



**Celebrating success and
raising hopes for a better future**

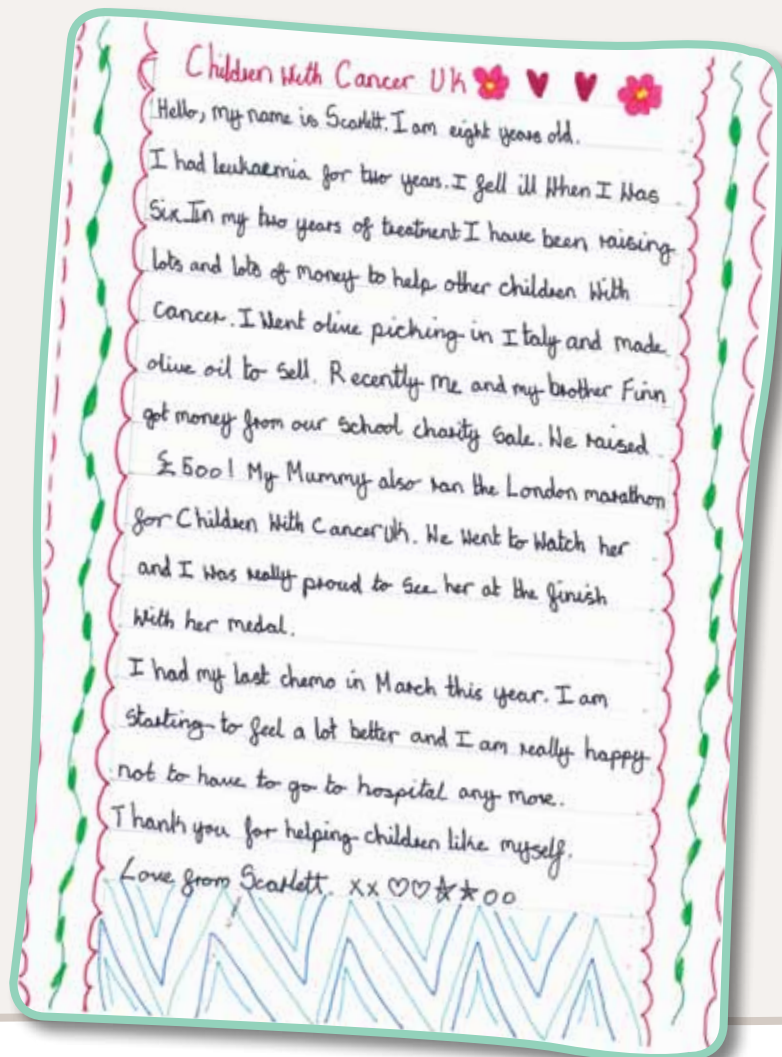
Annual Review 2012



Welcome from Scarlett

Scarlett was diagnosed with acute lymphoblastic leukaemia in January 2011. She is shown on the front cover of this report with her mother, Bryony, at our Zippos Circus family event when she was mid-treatment.

Bryony raised a fabulous £21,858 by running for Children with Cancer UK in the 2012 Virgin London Marathon. We are hugely grateful to Bryony and everyone who has supported the fight against childhood cancer over the past year.



Foreword by the Chairman

The theme of our 2012 Annual Review is “Celebrating success and raising hopes for a better future”.

We feature stories from fundraisers whose dedication has helped to finance essential research, learn from the scientists that we are funding and from some of the children and families affected by childhood cancer.

Research has never been more necessary. Around 300 children and young people are diagnosed with cancer every month in the UK and the incidence is still increasing.

We know how important it is to give children a better chance in the fight against cancer but also to help families affected by the disease. In addition to funding research, we support families through welfare projects, including partnerships with hospices and other organisations.



There is still so much more that needs to be done. With your generosity we will continue the fight against all forms of childhood cancer. As we celebrate our 25th anniversary during 2013, we acknowledge with thanks our many supporters and look forward to working with you to save more young lives.

Eddie O'Gorman OBE
Chairman of Trustees

About Children with Cancer UK

We are the leading national children's charity dedicated to the fight against all childhood cancers. Our aims are to determine the causes, find the cure and provide care for children with cancer.

We fund **life-saving research** into the causes, prevention and treatment of childhood cancer.



We fund **innovative welfare projects** to provide better care for young cancer patients and their families.



We **campaign to raise awareness** of childhood cancer to protect more children and to improve the lives of young cancer patients, today and for future generations.



As we reflect on our first quarter century, we never forget how we began - and why. 14 year old Paul O'Gorman died in February 1987, only nine weeks after his initial diagnosis of leukaemia. Before Paul died he asked his parents, Eddie and Marion, to help other children with leukaemia. His sister Jean died just nine months later, also of cancer.



Paul and Jean, New Year's Day 1987

What began as a small memorial charity has evolved into a major force in paediatric oncology. Since our inauguration in 1988, thanks to your support, we have raised over £150 million to help the fight against childhood cancer.

About childhood cancer

Many people think that cancer is an older person's disease. But every year, over 3,500 children, teenagers and young adults are diagnosed with cancer in the UK.

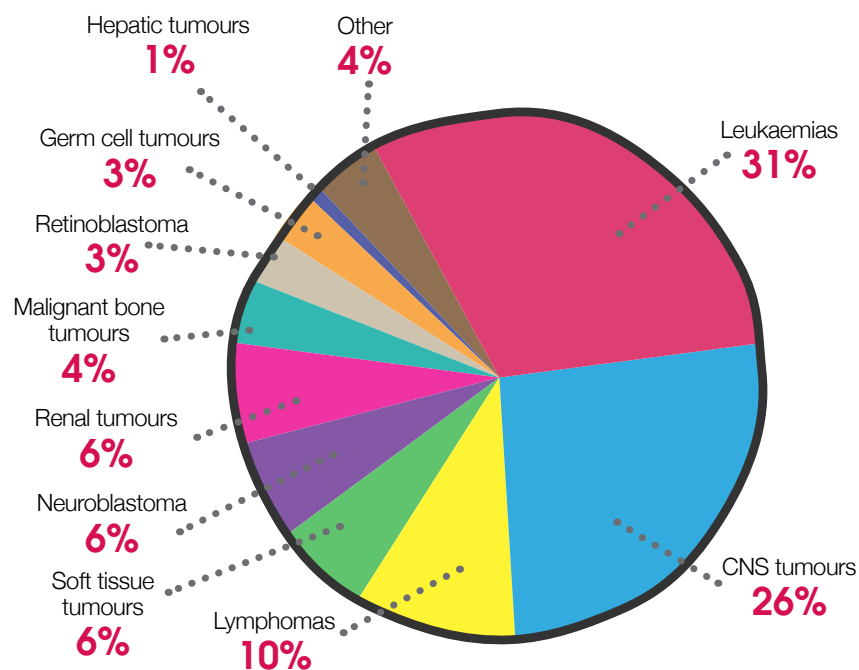
Children and young people don't usually suffer from the same cancers that typically affect adults, such

as lung, breast and bowel cancer. Childhood cancers tend to occur in different parts of the body from adult cancers, they look different under the microscope and they respond differently to treatment. Several types of cancer, such as neuroblastoma and Wilms' tumour, are unique to children.

Main types of childhood cancer: children aged 0-14 years

Great Britain 2001 to 2008

Based on data provided by National Registry of Childhood Tumours



For more information about childhood cancer, please visit:
www.childrenwithcancer.org.uk/childhood-cancer

One of the greatest medical success stories of the last century is the amazing growth in the survival from childhood cancer - more than three quarters of children diagnosed with cancer can now be treated successfully.

But there is still much to achieve. Treatment is aggressive and short- and

long-term side effects remain a crucial concern. It is vital that we continue to fund research into childhood cancer to improve diagnosis and treatment, reduce side effects and save more young lives.

That's why your help and support is so important to us.

Kalem's story

Kalem was diagnosed with non-Hodgkin lymphoma when he was 10 years old. He is now in remission.

"Kalem needed chemotherapy for six months and I watched my beautiful boy fade before my eyes, knowing that the treatment may kill him if the cancer didn't.

"I did what I had to do to give my precious son a fighting chance - what parent wouldn't? We were one of 14 families on the ward and every one had a child with a different type of cancer.

"There were times when I thought Kalem wasn't going to make it, but he beat his cancer and is still with us today.

Read Kalem's story: www.childrenwithcancer.org.uk/kalem



"The work of Children with Cancer UK is so important to help other children win their fight."

Vikki, Kalem's mum

Funding life-saving research

We are one of the UK's leading funders of research into childhood cancer. By investing in pioneering research projects, we can enhance our understanding of childhood cancer and improve the outlook for young cancer patients.

What we've done

In 2012 we launched a £2 million call for proposals for research into any aspect of childhood cancer. We also set aside a proportion of these funds for innovative start-up projects costing up to £50,000. Out of this, seven new projects were funded at a total cost of £336,206. The remaining project proposals were scheduled for

assessment and allocation of funding in early 2013.

We also joined forces with Great Ormond Street Hospital Children's Charity in 2011 to call for proposals for new research aimed at improving treatments for childhood cancer. Out of this call, eight projects were awarded funding in summer 2012, at a combined cost of £1,572,231.

In April 2012, we hosted Childhood Cancer 2012, our third international scientific conference, to share and discuss research into the causes of childhood cancer.

For a full list of our grants, please see page 38.

"Thanks to your generosity, we have funded over 100 essential research projects over the last 25 years.

"With your support, we can continue to drive up survival rates for children with cancer and save more young lives."

**Professor Geoff Pilkington,
Scientific Advisory Panel**



Beth's story

"My daughter Beth was diagnosed with acute lymphoblastic leukaemia in 2011 when she was four years old.

"She's needed two intensive blocks of chemotherapy so far and has lost her hair twice, but has been coping really well. Beth is a really bright girl, and whilst she doesn't know how serious leukaemia is, she knows she's very poorly.

"Beth finishes treatment in September 2013. Though I am simultaneously looking forward to and dreading this time, for Beth's sake we plan to embrace a return to normality and hope that the rest of her childhood is carefree.

Read Beth's story: www.childrenwithcancer.org.uk/beth



"Thanks to research funded by Children with Cancer UK, survival rates for children with leukaemia have increased to 80%, but there is still so much more that needs to be done."

Karen, Beth's mum

What we're going to do

In March 2013, we completed assessment of the remaining 49 project grant proposals received under our 2012 call. Nine exciting new projects were awarded funding and we are confident that these will deliver real advances in the fight against a range of childhood cancers.

In early 2013, we allocated £2 million to fund project grants for research into

childhood cancer. The call was issued in March and within this we have repeated the call for applications for start-up projects.

We also plan to strengthen our Scientific Advisory Panel to broaden our range of expertise. Professor David Walker and Professor Silvia Marino joined the Panel from 1st April 2013.

Funding life-saving research

Funding innovative new research

We aim to fund research projects to improve the outlook for children with cancer and help us to understand why children develop cancer in the first place.

Thanks to your support and generosity, we launched a £2 million call for proposals for research into any aspect of childhood cancer, including causes and treatment. As part of the call, we set aside a proportion of funds for innovative start-up projects, inviting applications for grants of up

to £50,000 to help get promising new research off the ground.

We received 78 proposals in total, out of which 29 were for start-up funding. Following rigorous assessment, our Scientific Advisory Panel selected seven start-up projects for funding, at a total cost of £336,206. These important projects focus on a range of childhood cancers including leukaemia, Wilms' tumour, sarcomas and brain tumours. The selection process for the remaining 49 project proposals was completed early in 2013.

Clara's story

"I was diagnosed with acute myeloid leukaemia when I was four years old. I needed seven operations and four bouts of chemo - and was given a 50% chance of survival.

"I don't have many side effects, although I did have a drug that could have possibly seriously damaged my heart, but thankfully, all I have is one slightly weakened heart wall. I went back for very regular check-ups and heart scans, but my five years came and went and never another trace! I still have regular check-ups and scans though.

Watch Clara's video: www.childrenwithcancer.org.uk/clara



"I will never ever forget how truly lucky I am to be alive and I am grateful everyday."

Clara, cancer survivor, aged 16

Dr Marina Hughes

The drugs used to treat children with cancer can be associated with a variety of adverse effects, including heart muscle damage. We need to understand the full extent of this damage in order to develop strategies for the protection of children who are at risk.

In 2012 we awarded start-up funding of £49,877 for a project that we hope will enable doctors to assess cardiac damage more accurately in young patients.

Dr Marina Hughes, a cardiologist within the Cardiac MRI unit of Great Ormond Street Hospital, explains more: "Anthracyclines are one of the most effective anti-cancer drugs available but unfortunately they have a variety of adverse effects including damage to the heart muscle. This can cause serious long-term health problems and, in some cases, heart failure and death.

"This funding from Children with Cancer UK will enable us to pilot new cardiac MRI to assess generalised heart muscle damage and measure heart function. We hope to demonstrate that these techniques can reveal damage that cannot be

detected using conventional methods, enabling us to quantify heart muscle cell damage more accurately and predict poor heart function before heart failure occurs."

What difference will this make?

Once the value of these techniques is proven, they can be routinely used in the monitoring of children undergoing cardiotoxic chemotherapy at Great Ormond Street Hospital and around the UK.

This should help doctors to individualise chemotherapy according to each patient's cardiac tolerance, minimising the risk of harm. It should also help to define long-term strategies for the identification and management of late cardiac effects.



Read more: www.childrenwithcancer.org.uk/marina-hughes

Funding life-saving research

Improving treatments for children with cancer

We work very closely with the team at Great Ormond Street Hospital, where one in every 10 children diagnosed with cancer is treated.

In 2011 we worked with Great Ormond Street Hospital Children's Charity to launch a funding call for research aimed at improving treatments for childhood cancer.

Following a rigorous review process, eight projects from a total of 33 applications were awarded funding in summer 2012.

These eight projects are concerned with a broad range of childhood cancers including leukaemia, brain tumours, neuroblastoma and rhabdomyosarcoma.

Ross's story

"At just 18 months old, Ross was diagnosed with orbital rhabdomyosarcoma - a rare soft tissue cancer that developed in his eye. He started treatment straight away but after three cycles of chemotherapy, the cancer was not responding. We were told he needed radiotherapy.

"As Ross was so young, the side effects would have been severe, so we researched other treatments. After receiving NHS funding and approval, Ross had treatment in the USA which wasn't available in the UK. In June 2010, we heard the fantastic word - remission!

"Ross will have lifelong eye issues and probably some growth problems but hopefully nothing requiring surgery.

Read Ross's story: www.childrenwithcancer.org.uk/ross



"But he's still here, he survived and every day I am so thankful for that and I pray every day that it doesn't come back."

Lesley, Ross's mum

"Around 70 children are diagnosed with rhabdomyosarcoma every year in the UK. It is the most common type of soft tissue sarcoma to occur in childhood."

Dr Janet Shipley

Through our joint funding call with Great Ormond Street Hospital Children's Charity, Dr Janet Shipley from the Institute of Cancer Research in London successfully applied for funding of £227,368 to take forward the development of new treatments for rhabdomyosarcoma.

Dr Shipley is an internationally recognised expert in childhood rhabdomyosarcoma. She explains: "Rhabdomyosarcoma is a major cause of death from cancer in childhood. It remains difficult to treat, particularly in patients with disease that has recurred or spread.

"Despite rigorous clinical trials, there has been no significant increase in survival in the last three decades and new treatment approaches are desperately needed. We are investigating a new way of treating rhabdomyosarcoma that we hope will be more effective than current treatments.

Read more: www.childrenwithcancer.org.uk/janet-shipley

"We are working with a type of drug that is showing promise in the treatment of a range of adult cancers. We will carry out pre-clinical investigations in laboratory models of rhabdomyosarcoma to determine which of four possible candidate drugs is the most appropriate to take forward to clinical trial in children."

What difference will this make?

Ultimately, we hope that this work will result in the adoption of a new, more effective drug into the standard treatment of patients with rhabdomyosarcoma to save children who are failed by existing therapies.



Funding life-saving research

Childhood Cancer 2012

Childhood Cancer 2012 was our third international scientific conference and our first as Children with Cancer UK. Focussing on the causes of childhood cancer, more than 150 delegates from around the world joined us for this important event in Westminster, London in April 2012.

During the three day event, more than 20 international experts presented work across a wide-range of topics relevant to the causes of childhood cancer including air pollution, parental smoking, pesticide exposure, genetics and diet.

Quite incredible progress has been made in the treatment of childhood cancer in recent decades. However, despite these advances, there are significant gaps in our understanding of the causes of childhood cancers and the risk of children developing some types of cancer has increased. There is an urgent need to find out more about what causes cancer and develop new therapies to save more children.

All sessions were live-streamed to reach as wide an audience as possible. Videos of the sessions are also available on the conference website: www.childhoodcancer2012.org.uk

What difference will this make?

By bringing together scientists from around the world, our conferences enable the exchange of knowledge and information, helping to advance our understanding of childhood cancer.

We hope that Childhood Cancer 2012 will stimulate fresh research into the causes of childhood cancer, forge new international collaborations and help shape a research agenda for the future.

To find out more about our conference, visit

www.childrenwithcancer.org.uk/childhoodcancer2012

“Wilms’ tumour is one of the most common types of childhood cancer, affecting around 85 children a year in the UK.”

Encouraging the researchers of the future

We are keen to encourage talented young scientists to progress their careers in childhood cancer research. Six young researchers (under 30 years of age) who presented research at the conference were awarded total funding of £100,000 to help further their investigations in the childhood cancer field.



Niamh's story

“My little girl Niamh was diagnosed with Wilms’ tumour - a type of kidney cancer - when she was six years old.

“The tumour was so large that it was pushing her heart, spleen and abdomen. It had spread to her lungs and we were told that she had 60-70% odds of survival.

“Niamh has been a real fighter throughout her treatment and we are so glad that Children with Cancer UK is putting so much money towards funding research.



“Niamh is continuing to battle through it all but thanks to on-going research, the treatments are improving and we have hope.”

Gilli, Niamh's mum

Read Niamh's story: www.childrenwithcancer.org.uk/niamh

Funding welfare projects

Finding out that your child has cancer marks the start of a long and difficult journey for the whole family. We fund essential welfare projects to provide practical support for children with cancer and their families.

What we've done

In 2012 we continued our partnership with CLIC Sargent, granting £200,000 to provide financial assistance to families whose children are being treated for cancer, through 'Paul's Fund'.

We also work with a number of children's hospices to help families facing the loss of a child. We provided funding of £180,000 to Together for Short Lives, enabling them to support children with life-threatening and life-limiting conditions. We provided funding of £60,000 to Shooting Star Chase to provide practical and emotional support for families in West London, Surrey and West Sussex. We also awarded £60,000 to Lifelites, providing fun and educational technology for children who stay, play and learn in children's hospices across the UK.

A significant grant of £1.5million was awarded to the Paul O'Gorman Lifeline to support their valuable work in helping children with cancer in Eastern Europe.

What we're going to do

We will continue to work with our charitable partners and hospices to help provide better care for children and young people with cancer and their families. We will fund an important project in Northern Ireland with CLIC Sargent, to provide a home from home for children with cancer and their parents. We will also once again hold our successful Zippos Circus event for children suffering from cancer and their families.

Paul's Fund

When a child is diagnosed with cancer, it is a frightening experience for the whole family. Treatment normally starts immediately, is often given many miles from home and can last for up to three years. This can place a considerable financial burden on a family.

Thanks to your support and through Paul's Fund, we were once again able to help CLIC Sargent provide financial support to help families deal with the financial impact of cancer.

Jack's story

Jack was diagnosed with leukaemia a few weeks before his third birthday. He started his chemotherapy immediately and was in hospital for five weeks having treatment.

His mum, Gayle, says: "It was costing me about £40 a day in food and other costs while he was on the ward, so receiving a financial grant from CLIC Sargent just after Jack was diagnosed was a real lifeline."

Lorraine Clifton, Chief Executive at CLIC Sargent, says: "Our CLIC Sargent Care Grants provide both immediate and long-term support



to all families in need, as and when they need it. It is because of the continued generosity of Children with Cancer UK and their supporters that we have been able to serve so many families through our grants service. Thank you."

Raising awareness

Cancer kills more children in the UK than any other disease. By raising awareness of childhood cancer, we can protect and save more young lives - today and in the future.

What we've done

In 2012 we continued to raise awareness of childhood cancer in Parliament, working with a range of campaigning groups to enlist support from politicians.

Our Childhood Cancer 2012 conference achieved national coverage with articles in The Telegraph, The Guardian, Daily Mail, The Sun, regional newspapers and online.

We continued to develop our websites to increase our online presence. Nearly 230,000 unique visitors accessed information about childhood cancer, research or fundraising during 2012. We also increased communication with supporters through facebook, twitter and email newsletters.

What we're going to do

In January 2013, we held a special reception at the House of Lords to launch our 25th anniversary

celebrations. Hosted by Lord Willis of Knaresborough, the event was a huge success and was attended by patient families, researchers, MPs and Peers, fundraisers and other key stakeholders.

In June we will host a reception focussing on the successes of our research programme such as the significant increase in survival rates and the improvements to children's treatments that offer them a better quality of life.

This event will also give scientists, researchers and doctors a forum to discuss the advances needed in the next 25 years to fight this dreadful disease and an opportunity to thank our supporters directly.

We will also continue to raise awareness of childhood cancer through online, mobile and social media campaigns.



Dear children with cancer uk,

My name is Elizabeth Rysdale and I am eight years old. I had cancer when I was a baby. I remember when I was in hospital a lot and I had a tube up my nose.

I now feel much better but I have to have a check up once a year

I went to the House of Lords to celebrate the twenty fifth anniversary of children with cancer uk and I went to a circus as well. I really enjoyed the circus especially the horses. Thank you for inviting me.

Love from Elizabeth xxx

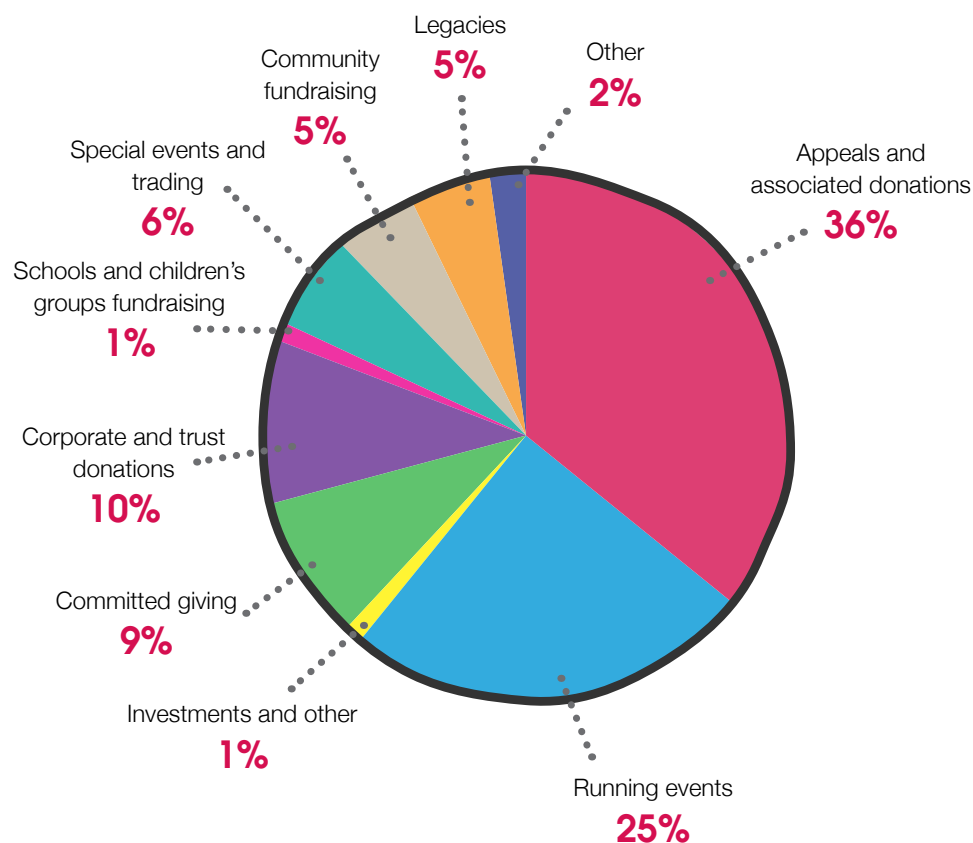


Read Elizabeth's story: www.childrenwithcancer.org.uk/elizabeth

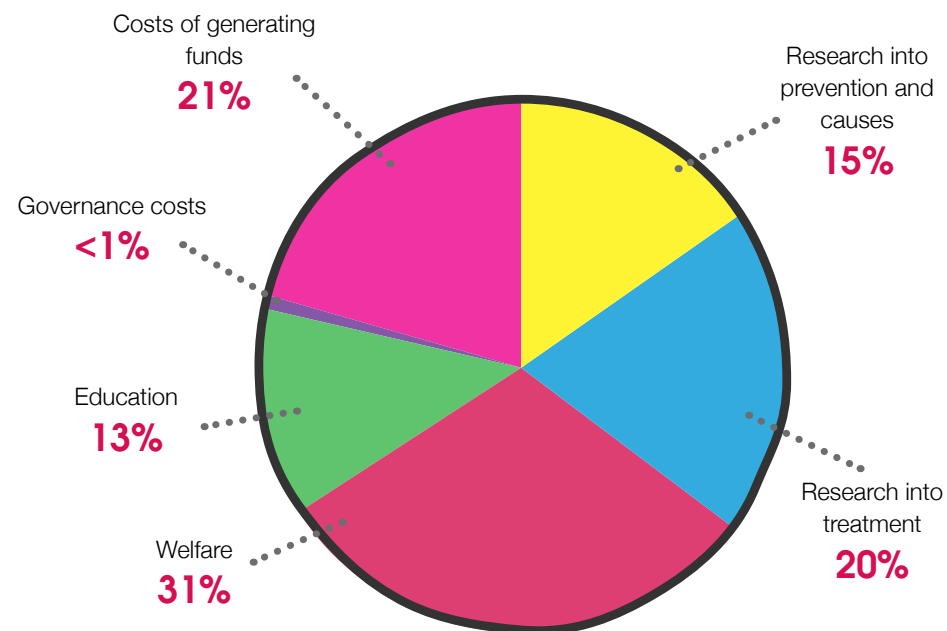
Fundraising highlights

We receive no government funding and rely entirely on voluntary donations to continue our essential work. In 2012, we continued to develop our fundraising activities and are pleased to report a rise in income to almost £12 million. This increase has been driven by sustained growth in our direct marketing and running events.

How you gave your support



Where your money went



"Your support is priceless and deeply appreciated. On behalf of the children who have already benefited from your generosity, we thank you sincerely for all you have helped us to achieve to save young lives. Together, we can help more children with cancer."

Linda Robson, Trustee



The following pages feature just a handful of stories from supporters who have helped to raise essential funds for Children with Cancer UK in 2012. Thank you.

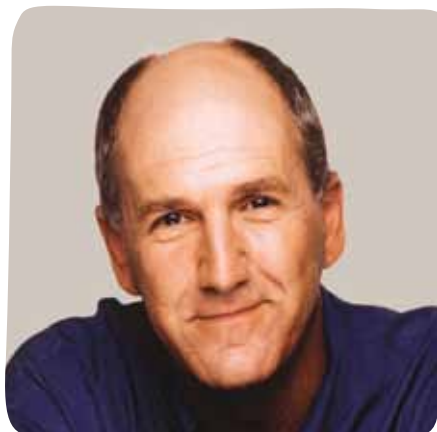
Fundraising highlights

Our fundraising appeals

During 2012 our fundraising appeals helped us to reach over three million homes across the UK. Thanks to new and existing supporters, over £5 million was donated to help us continue the fight against childhood cancer - nearly 40% of our income.

Our Celebrity Friends continued to support our appeals. We are extremely grateful to comedian Russ Abbot for heading up our summer appeal, to actresses Pauline Quirke and Linda Robson (our Trustee) for launching our summer raffle and to Chris Tarrant for launching our Christmas raffle.

To attract further supporters, we launched new online and mobile fundraising activities. We developed a microsite encouraging supporters to write and share an online Christmas message for a small donation. We launched a new online shop to sell Christmas cards and gift wrap, helping to increase sales by 62%. In addition, we made it easier for our supporters to make a donation, by providing a new text to donate number which raised nearly £17,000.



"I did not hesitate to say yes when Children with Cancer UK asked for my support. As a father myself I can only imagine the very real suffering endured by children and their families living with cancer. Without friends like you the charity's work could not continue."

Russ Abbot

2013 and how you can help

Throughout our 25th year, we will continue to develop our fundraising appeals through traditional postal appeals and new digital channels. We will also work with the Free Wills Network to encourage more supporters to leave a legacy to Children with Cancer UK in their Will.

To be added to our mailing list, please send your details to contactus@childrenwithcancer.org.uk or sign up to our email newsletter at www.childrenwithcancer.org.uk

"By kindly leaving a gift in your Will, you can help us save even more young lives."

Helping future generations

Since we began in 1988, we have received over £6 million in gifts left to us in Wills or in memory of a loved one. These kind donations have allowed for us to fund ground-breaking research and welfare projects to help more children with cancer.

Making a Will gives you the chance to let your family and friends know how much you care for them. Once you have provided for your loved ones, you can also choose to support charities with any assets that may remain.

Norman's story

"My granddaughter Maeve was diagnosed with leukaemia in 2004 when she was 12 years old. She had a stem cell transplant from a donor in Germany as no match could be found in the UK. In spite of missing nearly a year of school because of the severe treatment at the Royal Marsden Hospital, she did extremely well to catch up with

her studies and is now studying medicine at Leeds University.

"In recognition of the wonderful work done by Children with Cancer UK, I make an annual donation of £50 out of my pension and have chosen to leave a gift of £10,000 to the charity in my Will."

Norman Graham

Leaving a gift in your Will to Children with Cancer UK can help us to plan ahead and fund research to benefit future generations. To find out more, visit www.childrenwithcancer.org.uk/will or call us on 020 7404 0808.

Fundraising highlights

Running and challenge events

In 2012 thousands of individuals went the extra mile on foot or by bike, across the globe, raising over £3 million to help save young lives.

- The Virgin London Marathon was our most successful running event ever, with 1,295 runners raising close to £2,350,000.
- 566 runners chose Children with Cancer UK as their charity after securing their own place in runs up and down the country, raising over £100,000.
- 68 cyclists supported us through the Great Manchester Cycle raising over £7,500.
- Over £50,000 was raised by cyclists taking part in the London to Paris bike ride.
- A team of 46 completed the Nightrider™ cycle event raising over £12,000.



Gillian's story

In 2012, Gillian ran the Virgin London Marathon, several half marathons and cycled from London to Paris.

"I've supported Children with Cancer UK since 2009. I run in memory of my friend's little boy, Henry, who was diagnosed with leukaemia when he was nine months old.

"No other families should have to suffer the loss of a child. Henry is always with me when I run my races and I wear my Children with Cancer UK vest with absolute pride.

"I just pray that one day a cure is found. I would feel proud to have been a part of making that happen."

Gillian Clason



2013 and how you can help

We have many exciting events planned for 2013. Our Virgin London Marathon team will be running 25,000 miles to help celebrate our 25th anniversary, and we'll be promoting new cycling challenges including RideLondon - Surrey 100.

To take part in a running event, bike ride or trekking challenge, visit www.childrenwithcancer.org.uk/support-us

Fundraising highlights

Corporate partnerships

During 2012 numerous corporate partners from a range of industries supported our essential work, raising almost £600,000.

- Organisations including Segro, Navigant and Insight selected us as their Charity of the Year, committing to raising money and awareness through staff events.
- Both Deloitte and Lombard extended their corporate partnership until 2013.
- We were thrilled to be chosen by high street retailer Toys “R” Us to benefit from the sale of their new charity bags.
- One Aldwych - London’s definitive contemporary luxury hotel - selected Children with Cancer UK to benefit from a ‘Pound on the bill’ initiative.

NISA

We are extremely grateful to Nisa and its Making a Difference Locally (MADL) charity for their continuing support and generosity. Nisa has been supporting us since 1990 and more recently through its MADL campaign.

John Sharpe, MADL board member, says: “Since 2010 MADL has donated £25,000 each year to Children with Cancer UK. We encourage participating Nisa stores to embed themselves within their communities by raising money in store and making donations to local good causes which they are able to do through MADL. We also make a number of large donations to national charities each year, such as these £25,000 donations to Children with Cancer UK. These donations will help Children with Cancer UK to determine the causes, find cures and provide care for children with cancer.”



Ace’s story

“My son Ace was three years and three months old when he was diagnosed with acute lymphoblastic leukaemia.

“We were coming to the end of the three and a half years of treatment and I started tallying up how much medicine Ace was taking - 180 doses every four weeks, including steroids, medicine to help with side effects and all the chemotherapy drugs.

“We had a tick sheet on the chemo cupboard door to keep track.



“We are one of the lucky ones. Our son made it and a few years ago not many children did.”

Ian, Ace’s dad

2013 and how you can help

Support from corporate partners continues to grow and we have won some exciting new Charity of the Year partnerships for 2013 including Igloo Books and Majestic Wine Warehouse.

If your company has a Charity of the Year scheme please nominate us so that we can work together. You can also help our charity directly through payroll giving.

To find out more about corporate opportunities with Children with Cancer UK, please visit www.childrenwithcancer.org.uk/corporate

Fundraising highlights

In the community

In 2012, 653 people raised close to £300,000 to help fund our work - that's nearly £500 each! Whether it's organising a boot fair, running a bake sale or collecting at supermarkets, every penny makes a difference.

2013 and how you can help

To celebrate our 25th anniversary in 2013, we will launch a new community fundraising initiative - the Children with Cancer UK Bake Club.

We will develop RAG (Raise and Give) fundraising with University students and hope to welcome more volunteer Charity Champions to support fundraisers and raise awareness of our work in local communities.

To find out more about fundraising in your local community, visit www.childrenwithcancer.org.uk/fundraising

A fundraising triumph

Club Triumph organised a Round Britain Reliability Run in October 2012 and chose Children with Cancer UK as their benefiting charity for the third year. More than 100 cars and drivers took part, raising over £65,000.

"The money raised for Children with Cancer UK certainly pleased all that were involved in the organising team and exceeded all expectations of Club Triumph, in such a sincerely wonderful event. In this instance, we certainly lived up to the Club motto... 'The Club That Does'."

Mike Charlton, Club Triumph



A day out at Zippos Circus



Thanks to supporters donating over £250,000 towards our welfare appeal, we hosted a special event with Zippos Circus in September 2012.

Around 250 guests - all families of children with cancer - enjoyed a special performance of Zippos Circus, as a well-deserved break from treatment and to celebrate remission.

Comments from some of our guests posted on our facebook page

Amanda Blair: We had an amazing time yet again. Can't thank you enough for a wonderful day! The Blairs xx

Clare Groombridge: We all had a wonderful time, thank you for all your hard work.

Becca Newlyn: We had such a lovely time! Thank you so much for inviting us x

Claire Everett: We had a great time. Thank you for inviting us! :) x

Kathi Palitz: First time at the circus for our girls too - they loved it! The goody bags are amazing, thank you so much for a very memorable day!

Dianne Walker: It was a brilliant day from start to finish and I felt very honoured to be a part of it. xx

Julie Leedham: Thank you for a really memorable day. Jake loved every minute. :)

Watch our video from Zippos Circus and read a full review at www.childrenwithcancer.org.uk/zippos-circus-day

Fundraising highlights

Special events

Our special events are hugely popular and raised nearly £700,000 in 2012. An enormous thank you to our celebrity friends, guests, committee members and volunteers who helped to make our events such a success.

Opera evenings

We have held our opera evenings for 21 years, raising over £800,000 to date. In 2012, our opera evenings raised more than £100,000 over two nights, an increase of more than 14%.

Through the rain or shine of an English summer, the evening always delights guests.



Children with Cancer Ball

We held the Children with Cancer Ball in November, raising nearly £470,000.

Thank you to Michelle Mone, Russ Abbot, Jeff Banks and Bobby Davro for helping to make the evening so much fun.

This year the Grand Auction raised a fantastic £200,000. The biggest prize of the night was the generous donation of dinner for 10 people to be cooked by Paul Young, James Martin and Paul Hollywood accompanied with wines by Olly Smith. The successful bidder paid £21,000 for this unique treat.



Tarrant's Quiz Party

Over 400 guests joined Chris Tarrant for our annual Quiz Party in May, raising over £120,000. Celebrity guest and British boxer Michael Watson MBE kindly signed two pairs of boxing gloves on the spot, raising a terrific £3,500.

"None of us really knew quite what to expect when it came to the Quiz Party. We spent the entire night laughing from our bellies and having an absolute blast! We all enjoyed it so much, it has now become an annual event for our group and we are already looking forward to the next one!!"

Dave Sissens, guest and fundraiser



"The night is all about raising as much money as we can for Children with Cancer UK. To me, it's become one of the silly, must-do nights of the year."

Chris Tarrant

2013 and how you can help

Our calendar of events for 2013 provides a great opportunity to raise money and have fun. Whether you would like to buy tickets, donate items for the auctions, join a committee or volunteer on the night, we'd love to hear from you.

To find out more, visit www.childrenwithcancer.org.uk/support-us

Thank you

The wonderful work that you have read about in our Annual Review would not have been possible without the generosity of the many individuals and organisations that support us each year.

It is thanks to the thousands of volunteers, donors and supporters giving their time, energy and money that we can continue the fight against childhood cancer and save even more young lives.

Many families have kindly shared their personal experiences to help us raise awareness of childhood cancer - we would like to say a heartfelt thank you to each and every one of you. We are humbled by your courage and compassion.

On behalf of the children you are helping, we would like to extend a warm thank you to all of our much-valued supporters. These include:

- The thousands of runners and challenge participants who have gone the extra mile on foot or by bike especially Dave Sissens, Gillian Clason and Bryony Clarkson
- Our corporate and trust supporters, with a special thanks to Business Traveller, Deloitte, Dragon Sale, GiveaCar, Give as you Live™, Ink Jungle, Insight, KBC Investments, Lombard, Navigant, Nisa, One Aldwych, Phoenix Group, Prada Retail, Rathbones, Segro, Stockshop and Toys “R” Us
- Our dedicated special event committees: Syon Committee chaired by Margrete Hargreaves-Allen and Lady Julia Craig Harvey; Quiz Committee chaired by Mick Keating; Ball Committee chaired by Rob Templeman, plus all event volunteers, generous guests and everyone who donated a prize for our auctions
- Our loyal and energetic network of fundraisers working hard in their local communities, especially Club Triumph and our Charity Champions
- Our energetic cheering teams who have joined us on race days
- Our post-Virgin London Marathon recovery team of medics, masseurs, podiatrists and physiotherapists especially Dr Chris Buswell
- Zippos Circus and Martin Burton
- Cos Onisiforou at Fare for providing wonderful food and drink for

families and runners at Zippos Circus and our Virgin London Marathon reception

- All those who have worked on our campaigns to highlight the possible dangers of harmful environmental exposure and to promote precautionary measures, including our supporters in the House of Commons and the House of Lords
- Everyone who has made a commitment to support Children with Cancer UK through a regular gift or leaving a legacy - your support will help us to plan ahead in the fight against childhood cancer
- Our celebrity friends for continuing to support our work in so many ways
- Our Scientific Advisors including the many external reviewers who have helped assess funding proposals during the year
- RealBuzz, Nova International and Virgin London Marathon staff
- Our team of office volunteers who provide invaluable support to our small team
- And finally, everybody who works for Children with Cancer UK. Their commitment and passion ensures that we can continue to support researchers, families and fundraisers to the highest of levels.

Tildy's Trust

We would like to give a special thank you to Tildy's Trust for their continued support. The Trust has generously donated £150,000 to Children with Cancer UK over three years to help fund research projects into the prevention and treatment of childhood leukaemia.

Tildy's Trust was set up to raise money to fight childhood and teenage leukaemia. Tildy Curran was diagnosed with leukaemia in 2008 and fought the disease with incredible bravery and determination for two and a half years. She relapsed just two weeks from the end of her treatment and died on 29th September 2010, aged 14.

Charity details

Children with Cancer UK was set up in memory of Paul O’Gorman who died on 6th February 1987 and his sister Jean, who died on 3rd November 1987.

The charity was inaugurated by Diana, Princess of Wales on 12th January 1988 at Mill Hill County High School where Paul had been a pupil.

Trustees

Trustees of Children with Cancer UK who served during the year were:

Eddie O’Gorman OBE (Chairman)
The Earl Cadogan DL
Sandra Mileham
Linda Robson
Rob Templeman (appointed 12th January 2012)

General Manager

Pippa Gough

Registered Charity Number

298405

Registered Company Number

4960054

Principal office

51 Great Ormond Street, London WC1N 3JQ

Solicitors

Bates Wells Braithwaite
2-6 Cannon Street, London EC4M 6YH

Auditors

Crowe Clark Whitehill LLP,
St Bride’s House,
10 Salisbury Square, London EC4Y 8EH

Bankers

National Westminster Bank plc
30 North Audley Street, London W1A 4UQ

Contact details

Children with Cancer UK,
51 Great Ormond Street, London WC1N 3JQ
Tel: 020 7404 0808
Fax: 020 7404 3666
Email: info@childrenwithcancer.org.uk
www.childrenwithcancer.org.uk

Celebrity friends

Hugo Amaya-Torres (Chairman)

Russ Abbot • John Altman • Ant & Dec
Anthony Andrews • Jane Asher
Colin Baker • Baroness Floella Benjamin
David Berglas • Christopher Biggins
Cilla Black • Brenda Blethyn
Sir Richard Branson • Tim Brooke-Taylor
Faith Brown • June Brown • Frank Bruno
Sir Michael Caine • Brian Cant
Jasper Carrott • George Cole
Graham Cole • Joan Collins • Phil Collins
Jess Conrad • John Conte
Ronnie Corbett • Bernard Cribbins
Paul Daniels • Dickie Davies
Sharron Davies • Dame Judi Dench
Jason Donovan • Sir Bruce Forsyth
Haruhisa Handa • Ainsley Harriott
Barry Hearn • Bob Hoskins • Jane How
Sir Chris Hoy • Nerys Hughes
Gloria Hunniford • Chris Jarvis
Sir David Jason • Gordon Kaye
Kevin Keegan • Diane Keen
Felicity Kendal • Eddie Kidd • Burt Kwouk
Bonnie Langford • Eddie Large
George Layton • Rosemary Leach
Rula Lenska • Lennox Lewis
Gary Lineker • Joanna Lumley
Linda Lusardi • Sandy Lyle
Sir Paul McCartney • Sir Trevor McDonald
Debbie McGee • Ruth Madoc • Ron Moody
Patrick Mower • Des O’Connor
Tom O’Connor • Bill Oddie • Nick Owen
Nicholas Parsons • Su Pollard
Robert Powell • Pauline Quirke
Sir Steve Redgrave • Anneka Rice
Jonathan Ross • Andrew Sachs
Tessa Sanderson • Gerald Scarfe
Phillip Schofield • Pat Sharp
Stacey Solomon • Michaela Strachan
Chris Tarrant • Angela Thorne
Carol Vorderman • Dennis Waterman
Kevin Whately • June Whitfield
Simon Williams • Gary Wilmot
Sir Terry Wogan • Paul Young

Scientific Advisors

Children with Cancer UK Scientific Director: **Emeritus Professor Denis L. Henshaw** BSc, PhD

We are greatly indebted to the hundreds of specialist peer reviewers worldwide and in particular our Scientific Advisors who freely give their time and expertise to help drive forward our fight against childhood cancer.

Research into childhood cancer is ever expanding and we aim to recruit in 2013 additional specialists to provide further expertise in key areas.

Professor Jillian Birch BSc, PhD.
Professor of Cancer Studies and Director,
CRUK Paediatric and Familial Cancer
Research Group, University of Manchester

Professor Pat Buffler PhD, MPH.
Professor of Epidemiology, University of
California, Berkeley

Dr Nicholas Goulden MB, ChB, MRCP,
FRCPath, PhD (Chair). Consultant in
Paediatric Haematology and Bone Marrow
Transplantation, Great Ormond Street
Hospital for Children

Professor Silvia Marino MD, FMH-Path.
Professor of Neuropathology and Honorary
Consultant Neuropathologist, Blizard
Institute, Barts and the London School of
Medicine, Queen Mary University of London



We are a member of the Association of Medical Research Charities. It sets standards of good practice to which member charities must adhere in their grant-making, including policies on peer review.

Dr Peter B Nunn BSc, PhD. Honorary
Senior Lecturer in Cellular and Molecular
Medicine, University of Portsmouth

Professor Geoffrey Pilkington BSc,
PhD, CBIOL, FSB, FRCPath. Professor of
Cellular and Molecular Neuro-oncology,
University of Portsmouth

Dr Malcolm Taylor PhD, MRCPCH,
FRCPath. Honorary Reader in Cancer
Immunogenetics, University of Manchester

Professor David Walker BMedSci, BM,
BS, FRCP, FRCPath. Professor of
Paediatric Oncology, Children’s Brain
Tumour Research Centre, University of
Nottingham; Honorary Consultant in
Paediatric Oncology, Nottingham
Children’s Hospital



We are also a member of the National Cancer Research Institute which is a UK-wide partnership between the government, charity and industry. It promotes co-operation amongst its member organisations for the benefit of patients, the public and the scientific community.

Summarised financial statements

Consolidated statement of financial activities for the year ended
31 December 2012 (incorporating an income and expenditure account)

	Total restricted funds £	Total unrestricted funds £	Total 2012 £	Total 2011 £
Incoming resources				
Incoming resources from generated funds				
Voluntary Income				
Appeals and associated donations	2,000	4,324,801	4,326,801	3,597,196
Committed giving	-	1,123,072	1,123,072	1,118,805
Schools and children's group fundraising	-	124,405	124,405	318,562
Running Events	-	3,012,787	3,012,787	2,659,354
Community fundraising	-	598,926	598,926	685,101
Corporate and trust donations	265,246	897,163	1,162,409	1,278,677
Legacies	10,400	613,106	623,506	647,160
	277,646	10,694,260	10,971,906	10,304,855
Activities for generating funds				
Special events and trading	-	771,793	771,793	719,335
Investment income	-	140,944	140,944	209,280
Other incoming resources	-	35,076	35,076	-
Total incoming resources	277,646	11,642,821	11,920,467	11,233,470
Resources expended				
Costs of generating funds				
Costs of generating voluntary income	-	1,934,000	1,934,000	1,282,519
Costs of special events and trading	-	176,950	176,950	187,955
	-	2,110,950	2,110,950	1,470,474
Charitable activities				
Research into Prevention & Causes	-	1,590,175	1,590,175	2,590,146
Research into Treatment	10,000	2,041,300	2,051,300	1,323,710
Welfare	-	3,148,349	3,148,349	3,020,853
Raising Awareness & Education	-	1,301,401	1,301,401	1,199,163
Governance costs	-	74,571	74,571	69,924
Total resources expended	10,000	10,266,746	10,276,746	9,674,270
Net incoming resources before transfers	267,646	1,376,075	1,643,721	1,559,200
Gross transfers between funds	(267,646)	267,646	-	-
Net movement in funds	-	1,643,721	1,643,721	1,559,200
Funds at the start of the year	-	9,448,382	9,448,382	7,889,182
Funds at the end of the year	-	11,092,103	11,092,103	9,448,382

Balance sheet as at 31st December 2012

	Group £	2012 Charity £	Group £	2011 Charity £
Fixed assets				
Investments	11,000,000	11,000,100	9,500,000	9,500,100
	11,000,000	11,000,100	9,500,000	9,500,100
Current assets				
Debtors and prepayments	1,553,941	1,597,322	1,386,623	1,403,960
Investments	4,255,034	4,255,034	3,640,000	3,640,000
Cash at bank and in hand	433,473	388,021	1,005,122	989,559
	6,242,448	6,240,377	6,031,745	6,033,519
Creditors: amounts falling due within one year				
Grants	(3,241,073)	(3,241,073)	(3,316,858)	(3,316,858)
Other	(467,777)	(465,806)	(217,951)	(219,825)
	2,533,598	2,533,498	2,496,936	2,496,836
Net current assets	2,533,598	2,533,498	2,496,936	2,496,836
Total assets less current liabilities	13,533,598	13,533,598	11,996,936	11,996,936
Creditors: amounts falling due after more than one year				
Grants	(2,441,495)	(2,441,495)	(2,548,554)	(2,548,554)
	11,092,103	11,092,103	9,448,382	9,448,382
Net assets	11,092,103	11,092,103	9,448,382	9,448,382
Represented by:				
Unrestricted funds	11,092,103	11,092,103	9,448,382	9,448,382

Report by the trustees on the Summarised Financial Statements

The above summarised financial statements are extracted from the full statutory trustees' annual report and financial statements which were approved by the trustees and signed on their behalf on 20 June 2013. The full financial statements, on which the auditors Crowe Clark Whitehill LLP gave an unqualified audit report on 12 July 2013, will be submitted to the Charity Commission and to the Registrar of Companies.

The auditors have confirmed to the trustees that, in their opinion, the summarised financial statements are consistent with the full financial statements for the year ended 31 December 2012.

These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The full statutory trustees report, financial statements and auditors' report may be obtained from Children with Cancer UK, 51 Great Ormond Street, London WC1N 3JQ or www.childrenwithcancer.org.uk

Signed on behalf of the trustees on 20 June 2013.

The Earl Cadogan DL
Trustee

Eddie O'Gorman OBE
Trustee

Grants to third parties

Research into prevention and causes

	£
Dr Patrick Case, University of Bristol Project grant: Could signalling between placenta and fetus provide a first hit for childhood leukaemia?	99,844
Childhood Leukaemia International Consortium (CLIC) To fund the CLIC Environmental Interest Group, Genetic Interest Group and Infection and Immunity Interest Group workshops in London in 2012.	30,000
Dr Chris Tan, University of Nottingham Childhood Cancer 2012 poster prize.	20,000
Dr Andrea Lazenby, University of Bristol Childhood Cancer 2012 poster prize.	20,000
Lucy Young, UCL Cancer Institute Childhood Cancer 2012 poster prize.	20,000
Daphne Chen, University of Manchester Childhood Cancer 2012 poster prize.	20,000
Sanne van Otterdijk, Newcastle University Childhood Cancer 2012 poster prize.	10,000
Masaaki Sunaoshi, National Institute of Radiological Sciences, Japan Childhood Cancer 2012 poster prize.	10,000
Professor Denis Henshaw, University of Bristol Underspend on programme grant awarded in 2008.	(6,307)
Dr Ole Raaschou-Nielsen, Institute of Cancer Epidemiology, Denmark Underspend on project grant awarded in 2008.	(2,983)
Dr Lyndal Kearney, Institute of Cancer Research Extensions of existing grant 'Defining the role of JAK2 mutations in the natural history and molecular pathogenesis of 'excess risk' acute lymphoblastic leukaemia in children with Down syndrome'.	(2,900)
Total	217,654

Research into treatment

	£
Dr John Anderson, UCL Institute of Child Health Project grant: Combinatorial targeting of Anaplastic Lymphoma Kinase (ALK) for neuroblastoma immunotherapy.	151,195
Professor Tariq Enver, UCL Cancer Institute Project grant: The clinical importance and prognostic relevance of cellular heterogeneity in precursor B cell acute lymphoblastic leukaemia.	142,457
Professor Vaskar Saha, University of Manchester Project grant: Optimisation of the use of L-Asparaginase and Dexamethasone in childhood acute lymphoblastic leukaemia.	140,611
Dr Janet Shipley, Institute of Cancer Research Project grant: Preclinical testing of FGFR inhibitors for the treatment of rhabdomyosarcoma.	113,684
Professor Rob Mairs, University of Glasgow Project grant: Assessment of [131]MIBG in combination with cytotoxic drugs for neuroblastoma therapy.	79,429
Dr Andrew Stoker, UCL Institute of Child Health Project grant: Combination treatments to drive neuroblastoma differentiation and senescence.	69,244
Professor Nicholas Coleman, University of Cambridge Project grant: Novel genetic markers for blood-based monitoring of treatment response in common childhood cancers.	49,920

Dr Marina Hughes, Great Ormond Street Hospital for Children Start-up grant: Implementing novel cardiac MRI techniques to quantify both myocardial cell damage and cardiac isometric exercise stress response, late after anthracycline chemotherapy in childhood.	49,877
Dr Daniel Williamson, Newcastle University Start-up grant: Functional genomic profiling of hSNF5/INI1 inactivation in malignant rhabdoid tumours.	49,867
Dr Keith Brown, University of Bristol Start-up grant: Epigenetic deregulation of splicing factors in childhood cancer.	49,616
Dr Thomas Milne, University of Oxford Start-up grant: Epigenetic mechanisms of MLL-AF4 leukaemogenesis.	48,104
Mr Craig Gerrand, Newcastle upon Tyne Hospitals NHS Foundation Trust Start-up grant: Functional evaluation of survivors of paediatric bone and soft tissue tumours - a pilot study of two new technologies.	47,614
Dr Ian Hampson, University of Manchester Start-up grant: A novel approach for the identification of serum antibodies with diagnostic/prognostic and/or therapeutic potential for childhood acute lymphoblastic leukaemia.	47,605
Dr Mark Pearce, Newcastle University Start-up grant: Psychosocial health outcomes after childhood cancer - pathways from initial survival to long-term survivorship.	43,523
Dr Juan Pedro Martinez-Barbera, UCL Institute of Child Health Project grant: Development of novel chemical therapies against the paediatric form of human craniopharyngioma.	39,576
Dr Nichola Cooper, UCL Institute of Child Health Underspend on project grant awarded in 2008.	(1,589)
Dr Anjali Shah, University of Oxford Underspend on project grant awarded in 2009.	(180)
Total	1,120,553

Welfare

	£
Paul O'Gorman Lifeline To fund the treatment of children with leukaemia and other cancers hailing from Eastern Europe.	1,500,000
CLIC Sargent Paul's Fund: to provide financial assistance to the families of children being treated for leukaemia and other cancers.	200,000
Together for Short Lives To support the cost of care and support provided to young people with cancer and their families from the moment of diagnosis.	180,000
Shooting Star CHASE (formerly CHASE Hospice Care) To support the cost of services provided to children with leukaemia and other cancers.	60,000
Lifelites To support the cost of specialist technology that could enhance the lives of children with cancer in hospices.	60,000
Leukaemia CARE To support the costs of running Care Line.	10,000
Total	2,010,000
Total grants to third parties	3,348,207

For a full breakdown of our grants to third parties, please download our full financial report and accounts at www.childrenwithcancer.org.uk/annualreview2012



Children with Cancer UK

51 Great Ormond Street, London WC1N 3JQ

Tel: 020 7404 0808

Fax: 020 7404 3666

Email: info@childrenwithcancer.org.uk

childrenwithcancer.org.uk

Children with Cancer UK. Registered Charity No. 298405

A company limited by guarantee. Registered in England No. 4960054

Registered office: 51 Great Ormond Street, London WC1N 3JQ

Please help fight childhood cancer and save more young lives

Your £25 donation

can help to fund research for more targeted, less toxic treatments for children.

Your £50 donation

can help to fund research to give more children with poor prognosis increased survival rates.

Your £100 donation

can help to fund research to save more children with high-risk cancer and reduce the devastating side effects of the current available treatments.



"Just like any other parent I don't want to see my Vega suffer. I also don't want her to die from cancer and we are faced with a cure that is as nasty as the disease. I dream about the future, when all of this is over, when Vega is well." Kathi, Vega's mum

I wish to donate: (please tick as appropriate, thank you)

£25 ☐ £50 ☐ £100 ☐ other £

Title: First Name(s): Surname:

Address:

Postcode:

☐ I enclose a cheque/postal order/CAF voucher made payable to Children with Cancer UK or:

☐ Please debit my credit/debit card for the above amount

Mastercard ☐ Visa ☐ American Express ☐ Delta ☐ Maestro/Switch ☐ CAF Card ☐

My credit/debit card number is: Valid from: /

Expires end: / Maestro Issue No: Card security code (last 3 or 4 digits on signature strip)

Make every £1.00 I donate worth £1.25 - an extra 25%!

giftaid it

I would like Children with Cancer UK to treat this donation, and any donations made by me in the past four years and all my future donations, until further notice, as Gift Aid donations. I understand that Children with Cancer UK will reclaim 25p on every £1 that I have given. I confirm that I have paid an amount of Income Tax and/or Capital Gains Tax for each year (6th April to 5th April) that is equal to the amount of tax that ALL charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.

Please tick ☐ Date

Email is a low cost way for us to update you on how your support is making a difference. If you would like us to contact you by email, please include your address below. We do not pass names, addresses or contact details of our supporters to third parties.

Email

Thank you.



Please post your donation to:

Eddie O’Gorman,
Children with Cancer UK,
FREEPOST LON 5056,
51 Great Ormond Street,
London WC1N 3BR

Thank you