

## Children with Cancer UK

Trustees' Report and Financial Statements  
For the year ended 31 December  
2018



## Children with Cancer UK in numbers

**£16.7M** raised to create a world where no child dies from cancer

**£3M** invested in Welfare

**1** International Science Conference

**2** new patient and family homes built

**1,287** welfare grants funded with a value of £330K

**60** support children at 60 hospices throughout the UK

**9** new research awards, totalling £1.8million

**1,250** runners in the Virgin London Marathon

**395** cyclists in Prudential Ride London

**£0.5m** raised through Facebook's donate button

Olivia, pictured on the front cover, ringing the End of Treatment Bell at Birmingham Children's Hospital

# **CHILDREN WITH CANCER UK**

## **TRUSTEES' ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2018**

## **TRUSTEES' ANNUAL REPORT**

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## **MESSAGE FROM THE CHAIR OF CHILDREN WITH CANCER UK**

I'm pleased to report on yet another year of increased investment in areas of vital need and outstanding fundraising achievements. It's thanks to your generous support, that we are able to help more children with cancer ring the end of treatment bell and keep families together.

2018 was the first year of our new three year strategy, which was designed to deliver an ambitious growth plan to help answer the increased funding needed to fight childhood cancer. Unfortunately, the number of children diagnosed each year is not decreasing and cancer tragically still causes the most deaths of children aged 0-14 years old in the UK.

This year, we passed our £14m fundraising target, representing an 8% increase on last year. This has enabled us to continue to hold our position as the UK's leading funder of childhood cancer research and to commit to more welfare projects than ever before.

Alongside our dedication to investing in specialist childhood cancer research, we are equally devoted to improving the quality of life for children affected by cancer and to supporting their families through difficult times. Whilst last year's funding had a clear focus on research, which enabled us to make our largest ever single grant towards Precision Medicine, this year, we identified a greater need for our welfare initiatives.

In 2018, we invested £750k for a state-of-the-art intra-operative MRI scanner in Nottingham, which will enable surgeons to carry out more precise and effective brain surgeries on children to reduce the likelihood of further surgical procedures and help to prevent life-limiting side effects. We also funded over £2m via our charity partner CLIC Sargent for financial hardships grants and patient family accommodation near to hospitals to support families during difficult treatment journeys.

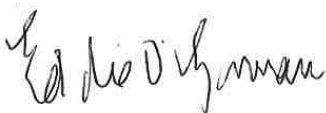
We have further committed a £3m research funding round into childhood cancer treatment and survival, addressing improved treatment for and survival from childhood and young person cancer, as well as quality of life. Additionally, our 2018 research grant call of £2.5m looking into causes and prevention of childhood cancer will be awarded in 2019.

We will continue to look into new ways to support families affected by childhood cancer, so that our funding is directed to areas of greatest need. We look forward to contributing to a better future, where no child dies from cancer, and all who survive can continue life with normal expectation.

As demand for childhood cancer funding isn't showing any signs of slowing down, in July 2018 we delivered on our 2017 commitment of a re-brand to raise our profile and put childhood cancer on the agenda. The new brand focuses on our two overarching messages – 'keeping families together' and 'helping more children with cancer ring the end of treatment bell' – both of which are represented in the new logo. After 12 months of the new brand, results are encouraging. Our digital presence has grown exponentially, which was no doubt buoyed by our wide reaching newly branded TV and Out of Home adverts.

During 2019, we have continued with our plan to magnify our brand awareness and multiply our fundraising efforts even further. We have extended our events programme, growing our presence in key sporting events to complement our already strong presence at the London Marathon as well as extending our reach throughout the UK with the development of our regional fundraisers. Our exciting plans to work with key Corporate Partners as well as developing our fundraising in the digital world is continuing throughout 2019.

Thank you for your generous support in 2018, which, as demonstrated in this report, has helped us achieve a great deal. Together, we will continue to fight the injustice of cancer in children and keep families together.

A handwritten signature in black ink, appearing to read 'Eddie O'Gorman', written in a cursive style.

Eddie O'Gorman OBE  
Founder and Chair of Trustees

## **STRATEGIC REPORT**

The Trustees of Children with Cancer UK present their Annual Report for the year ended 31 December 2018 under the Charities Act 2011 and the Companies Act 2006, including the Directors' Report and the Strategic Report under the 2006 Act, together with the audited financial statements for the year.

### **APPROACH AND AIMS**

Children with Cancer UK is the leading national children's charity dedicated to fighting the injustice of childhood cancer. Almost 4,500 children and young people are diagnosed with cancer every year in the UK. Our aims are to determine the causes, find cures and provide care for children with cancer. Our team is united by a common goal – to save and improve young lives.

### **VISION**

Our vision is a world where no child dies of cancer.

### **MISSION**

Our mission is to improve survival rates and the quality of survival in young cancer patients and to find ways to prevent cancer in the future.

### **OUR BRAND PROMISE**

We actively raise and invest money for vital specialist research to help save the life of every child and young person with cancer and keep their family together.

## STRATEGIC GOALS

**OUR VISION:** To become the UK's largest contributor to paediatric and young person cancer research, investing £10M a year by 2022

**OUR MISSION:** To improve survival rates and the quality of survival in young cancer patients and to find and reduce the causes of cancer

**CORE VALUES & GUIDING PRINCIPLES:**  
Our Strategic Imperatives

**OUR BRAND PROMISE:**  
We actively raise and invest money for vital specialist research to save the lives of every child with cancer and keep their family together

**STRATEGIC PILLARS (funding focus) and  
SUPPORTING GOALS**

**PRECISION  
MEDICINE**

**IMMUNO-  
THERAPY**

**PREVENTION  
AND  
CAUSATION**

**RESPITE  
HOMES**

**AWARENESS  
AND  
EDUCATION**



## **OUTCOMES IN 2018**

### **RESEARCH**

**We invest in high quality research that really matters and would otherwise go unfunded**

In 2018 we continued our commitment to funding Precision Medicine Initiatives and enriching the scientific community. We funded:

- 89 research projects including travel and meeting grants, worth over £20.9 million at centres of excellence around the UK
- 29 research awards, totalling over £1.3m
- £760k towards Precision Medicine clinical trials in Birmingham through Cancer Research UK
- £460k towards 2 clinical PHD studentships
- £94,470 for scientific conferences and meetings.

### **SUPPORTING FAMILIES**

**We support families dealing with the devastating impacts of childhood cancer**

- We invested £1.4m to improving patient family accommodation in London, Edinburgh and Newcastle
- We funded £750k for an intra-operative MRI scanner in Nottingham
- We gave a total of £700,000 to charity partner CLIC Sargent to provide financial assistance to families. CLIC Sargent have so far administered 1,287 financial grants
- We awarded £120,000 to Lifelites – a charity that provides assistive technology to children and young people with cancer in hospices throughout the UK.

## **AWARENESS**

### **We're dedicated to putting childhood cancer on the agenda**

- Set up of a parliamentary engagement programme to get childhood cancer on the agenda in parliament. This included a meeting with health minister, Steve Brine MP
- Steady growth in social media presence, with a 36% increase in Facebook followers and 11% on Twitter. Also launched main charity Instagram account in September 2018 and grew an audience of 850 followers in 3 months
- We received 201,655 organic website sessions, up 26% from 2017
- Have seen a 7% increase in our brand awareness survey, with 22% logo awareness in Q4 of 2018
- 717 print and online articles, with a print publicity value of £925.2k and reach of 749.9m
- Our Sun on Sunday's Xmas Toy Appeal had a media reach of over 31m
- We delivered on our 2017 commitment of a re-brand and completed our re-brand in July 2018
- Our new DRTV ad went live in July, with extensive airtime throughout the year, which played an instrumental role in increasing brand recognition.

## **FUNDRAISING**

### **We inspire people to join the fight against the injustice of childhood cancer**

- We introduced a new team of regional fundraisers across the UK to support and grow our pool of community fundraisers, bringing in an extra £0.5 million in income on 2017
- In 2018, Kwik Fit pledged to raise £1 million for us throughout 2019
- Our DRTV advert achieved 205,838,000 impacts (viewers) and acquired 106,686 new one-off donors and 11,229 new regular givers
- We had over 1,250 runners representing us at the Virgin Money London Marathon, raising over £3.1 million – our highest ever income for this event
- Over £319,000 was raised at Prudential RideLondon
- We've raised £456,082.96 on Facebook, with the 2018 launch of the platform's donate button
- The Children with Cancer UK Ball was the most successful to date, bringing in £813,631, a staggering 31% increase on the previous year.

## **WE INVEST IN VITAL SPECIALIST RESEARCH THAT WOULD OTHERWISE GO UNFUNDED**

Over the course of 2018, Children with Cancer UK actively funded 89 research grants including travel and meeting grants, worth over £20.9 million at centres of excellence around the UK.

In 2018, we made 29 new research awards, totalling over £1.3M. These ranged from large project grant funding, capacity building through our studentships and supporting specialist childhood cancer meetings.

All of our significant investments in medical research are rigorously scrutinised by our Scientific Advisory Panel and reinforced by expert peer review. This ensures that we only support the highest quality research that will have the greatest impact in terms of patient care.

Information on all the projects we are funding is available on our website; here we have selected some highlights of our work in 2018.

### **Dr Manuela Cerbone- Markers of Hypothalamic Dysfunction in Children with Hypothalamo-Pituitary Tumours or Pituitary Maldevelopment**

Despite being the size of an almond, the hypothalamus is one of the most complex and vital structures of the human brain. It regulates essential functions that we take for granted in our daily lives. It works together with another vital structure called the pituitary gland. They are both deeply located in the most hidden part of the brain making them difficult to study.

The term hypothalamic syndrome refers to patients with hypothalamo-pituitary damage, unresponsive to conventional therapies. The wide spectrum of symptoms can include eating disorders, abnormal behaviour, thermoregulation, thirst and issues with sleep, memory and reproduction.

Advanced MRI techniques have been successfully used to characterize paediatric brain tumours while previous studies have linked distinct hypothalamic abnormalities to specific hormonal patterns. Novel MRI techniques and biomarkers of appetite, thirst and behavioural dysregulation should be useful tools for studying, understanding and diagnosing hypothalamic dysfunction.

This project focusses on the quality of life of children surviving brain cancer. This study is especially relevant to children with tumours involving the hypothalamo-pituitary region for whom current therapies are inadequate to better the long-term, life-limiting, conditions resulting from midbrain damage.

These co-occurring conditions include severe obesity, diabetes, hormone deficits, neuro-behavioural and sleep disorders, chronic fatigue, poor reproductive and vocational outcomes, and visual impairment.

The team hope that this study will give voice to survivors of so-called “benign” brain tumours (that are rather “malignant” by location) and for whom high survival rates are compromised by high morbidity and impaired long-term quality of life from the burden of hypothalamic damage. This is caused by disease location and regrowth and by the recurrent long-term chemotherapies, surgeries and radiation, necessary to effect “cure”.

This project will contribute to raising awareness of this debilitating condition and promote interdisciplinary clinical and research collaborations to improve care for these children with life-threatening and multisystem problems.

**Dr Catherine Pringle- The integration of multi-parametric brain imaging with performance, clinical and histo-pathological features using machine learning to maximise outcome prediction and multi-parametric biomarker discovery**

Brain tumours are the second most common neoplasm of childhood, and the highest cause of cancer related death in children. There are over 100 different types currently identified. Although initial management is generally standardised, there is considerable variation nationally and internationally regarding surveillance to detect relapse or disease progression and thereby predict patient outcomes.

Advances in multi-parametric brain MRI techniques including diffusion, perfusion and spectroscopic techniques have led to the acquisition of detailed and sophisticated imaging of paediatric brain tumours. This generates information beyond simple anatomy, providing supplementary information about tumour pathology and behaviour. The resulting complexity and volume of data generated from such modern neuro-imaging has hindered progress for clinical use due to the overwhelming data volume.

Consequently, research requires a shift in focus towards the application of artificial intelligence and machine learning approaches to help clinicians assimilate information coherently in order to answer specific questions. Currently the integration of such imaging data, together with tumour pathology, biology and clinical data, to correspond with patient outcome prediction, is not performed.

To our knowledge, there are no existing similar projects that are collating and analysing comprehensive data sets about paediatric brain tumour patients in order to maximise outcome prediction.

Through the research project the team ultimately aim to generate personalised medical profiles for newly presenting paediatric brain tumours and improve the treatment journey for paediatric brain tumour patients and their parents and care givers. A decision support system that can accurately diagnose and risk stratify paediatric brain tumours at time of presentation will facilitate management of these challenging cases.

## **What we'll be doing in 2019**

In 2019 we will complete the assessment of the applications submitted under our 2018/19 Projects Grants round and launch two new grant rounds, looking at Causes & Prevention and Treatment & Survival respectively.

A significant part of Children with Cancer UK's mission as well as funding research into better, more effective and less toxic treatments, is to help find ways of preventing children developing cancer in the future. This is a main focus for 2019 with the planned launch of our causes and prevention grant call, aiming to invest £2.5million into research focused on this area. Accompanying this we will launch a Treatment and Survival Grant Call, offering £3million, which will include a focus on brain tumours and osteosarcoma.

Our September 2019 conference took place in Newcastle, where leading researchers provided updates on all areas of the charity's mission. We began the conference with updates on precision medicine and survivorship, and then covered recent developments in diagnosis, causation and prevention.

## Scientific Advisory Panel

We are indebted to the members of our Scientific Advisory Panel who freely give their time and expertise to help drive forward our fight against the injustice of childhood cancer. Research into childhood cancer is a broad field and we aim to reflect the diversity of the field amongst the membership of our Panel. Active members of our panel during 2018 were:

Professor Pamela Kearns- Professor of Clinical Paediatric Oncology in the Institute of Cancer and Genomic Sciences, University of Birmingham and an Honorary Consultant at the Birmingham Children's Hospital

Dr Owen Williams (Chair) BSc (Hons), PhD. Reader in Cancer Biology and Head of Cancer Section, UCL Great Ormond Street Institute of Child Health and Great Ormond Street Hospital for Children NHS Trust

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

Dr Yann Jamin BSc (Hons), PhD. Paul O'Gorman Postdoctoral Fellow, the Institute of Cancer Research

Dr Matthew Murray MB BChir, MA, FRCPCH, DCH, PGCME, PhD. Academic Consultant Paediatric Oncologist, Addenbrooke's Hospital; University Lecturer, University of Cambridge

Mr Charles Stiller. Lead on Childhood Cancer, National Cancer Intelligence Network, Public Health England

Professor David Walker BMedSci, BM, BS, FRCP, FRCPCH. Professor of Paediatric Oncology, Children's Brain Tumour Research Centre, University of Nottingham; Honorary Consultant in Paediatric Oncology, Nottingham Children's Hospital (QMC Campus NUH NHS Trust)

## **Childhood Cancer 2018: Annual Scientific Conference**

From 12<sup>th</sup> – 14<sup>th</sup> September 2018, Children with Cancer UK held its Annual Scientific Conference, welcoming speakers and attendees from all over the world to share learning, network and discuss the latest developments in childhood cancer research. The event returned this year to London, having been held in Newcastle in 2017. The venue was Church House, a Grade 2 listed building next to Westminster Abbey, which provided a magnificent setting for three days of fascinating and inspiring talks.

Childhood Cancer 2018 focused on causes, treatment and prevention of childhood and young person cancer. We had a total of 30 speakers, presenting on a wide array of absorbing and thought-provoking topics.

### **Day One**

The theme of day one was 'The Metabolic Roots of Cancer and Introduction to Causal Factors', which opened with a welcome from chair Professor Denis Henshaw, followed by talks from Children with Cancer UK, who introduced the charity and our achievements over the past 30 years. This was followed by a talk from our Trustee Alasdair Philips, who talked through our research strategy and plans for the future, including the announcement of our plans to fund a grant call focusing on childhood cancer causes and prevention in 2019.

The second half of the morning session featured Professor Thomas Seyfried, who introduced the arguments for treating cancer as a metabolic disease. The professor highlighted the potential of metabolic therapies including calorific restriction, fasting, and ketogenic diets and included some fascinating case studies. Professor Denis Henshaw then presented on environmental and lifestyle factors affecting cancer risk in children and young people. Professor Henshaw highlighted childhood cancer risk factors including radiation, electromagnetic fields and air pollution, as well as discussing protective effects, highlighting breastfeeding and attendance at nursery/daycare for young children.

During our afternoon session we heard from two fellows of the Collegium Ramazzini, Dr Kurt Straif (Head of Monographs Programme at IARC) and Professor Mathuros Ruchirawat (Vice President for Research and Academic Affairs, Chulabhorn Research Institute). Dr Straif discussed the multi-causal nature of cancer, referencing his monograph work at the International Agency for Research on Cancer (IARC). Professor Ruchirawat highlighted the importance of international collaboration in a field where patient cohorts are so small compared to say, adult cancers. Fascinating talks followed from Professor Catherine Metayer of the University of California Berkeley and Pete Wilkinson, founder of Greenpeace and leader of their Antarctic expeditions, before the delegates broke out into workshop groups, to discuss the key issues that the community needs to address.

### **Day Two**

The second day of the conference featured a total of 11 talks focusing on the environmental causes of cancer. The day commenced with a talk from Dr Fiorella Belpoggi, Head of Research at the Ramazzini Institute, who introduced the work of the institute on electromagnetic fields, exploring the effects of exposure. Other highlights of the day included Professor Roberta Mckean-Cowdin (Associate Professor of Clinical Preventive Medicine, Keck School of Medicine, USC), who discussed risk factors for the

development of brain tumours in children. The professor focused on factors including pesticides and air pollution, highlighting a study carried out in California exploring the link between the latter and childhood brain tumours. This subject was taken up once again, later in the day, by Professor Marco Vinceti, who discussed traffic-related air pollution as a risk factor in childhood leukaemia.

Dr Juan Manuel Mejia Arangure, an epidemiology expert from Mexico, discussed the effects of population mixing on leukaemia, focusing on his home country, where there is a great deal of migration. Professor Cathy Vaillancourt discussed the role that the hormone and antioxidant Melatonin plays in protecting the foetus from potentially cancer-causing influences during pregnancy. Professor Vaillancourt was followed by Professor Richard Stevens who described the disruption to circadian rhythms that are induced by modern levels of exposure to artificial light. The day was closed out by Dr Erica Mallery-Blythe who spoke about the need to reduce childhood radiation exposure, followed by Children with Cancer UK Trustee Alasdair Philips and Dr Richard Bramhall, who provided an update on ionising radiation and childhood cancer.

### **Day Three**

The third day of the conference focused on treating and preventing cancer. Beginning with project overviews and updates from Children with Cancer UK funded researchers Professor Steve Clifford (Director of the Northern Institute for Cancer Research) and Dr Ruman Rahman, who talked through their work in childhood brain tumours. Professor Clifford focused on the INSTINCT project at the Northern Institute of Cancer Research. Professor Louis Chesler followed, presenting on the progress with the SMPaeds initiative, to which Children with Cancer UK has contributed over £3.7million in funding. Professors Richard Grundy and David Walker then provided further updates on brain tumour related projects; Professor Grundy on the work of BIOMECA, a European collaboration driving forward progress in Ependymomas, while Professor Walker discussed his work on making the prevention of brain injury a priority in childhood brain tumour treatment research.

The afternoon session featured an update from Professor Russel Reiter, on the association between melatonin and childhood cancer with particular emphasis on limiting metastasis. Dr Mark Miller presented on consequential epidemiology and children's cancer, including the need to reduce ongoing exposures to identified environmental toxic agents. We then heard from Pablo Kelly, a survivor of Glioblastoma, who refused chemo or radiotherapy and instead saw positive results through the use of a ketogenic diet and supplements.

The final subject area focus was on integrated approaches to childhood and young person cancer. The session was headed up by Dr Andrew Tressider, who highlighted the emotional effects of cancer, then Lesley Howells, research lead at Maggie's Centres, who talked through their holistic approach to care. The final speaker of the conference was Chris Woollams of Cancer Active, focusing on increasing your personal odds of survival. The event was closed with a summary question and answer session, led by Alasdair Philips, rounding up the main subjects and conclusions of the conference.

Bringing together researchers and experts in an area like childhood cancer is essential, where the comparatively small patient numbers means that collaboration is essential. As well as our annual scientific conference, Children with Cancer UK provides funding to cover the cost of meetings and conferences, as well as providing funds to allow researchers to travel to events all over the world.



Our 2019 conference will be hosted by Newcastle University and held at the Copthorne Hotel in Newcastle.

## **SUPPORTING FAMILIES DEALING WITH THE DEVASTATING IMPACTS OF CHILDHOOD CANCER**

### **Intra-operative MRI scanner in Nottingham**

We pledged £750k to Nottingham University Hospitals for a new state-of-the art intraoperative MRI scanner. MRI scanning is a very accurate way of assessing brain tumours. Currently, scans can only take place before and after surgery to remove a tumour, so it can be difficult to know how successful the surgery has been until after its completion. The new scanner will allow surgeons to conduct MRI scans during surgery to determine how much of the tumour has been removed and if any remains. The scanner therefore has the potential to improve greatly the outcomes of surgery and reduce the number of surgeries a child will need.

### **Keeping families together through funding financial grants**

We recognise the financial burden that follows a cancer diagnosis, increasing household expenditure by up to £600 per month. That's why, year on year, we fund financial hardship grants via our charity partner, CLIC Sargent. In 2018, we gave CLIC Sargent £350k, which has translated into 1,287 exceptional grants so far, with a mode value of £250.

### **Helping to fund patient family accommodation close to hospitals**

Treatments in hospitals can sometimes take place a fair distance from a family's home, resulting in lengthy travel times and costly accommodation bills. To keep families together during treatment in a place that feels like home, we dedicate significant funding to the building and upkeep of free patient family accommodation near to hospitals. In 2018, we invested a total of £1.4m via our charity partner CLIC Sargent, towards improving Paul's House in London and Ciaran's House in Edinburgh and establishing a new home in Newcastle. 2018 also saw the opening of Jean's House in Southampton, following a lead gift of £690k from Children with Cancer UK in 2017.

### **Assistive technology**

We awarded £120k to our charity partner, Lifelites in 2018. Lifelites provides specialist entertainment and educational technology packages to life-limited and disabled children in hospices across the British Isles. Thanks to our support, Lifelites was able to provide every one of the 60 children's hospitals throughout Ireland, Scotland, England and Wales with assistive technology, maintenance and training. Our funding provided a new package of technology to 19 projects, including five new and two stand-alone hospice at home projects, as well as enabled the delivery of 62 days of initial and refresher specialist technology training for nearly 400 staff. Lifelites was also able to develop its mobile entertainment unit so that children can benefit from the technology wherever they are in the hospice, thanks to our grant.

Staff at Rachel House in Scotland said: "The apps, iPads and assistive software enable them to communicate to a great extent. This can be particularly important where their condition has impacted on their speech, which is common when they have a brain tumour. Having a means to communicate is an extension of their self. It is about regaining elements of control."

Staff at Robin House in Scotland said: "Children with cancer have often become isolated from their peers and have missed social interaction and opportunities. Sometimes they have become withdrawn and have less confidence...Having access to technology means they feel they are keeping up with what is going on in the world."

### **Creating memories that can never be lost:**

#### **A Spectacular Day Out at the Grand Pier Weston-super-Mare**

In April, 200 children and families affected by childhood cancer were treated to a lunch in the Grand Pier's Regency Suite and enjoyed free access to rides all day long. This was generously provided by the Grand Pier and Kerry Michael. Two entertainers kept the children on their toes with close up magic and magnificent balloon models.

#### **Quotes from families:**

"We would just like to say thank you to Children with Cancer UK and The Grand Pier for organising such a lovely day for our family. We had a really lovely time and so much fun – with lots of memories and photos to keep!"

"We spoke to a couple of other families. It is always very helpful to speak to others going through similar journeys. Thank you for giving us the opportunity to meet these families in lovely, social situations rather than hospital wards and waiting rooms."

### **A day out at Zippos Circus**

In September, we hosted families affected by cancer at a very special performance of Zippos circus. Over 250 guests enjoyed an action-packed show, a buffet lunch party, free access to the rides at the funfair and the families were even able to meet the stars of the show. Thanks to our wonderful friends at Zippos Circus, George Irvin's funfair and to Cos Onisiforou for providing the delicious catering.

### **What we will be doing in 2019**

In 2019, our main focus will be on research – specifically Causes & Prevention and Treatment & Survival, as highlighted in the research section above. We will continue to deliver our usual roster of free days out for families affected by childhood cancer and will be adding some new events to the mix. We won't be funding any new capital projects or grants in 2019.

## WE'RE DEDICATED TO PUTTING CHILDHOOD CANCER ON THE AGENDA

### Our re-brand

We delivered on our commitment in 2017 and completed our re-brand in July 2018 in an effort to raise the profile of childhood cancer and positively impact our fundraising efforts. We published new brand guidelines and refreshed all of our marketing materials. To coincide with our re-brand, we launched a new-brand Direct Response TV (DRTV) ad and new-brand tube and train advertising.

### DRTV ad

Our new DRTV ad went live in July, with extensive airtime throughout the year, and played an instrumental part in increasing recognition of the new brand. The new TV ad outperformed old-brand ads, with higher attrition rates and greater return on investment – breaking even on media cost in year two, whereas the previous ad broke even at year three.

The ad achieved 205,838,000 impacts (viewers), acquired 106,686 new one-off donors and 11,229 new regular givers. We also launched our first new-brand tube and train 'Out of Home' campaign in December – with 2,200 tube panels evenly distributed over two weeks and 2,000 train panels distributed over four weeks. Both campaigns had a text to donate mechanism (a £3 ask).

The results of our brand awareness survey in 2018 demonstrated a 7% increase in brand awareness, with 22% logo awareness in quarter four of the year. When asked the question: 'When you imagine a child ringing a bell, which of the following brands does that make you think of?', 28% of participants answered Children with Cancer UK.

The re-brand also brought an increase in engagement across our digital platforms – visitors to our website increased by 7.9%; Facebook engagement increased by about 8.23% and we had 36% increase in Facebook followers as well as an astounding 100% increase in engagement on Twitter and an 11% increase in Twitter followers. We also launched the main charity Instagram account in September and grew an audience of 850 followers in just three months. Additionally, we added a donate button to our Facebook page which resulted in donations, totalling £456k. Throughout the year, we received also 201,655 organic website sessions, which was a 26% increase on 2017.

### Supporter quote:

*I really like the new logo as it sends such a positive message about the charity and potential outcome which can be achieved (with help and support); ultimately the end of a torturous journey that the majority of families on that road aspire to. I often feel that people find hard hitting material/adverts quite difficult to cope with so they avoid them as it's too upsetting, and they'd rather observe something more uplifting - I think it's nature's way of protecting our vulnerability. I really hope it has the desired impact the charity hopes it will achieve.*

### **Media coverage**

In 2018 we generated 717 pieces of online and print coverage – almost 90 more than 2017. Our total coverage reached an audience of about 749.9 million, with an estimated publicity value of £925.2k. Highlights included our Sun on Sunday's Xmas Toy Appeal, which had a media reach of over 31 million and a publicity value of more than £24k; Our End of Treatment Bell campaign – which reached an audience of about 600 million – and our Beads of Courage campaign, which reached an estimated audience of 698 million.

### **Parliamentary engagement programme**

This year we set up a parliamentary engagement programme with the aim of getting the issue of childhood cancer higher up on the political agenda. As part of this programme, we met with then-Health Minister Steve Brine MP. Through our parliamentary engagement work, we hope to raise our profile among influential policy makers, opinion formers and commentators and help shape the debate on future treatments and funding using the scientific research we are involved in.

### **Celebrity engagement**

Throughout 2018, we engaged with a host of celebrities to help us raise our profile and reach a larger audience. Some of the highlights included: Snow Patrol – who provided us with their track 'Run' gratis for the soundtrack of our new TV ad and Birmingham based Pop-Reggae band Kioko who supported our #WearTheRibbon campaign in September by posting a video message from Ibiza. In November, music icon Boy George donated an incredible self-portrait to an event called 'Scream all about it' that he crafted especially for Children with Cancer UK. Sister Sledge also headlined at our Children with Cancer UK Ball.

For Childhood Cancer Awareness Month 2018, we launched our 'Day in the life' campaign – and asked celebrities to retweet our initial tweet of the day. We got some great celebrity engagement, including a retweet of our message by Nigella Lawson, which reached more than 47,000 people, and a follow from Abbey Clancy, who has 374,000 followers. The support of high-profile celebrities exposed to new audiences and the opportunity to gain new supporters for the charity.

### **What we'll be doing in 2019**

In 2019 we will aim to work with our regional team to create an ambassador programme which will include everyday supporters and their families as well as celebrities. We will also be further engaging a range of celebrities by getting them involved in our sports and welfare events throughout the year and introducing them to some of our patient families.

## Sharing stories from families affected by childhood cancer

### Devon

*"On the 27<sup>th</sup> March 2016 – Devon's fourth birthday – he finally got to ring the end of treatment bell at hospital. On the 9<sup>th</sup> May we received the best news ever that Devon was in remission. Two years on, Devon is still in remission and is doing amazing. He still has problems due to the treatment he received. He has to wear hearing aids in both ears and he has just been diagnosed with stage 3 kidney disease due to the harsh effects of chemotherapy. I try always to remain positive and instead of feeling resentful that this ever happened to my little boy, I consider myself the luckiest mum alive that he has not only survived the cancer itself, but the treatment to cure it as well, because so many children who have Neuroblastoma don't. I'm so proud to be his mum."*

Deborah, mum of Devon, who was diagnosed at the age of 2 with Stage IV MYCN amplified Neuroblastoma with bone and liver metastases.

### Oscar

*"In June 2017, we were shocked beyond belief to receive the worst news any parent could ever be given. Our darling boy had cancer. Oscar was diagnosed with Rhabdomyosarcoma of the right temporal fossa. Our world was completely shattered. Within days of diagnosis, Oscar had his central line fitted and was admitted to hospital to receive round one of thirteen sessions of chemotherapy. On 28<sup>th</sup> November, Oscar's mass was successfully removed, but due to inadequate healthy tissue margins, Oscar would still need proton beam therapy to hopefully reduce the risk of relapse. So in February 2018, we flew to out to Germany to start proton beam therapy treatment. We lived in Germany for 7 weeks while Oscar received 28 sessions of proton beam therapy, five days each week. This was Oscar's final course of treatment and on our return to the UK, he finally got to ring the end of treatment bell."*

Cheryl, mum of Oscar, who was diagnosed with rhabdomyosarcoma at the age of three. Oscar featured in our new DRTV advert.

## **Blue**

*"Blue went into remission in August 2011 but by November 2011 it had returned more aggressively than before. On February 2012 his cancer was found to be refractory and there was nothing more they could do for him. We were sent home with palliative care and I was advised to make his last few weeks as comfortable as possible. I was not giving up that easily and begged to see a consultant. 10 days later we saw two doctors who said they had two drugs that had never been used on a child of Blue's age before and it only had a 10-15% chance of working. It was highly likely the toxicity would kill him. I took the risk and it worked! Blue was able to go forward for a bone marrow transplant from an unknown donor in Germany. Blue contracted many post-transplant complications and was in intensive care continually. Blue was a fighter and after a horrendous time, he finally left hospital after having spent two years and four months, two birthdays and two Christmas' in isolation. Blue is now declared "medically cured" and one of the doctors said that in 25 years of medicine and haematology, he had never seen anyone with such a bad cancer go through to a cure."*

Francesca, mum of Blue, who was diagnosed with acute myeloid leukaemia (AML) Mk 4 at the age of 2. Blue also featured in our new DRTV advert.

## **FUNDRAISING TO ENSURE MORE CHILDREN WITH CANCER CAN RING THE END OF TREATMENT BELL**

### **London Marathon**

More than 1,250 runners took part in the 2018 Virgin Money London Marathon – more than any other year – raising a record-breaking £3.2 million, our highest income yet for this event. Their fundraising efforts exceeded our projected income by £196k. We improved our supporter journey by filling places earlier, increasing our communication with fundraisers, providing additional pre-marathon meets, offering the support of a personal trainer and creating a Facebook group. Two standout fundraisers/groups were Mike Levitz and the ED&F Man Team which raised more than £100k and Rob Yeung, who raised an exceptional £31k.

#### *Supporter quote:*

*A huge thank you for letting me be a part of your London Marathon running team on Sunday. I had an absolutely amazing day and enjoyed all of your cheering points throughout the course. Thank you so much for being so supportive over the last few months, providing regular updates and making my London Marathon experience so unforgettable. I feel so privileged to have run for a truly amazing charity. Many thanks, Alice.*

### **The Children with Cancer UK Ball**

Our flagship event at Grosvenor House Hotel – the Children with Cancer UK Ball – was the most successful to date, bringing in £814k, a staggering 31% increase on the previous year. The Grand and Silent Auctions raised £412k, with a further £67k pledged towards our welfare activities, supporting families with a child with cancer. Entertainment highlights included: Sister Sledge, Reading Gospel Choir, comedian Jon Culshaw and Rollacoaster.

### **Opera at Syon**

This year was our 27<sup>th</sup> year of Opera at Syon – the two evenings of entertainment at the Great Conservatory, Syon Park, raised more than £159k, including £51k through auctions. Diva Opera performed Mozart's *Die Entführung aus dem Serail* and Strauss II's *Die Fledermaus*.

### **Spring into Summer Party**

Our annual Spring into Summer Party raised almost £48k. The event took place in June at Sandro Morelli's Villa Tiberio in Marbella. Artist, actor and comedian Lewis Macleod, entertained 250 dinner guests with Boris Johnson and Donald Trump impressions. To date, this event has raised nearly £400k for Children with Cancer UK.

### **Top Model**

Top Model is the premier UK and Worldwide professional model search competition and has been supporting Children with Cancer UK for the last 10 years. During their 2018 shows, Top Model raised more than £40k for the charity, bringing the total amount raised through the competitions to over £180k.

### **The Quiz**

The Children with Cancer UK Quiz Party took place at the Grange St Paul's Hotel in April. Hosted by quiz show legend Les Dennis, 300 guests enjoyed a drinks reception, a delicious three-course meal and fun-filled questions with a musical introduction. The event raised £65k, including £34k through auctions.



### **Finnley's Warriors**

Finnley's Warriors has so far raised more than £100k for the charity. Ali and Donna Neely-Hayes set up Finnley's Warriors after their son Finnley was diagnosed with Anaplastic Large Cell Lymphoma (ALCL) in 2017. They have since gathered a huge following of supporters who have run marathons, skydived, trekked across the country, and baked their way to over £100k. Finnley has since rung the end of treatment bell.

### **Kwik Fit partnership**

In 2018, our corporate partner Kwik Fit selected us as their Charity of the Year and pledged to raise £1 million for us in 2019. Throughout 2019, KwikFit staff will participate in a range of fundraising activities, from the Virgin Money London Marathon and the Great North Run, to a nationwide cycling relay between Kwik Fit centres – the 'Tour De Branch'.

### **Corporate Fundraising**

Our corporate team secured and supported a host of fundraising activities with its corporate partners in 2018. Some of the highlights include an Entrepreneurs Bootcamp organised by Andrew Reynolds which raised £178k, a Golf Day by RS Components which raised £60k and a Grand National Sweepstake organised by Ladbrokes Coral which raised £50k. We were also named as Charity of the Year for 2019 by Co-op supply chain in Manchester with a £50k target and we were shortlisted for Ladbrokes Charity of the Year for 2019.

### **Regional highlights**

In 2018, we introduced a new team of regional fundraisers based across the UK to support and grow our pool of community fundraisers. This has brought in an extra £0.5m of income on 2017. The team supported a wide range of fundraisers during the year, including father and daughter – Kahled and Farrah – who raised just over £47k taking on the Yorkshire Three Peaks as Kahled's son (and Farrah's brother) was diagnosed with Stage 2 Lymphoma. Mark and Sarah Radford raised £55k after they tragically lost their daughter India to DSRCT – a sub type of Ewings Soft Tissue Sarcoma. We are very thankful to these fundraisers, along with all the others supported by our Regional team in 2018 for their substantial contributions and support of our cause.

### **Rat Race**

This year, 520 fundraisers took to the mud, sea and sand and helped us raise £275K through our Rat Race events, held across the UK and internationally. Our partnership with Rat Race has helped us raise almost £1.6 million since its inception in 2015.

### **Prudential RideLondon**

Over £319k was raised as a result of Prudential RideLondon this year. Held on 28-29 July, more than 395 cyclists tackled the eight-mile circuit through Westminster and the City of London in a bid to raise money for Children with Cancer UK.

### **Individual giving**

This year we gained 11,816 new donors through our Spring Grand Draw. Our Christmas Raffle door drop campaign was also hugely successful – our target was 625 new donors (based on industry standard 0.25% response rate) and we achieved 1,832 new donors – almost three times the amount. The Christmas Raffle Warm was almost £100,000 above target, bringing in £625k – £40k more than our 2017 raffle, which went to half the volume of people. We also received 89 new legacy pledgers and a total of £1.5M from 81 legacies – our average legacy gift was £19k. We hosted our first legacy event at Hampton Court; about 75 donors were given the opportunity to meet our scientists and learn about their work. New GDPR rules introduced in 2018 meant that our raffle mailing audience dropped by 50%. However, despite this decrease in audience, our net income increased by 34%.

### **What we will be doing in 2019**

We will continue to maximise fundraising in all of our traditional areas which have worked so well for us in the past as well as continually seek out new fundraising opportunities that will allow us to make an even bigger impact in the fight against childhood cancer. Our new branding will support this move into new areas where we will also be making key hires of key staff with the necessary skills and experience to help us reach new audiences.

## FUNDRAISING COMPLIANCE

Children with Cancer UK values the privacy of all those who support us in our work; we have systems in place to ensure that supporter data is collected, managed and processed in line with all necessary legislation. We are members of the Fundraising Regulator, which has responsibility for regulating fundraising, sets out the Code of Fundraising Practice and investigates and takes appropriate action on cases of public concern. Children with Cancer UK adheres to the Code of Fundraising Practice and also fully complies with the Fundraising Preference Service.

Children with Cancer UK continue to adhere to and review policies relating to GDPR and work alongside an external consultant, Protecture, to ensure that we are fully compliant. A three year strategy is currently being formulated to ensure that all policies are available to staff.

Children with Cancer UK works with a few professional fundraising agencies to assist with certain elements of our fundraising, by telephone and SMS channels. We have robust contracts in place with these agencies, specifying that staff carrying out these activities should be trained and adhere to all applicable laws, regulations and codes, such as the Code of Fundraising Practice and the Data Protection Regulations. We also expect these organisations to reflect our values when talking to supporters and to voluntarily subscribe to the Fundraising Regulator.

To ensure the agencies we engage are operating to the required standards and that people should never feel harassed or pressurised to give, we carry out appropriate monitoring which includes: call monitoring, site visits and live call listening and mystery shopping. We attend training sessions of their staff and give training to staff in respect of each fundraising campaign. We require all our staff and the agencies we deal with to comply with our Vulnerable People Policy, which provides guidance on how to identify a potentially vulnerable person and actions to take to considerably disengage from the fundraising process.

Children with Cancer UK require its staff and any agencies contacting our donors and members of the public on our behalf to comply with the Data Protection Law and guidelines provided by the Fundraising Regulator and Institute of Fundraising. Children with Cancer UK take all reasonable care to protect vulnerable adults in accordance with the Institute of Fundraising guidance set out in their document 'Treating Donors Fairly: Responding to the needs of People in Vulnerable Circumstances and Helping Donors make informed Decisions.'

We will continue to closely monitor all of our fundraising activities and will always strive to ensure they are of the highest standard and reflect the wishes and preferences of all our generous supporters. There may be occasions when we have not met these high standards and we will work hard to learn from our mistakes and to make sure they don't happen again. If our supporters and members of the public are unhappy with any aspect of our work we encourage them to give feedback, and take any comment or complaint seriously. Our Feedback and Complaints policy was reviewed in May 2018 and we will continue to review this on a yearly basis. Complaints are investigated thoroughly and corrective action taken as appropriate. During our financial year (Jan – Dec) 2018 we received 88 complaints across all teams which is a remarkable decrease on the previous year (121 complaints).

## **FUNDRAISING REGULATOR PROMISE**

This promise outlines the commitment made to our donors, supporters and the public as a member of The Fundraising Regulator. Those who register with the regulator agree to ensure their fundraising is legal, open, honest and respectful.

The standards for fundraising are set out in the Code of Fundraising Practice.

### **We commit to high standards**

- We will adhere to the Fundraising Code of Practice
- We will monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising practice and with this Promise
- We will comply with the law as it applies to charities and fundraising
- We will display the Fundraising Regulator badge on our fundraising material to show we are committed to good practice

### **We will be clear, honest and open**

- We will tell the truth and we will not exaggerate
- We will do what we say we are going to do with donations we receive
- We will be clear about who we are and what we do
- We will give a clear explanation of how you can make a gift and change a regular donation
- Where we ask a third party to fundraise on our behalf, we will make this relationship and financial arrangement transparent
- We will be able to explain our fundraising costs and show how they are in the best interests of our cause if challenged
- We will ensure our complaints process is clear and easily accessible
- We will provide clear and evidence based reasons for our decisions on complaints

### **We will be respectful**

- We will respect your rights and privacy
- We will not put undue pressure on you to make a gift. If you do not want to give or wish to cease giving, we will respect your decision
- We will have a procedure for dealing with people in vulnerable circumstances and make this available on request
- Where the law requires, we will get your consent before we contact you to fundraise
- If you tell us that you don't want us to contact you in a particular way, we will not do so. We will work with the Telephone, Mail and Fundraising Preference Services to ensure that those who choose not to receive types of communication don't have to.

### **We will be fair and reasonable**

- We will treat donors and the public fairly, showing sensitivity and adapting our approach depending on your needs
- We will take care not to use any images or words that intentionally cause distress or anxiety
- We will take care not to cause nuisance or disruption to the public

### **We will be accountable and responsible**

- We will manage our resources responsibly and consider impact of our fundraising on our donors, supporters and the wider public
- If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. We will listen to feedback and respond appropriately to compliments and criticism we receive
- We will have a complaints procedure, a copy of which will be available on our website or available on request
- Our complaints procedure will let you know how to contact the Fundraising Regulator in the event that you feel our response is unsatisfactory
- We will monitor and record the number of complaints we receive each year and share this data with the Fundraising Regulator on request

### **Children with Cancer UK Supporter Charter**

We take supporter care very seriously and so in 2018, we published our new Supporter Charter. We also published a revised complaints/feedback policy and we closely monitor the number of calls, as well as the nature of any feedback we receive.

**Children with Cancer UK actively raises and invests money for vital specialist research to help save the lives of every child with cancer and keep their family together.**

Without your support the charity would not be able to invest in high quality research that really matters and would otherwise go unfunded or provide funding for welfare projects to provide better care and practical support for young cancer patients and their families.

We make this commitment to you in addition to the Fundraising Regulator's Fundraising Promise, which we will also follow.

## **Your valued support will always be recognised by our people**

You are the most valuable asset we have. After all, without you, we would not be able to go the extra mile to help ensure everything that can be done is done for children and young people with cancer.

Every donation we receive matters to us, regardless of how big or small it is.

## **You will be treated with respect**

Your opinions and beliefs are always highly valued. We will be polite whenever we speak to you and will not pressurise you. The moment it becomes clear you are not in a position to give we will stop asking and respect your privacy.

We will not sign you up if you are confused about who we are, or about what we do. We will not take a donation if you can't afford it. We will follow the Institute of Fundraising's guidance on people in vulnerable circumstances.

If you tell us you do not want to be contacted in a certain way, we will take notice and honour your request

## **We will always be honest and open with you**

We will tell you what we do and we will do what we say we are going to do

Where we ask a third party to fundraise on our behalf, we will make this relationship and the financial arrangement transparent

Should something not go according to plan, we will admit it when we make mistakes and will put things right

## **Your relationship with us is truly valued**

Our aim is to ensure that everything we do is in an empathetic, understanding and fair way

We will take ownership of every contact we have with you

We will treat you as an individual and not a number

Your donations have impact. We report annually on where your money has been spent. Our most recent report is available [here](#)

Because we value every person who contacts us, we hope to inspire you to help fight the injustice of cancer in children, contribute to a better future for our children and help keep more families together

## **Our commitment to you**

We adhere to the Code of Fundraising Practice set by the Fundraising Regulator. We comply with the charity law; fundraising law and the data protection regulations. We monitor our fundraisers, volunteers and any third parties that work for us to ensure that they adhere to our high standards

We will ask you how you want to hear from us about our work and appeals. If you want to stop hearing from us, just email, phone, write, or click on the link in our emails. We will always take action, so please feel confident in contacting us at any time.

We will keep your personal information secure and will only use it to communicate with you; to process orders and donations; to keep you informed; for analysis and to improve our activities. We will NOT share your details with other charities or sell it to businesses. Some organisations help us with our fundraising, but will only use your data under our instruction and only when fully compliant with how we process personal data as set out in our Privacy Policy.

## **Your feedback is important to us and we take it seriously**

Your opinions and feedback will always be considered carefully. Both compliments and complaints will be taken into account during the planning stage of our campaigns. In both cases we use what you tell us to help improve and enhance our fundraising. Read our feedback and complaints policy.

We are here to talk and listen to you – we welcome and actively encourage feedback and make it clear how people can get in touch with us.

As members of the Fundraising Regulator, the independent regulator of fundraising in the UK, it means that Children with Cancer UK is committed to best practice in fundraising and follows the Regulators Fundraising Promise and Code of Fundraising Practice laid down by the regulator.

## **STRATEGIC PLANS 2018-2020**

In 2017 Children with Cancer UK undertook a strategic review. In order to grow our income and increase the amount of money we can invest each year in research and welfare projects, we developed a new vision, mission, strategic goals, strategic pillars and strategic imperatives, which we announced in 2018 and are highlighted below.

### **Our vision: A world where no child dies of cancer**

#### **Strategic goals:**

- 1) To become, and continue to hold position, as the UK's largest not-for-profit financial contributor to paediatric and young person cancer research.
- 2) To grow net income for investment in Charitable Activities to £10M per annum by 2022.

**Our mission:** To improve survival rates and the quality of survival in young cancer patients and to find ways to prevent cancer in the future.

**Our brand promise:** We actively raise and invest money for vital specialist research to help save the life of every child and young person with cancer and keep their family together.

#### **Strategic pillars (funding focus) and Supporting Goals**

- Awareness and Education
- Immunotherapy
- Precision Medicine
- Respite Homes and Welfare
- Prevention



## Strategic Imperatives

- 1) We will aim to be the biggest not-for-profit annual financial contributor to research into cancer in children and young people in the UK
- 2) We will maintain a place in the top 100 UK charities, based on fundraising activity
- 3) We will continue to support respite homes and associated financial support for children and families affected by childhood cancer
- 4) We will fund high quality research aimed at developing treatments which are not only more effective but less debilitating and disruptive to young lives
- 5) We will contribute to peer reviewed research into the discovery and reduction of causes of cancer, including directly supporting the work of the International Agency for Research in Cancer (IARC, part of WHO)
- 6) We will provide capital funding to encourage the development of centres of excellence in childhood cancer research
- 7) We will raise public awareness about our activities and the results of relevant research
- 8) We will seek to influence the development of policy to promote the best interests of children with or at risk of cancer
- 9) We will continue to be a highly engaged and effective organisation that recognises and rewards the right behaviours, innovation and outcomes for the organisation and for those we help
- 10) We will manage risk effectively and in a timely manner.

As we approach the halfway stage of our Strategic Plan we are able to assess our achievements and look at areas where we need to improve to ensure we achieve our goals. The key areas are set out in the Strategic Imperatives and these will continue to be our focus during our review. We will amend the Strategic Plan following any review to ensure the Strategic pillars stay at the heart of our plans for a world where no child dies of cancer.

The trading subsidiary will continue to operate on the same scale and no significant changes are planned.

Our sincere thanks go to:

## THANK YOU

A very warm and heartfelt thanks to everyone who helped support our life-saving work in 2018. Although we are only able to thank a handful of people here, we are hugely grateful to all our supporters who have enabled us to help more children with cancer ring the end of treatment bell.

A very special thank you to all the extraordinary families who have kindly shared their experiences with us in 2018. Your involvement is central to our work, helping to raise vital funds, much needed awareness and providing hope to other families in similar situations.

## FINANCIAL REVIEW



## Financial review

The Consolidated Statement of Financial Activities (SOFA) set out on page 49, shows the financial results for Children with Cancer UK and its trading subsidiary: Helping Children with Cancer Limited.

Our income has increased from £14.3M to £16.8M, which has enabled the charity to award its second highest (second only to 2017) level of funding of over £4.9M. Whilst we continued to fund ground-breaking research in 2018 (£1.8M), our focus for 2018 was supporting our Welfare projects, with over £3M being invested in this strategic pillar detailed on page 8.

With our fundraising strategy in place for 2018, we were able to ensure that established areas of fundraising continued to perform with improved performance in particular Sports and Community which showed increased income of £1M. Our investment in our Community fundraising contributing £500K to this total. Sports continues to be our biggest income stream and continues to grow to £4.8M in 2018. Much of this income is raised through the charity purchasing places in sporting events, such as the London Marathon, and allocating these to fundraising participants.

The expected end of the scratch card partnership with Coral during 2018 confirmed a drop of income of £475K from 2017. We continued to build on the other fundraising areas where growth was observed during 2017. In particular, we saw success with our corporate partners, c£300K increase and Special events, Children with Cancer UK Ball c£200K increase.

Our investment in online and mainstream media was expanded as part of our rebrand strategy to reach a new audience. The £2.5M investment ensured the exposure to support our fundraising and awareness raising activities continued in to 2018. We now have 27,000 regular givers through various channels, and this is our highest ever total. This is in addition to the 7,000 regular players of the weekly lottery justifying our investment into this fundraising stream in recent years.

We also benefited from a one off £1M donation from Children's Leukaemia Trust which was restricted to research into and training for Leukaemia and Lymphoma in children.

- 29p on research projects
- 31p on welfare projects
- 19p on raising awareness

We reinvest 21p from every £1 raised, to raise even more money.

**For every £1 we spend on fundraising, we raise almost £5 more.**

## **Reserves**

At the end of the year, the charity held £10,171,622 in total reserves. £9,107,144 (2017: £9,544,308) was held in unrestricted reserves and £1,064,478 (2017: Nil) in restricted reserves.

The restricted funds comprise of donations that were to be spent on specific causes and projects as detailed in Note 17.

Unrestricted reserves are generated when the supporter does not stipulate how the income may be spent. They are therefore available to be applied at the discretion of Trustees to any of the charity's charitable purposes. It is the intention of Trustees to expend these funds as soon as possible whilst using them in a structured manner to meet their long term objectives.

The Trustees consider the reserves to have a dual role; to provide a buffer to allow operating expenditure to be carefully minimised should the need arise, as well as facilitate the following year's grant award programme of at least £5M. The remainder, approximately £4M, is set aside for fluctuations in income that could impact the charity's ability to carry out its services. The Trustees consider that, as this amount is within the range of 15% and 30% of the current year's income, this is a reasonable buffer to have in place as a contingency.

## **Going Concern**

The charity has a strong reserve position and has sufficient available resources, as demonstrated by the reserve policy above. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, has taken into consideration the current economic climate and its potential impact on the various sources of income and planned expenditure.

Our cash deposits could easily be drawn down should working capital be required. We believe that there are no material uncertainties that call into doubt the charity's ability to continue. The accounts have therefore been prepared on the basis that the charity is a going concern.

## **Investments**

The Memorandum of Association allows the charity to deposit or invest funds in any manner but to invest only after obtaining such advice from a financial expert as the Trustees consider necessary and having regard to the suitability of investments and the need for diversification.

The charity recognises that it must have enough resources to carry out its present and future activities effectively. Therefore, the Trustees have agreed to hold sufficient cash levels, invested mainly in instant access deposits, to meet fluctuating needs.

The charity investment policy is reviewed regularly and states that the longer term funds must produce the best financial return for an acceptable risk. The fund must balance the need to support research grants with the objective for capital growth and inflation protection. The Trustees feel the 2018 performance of the investments met the objectives of the policy and recognise the opportunity to identify higher performing funds for 2019 whilst still within an acceptable risk.

The charity currently holds £12.9M of investments held for the longer term. This comprises £1.7M in an investment portfolio managed by Barclays Investment Managers and £10M in cash deposits. The charity also holds £4.4M in short term cash deposits.

The Trustees are keen to ensure that the cash funds are not exposed to any risk since this cash value has already been promised to grant holders. As at 31<sup>st</sup> December 2018, our grant liabilities are close to £10.9M (2017: £12.9M).

### **Risk and internal control**

The Trustees have overall responsibility for ensuring that the Charity has an appropriate system of controls, financial and otherwise. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities and to provide reassurance that:

- its assets are safeguarded against unauthorised use or disposition;
- proper records are maintained and financial information used within the Charity or for publication is reliable; and
- the Charity complies with relevant laws and regulations.

As part of the Charity's risk management process the Trustees acknowledge their responsibility for the Charity's system of internal control and reviewing its effectiveness. It is also recognised by the Trustees that such a system is designed to manage rather than eliminate the risk of failure to achieve the Charity's objectives and can only provide reasonable, not absolute, reassurance against material misstatement or loss.

During the year, the strategic risks were reviewed and updated in order to identify the principal risks and uncertainties currently impacting the Charity along with the mitigation strategy in place to manage these risks. Areas have been identified to indicate where we should focus our risk management next year.

## **Principal risks and uncertainties**

With the Charity being heavily reliant on mainstream fundraising income to fund charitable activity, the major risk being faced is that income falls to a level that compromises the Charity's ability to meaningfully fund future charitable activity – whilst at the same time maintaining reserves at a stable level. This risk continues to be managed by the Charity by diversifying its income streams and investing in new fundraising channels. The Charity is continuing the process of implementing 'strategic imperatives' that will guide its future vision and strategy.

The five strategic risks that were identified during the previous years risk review have been reviewed and updated where appropriate.

- Fundraising
- Regulatory compliance
- Infrastructure & Operations
- Charitable Impact
- Profile & Brand

These risks have been assessed in terms of probability and impact with a mitigation strategy put in place if required. This forms part of the charity's annual risk management strategy.

The principal risk for the trading subsidiary is its reliance on short term and ad hoc commercial arrangements to generate income. We are investing in improving our trading income streams to manage this risk.

## **Structure, governance and management**

The financial statements comply with current statutory requirements, the Memorandum and Articles of Association, Statement of Recommended Practice (SORP FRS 102) and current accounting standards (FRS 102).

The Charity Governance Code which was published in 2017 and sets out the principles and recommended practice for good governance within the sector had been reviewed by the Trustees. The Trustees approved the use of the Charity Governance Code diagnostic tool which aims to help charities and their Trustees develop high standards of Governance. The Senior Leadership Team are to adopt the use of the tool and report back to the Trustees.

## **Governing documents**

These financial statements are for Children with Cancer UK and its subsidiary Helping Children with Cancer Limited.

Children with Cancer UK is a company limited by guarantee and operates under its Memorandum and Articles of Association dated 11<sup>th</sup> November 2003 as amended by special or written resolutions, dated 30<sup>th</sup> November 2004, 22<sup>nd</sup> December 2006, 12<sup>th</sup> May 2007 and 28<sup>th</sup> July 2016. On 14<sup>th</sup> May 2007 the reporting charity changed its name from CHILDREN with LEUKAEMIA UK to Children with Cancer UK. However, the charity continued to use the working name of CHILDREN with LEUKAEMIA until 11<sup>th</sup> May 2011.

The charity operates under its Trust Deed (dated 4<sup>th</sup> January 1988) and Variation of Trust Deed (dated 10<sup>th</sup> December 2003).

## **Aims and Objectives**

### **Purposes and Aims**

The charity's objects as amended by written resolution of 12<sup>th</sup> May 2007, and 28<sup>th</sup> July 2016 are shown below:

- i) To promote the relief of children and young people suffering with leukaemia or any other form of cancer (and allied disorders) and of their families;
- ii) To raise public awareness and knowledge in matters relating to leukaemia or any other form of cancer (and allied disorders) affecting children and young people; and
- iii) To promote research into the causes, alleviation, prevention, treatment and cure of leukaemia or any other form of cancer (and allied disorders) affecting children and young people and to publish the useful results of such research.

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.

We are a member of the Association of Medical Research Charities.

We are also a member of the National Cancer Research Institute.

Further details of the projects we fund are detailed in note 21.

## **Public Benefit**

The Trustees continue to give due regard to the public benefit provided by the charity in relation to its charitable purpose as set out by the objectives above and have given due consideration to the relevant guidance issued by the Charity Commission. The Trustees will continue to ensure that the activities that promote the charitable objects above will be applied to provide public benefit.

## **Board of Trustees**

The governing body of the reporting charity is the Board of Trustees, which has a total of five members (2017: five). The Trustees of the charity also act as the Directors of the charitable company. The Board meets at least three times a year together with the Chief Executive and other senior management where appropriate.

## **Trustee appointment and induction**

There was one new appointment (2017: none) to the Trustee Board in 2018. The selection of Trustees is made based on vacancies arising, sympathy with the objects of the charity and the additional skills and experience that potential new Trustees are able to afford. Under the Articles of Association, Trustees are appointed by a majority vote of the members (who are all the current Trustees) by ordinary resolution.

Each new Trustee receives the Charity Commission publication 'The Essential Trustee: What you need to know' as well as the most recent published annual report. The Chief Executive offers an induction day to all Trustees which provides full information about the operations of the charity.

## **Management**

The Trustees exercise executive responsibility for the governance of the charity and, through the Chairman, supervise the management of the charity by the Chief Executive and the senior management team. The Chairman and Chief Executive also task the Board with decision-making on strategic management issues as well as overseeing the research grants application process and monitoring the progress of awarded grants.

The senior management carry out the operational running of the charity and the coordinating of fundraising appeals and events.



## **Remuneration**

The salaries of Children with Cancer UK staff are periodically benchmarked against other charities to ensure that salary levels are market competitive and sufficient to attract and retain staff of the appropriate calibre. All staff posts are periodically evaluated to ensure that salary levels are reflective of industry and organisational needs, as well as individual and charity performance. In recruitment of a new post, an assessment is made of the requirements of the role in terms of skills, experience, competency and urgency. The salary is then determined on the basis of this assessment and the current market conditions. Salary Bands and grading of job roles was introduced in 2018.

Salary Bands have been set based on external benchmarking, anecdotal data from head-hunters and recruiters, and charity sector salary surveys. The Salary Bands will be revised as required and at least once every two years.

The Charity is compliant with the Hutton Fair Pay Review with the salary of the highest paid employee being no more than four times the median salary of the organisation.

## **Trading Subsidiaries**

Helping Children with Cancer Limited (company registration 2807553) is the wholly owned trading subsidiary of Children with Cancer UK. Its principal purpose is to raise funds for the charity and all profits are donated under Gift Aid.

The principal activity of the Company is the licensing of the name and logo of the charity for use in corporate sponsorship and commercial agreements.

The trading activities generated profit for the year of £28,051 (2017: £45,532) which will be paid to Children with Cancer UK under the Gift Aid Scheme. It is anticipated that the trading activity within the subsidiary will continue at a similar level during the current year.

The trading subsidiary holds assets of £81,382 and liabilities of £53,231 with funds of £28,151 as at 31st December 2018.

The charity also holds 100% of the share capital of Children with Cancer Research Limited (09442350) which is currently dormant.

## **Related parties**

The Charity has a conflict of interest policy in place which accompanies the declaration of interests submissions completed by all Trustees and senior management. An internal conflict of interest register is in place which is updated when a conflict of interest has been identified and is reviewed at least annually.

## **Grant making policy**

It is the Trustees' policy to maximise the proportion of its charitable output that is achieved through grant making.

### **Welfare grants**

There is no open application process for welfare grants and no welfare grants are given to individuals. The Trustees determine which organisations are to be supported. In 2018, a total of £3,074,748 (2017: £1,392,000) was awarded to welfare projects.

### **Research grants**

The Trustees aim to award an increasing proportion of the charity's grants to scientific and medical research in child and young person cancer. The charity's Code of Practice adheres to the standards set by the Association of Medical Research Charities (AMRC).

The charity advertises guidelines and invite applications for project grant rounds. Project applications are subject to formal internal and external peer review followed by scrutiny by our scientific advisor panels (SAPs) before the Trustees determine which projects to support. We also occasionally support research through other AMRC members.

In 2018, a total of £1,816,154 (2016: £5,809,895) was awarded to research projects. Project funding is directed in two areas of concern:

1. Research into treatment and survival
2. Research into prevention and causes

We also fund some 5-year Post-doctoral Fellowships and Clinical PhD Studentships on these topics at leading research Institutions regarding child and young adult cancer.

## **REFERENCE AND ADMINISTRATION**

Children with Cancer UK (previously known as CHILDREN with LEUKAEMIA 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**

The Trustees of Children with Cancer UK are the charity’s Trustees under charity law and the directors of the charitable company:

Eddie O’Gorman OBE (Founder and Chair of Trustees)  
The Rt Hon the Earl Cadogan KBE DL (Resigned 12<sup>th</sup> January 2018)  
Sandra Mileham  
Linda Robson  
Alasdair Philips  
Russell Smith (Appointed 12<sup>th</sup> January 2018) (Resigned 12<sup>th</sup> November 2018)  
Virna Baillie (Appointed 12<sup>th</sup> November 2018)  
Mike England (Appointed 12<sup>th</sup> January 2019) (Resigned 2<sup>nd</sup> April 2019)  
Katherine England (Appointed 12<sup>th</sup> January 2019) (Resigned 2<sup>nd</sup> April 2019)

### **Chief Executive Officer**

Mark Brider

### **Senior Management**

Camelia Vasilcan (Head of Database Operations)  
Gary Murphy (Head of Finance)  
Emily Roff (Head of Fundraising)  
Hannah Chambers (Head of Marketing and Communications)  
Fiona Judge (Head of Supporter Experience)

### **Previous members of the Senior Management during the year were**

Cliff O’Gorman  
Dhivya O’Connor  
Mark Hooley  
Ben Twyman  
Emma Sheard  
Jason Rigby  
Ken Mackness  
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 U.K. 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](mailto:info@childrenwithcancer.org.uk)

[www.childrenwithcancer.org.uk](http://www.childrenwithcancer.org.uk)

**Scientific Advisory Panel**

We are indebted to the members of our two Scientific Advisory Panels (SAP) who freely give their time and expertise to help drive forward our fight against childhood cancer. Research into childhood cancer is a broad field and we aim to reflect the diversity of the field amongst the membership of our Treatment and Survivorship and our Causes and Prevention Panels. Some members may sit on both panels.

The Chair of the Treatment SAP is Dr Owen Williams, PhD, Reader in Cancer Biology and Head of Cancer Section, UCL Great Ormond Street Institute of Child Health and Great Ormond Street Hospital for Children NHS Trust

The Chair of our Causes and Prevention SAP is Professor Geoff Pilkington, PhD CBIOL FRSB FRCPATH, Professor of Cellular and Molecular Neuro-Oncology and Head of Brain Tumour Research Centre, University of Portsmouth.

## **STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The Trustees (who are also directors of Children with Cancer UK for the purposes of company law) are responsible for preparing the Strategic Report, the Trustees' Report and the financial statements in accordance with applicable law and regulations.

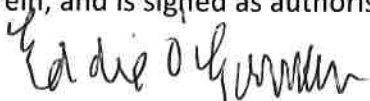
Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company and the group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and group will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions, disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the provisions of the charity's constitution. They are also responsible for safeguarding the assets of the charity and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Insofar as each of the Trustees of the charitable company at the date of approval of this report is aware there is no relevant audit information (information needed by the charitable company's auditor in connection with preparing the audit report) of which the charitable company's auditor is unaware. Each Trustee has taken all of the steps that he/she should have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This Annual Report of the Trustees, prepared under the Charities Act 2011 and the Companies Act 2006, was approved by the Board of Trustees on 10<sup>th</sup> September 2018 including approving in their capacity as company directors the Strategic Report contained therein, and is signed as authorised on its behalf by:



**Eddie O'Gorman OBE**  
**Founder and Chair of Trustees**

**Date: 30<sup>th</sup> October 2019**

## **Independent Auditor's Report to the Trustees of Children with Cancer UK**

### **Opinion**

We have audited the financial statements of Children with Cancer UK for the year ended 31 December 2018 which comprise Group Statement of Financial Activities, the Group and Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 December 2018 and of the group's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and the charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- the parent company has not kept adequate accounting records; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

### **Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement set out on page 45, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's or the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the

Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



**Andrew Thomas**

Senior Statutory Auditor  
For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor  
London

Date: 31 October 2019



**Consolidated statement of financial activities for the year ended 31 December 2018  
(Incorporating an income and expenditure account)**

	Note	Total restricted funds	Total unrestricted funds	Total 2018	Total 2017
		£	£	£	£
<b>Income from:</b>					
Donations and legacies	4	1,174,990	14,324,859	15,499,849	13,350,693
Other trading activities	4	-	1,137,671	1,137,671	867,174
Income from investments		-	163,574	163,574	106,057
Other income		-	14,745	14,745	8,423
<b>Total Income</b>	17	<b>1,174,990</b>	<b>15,640,849</b>	<b>16,815,839</b>	<b>14,332,347</b>
<b>Expenditure on:</b>					
Raising funds	6	-	3,381,462	3,381,462	2,606,851
Charitable activities	6, 8	-	12,675,665	12,675,665	13,112,545
<b>Total Expenditure</b>	6,16	<b>-</b>	<b>16,057,127</b>	<b>16,057,127</b>	<b>15,719,396</b>
Net change in investments	10	-	(131,398)	(131,398)	101,977
<b>Net income/(expenditure)</b>		<b>1,174,990</b>	<b>(547,676)</b>	<b>627,314</b>	<b>(1,285,072)</b>
<b>Transfers between funds</b>	17	<b>(110,512)</b>	<b>110,512</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>1,064,478</b>	<b>(437,164)</b>	<b>627,314</b>	<b>(1,285,072)</b>
Reconciliation of funds:					
<b>Total funds brought forward</b>		<b>-</b>	<b>9,544,308</b>	<b>9,544,308</b>	<b>10,829,380</b>
<b>Total funds carried forward</b>	17	<b>1,064,478</b>	<b>9,107,144</b>	<b>10,171,622</b>	<b>9,544,308</b>

The comparative figures for each fund are shown in note 3 to the financial statements.

## Balance sheet as at 31 December 2018

Company Number: 4960054

		2018		2017	
	Note	Group	Charity	Group	Charity
		£	£	£	£
<b>Fixed assets</b>					
Investments	10	12,881,039	12,881,139	14,581,097	14,581,197
		<b>12,881,039</b>	<b>12,881,139</b>	<b>14,581,097</b>	<b>14,581,197</b>
<b>Current assets</b>					
Debtors and prepayments	12	3,435,939	3,456,952	3,014,771	3,114,043
Cash deposits		4,427,661	4,427,661	4,338,183	4,338,183
Cash at bank and in hand		1,563,643	1,510,778	1,136,997	1,002,302
		<b>9,427,243</b>	<b>9,395,391</b>	<b>8,489,951</b>	<b>8,454,528</b>
<b>Creditors: amounts falling due within one year</b>					
Grants	13, 14	(4,950,499)	(4,950,499)	(6,869,160)	(6,869,160)
Other	14	(1,255,739)	(1,252,039)	(715,508)	(725,717)
<b>Net current assets</b>	16	<b>3,221,005</b>	<b>3,192,853</b>	<b>905,283</b>	<b>859,651</b>
<b>Total assets less current liabilities</b>		<b>16,102,044</b>	<b>16,073,992</b>	<b>15,486,380</b>	<b>15,440,848</b>
<b>Creditors: amounts falling due after more than one year</b>					
Grants	13	(5,930,422)	(5,930,422)	(5,942,072)	(5,942,072)
<b>Net assets</b>		<b>10,171,622</b>	<b>10,143,570</b>	<b>9,544,308</b>	<b>9,498,776</b>
Represented by:					
<b>Unrestricted funds</b>		<b>9,107,144</b>	<b>9,079,092</b>	<b>9,544,308</b>	<b>9,498,776</b>
<b>Restricted funds</b>		<b>1,064,478</b>	<b>1,064,478</b>	-	-
	16, 17	<b>10,171,622</b>	<b>10,143,570</b>	<b>9,544,308</b>	<b>9,498,776</b>

The net income for the financial year dealt within the financial statements of the parent charitable company was £627,314 (2017: £1,330,604).

The notes on pages 52 to 70 form part of the financial statements.

Approved and authorised for issue on behalf of the Trustees on 30<sup>th</sup> October 2019.



**Eddie O'Gorman OBE**  
Trustee



**Sandra Mileham**  
Trustee

### Consolidated cash flow statement for the year ended 31 December 2018

	Note	2018		2017
		£		£
<b>Cash flows from operating activities:</b>				
Net cash provided by operating activities	a)	(1,191,336)		(1,259,547)
<b>Cash flows from investing activities:</b>				
Dividends and interest from investments		163,574		106,057
Net cash provided by investing activities		163,574		106,057
<b>Change in cash and cash equivalents in the reporting period</b>		<b>(1,027,762)</b>		<b>(1,153,490)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	b)	<b>18,309,294</b>		<b>19,462,784</b>
<b>Cash and cash equivalents at the end of the reporting period</b>	b)	<b>17,281,532</b>		<b>18,309,294</b>
<b>Notes to the Cash flow Statement</b>				
<b>a) Reconciliation of net (expenditure) to net cash flow from operating activities</b>		<b>2018</b>		<b>2017</b>
		<b>£</b>		<b>£</b>
Net (expenditure)/income for the reporting period		627,314		(1,285,072)
Adjustments for:				
Dividends, interest and rents from investments		(163,574)		(106,057)
Investment Manager Fees		13,974		15,931
Net Change in investments		131,398		(139,182)
Decrease / (increase) in debtors		(421,166)		(663,272)
(Decrease) / increase in creditors		(1,379,282)		918,105
<b>Net cash provided by (used in) operating activities</b>		<b>(1,191,336)</b>		<b>(1,259,547)</b>
<b>b) Analysis of cash and cash equivalents</b>		<b>1 January 2018</b>	<b>Cashflow</b>	<b>31 December 2018</b>
		<b>£</b>	<b>£</b>	<b>£</b>
Cash at bank and in hand		1,136,997	426,646	1,563,643
Cash held as short term investments		4,338,183	89,478	4,427,661
Cash held as long term investments		12,834,114	(1,543,887)	11,290,227
		<b>18,309,294</b>	<b>(1,027,762)</b>	<b>17,281,532</b>

## Notes to the financial statements for the year ended 31 December 2018

### 1. Charity information

Children with Cancer UK is limited by guarantee with no share capital (registered number 4960054), which is incorporated in England and Wales and domiciled in the UK. The address of the registered office is 51 Great Ormond Street, London WC1N 3JQ. It is also a registered charity (registered number 298405) and as such is a non-profit making organisation.

### 2. Accounting policies

#### (a) Basis of preparation

The financial statements have been prepared on the historical cost basis of accounting, as modified by the revaluation of investments, and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), the Companies Act 2006, the Charities SORP (FRS 102) and the accounting policies set out below.

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Children with Cancer UK is the ultimate parent company. It has two subsidiaries - Helping Children with Cancer Limited and Children with Cancer Research Limited. Children with Cancer UK owns the whole of the share capital of Helping Children with Cancer Limited, a company registered in England and Wales, number 2807553. It also holds 100% of the share capital of Children with Cancer Research Limited, a company registered in England and Wales, number 09442350 which is currently dormant.

The financial statements of the charity and its active subsidiary company are consolidated, on a line-by-line basis, to produce the Group financial statements. The consolidated entity is referred to as 'the Group'. No separate Statement of Financial Activities has been prepared for the charity as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity only Cash Flow Statement and certain disclosures about the charity's financial instruments.

#### (b) Preparation of the accounts on a going concern basis

After making enquires, the Trustees have a reasonable expectation that the charity has adequate resources to continue its activities for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements as outlined in the Statement of Trustees Responsibilities on page 45. There are no material uncertainties casting doubt on going concern.

(c) Financial Instruments

The charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, short term cash deposits together with the group's trade and other debtors excluding prepayments. Financial liabilities held at amortised cost comprise the group's short- and long-term trade and other creditors excluding deferred income and taxation payable. No discounting has been applied to these financial instruments on the basis that the periods over which amounts will be settled are such that any discounting would be immaterial.

Investments, including cash held as part of the investment portfolio are held at fair value at the Balance Sheet date, with gains and losses being recognised within income and expenditure. Investments in subsidiary undertakings are held at cost less impairment.

(d) Critical accounting judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below:

Residuary legacies – The charity recognises residuary legacies once probate has been granted which therefore requires an estimation of the amount receivable.

(e) Functional/Presentational currency

The functional currency of the charity and its subsidiary is considered to be in pounds sterling because that is the currency of the primary economic environment in which the charity/group operates. The consolidated financial statements are also presented in pounds sterling.

(f) Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds and are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund.

(g) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Voluntary income in the form of appeals, committed giving, sports events and community fundraising income is recognised in the period of receipt. Income received in advance of an event or lottery is deferred until the criteria for income recognition are met.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income arising from corporates and trusts is recognised in the period in which the charity has entitlement to the income.

Income from trading activities is recognised in the period in which the service has been provided or product sold.

Investment income from dividends and interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest received or receivable from the Bank.

(h) Expenditure and basis of allocation of costs

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and the majority is directly attributable to specific activities. Other indirect costs are apportioned to activities in accordance with staff activity and an assessment of where the resources have been applied. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Grants to third parties are included in the SOFA when approved by the Trustees when a constructive obligation exists, notwithstanding that they may be paid in future accounting periods.

Support costs include governance costs which are costs incurred to manage the charity in compliance with constitutional and statutory requirements and the direct expenditure and overhead costs relating to the appeals and fundraising functions. They also include the allocation of costs incurred to support and co-ordinate fundraising activities. These costs are allocated across the categories of charitable activities and the basis of this cost allocation has been explained in note 6 and 7 of the financial statements.

Expenditure on raising funds includes expenditure specifically incurred for fundraising purposes. This constitutes a mixture of directly attributable costs and apportionment.

(i) Tangible fixed assets

Tangible fixed assets costing more than £10,000 are capitalised and included at cost including any incidental costs of acquisition, or, where donated, are included at valuation at the date that ownership is acquired.

(j) Pension scheme

Permanent employees are entitled to join the Grouped Stakeholder Pension Plan provided by Scottish Widows. In 2018, the charity made a contribution of 8% (2017: 8%) of salary per month to any personal or stakeholder pension scheme selected by all employees serving for more than three months who elected to take advantage of this benefit. The amount charged to the statement of financial activities in respect of pension costs is the contribution payable during the year.

(k) Investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. The statement of financial activities includes the net gains and losses arising on revaluation and disposals throughout the year.

All gains and losses are taken to the Statement of Financial Activities as they arise. Realised gains and losses on investments are calculated as the difference between sales proceeds and their opening carrying value or their purchase value if acquired subsequent to the first day of the financial year. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value. Realised and unrealised investment gains and losses are combined in the Statement of Financial Activities.

(l) Gifts in Kind

Gifts in kind and donated goods and services are recognised in the accounts when the benefit to the charity is reasonably quantifiable and measurable. The value is the price the charity estimates it would pay should it purchase equivalent goods or services.

The estimated valuation of gifts in kind is based on the value of the contribution to the charity, or the valuation the charity would have had to pay to acquire the goods or services. A corresponding amount is recognised within expenditure in the period of receipt.

(m) Private Medical Insurance

Since October 2017, permanent employees are entitled to join the Group Private Medical Insurance Scheme provided by Bupa. In 2018, the charity paid a premium based on the employee's ages per month to all employees after serving for more than three months who elected to take advantage of this benefit. The amount charged to the statement of financial activities in respect of private medical insurance is the contribution payable during the year.



### 3. Consolidated statement of financial activities for the year ended 31 December 2017

	Total restricted funds £	Total unrestricted funds £	Total 2017 £
<b>Income from:</b>			
Donations and legacies	413,750	12,936,943	13,350,693
Other trading activities	-	867,174	867,174
Income from investments	-	106,057	106,057
Other income	-	8,423	8,423
<b>Total Income</b>	413,750	13,918,597	14,332,347
<b>Expenditure on:</b>			
Raising funds	-	2,606,851	2,606,851
Charitable activities	203,546	12,908,999	13,112,545
<b>Total Expenditure</b>	203,546	15,515,850	15,719,396
Net change in investments	-	101,977	101,977
<b>Net (expenditure)/income</b>	210,204	(1,495,276)	(1,285,072)
<b>Transfers between funds</b>	(210,204)	210,204	-
<b>Net movement in funds</b>	-	(1,285,072)	(1,285,072)
Reconciliation of funds:			
<b>Total funds brought forward</b>	-	10,829,380	10,829,380
<b>Total funds carried forward</b>	-	9,544,308	9,544,308

### 4. Income

	2018 £	2017 £
<b>Donations and legacies</b>		
Appeals and associated donations	3,674,408	3,717,331
Committed giving	1,845,286	1,563,697
Community fundraising	1,356,016	831,523
Corporate and trust donations	1,046,615	1,033,349
Legacies (see contingent asset below)	1,507,445	1,259,919
Sports events	4,856,927	4,410,962
Transfer of funds (See below)	1,064,478	-
	<b>15,351,175</b>	<b>12,816,781</b>
Scratch cards (see scratch card income below)	148,674	533,912
	<b>15,499,849</b>	<b>13,350,693</b>
<b>Other trading activities</b>		
Events	1,137,671	867,056
Sale of merchandise	-	118
	<b>1,137,671</b>	<b>867,174</b>

Included in Donations and legacies is £1,064,748 which relates to the transfer of funds from Children's Leukaemia Trust (charity number 1000341). See Note 17.

## Contingent asset – legacy income

As at 31 December 2018, the charity had been notified of a further 11 residuary and 11 pecuniary legacies which have not been recognised as income in the Statement of Financial Activities as they do not meet the criteria as detailed in the accounting policies. These legacies have an estimated value of £525,393 which has not been accrued.

## Scratch card income

The scratch card income relates to the sale of gambling products as part of a corporate partnership with the Gala Coral Group Ltd. As part of the agreement, the charity receives 20% of the sales proceeds of the scratch card. However, as the product was launched under the charity's Gambling Commission license, the charity has recognised 100% of the sales proceeds as income and 80% as expenditure.

## 5. Lottery income

As part of the charity's Gambling Commission License (Non Remote License - 000-004700-N-306402-010) (Remote License – 000-004700-R-308531-010), during the year the charity has operated three lotteries, a weekly lottery and charity scratch card.

The following ticket sales were received for each lottery where the draw was held in 2018:

	<b>Ticket sales £</b>
Weekly Lottery	524,298
Christmas Raffle (draw 2 <sup>nd</sup> February 2018)	560,422
Spring Raffle (draw 4 <sup>th</sup> May 2018)	432,411
Summer Raffle (draw 14 <sup>th</sup> September 2018)	369,110
<b>Total</b>	<b>1,886,241</b>

As the Christmas raffle spans two accounting periods, £79,264 was received during 2018 and £481,158 during 2017. All other ticket sales were received during 2018 only. All ticket sales have been included within the total income for 2018 and 2017.

As explained in Note 4, the charity operates a scratch card with Gala Coral Group Ltd acting as the external lottery manager. Six scratch cards were launched on 21st October 2014 with an expiry date of 31st March 2016 and a further two were made available on 3rd July and 14th August 2015 expiring on 31st December 2016. Six more scratch cards were made available during 2016 with two expiring on 30th June 2017, one expiring on 31st January 2018 and the remaining three expiring on 31st March 2018. A final three scratch cards were made available on 1st April 2018 with one expiring on 31st March 2019 and the final scratch card expiring on 30th June 2019. The total sales of these scratch cards amounted to £7,391,897.

These sales have been included within the total income for 2018, 2017, 2016, 2015 and 2014 as follows:

	2018 £	2017 £	2016 £	2015 £	2014 £	Total £
Gross Sales	175,094	667,971	1,840,993	4,215,340	618,074	7,517,472
Prizes and Management Fee	140,078	534,395	1,472,794	3,372,272	494,459	6,013,998
Net Sales	35,016	133,576	368,199	843,068	123,615	1,503,474

During the year four Scratchcards that were made available during 2016 expired with total sales of £1,111,493 as follows:

Scratchcard Name	Value	Total Sales £	Start Date	Expiry Date
Gold Rush	£1	355,998	01/09/2016	31/01/2018
Crystal Cash	£2	267,202	05/04/2016	31/03/2018
Pot'a Gold	£2	274,858	05/04/2016	31/03/2018
Scratch 2 Win	£5	213,435	05/04/2016	31/03/2018
<b>Total</b>		<b>1,111,493</b>		

The following summarises the expired scratch cards during the period since the scratch card sales were launched in October 2014.

	2018 £	2017 £	2016 £	2015 £	2014 £	Total £
Gross Sales	1,111,493	849,571	597,419	4,215,340	618,074	7,391,897
Prizes and Management Fee	889,195	679,657	477,935	3,372,272	494,459	5,913,518
Net Sales	222,298	169,914	119,484	843,068	123,615	1,478,379

In line with the new requirements under Social responsibility code provision 4.3.1 of the License Conditions and Codes of Practice of the Gambling Act 2005 the following section details the percentage of lottery proceeds returned to the purposes of the society (Children with Cancer UK) from the lotteries promoted in 2018.

Lottery type	Lottery Name	Percentage proceeds returned to Charity %
Managed directly by Children With Cancer UK	Linda's Lottery – Weekly Draw	60%
Managed directly by Children With Cancer UK	Children with Cancer Grand Draw	62%
Managed by Coral	Scratch cards	20%
<b>Total</b>		<b>46%</b>

## 6. Total expenditure

	Expenditure on raising funds £	Expenditure on charitable activities £	2018 Total £	2017 Total £
Staff costs	574,282	1,268,565	1,842,847	1,521,629
Charitable expenditure	-	10,737,888	10,737,888	11,554,249
Mailing / Campaign costs	1,143,998	-	1,143,998	861,363
Event costs	1,055,315	-	1,055,315	956,697
Other expenditure	230,670	-	230,670	210,642
Audit fee	39,700	-	39,700	32,200
Support and Governance	337,497	669,212	1,006,709	807,528
	<b>3,381,462</b>	<b>12,675,665</b>	<b>16,057,127</b>	<b>15,944,308</b>
	=====	=====	=====	=====

## 7. Support costs

Support costs are split as follows:

	Support costs £	Governance costs £	2018 Total £	2017 Total £
Staff costs	614,937	196,947	811,884	578,005
Other expenditure	155,125	-	155,125	197,323
Audit fee	-	39,700	39,700	32,200
	=====	=====	=====	=====
	<b>770,062</b>	<b>236,647</b>	<b>1,006,709</b>	<b>807,528</b>
	=====	=====	=====	=====

Central office overheads are allocated on a per person basis to staff in the office. The time spent by each staff member on every activity of the charity is allocated on a month by month basis throughout the year. Overheads and staff costs are then allocated to the various charitable activities below based on this staff time basis.

## 8. Costs of charitable activities

	Activities undertaken directly £	Grant funding of activities £	Support and governance costs £	2018 Total £	2017 Total £
Research into Prevention & Causes	1,290,821	97,878	113,803	<b>1,502,502</b>	<b>1,823,243</b>
Research into Treatment	1,345,058	1,718,276	112,837	<b>3,176,171</b>	<b>6,087,471</b>
Welfare	1,712,238	3,074,748	155,237	<b>4,942,223</b>	<b>2,934,555</b>
Education	2,767,434	-	287,335	<b>3,054,769</b>	<b>2,267,276</b>
	=====	=====	=====	=====	=====
	<b>7,115,551</b>	<b>4,890,902</b>	<b>669,212</b>	<b>12,675,665</b>	<b>13,112,545</b>
	=====	=====	=====	=====	=====

## 9. Results of the parent charity

	2018 £	2017 £
Total income	16,775,497	14,406,627
	=====	=====
Total expenditure	(16,176,234)	(15,737,231)
	=====	=====
Net Income / (Expenditure)	<b>599,263</b>	<b>(1,330,604)</b>
	=====	=====

## 10. Investments

	2018 £	2017 £
Listed investments (see below)	1,590,812	1,746,983
Cash deposits	11,290,227	12,834,114
	<u>12,881,039</u>	<u>14,581,097</u>
<b>Market value of listed investments at 1 Jan</b>	<b>1,746,983</b>	<b>1,629,077</b>
Additions to investment portfolio	1,840,720	253,079
Disposals to investment portfolio	(1,852,713)	(259,455)
Investment manager fees	(12,780)	(14,900)
Net Investment gain/( loss)	(131,398)	139,182
	<u>1,590,812</u>	<u>1,746,983</u>
<b>Market value of listed investments at 31 Dec</b>	<b>1,590,812</b>	<b>1,746,983</b>
	=====	=====
<b>Listed Investments comprise the following:</b>		
Cash and short maturity bonds	4,998	35,767
Developed Government bonds	-	16,189
High Yield and Emerging Market Bonds	-	77,065
Investment Grade Bonds	-	63,118
Developed Market Equities	-	1,173,495
Emerging market equities	-	147,691
Real estate	-	175,876
Multi class and other investments	1,585,814	57,782
	<u>1,590,812</u>	<u>1,746,983</u>
<b>Total listed investments at 31 Dec</b>	<b>1,590,812</b>	<b>1,746,983</b>
	=====	=====

<b>Total Investments are listed in:</b>		
United Kingdom	1,118,341	1,178,723
Overseas	472,471	568,260
	<u>1,590,812</u>	<u>1,746,983</u>
	=====	=====

## Investment in subsidiary

Children with Cancer UK holds 100% of the share capital of Helping Children with Cancer Limited. The value of the share capital owned is £100. Helping Children with Cancer Limited raises funds via commercial activities and sponsorship.

The income and expenditure for the year ended 31 December 2018 is as follows:

	2018 £	2017 £
Income	40,342	57,603
Cost of sales	-	-
Administrative expenses	(12,291)	(12,071)
	=====	=====
<b>Profit before gift aid and taxation</b>	<b>28,051</b>	<b>45,532</b>
	=====	=====

The balance sheet for the subsidiary as at 31 December 2018 is as follows:

	2018 £	2017 £
Assets	81,382	182,535
Liabilities	(53,231)	(136,903)
	=====	=====
<b>Reserves</b>	<b>28,151</b>	<b>45,632</b>
	=====	=====

The charity also holds 100% of the share capital of Children with Cancer Research Limited (09442350) which is currently dormant.

## 11. Trustees' emoluments

The Trustees received no remuneration or reimbursement of expenses during the year (2017 Nil).

## 12. Debtors

	2018 Group £	2018 Charity £	2017 Group £	2017 Charity £
Trade debtors	417,809	417,809	103,876	103,790
Amounts due from subsidiary undertakings	-	49,531	-	133,203
Other debtors	498,747	498,747	253,125	253,125
Accrued income	776,926	748,408	197,510	163,665
Prepayments	1,742,457	1,742,457	2,460,260	2,460,260
	=====	=====	=====	=====
	<b>3,435,939</b>	<b>3,456,952</b>	<b>3,014,771</b>	<b>3,114,043</b>
	=====	=====	=====	=====

### 13. Grants to third parties

	2018 £	2017 £
<b>Outstanding liabilities at the start of the year</b>	<b>12,811,232</b>	<b>11,935,012</b>
Awarded during the year (note 21):		
Research into prevention and causes	97,878	268,340
Research into treatment	1,718,276	5,553,033
Welfare	3,074,748	1,392,000
Raising awareness	-	10,000
	<b>4,890,902</b>	<b>7,223,373</b>
Under-spends on previous grant awards	(139,453)	(192,108)
Paid during the year	(6,681,760)	(6,155,045)
<b>Outstanding liabilities at the end of the year</b>	<b>10,880,921</b>	<b>12,811,232</b>
	=====	=====
Grants falling due within one year	4,950,499	6,869,160
Grants falling due after more than one year	5,930,422	5,942,072
	<b>10,880,921</b>	<b>12,811,232</b>
	=====	=====

### 14. Creditors: amounts falling due within one year

	2018 Group £	2018 Charity £	2017 Group £	2017 Charity £
Accruals and deferred income	1,209,914	1,206,214	679,434	675,735
Taxes and social security	45,825	45,825	36,074	36,074
Amounts due to subsidiary undertakings	-	-	-	13,908
	<b>1,255,739</b>	<b>1,252,039</b>	<b>715,508</b>	<b>725,717</b>
Grants payable	4,950,499	4,950,499	6,869,160	6,869,160
	<b>6,206,238</b>	<b>6,202,538</b>	<b>7,584,668</b>	<b>7,594,877</b>
	=====	=====	=====	=====

### 15. Deferred income

Deferred income comprises income received in advance for entries to our weekly lottery.

	2018 Group £	2018 Charity £	2017 Group £	2017 Charity £
<b>Balance as at 1 January 2018</b>	<b>55,105</b>	<b>55,105</b>	<b>52,383</b>	<b>52,383</b>
Amount released to income from donations	(55,105)	(55,105)	(52,383)	(52,383)
Amount deferred in year	53,020	53,020	55,105	55,105
<b>Balance as at 31 December 2018</b>	<b>53,020</b>	<b>53,020</b>	<b>55,105</b>	<b>55,105</b>
	=====	=====	=====	=====

## 16. Analysis of net assets between funds

<b>As at 31 December 2018</b>	<b>2018 Group Restricted funds £</b>	<b>2018 Group Unrestricted funds £</b>	<b>2018 Group Total funds £</b>	<b>2017 Group Total funds £</b>
Fixed assets	-	12,881,039	12,881,039	14,581,097
Net current assets	1,064,478	2,156,527	3,221,005	905,283
Creditors falling due after more than one year	-	(5,930,422)	(5,930,422)	(5,942,072)
<b>Net assets at the end of the year</b>	<b>1,064,478</b>	<b>9,107,144</b>	<b>10,171,622</b>	<b>9,544,308</b>
	=====	=====	=====	=====

<b>As at 31 December 2017</b>	<b>2017 Group Restricted funds £</b>	<b>2017 Group Unrestricted funds £</b>	<b>2017 Group Total funds £</b>	<b>2016 Group Total funds £</b>
Fixed assets	-	14,581,097	14,581,097	10,417,552
Net current assets	-	905,283	905,283	6,042,955
Creditors falling due after more than one year	-	(5,942,072)	(5,942,072)	(5,631,127)
<b>Net assets at the end of the year</b>	<b>-</b>	<b>9,544,308</b>	<b>9,544,308</b>	<b>10,829,380</b>
	=====	=====	=====	=====



## 17. Statement of funds

Year ended 31 December 2018	At the start of the year £	Total Income £	Total Expenditure £	Transfers & Investment gains/losses £	At the end of the year £
<b>Restricted funds</b>					
Dr Kathleen Birley, Institute of Child Health, University College London. Evaluation of B7H3 as a novel target for immunotherapy in childhood cancer	-	40,255	-	(40,255)	-
Professor Richard Grundy. BIOMarkers of Ependymomas in Children and Adolescents (BIOMECA) - Integrated Biological study within SIOP Ependymoma II trial organised by European Ependymoma Biology Consortium	-	2,435	-	(2,435)	-
Dr Ian Hampson, University of Manchester. Identification of infections which may play a role in the aetiology of childhood acute lymphoblastic leukaemia (ALL)	-	5,000	-	(5,000)	-
Professor Christine Harrison, Northern Institute for Cancer Research, Newcastle University. Sequencing the unsequenceable: development of ground-breaking technologies to investigate the role of complex genomic sequences in childhood cancer	-	5,858	-	(5,858)	-
Professor David Walker, University of Nottingham, Children's Brain Tumour Drug Delivery Consortium	-	307	-	(307)	-
Professor Louis Chesler. Institute of Cancer Research, Individualising Management of Paediatric Cancer Treatment - IMPACT	-	53,286	-	(53,286)	-
Professor Robert Mairs, University of Glasgow- Two radiopharmaceuticals for treatment of neuroblastoma	-	3,172	-	(3,172)	-
Professor Sibylle Mitnacht, UCL Cancer Institute- Exploring retinoblastoma protein loss as an actionable target in paediatric bone and soft tissue sarcoma	-	200	-	(200)	-
Children's Leukaemia Trust. Restricted for research into and training for Leukaemia and Lymphoma in children	-	1,064,478	-	-	1,064,478
<b>Total Restricted funds</b>	-	<b>1,174,990</b>	-	<b>(110,512)</b>	<b>1,064,478</b>
Unrestricted funds	9,544,308	15,640,849	(16,057,127)	110,512	9,238,542
Investment Gains / Losses	-	-	-	(131,398)	(131,398)
<b>Total Unrestricted funds</b>	<b>9,544,308</b>	<b>15,640,849</b>	<b>(16,057,127)</b>	<b>(20,886)</b>	<b>9,107,144</b>
<b>Total funds</b>	<b>9,544,308</b>	<b>16,815,839</b>	<b>(16,057,127)</b>	<b>(131,398)</b>	<b>10,171,622</b>
	=====	=====	=====	=====	=====

### Note

The restricted funds comprise donations that were to be spent on specific causes and projects. Following the dissolution of Children's Leukaemia Trust (charity number 1000341) we benefited from a one off donation of £1,064,478, which was restricted to research into and training for Leukaemia and Lymphoma in children.

All other restricted income was either discharged during the year or transferred from restricted back to unrestricted funds. This has occurred when restricted funds were received towards grants that were previously paid out of unrestricted reserves.

Year ended 31 December 2017	At the start of the year £	Total Income £	Total Expenditure £	Transfers & Investment gains/losses £	At the end of the year £
<b>Restricted funds</b>					
Professor Louis Chesler. Institute of Cancer Research, Individualising Management of Paediatric Cancer Treatment - IMPACT	-	202,445	(202,445)		-
Professor Richard Grundy. BIOMarkers of Ependymomas in Children and Adolescents (BIOMECA) - Integrated Biological study within SIOP Ependymoma II trial organised by European Ependymoma Biology Consortium	-	149,998		(149,998)	-
Professor Tariq Enver. Dissecting the causative and collaborating roles of candidate genetic mutations in the pathogenesis of childhood ALL	-	49,778		(49,778)	
Professor Andrew Peet, Institute of Child Health, University of Birmingham. Non invasive identification of medulloblastoma genetic subtypes using metabolite profiles and imaging features	-	6,000		(6,000)	-
Professor Christine Harrison. Newcastle University, Sequencing the unsequenceable: development of ground-breaking technologies to investigate the role of complex genomic sequences in childhood cancer	-	4,098		(4,098)	-
Professor Robert Mairs. University of Glasgow, Two radiopharmaceuticals for treatment of neuroblastoma	-	425	(425)		-
Dr Lynne Hampson. University of Manchester, Identification of infections which may play a role in the aetiology of childhood acute lymphoblastic leukaemia (ALL)	-	245		(245)	-
Dr Helen Bryant. University of Sheffield, Novel therapies for MYCN-amplified neuroblastoma	-	85		(85)	-
CLIC Sargent, to their Grants Fund, which provides much needed financial assistance to the families of children being treated for cancer	-	676	(676)		-
<b>Total Restricted funds</b>	-	<b>413,750</b>	<b>(203,546)</b>	<b>(210,204)</b>	-
Unrestricted funds	10,829,380	13,918,597	(15,515,850)	210,204	9,442,331
Investment Gains / Losses	-	-	-	101,977	101,977
<b>Total Unrestricted funds</b>	<b>10,829,380</b>	<b>13,918,597</b>	<b>(15,515,850)</b>	<b>312,181</b>	<b>9,544,308</b>
<b>Total funds</b>	<b>10,829,380</b>	<b>14,332,347</b>	<b>(15,719,396)</b>	<b>101,977</b>	<b>9,544,308</b>
	=====	=====	=====	=====	=====

## 18. Staff costs

	2018 £	2017 £
Salaries and wages	1,544,840	1,279,919
National Insurance	160,786	135,947
Pension	125,235	103,579
Private Medical Insurance	11,986	2,184
	1,842,847	1,521,629
	=====	=====

During 2018, the following employees were paid in the following salary ranges.

Salary Range	2018 £	2017 £
£90,000 - £100,000	1	1
£80,000 - £90,000	0	0
£70,000 - £80,000	2	0
£60,000 - £70,000	2	0

There have been 9 (2017: 8) positions that have formed part of the senior leadership team. The total remuneration including pension contributions for these employees amounts to £628,881 (2017: £519,742).

In addition to the management section on page 43, an employee that is connected to a Trustee was paid £72,539 gross salary and £3,963 pension contributions (2017: £90,317 gross salary and £12,641 pension contributions). There is no interdependence between the Trustee and the connected person.

During the year there were three redundancy, termination or settlement payments made totalling £45,096 (2017: none)

The average weekly number of contracted employees during the year was as follows:

	2018 No.	2017 No.
Charitable Activities	3	3
Raising Funds	29	26
Support, Governance, Operations and Administration	11	8
	43	37
	=====	=====

## 19. Related Party Transactions

There have been no other related party transactions during the year other than those with the trading subsidiary.

A management fee of £5,000 (2017: £5,000) has been charged to the trading subsidiary for use of the charity's trademarks and a further £3,558 (2017: £3,371) for the use of charity staff (calculated on the basis of time charged to subsidiary activity by the employee). As at 31st December 2018, £0 (2017: £13,908) was owed to the trading subsidiary from the charity and, conversely, £49,531 (2017: £133,203) owed to the charity from the trading subsidiary.

## 20. Financial Instruments

The financial statements include the following in respect of items:

	2018 £	2017 £
Financial assets measured at amortised cost	18,975,013	18,638,831
Financial liabilities measured at amortised cost	(12,007,433)	(12,675,893)
Financial assets measured at fair value	1,590,812	1,746,983

	2018 £	2017 £
The entity's income, expense, gains and losses in respect of financial instruments are summarised below:		
Total interest income for financial assets held at fair value	163,574	106,057

## 21. Grants to third parties

	Research into prevention and causes 2018 £	Research into treatment 2018 £	Welfare 2018 £	Total 2018 £
Cancer Research UK Clinical Trials Unit Birmingham: Childhood Cancer Trials		760,000		760,000
Intraoperative MRI Scanner- Nottingham University Hospital			750,000	750,000
CLIC Sargent - Newcastle Home from Home			750,000	750,000
CLIC Sargent - Grants Programme			700,000	700,000
CLIC Sargent - Edinburgh Home from Home			386,682	386,682
Professor David Walker, University of Nottingham, Children's Brain Tumour Drug Delivery Consortium		300,000		300,000
CLIC Sargent - Improvements to Pauls House			263,318	263,318
Clinical PHD Studentship: Markers of Hypothalamic Dysfunction in Children with Hypothalamo-Pituitary-Axis Tumours (HPAT) or Pituitary Maldevelopment		250,000		250,000
Clinical PHD Studentship: The integration of multi-parametric brain imaging with performance, clinical and histo-pathological features using machine learning to maximise outcome prediction and multi-parametric biomarker discovery		210,102		210,102
Lifelites- To help enhance the lives of children with cancer in hospices through the use of specialist technology			120,000	120,000
Professor Pamela Kearns. Programme grant: UK ALL 2011		104,177		104,177
Together for Short Lives, To provide help for young people and their families with cancer to ensure that they have the best quality care and support from the moment of diagnosis			98,748	98,748
Various conference and meeting grants – See separate breakdown	34,373	60,097		94,470
Dr Joachim Schüz, International Agency for Research on Cancer. CLIC Data Coordinating Center	59,605			59,605
Dr Christina Halsey, University of Glasgow. Discovery of biomarkers and new therapeutic targets for chemotherapy associated neurotoxicity		30,000		30,000
Swathi Merugu - Maintenance Grant	3,900	3,900		7,800
Braintrust, Expanding an effective brain tumour support service for children and their parents			6,000	6,000
<b>Total grants to third parties</b>	<b>97,878</b>	<b>1,718,276</b>	<b>3,074,748</b>	<b>4,890,902</b>

Various conference and meeting grants Breakdown	Research into prevention and causes 2018 £	Research into treatment 2018 £	Welfare 2018 £	Total 2018 £
Emma Campbell - Conference & Meeting Grant: Workshop on Drug Delivery to the Brain		7,500		7,500
Catherine Metayer - 2018 Childhood Leukemia International Consortium (CLIC) Scientific Annual meeting	7,092	7,092		14,184
Swathi Merugu - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Lizzy Tucker - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Sally George - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Eleni Koutroumanidou - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Al Gabriel - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Fiona Herd - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Jane Carr-Wilkinson - Travel Grant to Advances in Neuroblastoma Conference	500	500		1,000
Federica Lorenzi - Travel Grant to Advances in Neuroblastoma Conference and visit to collaborator laboratories	1,000	1,000		2,000
Rebecca Hill - Travel Grant: Methods in Clinical Cancer Research Workshop	500	500		1,000
Emanuela Molinari - Travel Grant: Posterior Fossa Consensus Meeting 2018	444	444		888
Dr. Lalchungnunga - Travel Grant: Children with Cancer UK 2018 Scientific Conference	161	161		322
Suzannah Williams - Meeting Grant: 2nd UK Fertility Preservation Meeting		10,000		10,000
Giulia Pericoli - Travel Grant: CwCUK Conference 2018	250	250		500
Tommaso Filippini - Travel Grant: CwCUK Conference 2018	250	250		500
Silvia Cilloni - Travel Grant: CwCUK Conference 2018	250	250		500
Lucia Borsari - Travel Grant: CwCUK Conference 2018	250	250		500
Marcella Malavolti - Travel Grant: CwCUK Conference 2018	250	250		500
Federica Violi - Travel Grant: CwCUK Conference 2018	250	250		500
Laura Yonish - Solving Kids Cancer Conference Grant		15,000		15,000
Erica Mallery-Blythe - Non-Ionising Radiation and Children's Health – Strategy Meeting	4,376			4,376
Christiana Ogunbote - NCRI Children's Cancer & Leukaemia Clinical Studies Group 6th Annual Trials Meeting		5,000		5,000
Richard Bramhall - Low Level Ionising Radiation Exposure and Child Cancer and Mortality	15,800			15,800
Professor Silvia Marino - British Neuro-Oncology Society Meeting		8,400		8,400
<b>Total grants to third parties</b>	<b>34,373</b>	<b>60,097</b>	<b>-</b>	<b>94,470</b>



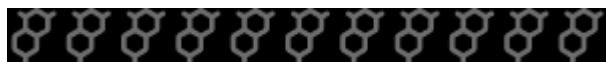
**Every day more than 12 children and young people are diagnosed with cancer in the UK.**



**8 out of 10 young childhood cancer patients can be successfully treated thanks to vital, specialist research we helped fund.**



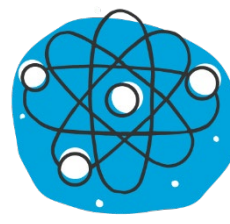
**We need to develop safer, kinder and more effective cancer therapies for children, with fewer toxic side effects. We strive to ensure that we are doing everything we can to improve the lives of children with cancer.**



**We fund Research  
Awareness**



**We fund Welfare**



**We raise**

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