



Annual report and unaudited financial statements

for the year ended 31 December 2018



Legal and administrative information

Trustees:

A Fulton

H Matthews

N Menezes

P Stunt

S Krag

H Goodfellow (appointed 23 April 2018)

Secretary:

D Jagger

Charity number:

1137689

Company number:

07272699

Registered office:

Unit 10 Oakhanger Farm Business Park

Oakhanger Road

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Hampshire

GU35 9JA

Independent examiner:

Alliots

Friary Court

13-21 High Street

Guildford

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Trustee’s report

(including Director’s report)

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity’s governing document, the Companies Act 2006 and “Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)”.

Our purpose

Pancreatic Cancer Action works to save lives through promoting earlier diagnosis of pancreatic cancer. We do this through promoting greater awareness of the symptoms of the disease, the funding and development of medical educational programmes, supporting patients through improved information about pancreatic cancer either on our website or in print and by funding research.

Our vision

A day when everyone is diagnosed early and survives pancreatic cancer.

Our mission

- It is our aim to get more people diagnosed in time for surgery - currently the only potential for a cure.
- To help find a simple diagnostic test for pancreatic cancer.
- Improve the knowledge of medical professionals about pancreatic cancer symptoms, management and treatments.
- Raise public awareness of the symptoms of pancreatic cancer.
- Improve patient access to latest treatments and therapies including improved participation in clinical trials.
- Improve the quality and quantity of pancreatic cancer patient information.

Our objectives

The charity’s objectives are:

- to increase survival rates through improving the earlier diagnosis of pancreatic cancer;
- to further and build pancreatic cancer awareness and education;
- to assist in the improvement of survival rates, effective treatments, support and standard of patient care for people affected by pancreatic cancer; and
- to increase the overall level of funding available for pancreatic cancer.

The Trustees’ activities

The Trustees meet annually to develop a strategy to meet the charitable objectives. Once the overall strategy has been agreed by the Trustees a series of operational meetings attended by a selection of the Trustees and volunteers, who the Trustees believe have relevant skills and experience in the specific area look at the operational implementation.

The Trustees currently have a range of skills and experience that range from medical/scientific, Legal corporate governance, finance and PR.

Public benefit statement

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2011 to have due regard to the Charity Commission’s general guidance on public benefit.



Role of volunteers

The Charity receives the very welcome assistance of volunteers. To date this has usually been for specific projects or fund-raising initiatives. In 2018 our network of Regional Representatives across the UK was made up of 200 volunteers. The aim is that these volunteers represent Pancreatic Cancer Action, raise awareness of pancreatic cancer and fundraise in their communities.

We have also had local volunteers assist with general office duties and specific graphic design projects at our office. The charity seeks volunteer assistance via the website, social media and by word of mouth.

Trustee's report continued

Achievements and performance

Medical research

Currently, 80% of patients face a terrible prognosis as they have had their disease diagnosed at a late stage, which is why survival rates are so low. We need to change this and get people diagnosed in time for resectional surgery - currently the only potential for a cure.

Our international scientific advisory committee

All decisions to fund our research are made by our International Scientific Advisory Committee (SAC) under the leadership of Chairman, Professor Hemant Kocher, MBBS MS MD FRCS - Barts Cancer Institute, London UK and includes key pancreatic cancer clinical and research professionals covering many different disciplines in the field of pancreatic cancer research from across the globe. All these eminent specialists donate their time to this, for which we are very grateful.

Members of the SAC include:

- Professor Minoti Apte MB BS, MMedSci, PhD - University of New South Wales, Australia
- Dr Marc Besselink MD MSc PhD – Academic Medical Centre, Utrecht, Netherlands
- Professor Steven D Leach M.D. - Memorial Sloan Kettering Cancer Centre, New York, USA
- Dr Andrew D Rhim MD - University of Michigan - USA
- Professor Aldo Scarpa MD, PhD - University of Verona - Italy
- Professor Margaret Tempero MD - University of California San Francisco (UCSF) - USA

Early Diagnosis Challenge Award

In 2015 we launched our EDCA and invited applications for projects that had a clear focus on improving early diagnosis of pancreatic cancer. Four applications were funded in 2016 after the assembly of the International Scientific Committee, with a further three funded in 2017. The total spent on this award so far is £274,422.

In 2018, we learned that the project we funded in Liverpool validating blood borne markers for new onset diabetes and pancreatic cancer has since gone on to be awarded over £2million in future funding by Cancer Research UK.

We also learned that an extension of the University of Strathclyde project using serum spectroscopy to help diagnose pancreatic cancer earlier has been made possible following on from the initial PCA funding.

Dr Chiara Braconi
Early Diagnosis Challenge Award recipient



Public Awareness Campaigns 2018

Turn it Purple campaign

Returning for its fourth year, Turn it Purple™ is becoming synonymous with Pancreatic Cancer Awareness Month in the UK.

In 2018 we had double the amount of interest for supporter's packs. During November, hundreds of photos were shared on social media with supporters using our props and materials to raise awareness in their home, workplace or school.



All Party Parliamentary Group on Pancreatic Cancer

Chaired by journalist Huw Edwards, the briefing was an opportunity to hear first-hand about the progress to date following the publication of APPG Need for Speed report last year and what more the government, NHS and pancreatic community could do to support its further implementation.

Our CEO Ali Stunt had the opportunity to present to the meeting as well as presentations from Cancer Director, Cally Palmer and Professor Stephen Smith, International Academic and Health Consultancy plus people affected by pancreatic cancer.

Central European Cooperative Oncology Group (CECOG) Pancreas Cancer Academy

In its third year, the CECOG held their Pancreas Cancer Academy. Ali Stunt has been involved right from the start as a Faculty Member of this innovative meeting; helping to put together the patient tracks, and feeding in to the nurse and clinician sessions. This meeting was unique in that it had joint sessions for clinicians, nurses and patients to hear latest advances in pancreas cancer and to discuss issues surrounding the disease.

Ali gave three talks plus chaired a panel discussion during the two days of the Academy.

Pancreatic Cancer Awareness Group Gibraltar (PCAGG)

Pancreatic Cancer Awareness Charity PCAGG are a group of volunteers led by patient Louis Baldachino who are intent on improving awareness of pancreatic cancer and improving outcomes for patients in Gibraltar. Ali Stunt was invited to give a talk to the Gibraltar Health Authority, including consultants, doctors, GPs and other Healthcare professionals. As a result of this talk, the Gibraltar two week wait forms were revised to reflect the NICE referral guidelines for pancreatic cancer and the cancer pathways (including pancreatic cancer) are being revised.

Trustee's report continued

Public Awareness Campaigns 2018

Turn it Purple Pharmacy of the Year Award



At PCA we know that pharmacists and their support staff play a crucial role in spotting potential signs and symptoms of pancreatic cancer and therefore aiding early diagnosis. During 2017 PCA were absolutely delighted to have launched the very first e-learning modules on pancreatic cancer for pharmacy teams.

To foster the relationship with pharmacies in 2018 a Turn it Purple Pharmacy of the Year Award was launched and ran through November to encourage the uptake of the module and to inspire pharmacies to raise awareness in their local communities.

The campaign was a huge success with over 100 pharmacies taking part. By the end of December 2018 this meant that 1,265 people had participated in the e-modules up 120 per cent from 575 in April plus 1,500 people had viewed the video on the video channel. The campaign resulted in creating awareness via e-module or video among 2,713 pharmacy team members with 1,402 people completing a module or the video.

We were so thrilled to announce the winner of the Turn it Purple Pharmacy of the Year Award was Knights Oakwood Pharmacy in Birstall!

Occupational Health

The Pancreatic Cancer Action Occupational Health and Wellbeing campaign primarily aims to make people aware of the symptoms of pancreatic cancer to ensure that more people are diagnosed early.

Targeting people in the workplace is a perfect opportunity for PCA to raise awareness in large numbers as well as increase brand awareness and encourage corporate fundraising. Our pilot campaign showed that 100% of people felt it was worthwhile their time to attend the presentation and 94% of attendees said they would tell others about pancreatic cancer. The feedback from the pilot also suggest that people from the organisations are actively engaging with the charity through fundraising and spreading awareness.

An employee at the Ministry of Justice said:

"Thank you very much for organising this and special thanks to Ali and Lu. These are most valuable communications and this was especially so being delivered by someone with first-hand experience of the condition. It was very informative and I really liked the interactivity with the clickers. I sat in admiration of the energy she had in forming this charity and the steely determination to make a difference in the world having had this condition invade her life."

GP Awareness campaign

Following on from the success of our GP Aware pilot campaign last year, during December PCA launched its second GP Aware campaign, in the North West and South West.



The regional campaign targeted SW 234 and NW 489 surgeries in total. The campaign involved distributing pancreatic cancer resource packs to GPs containing information and resources on how to diagnosis pancreatic cancer sooner.

We also advertised pancreatic cancer symptoms in waiting areas and distributed leaflets to all GP surgeries.

Unfortunately as the campaign only started in December results are not yet in however we look forward to reporting the results next year.

Pancreatic Society of Great Britain and Ireland

In November PCA attended the annual Pancreatic Society of Great Britain and Ireland meeting in Leicester. The society is a professional body made up of surgeons, gastroenterologists, dietitians, clinical nurse specialists – all with a specific interest in diseases of the pancreas. PCA not only had a stand at the conference Ali Stunt was invited to update the members of the society what PCA has been up to in terms of awareness and other initiatives to help improve early diagnosis of pancreatic cancer.

Partnerships

During 2018 we went actively looking to seek out new partnerships and new ways of working with different organisations to support our goal of early diagnoses.

Northern Ireland Pancreatic Cancer (NIPanC)

2018 saw the launch of NIPanC. NIPanC was set up by local people with direct experience of pancreatic cancer and in partnership with PCA and Pancreatic Cancer Research Fund (PCRF).

NIPanC was developed from the initial support group fostered by and Kerry Irvine a long-time supporter of PCA and Susan Cooke, PCRF's voluntary co-ordinator for Northern Ireland.

Local actor Jamie Dornan, who lost his mother Lorna to pancreatic cancer in 1998 when he was just 15, agreed to be the Patron of NIPanC.



NIPanC was established to make a difference to pancreatic cancer in Northern Ireland by working to:

- Increase public understanding of this cancer
- Promote awareness of the signs and symptoms to both medical professionals and members of the public
- To help fund vital research
- To support patients and their families
- PCA are very proud to support NIPanC.

C The Signs

We are delighted to have partnered with C-the-Signs. C the Signs supports GPs to identify patients at risk of cancer at the earliest and most curable stage of the disease.

C the Signs is a multi-platform tool for all healthcare professionals to support early identification of patients at risk of cancer. C the Signs uses advanced algorithms combined with optimisation and prioritisation systems to reflect the natural decision-making process of doctors, translating complex research and guidelines into a simple and intuitive journey for the user.

The tool was designed by two junior doctors and was born out of a meeting with a patient in an emergency department. The patient was very unwell – jaundiced, gaunt and had visibly lost a significant amount of weight. The patient had visited their GP a few times over the preceding few months to no avail. Following a CT scan, it was discovered that the patient had stage 4 metastatic pancreatic cancer. Tragically the patient died three weeks later.

Talkhealth

Talkhealth is one of the UK's leading online social health communities, providing free interactive support and information on a wide range of health conditions.

PCA are working with Talkhealth and are planning to promote our Patient Information Booklets and to get involved with their 'ask the expert' talks.

Light it Purple

Purple Lights UK was extremely successful collaborative campaign this year that saw locations across the country light up purple to raise awareness. This is largely a supporter focussed campaign and this year we saw lots of supporters light up their own homes in support as well as buildings and landmarks.

Purple Lights took place in 95 different locations across the UK and beyond. We saw purple light ups in Scotland, Northern Ireland, England and Wales, everywhere from Shetland to Gibraltar!

We saw coal pits, boat lifts, horse heads, cranes and prisons light up this month. A traditional wooden ship lit up for us in Dundee, and even Queen Victoria and Sir Francis Drake became supporters during the month.

Broadcast media

In 2018, we continued to have a strong presence on both radio and TV with our CEO being much in demand as a Key Opinion Leader for pancreatic cancer.



CONFERENCES AND EXHIBITIONS

As well as being at the Health and Wellbeing at Work conference we also exhibited at other major conferences and exhibitions throughout the year. Notably the Primary Care Conference, the Best Practice and Best Practice in Nursing conference and the Pharmacy Show. Conferences are a great way for us to promote pancreatic cancer awareness to both the medical communities and to the general public and we get a lot of interest at our stands. In 2018 we also gave a grant to support the Queen Mary University of London's Pancreas Workshop.

Communique Awards 2018

We were really proud to have been shortlisted as a finalist for the Communique awards in 2018. Although not a winner the judges felt that PCA had put together a solid campaign with some good examples. They liked the innovation around the e-learning module, social media animation and song.

PCA Community Representatives

We will continue to recruit further patients or carers who have had experience of pancreatic cancer as regional representatives in areas where we currently do not have representation.





Fundraising highlights 2018

Our total revenue for 2018 was £873,721. By the end of 2018, we had over 800 individual fundraisers who had run, swam, cycled, trekked, walked, held coffee mornings, skydived and much more to raise our valuable funds.

Most of the fundraising was done by individuals or small teams, all of whom have a very close association with the disease, especially those who have, sadly, been bereaved. We would like to thank them all for such tremendous efforts and for the fantastic amount they have raised for us during the year.

We also have our own in-house fundraising team and we are registered with the Fundraising Regulator and are a organisational member of the Institute of Fundraising. We do not use professional fund raisers and there have been no complaints, or failure to follow standards set by the Fundraising Regulator.

Fundraising highlights 2018

Notable fundraising events in 2018 were:

- Through promotions and blog posts we saw a 76% increase of revenue from our Pansy Tribute Funds.
- We launched our Facebook Fundraising pages in January which brought in a staggering £54,131 over the year.
- We launched a new fundraising campaign, Pyjamas for PanCan which gave us great exposure and increased our supporter base. We will continue to develop this fundraising initiative into 2019.
- Our London Marathon runners raised over £58,000 pounding the streets of the capital.
- Anna Blackwell and Kate Culverwell took on the challenge of kayaking from England to the black sea for PCA. The adventure took in 4000 km, 11 countries and five capital cities and in the process, they raised over £54,000.
- Jamie Rosenfeld and his band of intrepid adventures 'Climbed 4 Kim' in memory of Kim Rosenfeld.
- They climbed Mount Toubkal, the highest peak in the Atlas Mountains and in the process raised £18,000.

Action funds:

At the end of 2018, we had the following action funds:

- NIPanC
- Action for Pat and Paul (Scotland)
- Hope is Contagious
- The Shaun Wright Foundation (NE England)
- Fight for Annie

Corporate partnerships

Our corporate partners are invaluable to us and our work – we are so grateful for all the support they give now and in the future helping us improve the early diagnosis of pancreatic cancer.

They work with us in various capacities and for various lengths of time and in 2018 we were supported by:

- Clugston
- Charity Job
- W.Boyes & Co Ltd
- Greenacres
- Boots Pharmacy



Trusts and Grants

We are very grateful to the many funders that give so generously towards our awareness initiatives and to our research projects. In 2018 these included grants from:

- Celgene Limited - £13,700
- Basil Samuel Charitable Trust - £10,000
- Liz & Terry Bramall Foundation - £10,000
- National Lottery Awards For All - £9,955
- The Alice Ellen Cooper Dean Charitable Foundation - £5,000
- The Hospital Saturday Fund - £2,000
- FB Laurence Charitable Trust - £2,000
- Doris Field Charitable Trust - £1,000
- Orr Mackintosh Foundation - £1,000
- Duke Of Newcastles 1986 Charitable Trust - £1,000
- AS & Mrs EM Lloyd Charitable Trust - £1,000

Financial review

The results for the year are summarised in the Statement of Financial Activities on page 11.

The Trustees are pleased to report that the charity's incoming resources for 2018 amounted to £892,851, an increase of 18% vs 2017. (2017: £757,812), (2016: £781,238), (2015: £562,298), (2014: £491,412), (2013: £291,037), (2012: £172,622), (2011: £107,815).

The Trustees would like to thank all the volunteers, fundraisers and donors who have supported the charity in increasing numbers over the past year and on whom we are wholly dependent.

Total spending on charitable activities was £669,187, which is in line with last year. (2017: £669,077), (2016: £345,085), (2015: £206,546), (2014: £254,614), (2013: £80,647), (2012: £44,438), (2011: £9,186).

Primarily as a result of these activities, the charity achieved a net deficit for the year of £24,634 (2017: £169,315 deficit) (2016: £180,172 surplus) (2015: £168,584 surplus), (2014: £96,793 surplus), (2013: £108,244 surplus), (2012: £139,549 surplus), (2011: £35,825 surplus).

Reserves policy

It is the policy of the charity that unrestricted funds (free reserves) which have not been designated for a specific use should be maintained at a level equivalent to between six and nine months' expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

At 31 December 2018, the charity held reserves of £535,218 of which £125,898 was restricted. Free reserves stood at £336,028, which is in line with the level of the reserves policy established by the board.

Structure, governance, and management

The charity is a company limited by guarantee, incorporated in June 2010, and is therefore governed by its memorandum and Articles of Association. Its company registration number is 07272699 and its charity number is 1137689.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

A Fulton	
H Matthews	
N Menezes	
N Mumford	
B Stevenson	(Resigned 1 April 2018)
P Stunt	
J Darrall	(Resigned 15 August 2018)
S Krag	
H Goodfellow	(Appointed 23 April 2018)

If there is a unanimous wish that a Trustee be appointed, the role is discussed with the nominee and if relevant, this is made at the next possible Meeting of the Trustees followed by appropriate induction procedures.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £10 in the event of liquidation.

The Trustees continue to keep the Charity’s activities under review, particularly with regard to any major physical or financial risks that may arise from time to time, and to monitor the effectiveness of the system of internal controls and other variable means, including insurance cover where appropriate, by which those risks already identified by the Trustees can be mitigated.

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



N Mumford

Chair of Trustees Dated: 20/09/2019



Independent Examiner's Report

To the Trustees of Pancreatic Cancer Action

I report to the Trustees on my examination of the financial statements of Pancreatic Cancer Action (the charity) for the year ended 31 December 2018.

As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity 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 the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accountants in England and Wales, 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 that in any material respect:

1. Accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. The financial statements do not accord with those records; **or**
3. The financial statements do not comply with the accounting requirements of 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 financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their 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 financial statements to be reached.



Stephen Meredith FCA DChA Alliotts
Member of the Institute of Chartered Accountants in England and Wales.

Friary Court
13-21 High Street
Guildford
Surrey GU1 3DL
Dated: 23/09/2019



Statement of financial activities

Including income and expenditure account for the year ended 31 Decemeber 2018

	Notes	Unrestricted funds	Restricted funds	Total 2018 £	Total 2017 £	The statement of financial activities includes all gains and losses recognised in the year.
Income from						All income and expenditure derive from continuing activities.
Donations and legacies	3	708,587	22,162	730,749	496,197	
Charitable activies	4	2,448	87,124	89,572	142,171	
Other trading activities	5	70,759	-	70,759	117,957	The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.
Investments	6	1,771	-	1,771	1,487	
Total income		783,565	109,286	892,851	757,812	
Expenditure on:						
Raising funds	7	248,298	-	248,298	258,050	
Charitable activities	8	544,137	125,050	669,187	669,077	
Total resources expended		792,435	125,050	917,485	927,127	
Net expenditure for the year/ Net movement in funds		(8,870)	(15,764)	(24,634)	(169,315)	
Fund balances at 1 January 2018		418,190	141,662	559,852	729,167	
Fund balances at 31 Decemeber 2018		409,320	125,898	535,218	559,852	

Balance sheet

As at 31 Decemeber 2018

		2018	2017	
	Notes	£	£	£
Fixed assets				The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2018. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements.
Tangible assets	13	44,717	12,167	The Trustees acknowledge their responsibilities for ensuring that the charity keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources, including its income and expenditure, for the 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 company.
Current assets				
Stocks	15	28,584	29,420	
Debtors failing due after one year	16	33,907	-	
Debtors failing due within one year	16	43,383	45,858	
Cash at bank and in hand		429,415	519,981	These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.
		535,289	595,259	
Creditors: amounts falling due within one year	17	(44,788)	(47,574)	
Net current assets		490,501	547,685	
Total assets less current liabilities		535,218	559,852	
Income funds				The financial statements were approved by the Trustees on
Restricted funds	18	125,898	141,662 N Mumford Trustee Company Registration No. 07272699
Unrestricted funds				
Designated funds	19	73,292	189,444	
General unrestricted funds		336,028	228,746	
		409,320	418,190	
		535,218	559,852	

Statement of Cash Flows

For the year ended 31 Decemeber 2018

		2018		2017	
	Notes	£	£	£	£
Cash flows from operating activities					
Cash absorbed by operations	24		(46,429)		(179,979)
Investing activites					
Purchase of tangible fixed assets		(45,908)		(7,191)	
Interest recieved		1,771		1,487	
Net cash used in investing activities					
			(44,137)		(5,704)
Net cash used in financing activities					
			-		-
Net decrease in cash and cash equivalents					
			(90,566)		(185,683)
Cash and cash equivalents at beginning of year			519,981		705,664
Cash and cash equivalents at end of year			429,415		519,981

Notes to the financial statements

For the year ended 31 December 2018

1 Accounting policies

Charity information

Pancreatic Cancer Action is a private company limited by guarantee incorporated in England and Wales. The registered office is 10 Oakhanger Farm Business Park, Oakhanger Road, Oakhanger, Hampshire, GU35 9JA.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity’s articles of association, the Companies Act 2006 and “Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)” (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

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 financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

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.

1.4 Incoming resources

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.

Gifts of assets and services are recognised at market value to the charity.

1.5 Resources expended

Expenditure has been allocated between the main headings in the Statement of Financial Activities on the basis of the type of activity to which they relate, including irrecoverable V.A.T.

Income and expenses have not been netted off.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Fixtures, fittings & equipment	25% on cost
Computers	25% on cost

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.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset is estimated to be less than its carrying amount, the carrying amount of the asset is reduced to its recoverable amount. An impairment loss is recognised immediately in income/ (expenditure for the year, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying

Notes to the financial statements

For the year ended 31 December 2018 (Continued)

amount of the asset is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset in prior years. A reversal of an impairment loss is recognised immediately, unless the relevant asset is carried in at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

1.8 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 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.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.11 Employee benefits

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

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.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease.

2 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 estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements

For the year ended 31 December 2018 (Continued)

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total 2018	Total 2017
	£	£	£	£
Donations and gifts	672,357	22,162	694,519	485,347
Grants receivable for core activities	17,100	-	17,100	10,850
Donated goods and services	19,130	-	19,130	-
Total	708,587	22,162	739,749	496,197
For the year ended 31 December 2017	480,629	15,568		496,197

4 Charitable activities

	Grants towards patient information booklets	Grants towards application development	Speaking engagement fees	Total 2018	Total 2017
	£	£	£	£	£
Performance related grants	87,124	-	-	87,124	138,490
Other income	-	-	2,448	2,448	3,681
	87,124	-	2,448	89,572	142,171
Analysis by fund					
Unrestricted funds	-	-	2,448	2,448	
Restricted funds	87,124	-	-	87,124	
	87,124	-	2,448	89,572	
For the year ended 31 December 2017					
Unrestricted funds	-	-	3,681		3,681
Restricted funds	20,490	118,000	-		138,490
	20,490	118,000	3,681		142,171

5 Other trading activities

	Unrestricted funds 2018	Restricted funds 2017
	£	£
Supporters activities for generating funds	70,759	117,957

6 Investments

	2018	2017
	£	£
Interest receivable	1,771	1,487

7 Raising funds

	Unrestricted funds	Total 2017
	£	£
Fundraising and publicity		
Freelance and contractor costs	6,326	14,990
Advertisign and marketing	13,723	23,224
Event costs	74,907	98,374
Staff costs	111,034	86,105
Depreciation and impairment	3,729	1,412
Support costs	22,495	22,115
	232,214	246,220
Trading costs		
Other trading activities	16,084	11,830
	248,298	258,050

Notes to the financial statements

For the year ended 31 December 2018 (Continued)

8 Charitable activities

	Raising awareness	Funding research	Medical education	Patient support/information	Total	2017
	£	£	£	£	£	£
Staff costs	118,436	118,843	38,732	10,717	286,728	191,647
Depreciation	3,977	3,991	1,301	360	9,629	3,142
Other costs	146,332	103,006	33,570	9,290	292,198	403,602
	268,745	225,840	73,603	20,367	588,555	598,391
Share of support costs						
(see note 9)	33,306	33,420	10,892	3,014	80,632	70,686
	302,051	259,260	84,495	23,281	669,187	669,077
Analysis by fund						
Unrestricted funds	214,521	224,260	84,495	20,861	544,137	
Restricted funds	87,530	35,000	-	2,520	125,050	
For the year ended 31 December 2017						
Unrestricted funds	257,262	39,540	38,390	41,544		576,736
Restricted funds	36,000	14,990	-	41,351		92,341
	493,262	54,530	38,390	82,895		669,077

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year and none of them were reimbursed travelling expenses (2017- £Nil).

9 Support costs

	Support costs	Governance Costs	2018	2017
	£	£	£	£
Rent	41,290	-	41,290	17,600
Office costs	9,391	-	9,391	11,485
Telephone costs	9,981	-	9,981	6,069
Computer costs	18,895	-	18,895	18,815
Insurance	904	-	904	835
Staff welfare	102	-	102	3,085
Training, recruitment and internship costs	13,620	-	13,620	15,004
Book-keeping and Accountancy	2,625	-	2,625	1,578
Entertaining	708	-	708	-
Bank charges	3,475	-	3,475	3,190
Exceptional item	-	-	-	12,110
Legal and Independent examiner's fees	-	18,015	18,015	3,030
	99,991	18,015	118,006	92,801
Analysed between				
Fundraising	22,495	-	22,495	22,115
Charitable objectives	77,496	18,015	95,511	70,686
	103,127	18,015	118,006	92,801

Independent examiner's fees include £1,550 (2017 - £1,500) of accountancy fees as well as £1,585 (2017 - £1,530) of examination fees.

Exceptional item

During the previous year the charity was the subject of a spear phishing attack. The attack was reported to the police and to the Charity Commission. New policies were implemented following the attack and the Charity Commission took no further action as the trustees took reasonable steps to manage the incident.

Notes to the financial statements

For the year ended 31 December 2018 (Continued)

11 Employees

The average monthly number of persons employed by the charity during the year was 15 (2017:11).

Employment costs	2018	2017
	£	£
Wages and salaries	362,838	256,476
Social security costs	30,792	20,207
Other pension costs	4,132	1,069
	397,726	277,752

The number of employees whose annual remuneration was £60,000 or more were:

	2018	2017
	Number	Number
£60,000 - £70,000	1	1

12 Taxation

The company is a registered charity and is, therefore, exempt from taxation on its charitable activities.

13 Tangible fixed assets

	Fixtures, fittings & equipment £	Computers £	Total £
Cost			
At 1 January 2018	4,461	18,180	22,641
Additions	23,400	22,508	45,908
At 31 December 2018	27,861	40,688	68,549
Depreciation and impairment			
At 1 January 2018	3,125	7,350	10,475
Depreciation charged in the year	5,857	7,500	13,357
At 31 December 2018	8,982	14,850	23,832
Carrying Amount			
At 31 December 2018	18,879	25,838	44,717
At 31 Decemebr 2018	1,336	10,831	12,167

14 Financial Instruments

	2018	2017
	£	£
Carrying amount of financial assets		
Debt instruments measured at amortised cost	34,437	645
Carrying amount of financial liabilities		
Measured at amortised cost	34,525	43,225

Notes to the financial statements

For the year ended 31 December 2018 (Continued)

15 Stocks

	2018	2017
	£	£
Finished goods and goods for resale	28,584	29,420

16 Debtors

	2018	2017
	£	£
Amounts fall due within one year:		
Trade debtors	530	645
Prepayments and accrued income	42,853	45,213
	43,383	45,858
Amounts falling due after more than one year:		
Prepayments and accrued income	33,907	-
Total debtors	77,290	45,858

17 Creditors: amounts falling due within one year

	2018	2017
	£	£
Other taxation and social security	10,263	4,349
Trade creditors	31,390	41,083
Accruals and deferred income	3,135	2,142
	44,788	47,574

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			
	Balance at 1 January 2018	Incoming resources	Resources expended	Balance at 31 December 2018
	£	£	£	£
Pat & Paul	8,603	166	-	8,798
Grants Funding	36,500	-	(36,500)	-
Early diagnosis challenge award (research)	-	35,000	(35,000)	-
POW app	46,000	-	(28,800)	17,200
Recipe Book	6,752	18,219	(2,520)	22,451
Noel	38,307	3,477	-	41,784
GP Aware	-	13,719	(13,719)	-
Patient Information Booklets	5,500	28,450	(2,226)	31,724
Awards for all	-	9,955	(6,285)	3,670
Hope is Contagious	-	300	-	300
	141,662	109,286	(125,050)	125,898

Restricted funds relate to grants received for the specific purposes as set out above. Any amount unspent is carried forward to be spent in the next financial year.

Notes to the financial statements

For the year ended 31 December 2018 (Continued)

19 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 January 2018	Resources expended	Balance at 31 December 2018
	£	£	£
Awareness advertising campaign	7,348	(7,348)	-
Early diagnosis challenge award (research)	182,096	(108,804)	73,292
	189,444	(116,152)	73,292

20 Analysis of net assets between funds

	Unrestricted 2018	Restricted 2018	Total 2018	Total 2017
	£	£	£	£
Fund balances at 31 December 2018 are represented by:				
Tangible assets	44,717	-	44,717	12,167
Current assets/(liabilities)	364,603	125,898	490,501	547,685
	409,320	125,898	535,218	559,852

21 Financial commitments, guarantees and contingent liabilities

To date, the charity has received £10,265 in donations from a solicitor relating to old monies held in client accounts which they have not been able to return. There is a possibility that in the future the clients in question could still return for these monies and, as such, the charity has agreed to refund part of the donation if this occurs. No provision has been made in these financial statements for any possible refund as the likelihood is remote and cannot be quantified.

22 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2018	2017
	£	£
Aggregate compensation	67,829	61,490

he key management personnel of the Charity is considered to be the CEO.

23 Operating lease commitments

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2018	2017
	£	£
Within one year	38,340	38,340
Between two and five years	38,340	76,680
	76,680	115,020

The leases relates to the rental of the premises over a 5 year period with a 3 year break clause included.

24 Cash generated from operations

	2018	2017
	£	£
Deficit for the year	(24,634)	(169,314)
Adjustments for:		
Investment income recognised in statement of financial activities	(1,771)	(1,487)
Depreciation and impairment of tangible fixed assets	13,358	4,554
Movements in working capital:		
Decrease/(increase) in stocks	836	(8,003)
(Increase) in debtors	(31,432)	(9,041)
(Decrease)/increase in creditors	(2,786)	3,312
Cash absorbed by operations	(46,429)	(179,979)

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We save lives through early diagnosis

