

# Our impact in 2018



# Chairman's foreword

Foreword by our Founder and Chair of Trustees

**This year, we have yet again increased our investment in vital projects that are addressing some of the pressing issues young people with cancer are facing today. We have also celebrated many outstanding fundraising achievements. Your generous and continuing support is making a real difference to the lives of children with cancer and their families. Thank you.**

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 remains the most common cause of death for 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 one of the UK's leading funders 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 in the funding of family support services and development of more effective treatment journeys.

We 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 also made a commitment of £750k in 2018 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 life-limiting side effects.

We have further committed to a £3m research funding round into better treatments and survival, as well as quality of life for children with cancer. In addition, we put out a grant call of £2.5m for projects that will investigate causes and prevention of childhood cancer to be awarded in 2019.

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 only six months of the new brand, results are

already encouraging. Our digital presence has grown exponentially, which was no doubt buoyed by our wide reaching, newly branded TV and print advertising.

In 2019, we plan to magnify our brand awareness and multiply our fundraising efforts even further. We will be extending our events programme and growing our presence in key sporting events to complement our existing strong presence at the Virgin Money London Marathon, as well as extending our reach throughout the UK.

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.

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.



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



# Oscar's story

“

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 13 sessions of chemotherapy.

On 28th 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 out to Germany to start proton beam therapy treatment.

We lived in Germany for seven 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 TV advert.**

Sophia



Oscar



# Sophia's story

“

In June 2017, my daughter Sophia was diagnosed with acute lymphoblastic leukaemia (ALL) at the age of just two. Over the course of those first few days, Sophia received fluids, pain relief and chemotherapy to which she responded really well. Unfortunately, we quickly learnt that where the leukaemia was so compact in her spine, it had caused a compression fracture in her back which meant that Sophia was unable to walk for many months. The treatment protocol for ALL is long and challenging, but eventually we became experts in our daughter's cares and needs and over time she became more mobile, crawling at first and then slowly standing. Her 'first steps' are a moment I will never forget.

I first heard of Children with Cancer UK on the ward. It was probably on one of the many sleepless nights I had where I stayed up searching different treatments and I came across the charity and all their amazing work in finding kinder, better treatments for children. We were actually part of the UKALL2011 trial that's pioneered by Children with Cancer UK which will help to inform future treatments for children like Sophia.

Over the next few months, Sophia progressed successfully through each phase of treatment and continued to do very well. The intensive stage was hard on her body and the severity of the chemotherapy became evident when Sophia suffered a seizure relating to a procedure she'd had. An MRI scan showed changes within Sophia's brain which continue to have a lasting neurological impact, such as a persistent tremor in her hand which makes daily tasks more difficult.

Despite these challenges, Sophia is now thankfully in remission and will continue treatment until September 2019. The treatment protocol is daily and every three months she will have a lumbar puncture with chemotherapy given directly into her spine. We are so proud of her and we know she will continue to amaze us all – she is certainly a fierce fighter! ”

**Gemma, Sophia's mum.**

# How your donations have helped children with cancer

We receive no government funding and rely exclusively on the generosity of our supporters.

We are pleased to report that in 2018 we raised **£16.7m** to fund vital specialist childhood cancer research and support families affected by childhood cancer

For every **£1**  
we spend on fundraising



We raise almost  
**£5** more



For every **£1** donated we spend 79p on fighting childhood cancer

**31p**

Supporting families



**29p**

Research projects



**19p**

Raising awareness



**21p**

Raising more money



**£1**

## How we fundraised

Events

£1,137,671

Community fundraising

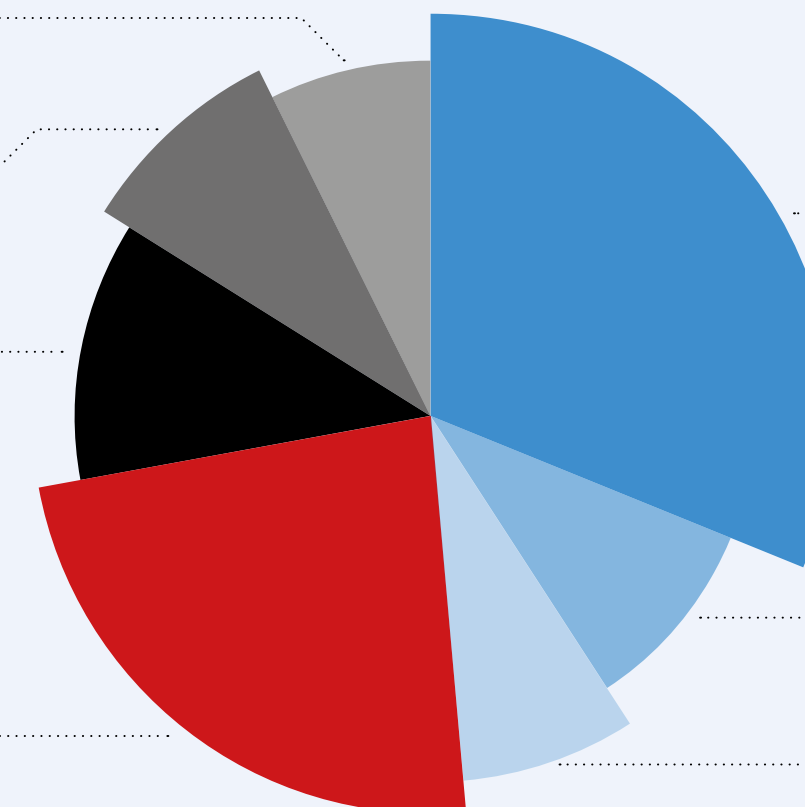
£1,356,016

Committed giving

£1,845,286

Appeals and associated donations

£3,674,408



Sports events

£4,856,927

Legacies

£1,507,445

Corporate and trust donations

£1,195,289

# Supporting families in 2018

We awarded over **£3m** to projects that will improve the quality of life for young cancer patients and their families, both during and after treatment

**£1.4m**

towards patient family accommodation

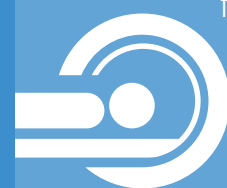


**1,287**

financial grants to help families when they needed it the most

**£750,000**

for an intra-operative MRI scanner in Nottingham



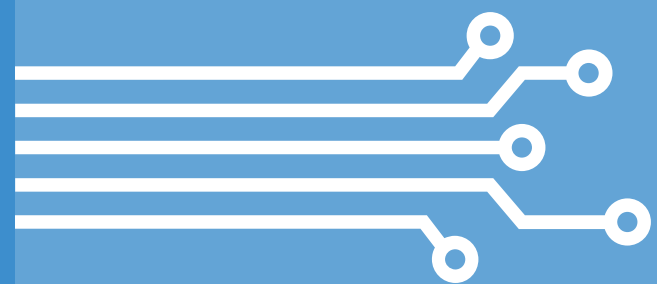
Hosted over **450**

children and family members at unforgettable events



**£120,000**

for specialist technology to enhance the lives of terminally ill and disabled children in hospices



## The impact

### Homes from Home highlights

Sometimes when a child is admitted to hospital for treatment, it can be located far away from their family home. This means that some families are forced to travel long distances and to pay for hotels near to the hospital to be close to their child during treatment. Travelling to and from hospital is not only physically draining, but also adds extra financial strain on a family. Couple this with hotel costs and suddenly they are facing huge bills that they may not be able to afford. We are dedicated to easing the pressures of a cancer diagnosis on a family, physically, emotionally and financially. That's why we support CLIC Sargent's Homes from Home around the country, which provide free and comfortable accommodation for families near to hospitals whilst their child is receiving treatment.

Our 2018 investment enabled CLIC Sargent to open Ciaran's House in Edinburgh which has nine family en-suite bedrooms, as well as two kitchen-diners, a children's playroom, a dedicated teenagers' space, a lounge, laundry, office and off-street parking.

Following a lead gift of £690,000 in 2017, Jean's House in Southampton was opened in November 2018. Jean's House has seven en-suite family rooms and all the amenities and home comforts a family would need. Since opening its doors, 47 families have completed stays, with an average length of stay of 11 nights.

### Financial hardship 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 awarded £350,000 to CLIC Sargent, which has translated into 1,287 grants so far. Grants were made to help families with accommodation, travel, household bills, heating and funeral costs.



\*according to CLIC Sargent's 2018 'Cancer Costs' report.

### **Intra-operative MRI scanner**

We pledged £750k to Nottingham University Hospitals for a new state-of-the-art intra-operative 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.

### **Assistive technology**

In 2018, we supported Lifelites – a charity that donates and maintains specialist packages of life-changing technology for life-limited and disabled children using every children's hospice service across the British Isles. These packages include technologies such as Virtual Reality to help children escape into other worlds, cameras to record precious memories for the children and their families, and iPads, packed with special apps, including many that help non-verbal children communicate.

Lifelites iPads can be particularly important when a child's condition has impacted on their speech, which is common in children with brain tumours. These are also used as a form of distraction when a child is in pain or when they are undergoing a medical procedure.

The Lifelites Interactive Entertainment Hub, containing a Virtual Reality headset, helps children feel connected with their peers through gaming and gives them back a sense of control. Lifelites was able to develop this hub so that children can benefit from the technology wherever they are in the hospice, thanks to our grant.

Thanks to our support over a number of years, Lifelites has been able to donate life-changing technology to help the children using every one of the 60 children's hospice services across the British Isles. Each package includes free maintenance and training support, ensuring that the children can get the most out of the technology over its four-year lifespan.

In 2018, our support helped to provide a new package of technology for the children using 19 children's hospice services, including five new and two stand-alone hospice at home projects, as well as enabled the delivery of 62 days of initial and refresher training for nearly 400 children's hospice staff.

Heavenly and  
mum Kelly with  
Lifelites iPad



# Our year in research

In 2018 we invested **£1.8m** in high quality research to change the lives of children diagnosed with cancer

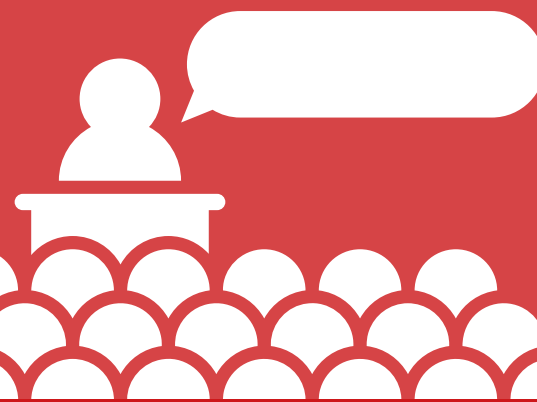
89  
research grants  
worth over  
**£20.9m**

**29**  
new research awards

**£760,000**  
towards  
Precision Medicine  
clinical trials

**£460,102**  
for two clinical PhD studentships

**£94,470**  
for scientific conferences



## The impact

This year we made 29 new research awards which ranged from large project grants, clinical PhD studentship funding and supporting leading-edge conferences and meetings.

### Research projects highlights

**Dr Catherine Pringle – Royal Manchester Children's Hospital**

Dr Pringle's pioneering project will use artificial intelligence to process data from MRI scans of brain tumours. It will aim to create personalised medical profiles for newly presenting paediatric brain tumours to improve treatment journeys for patients. There are currently no other existing projects of this kind and it has the potential to transform the way difficult to treat cancers are managed.

**Dr Manuela Cerbone – UCL Great Ormond Street Institute of Child Health**

This project will focus on the quality of life of children with brain tumours. Novel MRI techniques will be used to study, understand and diagnose dysfunction in the brain caused by tumours, with the aim of improving care for children with complicated, life-threatening problems.

### Annual Scientific Conference

In September 2018, we held our Annual Scientific Conference in London, welcoming speakers and attendees from all over the world to share learnings, network and discuss the latest developments in childhood cancer research.

Our 2018 conference focused on causes, treatments and prevention of childhood and young person cancer. We had a total of 30 speakers, presenting a wide array of thought-provoking topics.

### Clinical PhD studentships

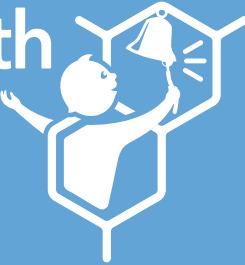
Our studentships offer the chance for doctors working in the clinic to build a dual role as a researcher as well. This is very valuable to the research community as these individuals bring an added perspective and knowledge from working directly with the very children our research is trying to help.




# How we put childhood cancer on the agenda this year

Launch of our  
**new brand** →


**Children with Cancer UK**  
Keeping families together






**New TV advert**

**Childhood Cancer Awareness Month campaign**





**Almost £0.5m**  
raised through new Facebook donate button

Donate

## The impact

Our new TV advert which focused on children ringing the end of treatment bell, really resonated with the general public, reaching new audiences and raising awareness. It achieved 205,838,000 views, acquiring 106,686 new one-off donors and 11,229 new regular givers. It was also re-purposed for a successful media campaign which featured in mainstream publications such as The Daily Mail, the Sun and Metro. Traffic to our website was also positively impacted by the TV ad, meaning that more people are discovering us and engaging with our cause.

We saw increased engagement across all our social media channels – of note, we received an astounding 100% increase in engagement on Twitter. This means that our content and cause is really resonating and inspiring action. This is demonstrated most tangibly in the raising of £456,082.96 through the Facebook donate button which is enough to fund two clinical PHD studentships!

### #WeartheRibbon – our 2018 Childhood Cancer Awareness Month campaign

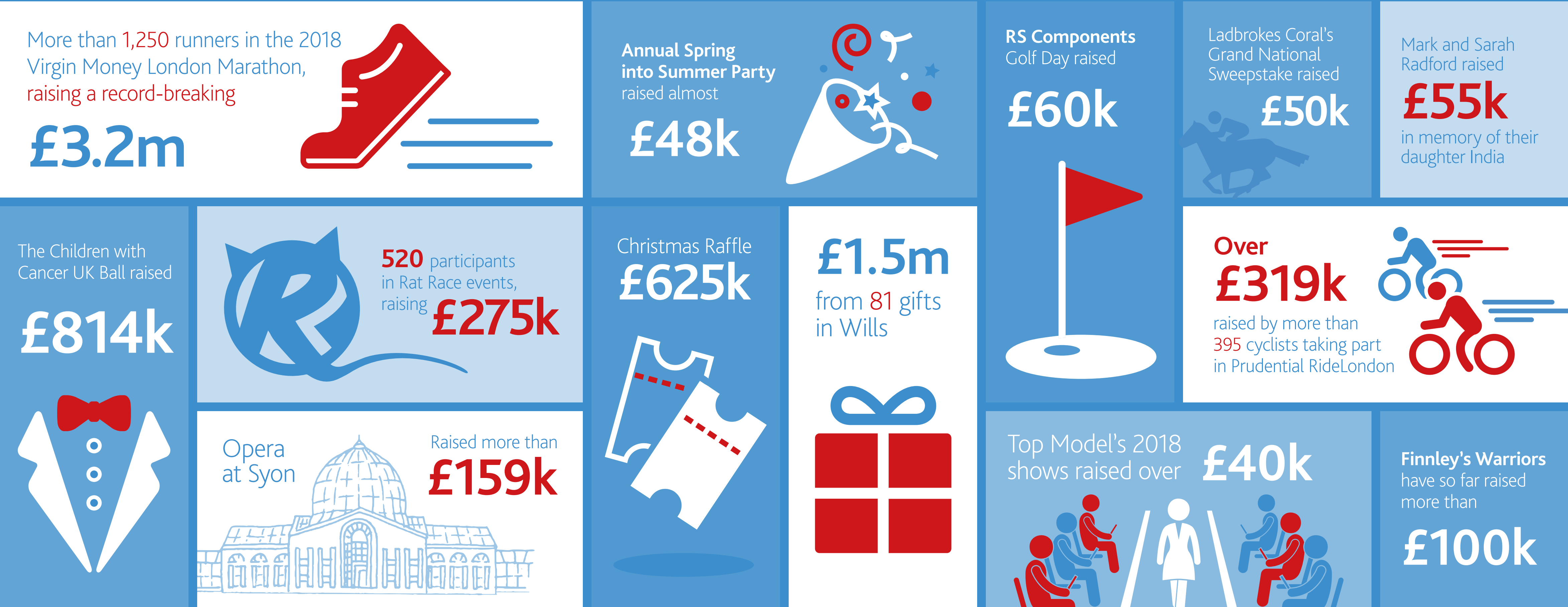
To mark 2018's Childhood Cancer Awareness Month which takes place throughout September each year, we encouraged supporters to wear a gold ribbon (the internationally recognised symbol of childhood cancer) and to share their reasons for standing with us against childhood cancer. We shone a spotlight on the fact that only 3% of all cancer funding in the UK goes towards childhood cancer and we exist to change that.

Our campaign drew the attention of high profile celebrities such as model, Abbey Clancey and cooking show host and food writer, Nigella Lawson, who both posted on social media in support of us. We had around 50 supporters sharing their reasons for wearing the ribbon this year with us on social media and we saw a staggering 524% increase in visits to our Childhood Cancer Facts and Figures page on our website, meaning that more people were educating themselves about childhood cancer, thanks to our campaign. We also raised over £59k in Facebook donations in September, which was around £20k more than the previous month.



# Your highlights

A snapshot of your greatest achievements this year, that have helped more children with cancer ring the end of treatment bell.



We couldn't do it without you,  
so thank you for your support!

