancer Coach at the right point in my cancer journey – six months after I was given the all clear. It was wonderful and the best thing to happen to me. I was ready for it as I had already started adapting to the new normal. "My Cancer Coach group is like a mini family to me – they completely understand my cancer experience. They don't judge me and they never wonder why I'm not over my cancer. They're the nicest people I have ever met in my life. When Cancer Coach ended, we created our own WhatsApp group called 'boobs and bums'.

"It's a close bond that I never thought I'd have. Without them, I don't think I would be where I am now. I was in such a horrible dark place, full of anger and frustration, and deeply upset.

"Cancer Coach made me feel better and I learned that it was normal to have all these emotions. Our group coach said you have every right to feel angry and that's a really big thing for me.

ANTIQU'E'S STORY

"I joined Cancer Coach because I was looking for ways to move forward after my hospital stay and during my recovery. I felt like I had lost my identity and was uncertain about the future. I wanted emotional support and a safe space to connect with others and explore my feelings.

"The Cancer Coach and the group helped me navigate each topic and think about how to support myself during recovery.

"The coach was very good and I felt comfortable expressing my needs. This support was essential in helping me plan for the future and to set goals.

"Cancer Coach helped me advocate for myself and manage my health during a challenging period. It helped me deal with my anxiety about the future and in the present moment, providing crucial support during a difficult time in my life.

SARA'S STORY

Sara turned to Cancer Support UK's Cancer Coach peer group programme for support once her treatment had finished, because: "everyone around me was talking about me "getting back to normal", but I don't feel like I have a normal any more."

"Cancer coach gave me absolutely what I needed at the time. Having a shock diagnosis at a young(ish) age, fresh out of surgery and chemo and trying to make sense of it all, I feel Cancer Coach picked me up, gave me a hug and helped me put one foot in front of another. I still struggle to talk about any of it really, but I am extremely grateful to Cancer Coach for being there."



SERVICE ACHIEVEMENTS & PERFORMANCE

WORKPLACE CANCER SUPPORT TRAINING #1



WORKPLACE TRAINING IMPACT



31,650

Total employees reached vs 23,921 in 2023 (32% growth)



50,000 +

employees given access to our training



21,000+

E-learning programme approved for 21,000+ Barts Health NHS Trust staff



New partners: British Transport Police, BDO, HaysMac, University of Glasgow, Edwards Lifesciences, The Telegraph



Ongoing partnerships: Unilever, Ministry of Defence, Yorkshire Cancer Research



New Vulnerable Customer Training launched with NHBC

CREATING CANCER-AWARE WORKPLACES: A YEAR IN REVIEW

At Cancer Support UK, we believe no one should face cancer alone - and that includes in the workplace. As more people of working age are diagnosed with cancer or supporting loved ones through it, the need for compassionate, informed support in the workplace is greater than ever.

In 2024, we expanded our Workplace Cancer Support Training service for the third consecutive year, helping to reduce stigma, open up supportive conversations, and build cancer-aware cultures across public and private sector organisations.

Our tailored programmes - delivered through live webinars, face-to-face training and bespoke e-learning - gave more than 50,000 employees the confidence and tools to better support colleagues, clients and themselves when cancer enters the conversation.

A standout achievement this year was the approval of our e-learning programme for use by all 21,000+ staff at Barts Health NHS Trust, positioning Cancer Support UK as a trusted training provider in the NHS sector.

We also continued to grow our partnerships with organisations such as Unilever, the MOD and Yorkshire Cancer Research, while welcoming new clients including the British Transport Police, Edwards Lifesciences, Torbay Council, HaysMac, BDO, University of Glasgow, and The Telegraph.

In partnership with the National House Building Council (NHBC), we launched a new Vulnerable Customer training programme, supporting call centre staff in how to respond with empathy and care when speaking to customers affected by cancer. Feedback from NHBC praised the "highly practical" nature of the training and its grounding in lived experience:

Despite ongoing pressures on corporate training budgets, our programme grew 32% year-on-year, reinforcing Cancer Support UK's role as a leader in workplace cancer awareness training. This vital service is not only driving cultural change - it is also unlocking new sources of income to support our wider work.

As cancer becomes an increasingly common part of working life, our workplace training is helping to create a kinder, more supportive world - one conversation at a time.

SERVICE ACHIEVEMENTS & PERFORMANCE



WORKPLACE CANCER SUPPORT TRAINING #2

IN THEIR OWN WORDS... FEEDBACK THAT SPEAKS FOR ITSELF

WORKPLACE CANCER SUPPORT AMBASSADOR TRAINING

- “I thought the training was incredibly relevant, and even as a cancer survivor it still made me reflect on some of the approaches that I thought could be best, but in fact might be better to do differently.” **University of Glasgow**
- “Really enjoyed the session. I thought Lisa was an excellent trainer. Knowledgeable, kind and got the best out of the attendees. Am proud to be a workplace ambassador and feel much more ready to have those difficult conversations. **Newton Media Ltd**

VULNERABLE CUSTOMER TRAINING

- I found it really useful to learn about the different treatments available and what possible side effects people may experience from having cancer treatment. **NHBC**
- “A very well presented course, the length of the course was just right.” **NHBC**

WORKPLACE TRAINING REFRESHER SESSIONS

In 2024, Cancer Support UK introduced three new refresher sessions for Workplace Cancer Support Ambassadors, focusing on side effects, questioning skills, and real-life scenarios to enhance support and confidence.



“Great input. Refresher training was excellent and went at a good pace allowing time for questions. The communication styles and the worry tree was a excellent addition to my knowledge.” **British Transport Police**

HOW OUR TRAINING MAKES A DIFFERENCE

At Cancer Support UK, we're proud that our training courses don't just inform - they transform. Whether it's helping a manager feel more confident supporting a colleague with cancer, or enabling a customer service team to approach sensitive conversations with empathy and clarity, the impact is real. Below is a selection of feedback from participants across our full range of Workplace Cancer Support Training programmes.

Their words, below, reflect the relevance, emotional depth, and practical value of our training - and the lasting difference it makes.

INTRODUCTION TO COMMUNICATING ABOUT CANCER

- “Really insightful and helpful session.” **West Yorkshire Police**
- “Very sensitively delivered training. Good delegate participation and input. Helpful steer on the type of language to use and what not to say.” **Westmorland and Furness Council**

COMMUNICATING ABOUT CANCER

- “Dorothy guided the training session with complete professionalism and sensitivity around a highly emotive subject. She gave us some useful tools to navigate conversations about cancer in the workplace and the confidence to grow more comfortable in our approach and response. A very helpful training session conducted in a safe and welcoming space.” **Yorkshire Cancer Research**
- “Great format! Valuable and relevant topics, great moderation and food for thought. The agenda allowed for deeper considerations followed by open constructive discussions on a very sensitive topic. The “what if” scenario that no one likes to think about - but if it turns around the corner, I now know better how to react to it. Thank you!” **Edwards Lifesciences GmbH**

SERVICE ACHIEVEMENTS & PERFORMANCE

WORKPLACE CANCER SUPPORT TRAINING #3

REAL VOICES FROM THE WORKPLACE



SHARRON'S STORY

Sharron Moffatt became a Workplace Cancer Support Ambassador after supporting her mum through breast cancer – and later faced her own diagnosis. She's found the training invaluable, both personally and professionally.

“People often assume they know how someone with cancer feels, but every experience is different. Even on the same treatment, reactions vary.”

Sharron regularly applies what she's learned, using her experiences to educate others. With a deep understanding of the impact of mental health in the workplace, she's passionate about helping leaders and colleagues support one another – creating a culture of compassion, awareness, and wellbeing.



LINUS' STORY

Linus first heard about Cancer Support UK's Workplace Cancer Support Ambassador training through a friend on LinkedIn who had also been through cancer. He immediately recognised its value.

“When I returned to work, people were sympathetic but avoided the word ‘cancer’. They just didn’t know what to say.”

After connecting with Cancer Support UK, Linus joined the training and found it transformational. It gave him confidence, practical tools like active listening, and a deeper understanding of why conversations about cancer are so difficult.

“It wasn’t personal, people just didn’t know how to talk about it. Now, I do.”



ANDY'S STORY

“I thought Cancer Support UK's Workplace Cancer Support Ambassador training was inspirational. I knew of nothing like it. I wanted to ensure that people in the Civil Service (where I work) were aware of the specific help, which is available from the outset.”

Andy completed the Ambassador training to become an accredited Workplace Cancer Support Ambassador. He found the training invaluable.

“It helps me to ask more empathetic questions and to signpost people to other organisations. It also helps me to provide a better customer service at work. People are aware of my ambassador status and come to me for advice.”

THE NEED FOR ACTION

1 Million

55%

working-age people living with cancer

of Cancer Coach participants report anxiety about returning to work

SERVICE ACHIEVEMENTS & PERFORMANCE WORKPLACE CANCER SUPPORT TRAINING #4

WORKPLACE STORIES FROM OUR PARTNERS

HOW CANCER SUPPORT TRAINING IS HELPING TORBAY COUNCIL

Torbay Council partnered with Cancer Support UK to improve support for staff affected by cancer. Following a successful “Introduction to Communicating about Cancer” session, the council trained nine employees as Workplace Cancer Support Ambassadors, equipping them with tools to have empathetic, informed conversations about cancer. The training covered cancer awareness, communication skills, self-care, and signposting. Ambassadors meet monthly to share ideas and improve support. This initiative reflects the council's commitment to staff wellbeing and has helped foster a more compassionate, understanding workplace culture for those living with and beyond cancer.



HOW NHBC ACHIEVES BETTER CUSTOMER OUTCOMES FOR VULNERABLE CUSTOMERS WITH CANCER

To better support customers affected by cancer, NHBC partnered with national cancer charity Cancer Support UK, who developed a bespoke vulnerable customer training programme tailored to NHBC's needs. The course equips staff with key skills in empathetic communication, active listening, cancer awareness, and appropriate language, using industry-specific scenarios. NHBC's Vulnerable Customer Champions now feel more confident and informed when supporting customers with cancer. The training has been rolled out to all frontline teams via Cancer Support UK's e-learning module, ensuring more compassionate, flexible, and appropriate customer service for those impacted by cancer.



“From the outset, Cancer Support UK understood what we were trying to achieve. They used their expertise and translated it into this tailored training for our VCCs, which will ultimately benefit our customers.

HAYLEY PERKS, HEAD OF CONSUMER AFFAIRS, NHBC

BARTS HEALTH NHS TRUST ROLLS OUT CANCER SUPPORT TRAINING FOR STAFF

Staff at Barts Health NHS Trust are benefitting from Communicating About Cancer – an e-learning course developed by Cancer Support UK. The 35–45-minute module is accessible to the Trust's 21,000 staff, helping them support colleagues facing cancer.

“This training will raise awareness and enhance staff wellbeing across our teams,” said Andrea McDonnell, Deputy Director at Barts Health Education Academy.

With one million working-age people in the UK living with cancer, the course offers practical tools, language tips, and signposting resources to equip staff with the confidence to manage sensitive conversations.



SERVICE ACHIEVEMENTS & PERFORMANCE

CORPORATE PARTNERSHIPS



For the chance to win your very own **Dream Bestie** soft toy, made to your design, enter **Cancer Support UK's** and **Warmies®** competition. Pick up an entry form, containing full details about the competition, in your local cancer treatment centre or download it from the **Cancer Support UK** website – just scan the QR code here



STRONGER TOGETHER: THE POWER OF CORPORATE PARTNERSHIPS IN 2024

In 2024, we deepened and diversified our corporate partnerships, working alongside purpose-driven organisations to expand our reach, grow our impact, and create new ways to support people affected by cancer.

In 2024 we extended our partnership with The Wellbeing Project, a global wellbeing consultancy working across multiple sectors to put healthy high performance at the heart of how the world does business. They have added our range of Workplace Cancer Support Training to their programme, enabling us to reach several new clients.

We also established a formal partnership agreement with Intelex Ltd, the owners of the Warmies brand of sensory soft toys.

In addition to including their products in our Kid's Cancer Kits and Comfort Kits, we launched a national competition inviting children undergoing cancer treatment to design their dream imaginary best friend (Dream Bestie).

The six best entries went to a public vote and the most popular design is being made into a limited edition soft toy to go on sale in September 2025 with all profits going to Cancer Support UK to enable us to support more people impacted by cancer.

This project has not only created an exciting new source of revenue for the charity but at the same time brought joy and respite to many children and families going through a very difficult time.

AMPLIFYING OUR MISSION THE ROLE OF OUR **AMBASSADORS**



Alongside our valued corporate partners, we're also grateful to the high-profile ambassadors who continue to champion our work. We're incredibly proud to be supported by three inspiring ambassadors - **Sally Gunnell, Lisa Dawson, and Dr Nancy Priston** - each of whom brings a unique voice, deep personal commitment and powerful reach to our mission. As well as being respected figures in their fields, all three are

passionate advocates for people affected by cancer. Their collective influence across social media, fundraising and public awareness helps us reach new audiences, raise vital funds and inspire action. Whether it's through championing our campaigns, sharing personal stories, or leading high-energy events like the annual Sh'bamathon, their support is both heartfelt and transformational.



SALLY GUNNELL OBE

Olympic Champion, Wellbeing Advocate & Workplace Cancer Support Ambassador



LISA DAWSON

Interior and lifestyle writer Lisa Dawson brings warmth, authenticity and influence to her role as a Cancer Support UK ambassador. With a background in fashion and homewares, Lisa is known for her award-winning blog, Resourceful Living, and her creative presence across social media, where she connects with a wide audience on home, lifestyle and wellbeing.

Following her breast cancer diagnosis at 41, Lisa became a passionate advocate for early detection and emotional support. Since becoming an ambassador in May 2024, she has used her platform to raise awareness around the ongoing emotional impact of cancer and the importance of compassionate, stigma-free support for those living with and beyond the disease.

Interior Stylist, Author, Influencer & Cancer Support UK Ambassador



DR NANCY PRISTON

Health & Fitness Ambassador, Fundraiser & Advocate for Cancer Support UK

Dr Nancy Priston is Cancer Support UK's Health and Fitness Ambassador, bringing passion, energy and lived expertise to her role. Since first volunteering to lead our Sh'bamathon fundraiser in 2022, Nancy has helped raise record-breaking totals for the charity, including £16.8k in 2024. A former university lecturer and researcher, Nancy now works full-time in the fitness industry and is dedicated to supporting people living with and beyond cancer.

Through her regular health and wellbeing column, popular Healthy Meals in Minutes recipe guide, and ongoing public engagement, Nancy provides practical, encouraging advice for those looking to rebuild strength and confidence after a cancer diagnosis.

ACHIEVEMENTS & PERFORMANCE

Fundraising activities

PUBLIC BENEFIT

The trustees have referred to and discussed the implications of the provisions of Section 17 of the Charities Act 2011, which state that all charities must demonstrate that they are established for public benefit and have had due regard to the public benefit guidance issued by the Charity Commission.

DIRECT MAIL & DIGITAL APPEALS £160K

Our individual giving fundraising campaigns across direct mail and digital generated over £160k of income, essential in supporting all our services. Many of our supporters have continued to champion our work for ten years or more. In addition, we added nearly 3,000 new donors to our supporter base, providing a substantial boost to our income.

LEGACIES INCOME £19.8K

2024 was an unusually quiet year for legacy income at £19.8k and was a contributor to needing some reserves to deliver our services through the year. However, we know legacies are due in 2025 and although these are always difficult to predict we would expect to see an improvement. We are grateful to every supporter who provides this type of valuable gift to Cancer Support UK. It is a very meaningful way to donate and we want to recognize this generosity and remember all those that have shown such kindness in this way.

REGULAR GIVING & £8.7K GIFT AID

Our regular givers provide the charity with a steady, reliable income stream, and in 2024 this support grew to £8.7k, representing a 30% increase on the previous year. We hope to continue building this loyal community in the years ahead. Gift Aid also made a meaningful difference, allowing us to claim an additional £41.2k in funding. Thank you to everyone who made this possible.

Cuddles & Fill a Kit Christmas appeals

Our Cuddles for Christmas and Fill a Kit campaigns remain a powerful way to engage existing donors and reach new audiences.

In 2024, Cuddles the bear embarked on a 750-mile tour across the UK, personally delivering Warmies bears to children undergoing treatment at 22 hospitals, including Alder Hey, Royal Marsden, and Birmingham Children's Hospital.

This initiative strengthened our relationships with hospital partners, reduced delivery costs, and generated strong engagement - reaching a combined audience of over 2 billion through media coverage, social media, digital marketing (email) and video content.



CLOTHING COLLECTIONS

£42.2K

We are grateful for the ongoing professionalism and stability provided by our Charity Clothes Collection partner, Clothes Aid. The partnership provided £42.2k of unrestricted income for the charity and we would like to thank everyone who has used this service and donated items to support us.

ACHIEVEMENTS & PERFORMANCE

COMMUNITY AND EVENTS FUNDRAISING

From Sh'bam to Skydives - your support made 2024 shine

Our Community and Events Fundraising programme saw strong growth in 2024, with income increasing by an impressive 52% compared to 2023. Now in its third year, our Annual Sh'bamathon, led by Health and Fitness Ambassador Dr Nancy Priston, raised a record-breaking £16.8k – our highest total yet. A huge thank you to Nancy and to every participant who danced, sweated and fundraised for this brilliant cause.

Our ongoing partnership with Thames Ditton Lawn Tennis Club also grew in its second year, generating an additional £1.8k. Meanwhile, our popular skydive challenges continue to rise in popularity, with more brave supporters than ever taking the plunge for Cancer Support UK.

To everyone who held a fundraising event – whether big or small – thank you. Your efforts helped us achieve a record-breaking year for community fundraising.



PETE'S PRESS UPS

We are so grateful to Pete Webster for not only completing 100 press ups per day in different parks BUT ALSO skydiving to raise money for Cancer Support UK. We really appreciate Pete taking on such tough challenges to support us.



SUSIE'S T-SHIRTS

"I have had a new T-shirt/hoodie designed with the #itsoktofeel4cancer logo and would very much like to give all profit to Cancer Support UK to help you continue the great work you do to support people such as myself."

Thank you so much Susie for your generous donation from printing and selling your wonderful T-Shirts.



LISA'S BARN PARTY

We'd like to say a huge thank you to Lisa Gooding in Somerset who held a barn party, complete with local barn, for family and friends in aid of Cancer Support UK.

ACHIEVEMENTS & PERFORMANCE

CUDDLES FOR CHRISTMAS AND FILL A KIT APPEALS

Bringing comfort and joy: our Christmas appeals for children with cancer

In 2024, Cancer Support UK's Christmas fundraising efforts brought much-needed comfort to children undergoing cancer treatment over the festive season. Through our "Fill a Kit" appeal, generous supporters helped us send Kids' Kits to children spending Christmas in hospital. Alongside this, our "Cuddles for Christmas" appeal delivered sensory Warmies bears to children in hospitals and hospices across the UK. Thanks to the incredible generosity of our donors, we reached 2,200 children with gifts designed to bring distraction and joy during a very difficult time.

FEEDBACK FROM HOSPITALS

Wanted to extend our thanks for your generosity this Christmas on behalf of The Grand Appeal (Bristol Children's Hospital Charity) for the donation of Warmies® bears, as well as your visit in the bear costume. I hear it went down a storm and the children loved it!

Bristol Children's Hospital

We are writing to thank you so much for your wonderful donation of cuddle bears for The Oak Centre for Children and Young People at The Royal Marsden Hospital. Words cannot express how grateful we are to you for your amazing kindness - it is truly very much appreciated. The children and teenagers were so excited and grateful for your amazing donation. Your kind donation brought a lot of smiles during such an anxious time.

Royal Marsden Hospital

Thank you so much for the amazing sensory cuddly teddy bears, which you very kindly donated to the children here at Great Ormond Street Hospital. We are delighted to have received these and they will certainly bring some comfort and joy to the children and their families during their stay in hospital throughout the festive period.

Great Ormond Street Hospital

Thank you so much for donating so many beautiful Warmies for the children on Ward 6 of the Children's Hospital. We have handed lots of these out already and will continue to do so over the Christmas period. I know these Warmies are very much appreciated and have brought smiles to lots of faces already so thank you very much for your kindness and generosity.

Sheffield Children's Hospital



Cuddles the bear delivered sensory warmable teds to children being treated for cancer in hospitals and hospices across the UK in the run up to Christmas.



NANCY'S STORY

Life went on hold for five-year-old Nancy when she was diagnosed with acute lymphoblastic leukaemia in 2023. Since then, she has undergone numerous chemotherapy treatments in Birmingham Children's Hospital. Nancy was at rock bottom when she received one of our Kid's Kits. The kit's contents restored her smile, which is why Nancy supported our 2024 Fill a Kit Christmas appeal, which sent 500 Kid's Kits to children with cancer in hospital.

Fill a Kit - campaign lead story



ZAK'S STORY



Cheeky little Zak was just two years old when he was diagnosed with cancer in May 2022. "It's been the hardest two years of my life," says mum Amina, "which is why Cancer Support UK's Warmies® bear was so welcome. The bear brought joy into Zak's life. He finds great comfort holding his cuddly ted when he goes to sleep. This is why we supported Cancer Support UK's Cuddles for Christmas appeal."

Cuddles - campaign lead story

ACHIEVEMENTS & PERFORMANCE

TRUSTS & FOUNDATIONS

Despite mounting challenges, we are incredibly grateful for the continued support of charitable trusts and foundations, which awarded us £141.4k in 2024. These grants are vital in helping us sustain and grow our services, reaching even more people affected by cancer.

The amount we received in 2024 reflects the increasingly tough environment facing the charity sector and underscores the growing financial pressures many organisations are experiencing.

The Maud Elkington Charitable Trust
The Chrimes Family Charitable Trust
The Hadrian Trust
Tesco Stronger Starts/Groundwork
The Michael Cornish Charitable Trust
The Brian Shaw memorial Trust
The Sir James Roll Charitable Trust
The Ian Askew Charitable Trust
The Big Give
The Souter Charitable Trust
Devon County Council Growing Communities Fund
The Aubrey Orchard-Lisle Charitable Trust
The Shanly Foundation
The Simon Gibson Charitable Trust
The Pink Ribbon Foundation

In 2024, Health charity, Walk the Walk, best known as the organiser of the iconic MoonWalk London, awarded Cancer Support UK, a £48,941 grant. The funding allowed us to deliver 750 free Cancer Kits and provide 150 free Cancer Coach support programme places for people living with and beyond breast cancer, who are struggling with anxiety and mental health issues.

The Dora Rebecca Fine Charitable Trust
The Lillie Johnson Charitable Trust
The Blackwood Engineering Trust
The J Reginald Corah Foundation Fund
The Geoff Hill Charitable trust
The W M Mann Foundation
The Fowler Smith and Jones Trust
The Hilary Awdry Charitable Trust
The Belstead Ganzoni Charitable Settlement
The Kilpatrick Fraser Charitable Trust
The Cranfield Trust
The Pilkington Charities Fund
Onestop Community Partnership Grants
The Henhurst Charitable Trust



walkthewalk®
uniting against breast cancer

TESCO

Devon County Council

pink ribbon foundation

14-28 May
Double
your
donation

CANCER SUPPORT UK

Kind2Mind Match Fund

BigGive

A collage of logos and promotional materials. At the top left is the "walkthewalk" logo with the tagline "uniting against breast cancer". Below it is the "TESCO" logo. To the right is the "Devon County Council" logo with a stylized green leaf. At the bottom is the "pink ribbon foundation" logo with a pink ribbon. On the right side, there is a promotional graphic for Cancer Support UK, featuring a woman with a floral headband, the text "14-28 May Double your donation", the "CANCER SUPPORT UK" logo, and logos for "Kind2Mind Match Fund" and "BigGive".

FUTURE OUTLOOK

LOOKING AHEAD TO 2025

We will enter 2025 with renewed energy to create a kinder world for all those impacted by cancer. Here are our four new strategic goals for the next three years:

- ▶ Expanding our free Cancer Coach Services to support around 175,000 people annually
- ▶ Growing Cancer Compass to reach the 3.5million people impacted by cancer.
- ▶ Training more organisations to better support the two million individuals impacted by cancer in the workplace.
- ▶ Ensure that every child diagnosed with cancer has access to a free cancer kit



FINANCIAL REVIEW

FINANCIAL POSITION

The Board noted the use of restricted income and some reserves for CSUK's services to grow and deliver continued impact in a challenging macro environment, which resulted in a net deficit of £227,870 compared to a net surplus of £80,136 in 2023.

FUNDRAISING RESULTS

Fundraising income decreased by 30% from £767,944 to £539,118.

EXPENDITURES

CSUK's total expenditures increased from £689,233 to £767,721.

Expenditure on charitable activities increased from £576,188 to £687,644, while costs relating to fundraising decreased from £104,315 to £64,146.

These financial outcomes enabled CSUK to invest in the delivery of charitable services but with a clear plan to build reserves in 2025.

FUNDRAISING APPROACH

The charity takes the following approach to fundraising. The approach is continually monitored by the Board with the CEO taking responsibility for execution. The charity uses its own full-time staff for grant applications. An experienced fundraising contractor is used for individual giving. The charity partners with Clothes Aid Ltd for clothes collection services where they report monthly on any customer complaints. At every Board meeting, any complaints relating to fundraising are disclosed to ensure good practice is maintained.

FUNDRAISING COMPLAINTS

No complaints were received in 2024.

INVESTMENT POLICY AND OBJECTIVES

CSUK has no material investments or endowments currently. Uncommitted funds are held in interest-bearing deposit accounts to maximise earnings.

SENIOR EXECUTIVE REMUNERATION

In line with the recommendations of the NCVO Inquiry into Executive Remuneration published in April 2014, the Charity has decided to disclose the remuneration of the Chief Executive. CSUK's CEO is responsible for setting the remuneration for all staff depending on their experience and performance and the market benchmark for their role. The only senior manager role in the organisation is the CEO and their remuneration package is determined by the Board of Trustees. They will determine and adjust salary and any other compensation or benefits, benchmarked against similar roles in the Third sector and broader employment market, and reflecting the CEO's performance and contribution. CEO remuneration in 2024 has been set at £80,000 per annum. There are no other pecuniary benefits for senior or other staff at the Charity.

RESERVES POLICY

The Board has agreed to set aside and ring fence 'free reserves' i.e., unrestricted funds, not committed or invested in tangible fixed assets, which equates to three months of the current year budgeted operational overheads. This will be held in a separate bank/instant access savings account (potentially interest earning) and would not be accessed without the specific prior agreement of the Board of Trustees.

In addition, unrestricted cash in CSUK's transactional bank account is controlled at a level that equates to a minimum of three months and a maximum of six months cover of the current year budgeted operational overheads. This policy is reviewed on an annual basis when conducting the annual audit and agreeing the year-end financial statements.

At the end of December 2024, the charity had £103,926 cash in the bank and Net assets of £34,123 (taking into the CAF loan repayments due in 1 year). Reduced expenditure and income from Q1 2025 will be actioned to replace reserves and move back in line with the reserves policy as it represents three months of the current year budgeted operational overheads.

GOING CONCERN

2024 proved to be another very challenging year where the reserves held by the charity have been used to continue to deliver the much-needed services as well as providing time to establish a clear and robust strategy for the future. Our planning process, including financial projections, has taken into consideration the current economic climate and its potential impact on the various sources of income and planned expenditure. We have a reasonable expectation that we have adequate resources to continue in operational existence for the foreseeable future and the accounts have, therefore, been prepared on the basis that Cancer Support UK is a going concern.



STRUCTURE, GOVERNANCE AND MANAGEMENT

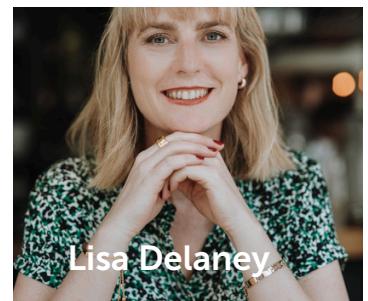
GOVERNING DOCUMENT

Cancer Support UK (CSUK) is a registered charitable company limited by guarantee (Company No 5048319, England and Wales Registered Charity No 1105703, and Scotland Registered Charity No SC039731). It is governed by a constitution in the form of a Memorandum and Articles of Association dated 18 February 2004. The liability of each member in the event of the winding up is limited to £1. The members of the Board of Trustees that served during the year, hereafter referred to as 'the Board' or 'the Trustees' are set out below:

- Ms J E Dawson
- Ms L M Delaney
- Mr B Marcus
- Ms S Yaganti
- Ms J Sundberg-Cohon (appointed October 2024)



Julia Dawson



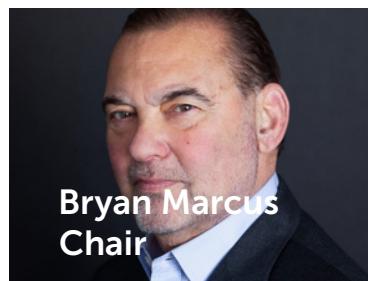
Lisa Delaney

RECRUITMENT AND APPOINTMENT OF NEW TRUSTEES

Trustees are appointed by the Board. There must always be at least three trustees, and any vacancies arising are filled by the selection and appointment of suitable persons by the trustees. The Board meets at least six times throughout each year to oversee the strategic management of the charity.

ORGANISATIONAL STRUCTURE

The determination of the strategic direction for Cancer Support UK is the responsibility of the Board. The current trustees meet throughout the year to discuss the management of the charity. The trustees delegate the day-to-day running of the charity to its Chief Executive Officer, Mark Guymer.



Bryan Marcus
Chair

INDUCTION AND TRAINING OF NEW TRUSTEES

The current trustees are familiar with the structure, strategy and practical operations of the charity. Trustees take an active part in the oversight of Cancer Support UK's charitable programmes, participate in its annual planning and are kept up to date with a monthly programme, fundraising and administrative reports. All major strategic issues and decisions facing Cancer Support UK are addressed by the trustees and each of them are adequately trained and informed to carry out such duties. All trustees have undertaken training in their fundraising and governance responsibilities.



Sarita Yaganti

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number 05048319 (England and Wales)
Registered Charity number 1105703

Registered office
The Old Church
89b Quicks Road
Wimbledon
SW19 1EX

Independent Examiner
Grant Harrod Lerman Davis LLP
1st Floor
Healthaid House
Marlborough Hill
Harrow
Middlesex HA1 1UD

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on **27 August 2025** and signed on the board's behalf by:

A handwritten signature of Bryan Marcus.

Bryan Marcus - Trustee



Jeanette
Sundberg-Cohen

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)



I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act'). Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as 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

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

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:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts 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 accounts 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 accounts to be reached.

Jeremy Harrod FCCA
The Association of Chartered Certified Accountants

Grant Harrod Lerman Davis LLP
Chartered Accountants
1st Floor
Healthaid House
Marlborough Hill
Harrow
Middlesex HA1 1UD

Date: 27 August 2025

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted fund £	Restricted fund £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	265,883	273,235	539,118	767,944
Investment income	3	733	-	733	1,425
Total		<u>266,616</u>	<u>273,235</u>	<u>539,851</u>	<u>769,369</u>
EXPENDITURE ON					
Raising funds	4	56,631	7,515	64,146	104,315
Charitable activities					
Charitable activities	5	110,365	577,279	687,644	576,188
Governance costs		15,931	-	15,931	8,730
Total		<u>182,927</u>	<u>584,794</u>	<u>767,721</u>	<u>689,233</u>
NET INCOME/(EXPENDITURE)		83,689	(311,559)	(227,870)	80,136
RECONCILIATION OF FUNDS					
Total funds brought forward		(49,566)	311,559	261,993	181,857
TOTAL FUNDS CARRIED FORWARD		<u>34,123</u>	<u>-</u>	<u>34,123</u>	<u>261,993</u>

The notes form part of these financial statements

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

BALANCE SHEET 31 DECEMBER 2024

	Notes	Unrestricted fund £	Restricted fund £	Total funds £	Total funds £
FIXED ASSETS					
Tangible assets	11	-	-	-	831
CURRENT ASSETS					
Debtors	12	29,869	-	29,869	38,744
Cash at bank		103,926	-	103,926	371,340
		133,795	-	133,795	410,084
CREDITORS					
Amounts falling due within one year	13	(75,310)	-	(75,310)	(78,143)
NET CURRENT ASSETS		58,485	-	58,485	331,941
TOTAL ASSETS LESS CURRENT LIABILITIES		58,485	-	58,485	332,772
CREDITORS					
Amounts falling due after more than one year	14	(24,362)	-	(24,362)	(70,779)
NET ASSETS		34,123	-	34,123	261,993
FUNDS	16	-	-	-	-
Unrestricted funds				34,123	(49,566)
Restricted funds				-	311,559
TOTAL FUNDS				34,123	261,993

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees and authorised for issue on **27 August 2025** and were signed on its behalf by:



Bryan Marcus - Trustee

The notes form part of these financial statements

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	(223,910)	59,835
Net cash (used in)/provided by operating activities		(223,910)	59,835
Cash flows from financing activities			
New loans in year		-	114,283
Loan repayments in year		(43,504)	-
Net cash (used in)/provided by financing activities		(43,504)	114,283
Change in cash and cash equivalents in the reporting period		(267,414)	174,118
Cash and cash equivalents at the beginning of the reporting period		371,340	197,222
Cash and cash equivalents at the end of the reporting period		103,926	371,340

The notes form part of these financial statements

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

NOTES TO THE CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2024

1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(227,870)	80,136
Adjustments for:		
Depreciation charges	831	982
Decrease/(increase) in debtors	8,875	(8,497)
Decrease in creditors	(5,746)	(12,786)
Net cash (used in)/provided by operations	<u><u>(223,910)</u></u>	<u><u>59,835</u></u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.1.24 £	Cash flow £	At 31.12.24 £
Net cash			
Cash at bank	371,340	(267,414)	103,926
	<u><u>371,340</u></u>	<u><u>(267,414)</u></u>	<u><u>103,926</u></u>
Debt			
Debts falling due within 1 year	(43,504)	(2,913)	(46,417)
Debts falling due after 1 year	(70,779)	46,417	(24,362)
	<u><u>(114,283)</u></u>	<u><u>43,504</u></u>	<u><u>(70,779)</u></u>
Total	<u><u>257,057</u></u>	<u><u>(223,910)</u></u>	<u><u>33,147</u></u>

The notes form part of these financial statements

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention. The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £. The principal accounting policies adopted are set out below.

GOING CONCERN

The Trustee have considered the effect of the Covid-19 outbreak that has been spreading throughout the world since early 2020 on the charity. The pandemic has caused some disruption to the Charity's usual activities, in particular, Cancer Kit preparation and distribution was put on hold for a short time after the onset of the pandemic until it was established that it was "Covid-safe" to resume activity. Additionally, income from the collection of donated clothes decreased significantly due to government lockdowns and restrictions.

However, outside of the short pause described above, the Cancer Kit and Cancer Coach services continued to run throughout the year and the charity was able to help even more people than in the previous financial year. In addition to this, the charity saw a considerable increase in income in the current year, due to the receipt of a large legacy.

Based on the above considerations and financial projections prepared by the charity, the Trustees are confident that the charity has sufficient resources to continue in operation for the foreseeable future, thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

INCOME

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these financial statements.

Investment income, including bank interest, is included when receivable.

Income from clothes donated are recognised within the financial statements once the cash value of items is realised.



RESOURCES EXPENDED

Expenditure is included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

Expenditure is recognised once there is a legal 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. It is allocated between:

- expenditure incurred directly in the effort to raise voluntary contributions (cost of raising funds);
- expenditure incurred directly to the fulfilment of the charity's objectives (charitable activities).

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

1. ACCOUNTING POLICIES - CONTINUED

RESOURCES EXPENDED

Where items of expenditure involve more than one cost category these costs have been apportioned on a reasonable basis as determined by the trustees. One particular area where the cost is material to the charity is in the production and distribution of the mail shots. Furthermore the expenditure has been allocated on the basis of whether the educational content of the individual mail shot is significantly high enough so as to be material. When this holds true the remaining cost of the mail shot is allocated on a pro-rata basis comparing the educational content (costs in furtherance of the charity's objectives) to the fundraising content (costs of generating funds).

The educational content is determined by the amount of text and space on each mail shot that is dedicated to material of an education nature. Fundraising expenditure i.e. text that may induce a donation from the recipient, is allocated upon the basis of the volume of the text and space that is not related to text of an educational nature. Support costs including other overheads which are not dealt with as part of the dual cost approach are allocated in the ratio of the total charitable expenditure to the total fundraising costs. A significant amount of the support costs are personnel costs which are initially allocated on the basis of the employee's function in the charity, with the residual administration costs being allocated in the ratio noted above.

CHARITABLE FUNDS

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives. Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Computer equipment - Straight line over 5 years All tangible fixed assets costing more than £250 are capitalised at their cost to the charity. The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

TAXATION

The charity is exempt from corporation tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

EMPLOYEE BENEFITS

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.



CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The trustees are required to make estimates in respect of legacy income. The basis of recognition is provided within the income accounting policy above (see policy 1.4).

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

1. ACCOUNTING POLICIES - CONTINUED

CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents include cash in hand and deposits held at call with banks. Bank overdrafts are shown within borrowings in current liabilities.

FINANCIAL INSTRUMENTS

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donation and gifts	455,707	698,078
Gift aid	41,186	21,583
Income from clothes donated	42,225	48,283
	<hr/>	<hr/>
	539,118	767,944
	<hr/>	<hr/>

3. INVESTMENT INCOME

	2024	2023
	£	£
Interest income	733	1,425
	<hr/>	<hr/>

4. RAISING FUNDS

	2024	2023
	£	£
Raising donations and legacies		
Staff costs	42,890	43,199
Other fundraising costs	21,256	61,116
	<hr/>	<hr/>
	64,146	104,315
	<hr/>	<hr/>

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 6) £	Totals £
Charitable activities	601,875	85,769	687,644
Governance costs	-	15,931	15,931
	<u>601,875</u>	<u>101,700</u>	<u>703,575</u>

6. SUPPORT COSTS

	Management £	Finance £	Other £	Totals £
Charitable activities	9,415	6,654	69,700	85,769
Governance costs	15,931	-	-	15,931
	<u>25,346</u>	<u>6,654</u>	<u>69,700</u>	<u>101,700</u>

7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024 £	2023 £
Depreciation - owned assets	831	982

8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 nor for the year ended 31 December 2023.

9. STAFF COSTS

	2024 £	2023 £
Wages and salaries	<u>381,290</u>	<u>349,273</u>
	<u>381,290</u>	<u>349,273</u>
The average monthly number of employees during the year was as follows:		
Number of employees	7	6
	<u>7</u>	<u>6</u>
The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:	2024 1	2023 1

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

10. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	478,962	288,982	767,944
Investment income	1,425	-	1,425
Total	480,387	288,982	769,369
EXPENDITURE ON			
Raising funds	100,550	3,765	104,315
Charitable activities			
Charitable activities	496,877	79,311	576,188
Governance costs	8,730	-	8,730
Total	606,157	83,076	689,233
NET INCOME/(EXPENDITURE)	(125,770)	205,906	80,136
RECONCILIATION OF FUNDS			
Total funds brought forward	76,204	105,653	181,857
TOTAL FUNDS CARRIED FORWARD	(49,566)	311,559	261,993

11. TANGIBLE FIXED ASSETS

COST

At 1 January 2024 and 31 December 2024 5,057

DEPRECIATION

At 1 January 2024 4,226
Charge for year 831

At 31 December 2024 5,057

Computer
equipment
£

NET BOOK VALUE

At 31 December 2024 -
At 31 December 2023 831

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade debtors	8,088	15,816
Other debtors	12,211	12,638
Prepayments and accrued income	9,570	10,290
	<hr/>	<hr/>
	29,869	38,744
	<hr/>	<hr/>

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Bank loans and overdrafts (see note 15)	46,417	43,504
Trade creditors	12,253	12,328
Social security and other taxes	8,358	13,109
Other creditors	1,354	1,260
Accruals and deferred income	6,928	7,942
	<hr/>	<hr/>
	75,310	78,143
	<hr/>	<hr/>

14. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2024	2023
	£	£
Bank loans (see note 15)	24,362	70,779
	<hr/>	<hr/>

15. LOANS

An analysis of the maturity of loans is given below:

	2024	2023
	£	£
Amounts falling due within one year on demand:		
Bank loans	46,417	43,504
	<hr/>	<hr/>
Amounts falling between one and two years:		
Bank loans - 1-2 years	24,362	46,417
	<hr/>	<hr/>
Amounts falling due between two and five years:		
Bank loans - 2-5 years	-	24,362
	<hr/>	<hr/>

16. MOVEMENT IN FUNDS

Unrestricted funds

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
General fund	(49,566)	83,689	34,123

Restricted funds

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
Restricted fund	311,559	(311,559)	-

TOTAL FUNDS

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
	<hr/>	<hr/>	<hr/>
	261,993	(227,870)	34,123
	<hr/>	<hr/>	<hr/>

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

16. MOVEMENT IN FUNDS - CONTINUED

Net movement in funds, included in the above are as follows:

Unrestricted funds

General fund

Incoming resources £	Resources expended £	Movement in funds £
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266,616	(182,927)	83,689
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Restricted funds

Restricted fund

273,235	(584,794)	(311,559)
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TOTAL FUNDS

<u>539,851</u>	<u>(767,721)</u>	<u>(227,870)</u>
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Comparatives for movement in funds

At 1.1.23 £	Net movement in funds £	At 31.12.23 £
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Unrestricted funds

General fund

76,204	(125,770)	(49,566)
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Restricted funds

Restricted fund

105,653	205,906	311,559
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TOTAL FUNDS

<u>181,857</u>	<u>80,136</u>	<u>261,993</u>
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Comparative net movement in funds, included in the above are as follows:

Incoming resources £	Resources expended £	Movement in funds £
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Unrestricted funds

General fund

480,387	(606,157)	(125,770)
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Restricted funds

Restricted fund

288,982	(83,076)	205,906
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TOTAL FUNDS

<u>769,369</u>	<u>(689,233)</u>	<u>80,136</u>
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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CANCER SUPPORT UK (CSUK)



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024 - CONTINUED

MOVEMENT IN FUNDS - CONTINUED

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.23 £	Net movement in funds £	At 31.12.24 £
Unrestricted funds			
General fund	76,204	(42,081)	34,123
Restricted funds			
Restricted fund	105,653	(105,653)	-
TOTAL FUNDS	<u>181,857</u>	<u>(147,734)</u>	<u>34,123</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	747,003	(789,084)	(42,081)
Restricted funds			
Restricted fund	562,217	(667,870)	(105,653)
TOTAL FUNDS	<u>1,309,220</u>	<u>(1,456,954)</u>	<u>(147,734)</u>

17. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2024.



We couldn't do it without you.

To everyone who supported Cancer Support UK throughout 2024, we'd like to say a massive, heartfelt **thank you.**

Whether you donated, fundraised, volunteered, partnered with us, or worked behind the scenes to make a difference - your contribution helped us provide comfort, care and connection to people living with and beyond cancer.

Together, we are creating a kinder world for those affected by cancer.

CONTACT US



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