



**We won't stop until
every child survives**

Our impact report 2022

Contents

	Page
Welcome from our Chairman	3
Welcome from our Chief Executive	4
The difference we made in 2022	5
How we raised our money	6
Funding life-saving research projects	7-9
Liberty's story	10
Supporting families throughout the year	11-14
Theo's story	12
Raising awareness of childhood cancer	15-16
Florie's story	17
Your fundraising highlights	18-19
A huge thank you from us	20-21
Our financial report	22

Welcome from our Chairman

2022 was another year of change for Children with Cancer UK as we continue to evolve and leave COVID-19 in the past. Building on the inspirational 35-year legacy of our Founder and Chairman, Eddie O'Gorman, we're more determined than ever to improve outcomes for children and young people with a cancer diagnosis. With Jo Elvin leading as CEO, we are driving forwards with new initiatives and a refreshed strategy. This includes internal changes such as our Digital Transformation Project which is implementing up to date systems for data and financial processes, moving office spaces to allow for growth and our re-brand which introduces a bold new look.

Our vision is the same, but it's a new chapter. This year, we also saw the renewal of our board of Trustees in coordination with Jo's appointment. I'm delighted to introduce Professor Bruce Morland who recently retired as a Professor of Paediatric Oncology at Birmingham Women's and Children's Hospital. He has extensive experience in the development of novel new therapies for childhood cancer and we look forward to his influence on our strategic direction for research.

Similarly, I'm honoured to introduce Professor Pamela Kearns as our new Scientific Advisor. Pamela is Professor of Clinical Paediatric Oncology at the University of Birmingham and an Honorary Consultant Paediatric Oncologist at Birmingham Women and Children's Hospital. Her expertise will be an asset to our team as we continue to fund essential and groundbreaking research.



Sienna and her Dad

Looking forwards, Children with Cancer UK will be focusing on the wellbeing of families facing a childhood cancer diagnosis and how we can best support this. We continue to fund the inspiring Beads of Courage UK programme and have also begun plans for a new wellness centre that will act as a haven for young families.

Finally, I would like to sincerely thank our staff who are the heart of our organisation and the supporters who have been on this journey with us and continue to help the charity support families facing the unimaginable.



David Gibbs
Chair of Trustees
Children with Cancer UK

Welcome from our Chief Executive



Jo Elvin

It's been a year of seismic transition at Children with Cancer UK. In the last 35 years, this charity has raised £300million to give to the fight against childhood cancers. It's my aim to amplify our message and reach even more audiences than ever before. Children With Cancer UK is proud to be one of the biggest funders of research into childhood cancer in this country and in the past year we have invested £4 million into new projects.

Through a brilliant collaboration with Bone Cancer Research Trust, we committed to funding a Ewing Sarcoma Research programme as no new treatments have been developed for this type of bone cancer in over 30 years, a shocking amount of time. We also provided financial support for the Postdoctoral Fellowship Programme by the International Agency for Research on Cancer (IARC) as the training of early-career scientists is crucial for the future of childhood cancer research worldwide. Over the next 12 months, I'm delighted to announce that the charity will be making a major investment in a new world-leading research facility, the Birmingham Cancer Research Institute (BCRI), in collaboration with Birmingham University.

This is the charity's first ever investment in a capital project and it is one that we have full confidence in being able to accelerate the breakthroughs needed in childhood cancer research.

Our new logo features two 'arms' on either side of our name, symbolic of the embrace in which we want to hold all children and their families facing cancer. Long time supporters will already be aware of our ongoing support of the oncology arm of the Beads of Courage UK programme.

This exceptional organisation rewards children with a special bead to represent every treatment they face on their journey and I've seen firsthand the profound impact these beads have on the emotional wellbeing of a child. It's why we're also delighted to be partnering with Spread a Smile. Our support of this wonderful charity means that more children, across the UK, will have the chance to experience happiness alongside the hardship of the hospital ward, as entertainers and therapy animals literally spread smiles wherever they go. In another first for the charity, we are currently developing a holiday retreat in picturesque Yorkshire for the latter half of 2024.

The retreat will give deserving families some much needed holiday time in an environment equipped for the specific needs of children with cancer.

Together with our new branding, we are working to spread our message to new audiences in innovative new ways. We have some big, at times daunting goals we've set ourselves at Children with Cancer UK. But it's also incredibly exciting to think that after 35 years, there is still so much potential for this charity to grow its impact on children and young people. I very much appreciate your continuing support in these efforts.

Jo Elvin
Chief Executive
Children with Cancer UK

The difference we made in 2022

Pioneering cancer research

The COVID-19 pandemic continued to have a significant impact on research in the UK but despite these limitations, we funded 4 new research projects worth £3.9 million which means that we are now funding a total of 46 projects, worth over £14 million across the UK and abroad.



£3.75 million invested in collaboration projects with two charities.

- £1 million to Bone Cancer Research Trust for the Ewing Sarcoma Research Programme Grant.
- £2.75 million to Cancer Research UK for SMPaeds 2 for the advancement of precision medicine for children and young people whose cancer has returned.



£180,000 provided to the International Agency for Research on Cancer (IARC) Fellowship Grant.

The training of early-career scientists plays an important role in strengthening the capacity of countries in the fight against cancer.

Vital emotional and practical support

Children with Cancer UK is committed to being there for families through treatment and beyond. As we re-build our wellbeing and support programme, we were able to provide some special memories in 2022 and continue to focus on activities that include the whole family.



186 families took part in one of our activities.

Our three focus events for the year was the Back to School Crafts Kit, our first Children's Choir at the Fundraising Gala and Warner Brothers Harry Potter Studio Tour.



£3 million provided to Beads of Courage UK to implement a Siblings Programme.

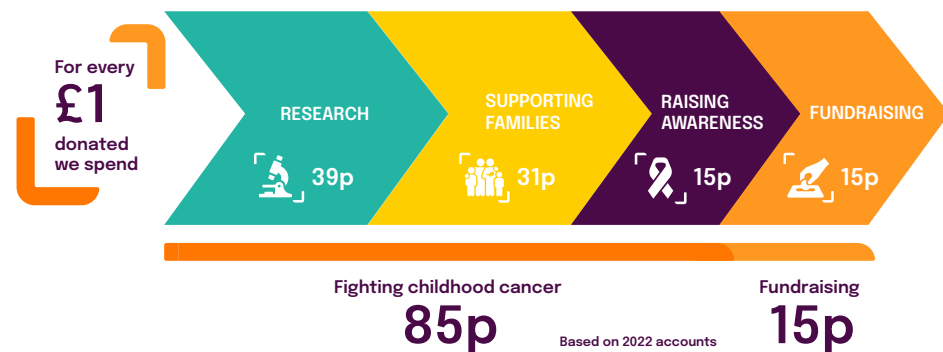
With many childhood cancer patients having brothers and sisters, we are working with Beads of Courage UK to set up a sibling beads programme that allows them to also participate with their own collection.

How we raised our money

Our overall income in 2022 was £14.1 million. This was due to the kindness and generosity of our wonderful supporters.



For every £1 donated to us, we spend...



Funding life-saving research projects

Around 1,800 children and 2,400 young people are diagnosed with cancer each year in the United Kingdom. Whilst over 80% of patients survive, cancer remains one of the leading disease related causes of death for children under 15 years of age.

Children with Cancer UK plays a major role in funding vital life-saving research. We are dedicated to improving survival rates across all types of childhood cancer, improving the quality of life in young cancer survivors, and finding less-toxic treatment options.

In November 2022, we committed £2.75 million to Cancer Research UK to support the Stratified Medicine Paediatrics 2 programme in 2023. This programme aims to develop and study novel tests (investigations) that will build upon the success of StratMedPaediatrics, the UK's first National Molecular Tumour profiling platform for relapsed childhood cancer. We look forward to seeing the results of this collaboration.

We also supported several conferences including the British Neuro-oncology Society (BNOS) annual meeting and the Bone Cancer Research Trust 3rd International Ewing Sarcoma Research Symposium. These collaborative events during the year help to facilitate innovation and share specialist expertise.

Our funding is helping more children survive cancer and look forward to longer and healthier lives after their treatment has ended.



Scientific Advisory Panel

We are indebted to the members of our Scientific Advisory Panel (SAP) who freely give their time and expertise to help drive forward our fight against cancers affecting children and young people. Research into cancers affecting children and young people is a broad field and we aim to reflect the diversity of the field amongst the membership of panel members.

The interim chair of the Panel for 2022 was Professor Roderick Skinner. In 2023, new Chair, Professor Chris Halsey was appointed.



Research Strategy 2021-2026

Children with Cancer UK is currently in year two of a five-year research strategy. Our research programme is designed to progress our principal aims. First, we wish to develop improved treatments so that more patients are cured with less toxic side effects. Second, we wish to better understand how cancer develops so that one day we may be able to prevent it. 2022 was a year of planning, and we prepared to increase our investments significantly for 2023-2026. To begin this period of growth, we were delighted to restart our annual grant call with a commitment of £2.5 million. We were overwhelmed with the number and quality of applications received and look forward to awarding the successful applicants during 2023.

Advancing precision medicine

Project: SMPaeds2

Grant awarded £2.75 million

The problem

Blood cancer and solid tumours such as brain, muscle, and bone, in children and young people can be difficult to access, diagnose and treat. There remain barriers to the development and availability of precision cancer medicines for children and young people. This is in part due to childhood tumours having fewer genetic changes compared to adult tumours.

Our solution

SMPaeds2 aims to develop and study new tests that will build upon the success of the first phase of the programme, Stratified Medicine Paediatrics (SMPaeds1), which

established the UK's first National Molecular Tumour profiling platform for relapsed childhood cancer. Molecular tumour profiling maps the unique changes in the DNA of a person's tumour, giving doctors information to help match the patient to the best treatment or clinical trial for their individual cancer.

The outcome

Within five years, it is hoped that new tests developed by SMPaeds2 will help doctors to detect or even predict childhood cancer relapse earlier, as well as lead to the development of new precision medicines. It could also allow them to monitor how a patient is responding to treatment in-real time, meaning they could change or adapt the individual treatment approach if a treatment isn't working.



New treatment options for Ewing sarcoma patients

Project: Bone Cancer Research Trust

Grant awarded: £1 million

The problem

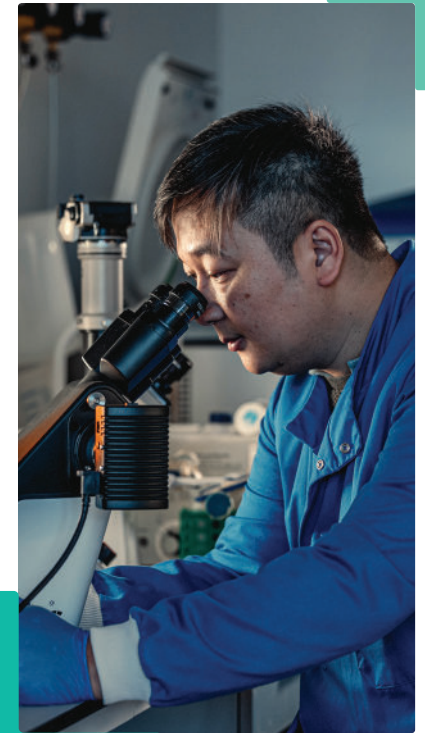
Ewing sarcoma represents approximately 15% of all primary bone cancers and approximately 0.02% of all cancers diagnosed in the UK each year, with a peak of incidence between 10 – 20 years old. Through a chronic lack of research and funding, no new treatments have been developed in over 30 years.

Our solution

In collaboration with the Bone Cancer Research Trust, Children with Cancer UK provided £1 million for a grant call that will have transformational effect on new treatment options for Ewing sarcoma patients.

The outcome

By combining forces, the Bone Cancer Research Trust and Children with Cancer UK hope to bring about a greater interest in Ewing sarcoma research that will accelerate the development of new and kinder treatment options that are so desperately needed. Funding is expected to be awarded by December 2023.



Liberty had a zest for life

Liberty had been struggling with intermittent pain in her lower left leg for over 20 months, particularly at night, which was unfortunately misdiagnosed as growing pains and sports injuries. By the time a correct diagnosis had been made of Ewings sarcoma, the tumour was already nearly 20cm in length.

Liberty rarely complained and just got on with it. She was known to throw on her wig, lashes and make-up and dash out to the next party or next school disco. No matter what was thrown at her Liberty faced it all head on, she was a true warrior princess and heroine in every sense of the word.

Just days from the end of her treatment in August 2017, Liberty sadly discovered

a new lump in her thigh. Emergency scans revealed that not only had the Ewing sarcoma returned, it had spread throughout her lungs, liver and lymph glands. No further treatment options were available and nothing more could be done.

Liberty passed away on 11 October 2017, two weeks after her 14th birthday.

After her passing, Liberty's family spearheaded efforts to raise vital funds for research in Liberty's memory by setting up Liberty's Legacy, a Special Fund of the Bone Cancer Research Trust.

Your vital support of Children with Cancer UK is helping us to collaborate with Bone Cancer Research Trust so that we can save more children's lives.



Liberty

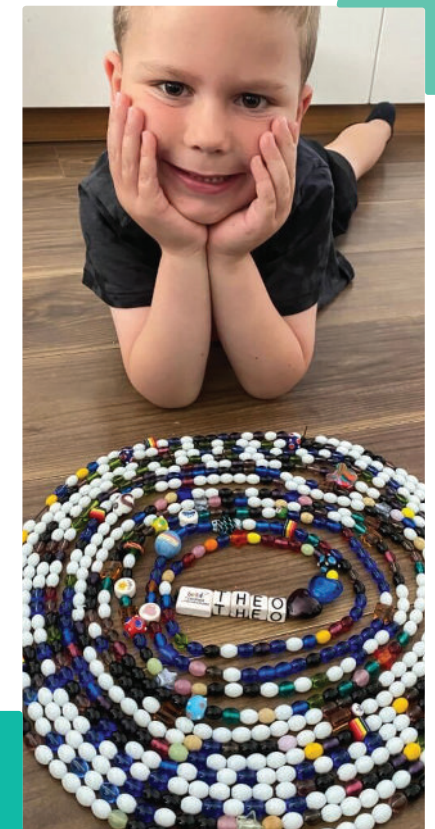
Supporting families throughout the year

Because of kind and generous supporters like you, we were able to arrange fun opportunities for families in 2022 and also invest in future support programmes for siblings.

Childhood cancer affects the entire family and our £3 million investment in the Beads of Courage UK Sibling Programme will give them the courage to deal with challenging situations in life and help them recognise their own abilities and strengths.

Theo and his beads

Since the beginning, Theo's beads of courage have been a huge source of support for the whole family. Cancer can feel so overwhelming, but changing our focus from the difficulty of hospital visits to collecting beads with every milestone has helped us concentrate on the positives. And that has made a world of difference. By sharing our story, I hope wonderful supporters continue to support Children with Cancer UK, because I see the difference it's made to my little hero, every day.



Theo and his beads

It's every parent's worst nightmare

Theo's story told by his mum, Luisa.

Theo was just a normal healthy three-year-old boy when in May 2021 he developed an ear infection. I had a gut feeling something was wrong and thankfully my GP listened to my concerns and arranged for a blood test to be done.

The blood test was arranged for three days later and during those three days, Theo started to show many more symptoms. Just three weeks before turning four years old, we went for the blood test and within eight hours of having them done, a phone call from our GP changed our lives forever. They confirmed to us that Theo had B-cell acute lymphoblastic leukaemia and I'll never get over that sick and numb feeling.

For the first six months, Theo was receiving intensive chemotherapy treatment and it was really tough on us all. We are now a year on from diagnosis and things finally feel like they have started to settle down. Theo still has chemotherapy every day at home and attends the hospital once a month for IV chemotherapy and a five-day course of steroids. I'm sure we will forever live in fear.

It is so important to us to raise awareness of this illness and we will most definitely be doing further fundraisers to help all the charities along the way as they have all helped us so much right from the very start.



Theo

Your vital support of Children with Cancer UK is helping us fund pioneering research that's developing new treatments for many childhood cancers, including acute lymphoblastic leukaemia. Thank you.

Back to school craft kits

Received by 96 families

In September 2022, we sent families a craft kit that included decorating a pencil case, making a pencil topper and creating a book bag keyring. The kits were mailed to their homes alongside a virtual instruction video which allowed the families the freedom to make the school accessories in their own time.



Hollie loved receiving her craft kit and her mum, Hayley told us:

"Hollie was very excited to receive her back-to-school craft kit. She couldn't wait to design her own pencil case. She was so excited to show her best friend at school what she had made, and everyone loved it. Thanks so much again. You're always there for us."

Special performance from the new Children with Cancer UK Choir

Attended by 10 families

At the Children with Cancer UK Ball in 2022, we invited 13 children and their siblings affected by childhood cancer to participate in a children's choir for the first time. They performed a rendition of 'Fix you' by Coldplay and were accompanied by adult performers. This experience was an exciting opportunity to involve our families in one of our key fundraising events and we hope to continue this tradition in years to come.



The children's choir

Magical evening at the Warner Bros. Harry Potter Studio Tour

Attended by 80 families

In December 2022, children affected by childhood cancer and their families joined us at the Warner Brothers Harry Potter Studio Tour. Guests were escorted through the cinematic experience by characters from the Harry Potter films and into the studio tour where they were able to explore the sets, props and costumes featured in the Harry Potter film series.

One of the young guests in attendance was Sebastian Stevens, aged 8, who was diagnosed with cancer of the prostate and bladder when he was 18 months old and has been in remission for the past 5 years.

His mother, Natasha, said:

"The event was magical – Sebastian had an amazing time just wandering around and having fun. The highlight of his day was seeing friends he made at the Children with Cancer UK ball and giving them a big hug. I think they will be friends for life now. It normalises his treatment and it's lovely they get to do this and be together at Children with Cancer UK events."



Harry Potter studio tour

Raising awareness of childhood cancer

Children with Cancer UK is dedicated to increasing awareness of the causes, symptoms, treatments and impact of childhood cancer.

This commitment to spotlighting the effects of childhood cancer extends to current and potential supporters, the research community and patient families.

It is only through our raised profile that we can continue to secure funds for life-saving research and effect change for children and young people with a cancer diagnosis.

In 2022, we ran multiple campaigns including Childhood Cancer Awareness Month and Christmas. Through these key charity moments, we have reached millions of individuals across the UK.


Making our voice heard

 267 online articles

 110 mentions of the charity in printed media

 285 mentions on broadcast (radio and tv)

Social media

 20% increase in net audience growth

 55.9% uplift in posts across all channels

 27.7% increase in video views

Telling the story of childhood cancer

Sharing childhood cancer journeys is one of our most effective ways in raising awareness. We are incredibly grateful to all of the families who so generously volunteered to share their story. With their support we can continue to highlight the need for more funding into childhood cancer research. Thank you to the 12 families who shared

their child's story in 2022 and welcome to the Children with Cancer UK family: Lenny, Lois, Alfie H, Florie, Jacob, Jesse, Dax, Theo, Jacob W, Liberty, Harry HP and Enguerrand. Thank you also to the three adults who reflected on their own childhood cancer journeys and welcome to the Children with Cancer UK family: Leah, Luciano and Ellen.

Childhood Cancer Awareness Month

Childhood Cancer Awareness Month (CCAM) is a national awareness campaign that occurs every September. This year, we continued the theme of 'When I grow up...' and created two videos with childhood cancer patients Eve and Josh. Eve's inspirational video with Dame Arlene Phillips, our ambassador, was submitted at the Smiley Charity Film Awards in March 2023 and came third in its category. With special thanks to Josh, Eve and their families for sharing their experiences so generously and thank you to Duna Films for helping us to



Eve and Josh

create a special message for other children that celebrates their eternal optimism and zest for life despite the challenges they face.

The season of giving

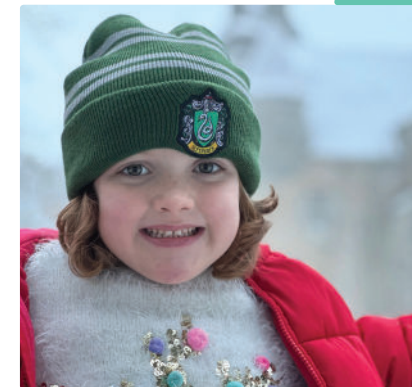
Our 2022 Christmas Appeal shared Florie's story and the difficulties her family faced over the previous two Christmases. Florie was diagnosed with a Wilms tumour, a type of kidney cancer when she was just two years old. We partnered with 'The Sun on Sunday's Xmas Cards for Kids' campaign and had our designs featured in 790 Tesco UK stores. We received £20,000 as a donation from these sales and were included in their online articles.



Florie's Christmas card

“There are so many people we would like to thank.”

Florie's Story told by her mum, Emma.



Our two-year-old daughter had been rather miserable for a few weeks, not sleeping at all well, crying in pain at night and off her food. She also had a strange swelling which had appeared on her right side of her abdomen. The doctor took one look at the strange new bulge on our daughter's side and told me she would need immediate surgery.

They told me that our perfect, beautiful Florie had cancer, probably a Wilm's tumour or kidney cancer. I felt numb. I couldn't process what they'd told me. I was alone with my daughter as COVID-19 restrictions had just begun and only one parent was allowed.

My husband and I did 48-hour shifts to be by her side and also care for our other daughter at home. The amazing surgeon and his team removed her right kidney and 80% of the tumour. Florie spent many weeks on the wards receiving endless medication, x-rays, scans and further operations.

I will never forget the extraordinary doctors who made swift decisions and saved her life many times. We are obviously beyond grateful that she has survived the ordeal but do live in fear that it will come back.



Florie

Your vital support of Children with Cancer UK is helping us fund pioneering research that's developing new treatments for many childhood cancers, including Wilm's Tumours. Thank you.

Your incredible support means so much

In 2022, thousands of existing and new supporters went above and beyond to raise £14.1 million to support our life-changing research and services. We'd like to say a huge thank you to every person who fundraised, gave a donation or supported us in any other way. We couldn't do it without you!

A generous response
Our wonderful supporters kindly donated
over £1.6 million
when we asked for a special gift through our fundraising appeals in 2022.

New social strategy
Our social media ads reached over
1.8 million people
with 575 people donating or setting up a regular gift. First year income for regular gifts is **£18,235**

Everyone's a winner
Our Grand Draw generated nearly
£1.4 million
and our Lottery raised over **£812,500** in 2022.
They also lead to many of our supporters receiving some fantastic cash prizes.

Leaving a legacy
2022 was our highest year to date for Gifts in Wills. Generous supporters raised over
£2.4 million
to impact the lives of childhood cancer patients.

Longstanding support
Two of our regular collection tin fundraisers, Leonora Lane and Kam Kaur, raised over
£5,000
between them in 2022.

In loving memory
The Peek Family raised over
£7,000
for Children with Cancer UK in memory of their son, Dax, who sadly died in 2020 when he was just two years old. They held a charity night, raffle and auction.

Incredible individuals

Phil Stamp
In the wake of his terminal bowel cancer diagnosis, organised fundraising activities with the help of Audley End Miniature Railway and raised over
£12,000
for Children with Cancer UK.

Our Rat Race Team
We saw
186 participants
take on a Rat Race event, raising
over £137,000

Running events

TCS London Marathon 2022 raised
£2.5 million
The 2022 TCS London Marathon took place on Sunday 2nd October. We had a team of 1097 runners take part in the iconic 26.2 route. We were thrilled to be able to get back to a more normal London Marathon and re-establish our four cheer points around the route.

The Great North Run raised
over £69,000
The 2022 Great North Run saw the usual route return following the change made the previous year due to the pandemic. Our team of 178 runners took to the street of South Shields and Newcastle upon Tyne, completing the 13.1 mile course.

RideLondon - Essex 100 raised
£76,000
In 2022, we saw the return of RideLondon, which has changed the route and now goes through Essex. We had 114 cyclists take part and it was great to see their bikes back on the road.

Our Corporate Partners

We are incredibly proud to have Ladbrokes as a charity partner. We have been working together since 2019 and are delighted to report that Ladbrokes have raised over £550,000 and extended our partnership for a further 2 years. This fantastic achievement is without a doubt a testament to the dedicated fundraising shown by Ladbrokes staff and their customers. We are very proud to have the Ladbrokes team as one of our charitable corporate partners.

In April 2022 Pentex raised over £28,000 for Children with Cancer UK. Since then, we have entered into a 2-year partnership. Pentex have pledged to raise £70,000 to help us continue funding high quality research which would otherwise go unfunded.

We would also thank our Corporate Supporters such as MFS Market Financial Solutions, Sony, Pavers and a special thank you to UK Clothing Caravan who have been supporting us for almost 4 years.

Thank you so much. You're amazing!

Without our supporters, we simply couldn't be there for so many children and young people diagnosed with cancer and their families.

We'd like to say a huge thank you to every donor, fundraiser, volunteer and partner who made a difference in such a difficult year for all of us.



Our consolidated statement of financial activities

For the year ended 31 December 2022
(incorporating an income and expenditure account)

Our summarised financial statements are extracted from our full statutory trustees' annual report and financial statements, which were approved by the trustees and signed on their behalf on 29 September 2022. These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The full statutory trustees report, financial statements and auditors' report may be obtained from Children with Cancer UK, Third floor, 21-27 Lamb's Conduit Street, Holborn, London, WC1N 3NL or childrenwithcancer.org.uk

	Note	Total restricted funds £	Total unrestricted funds £	Total 2022 £	Total 2021 £
Income from:					
Donations and legacies	4	254,872	13,160,275	13,415,147	15,118,497
Other trading activities	4	-	581,771	581,771	6,850
Income from investments		-	91,499	91,499	48,672
Other income		-	22,000	22,000	248
Total Income	19	254,872	13,855,545	14,110,417	15,174,267
Expenditure on:					
Raising funds	6	-	2,119,479	2,119,479	1,979,652
Charitable activities	6, 8	201,162	11,530,343	11,731,505	7,875,497
Total Expenditure	6	201,162	13,649,822	13,850,984	9,855,149
Net change in investments	13	-	(204,193)	(204,193)	170,161
Net (expenditure)/income		53,710	1,530	55,240	5,489,279
Transfers between funds	19	(53,710)	53,710	-	-
Net movement in funds		-	55,240	55,240	5,489,279
Reconciliation of funds:					
Total funds brought forward		-	14,785,040	14,785,040	9,295,761
Total funds carried forward	19	-	14,840,280	14,840,280	14,785,040

Our balance sheet as at 31 December 2022

Company Number: 4960054

	Note	2022 Group £	2022 Charity £	Restated 2021 Group £	Restated 2021 Charity £
Fixed assets					
Property	12	1,600,000	1,600,000		
Investments	13	10,000,000	10,000,100	10,293,735	10,293,835
		11,600,000	11,600,100	10,293,735	10,293,835
Current assets					
Debtors and prepayments	15	2,947,998	2,936,304	2,666,204	2,672,417
Cash deposits		4,650,280	4,650,280	4,596,702	4,596,702
Cash at bank and in hand		9,356,488	9,202,979	7,074,406	7,064,133
		16,954,767	16,789,563	14,337,312	14,333,252
Creditors: amounts falling due within one year					
Grants	16,17	(8,031,586)	(8,031,586)	(3,965,171)	(3,965,171)
Other	17	(1,130,638)	(965,535)	(699,942)	(695,982)
Net current assets	18	7,792,542	7,792,442	9,672,199	9,672,099
Total assets less current liabilities		19,392,542	19,392,542	19,965,934	19,965,934
Creditors: amounts falling due after more than one year					
Grants	15	(4,552,262)	(4,552,262)	(5,180,894)	(5,180,894)
Net assets		14,840,280	14,840,280	14,785,040	14,785,040
Represented by:					
Unrestricted funds	18,19	14,840,280	14,840,280	14,785,040	14,785,040

Grants to third parties

Grants awarded to third parties during the year

	Research into prevention and causes 2022 £	Research into treatment 2022 £	Welfare 2022 £	Total 2022 £
Beads of Courage – To fund the implementation of an official sibling programme run the way it was intended, using the sibling beads as the foundation stone			3,040,000	3,040,000
Cancer Research UK – To support the funding of the stratified medicine paediatrics 2 programme		2,755,372		2,755,372
Bone Cancer Research Trust – To collaborate and fund a new Research Programme Grant for children, teens and young adults (aged 24 years and younger) suffering from Ewing Sarcoma		1,000,000		1,000,000
Two IARC Postdoctoral Fellowships (€200,000)		175,660		175,660
Total grants to third parties awarded in the year	-	3,931,033	3,040,000	6,971,033

Thank you

It's thanks to amazing supporters like you that we can continue to support families across the UK and fund vital cancer research that would otherwise go unfunded. Thank you for improving thousands of lives and helping more children and young people survive cancer.



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Registered office: Third floor, 21-27 Lamb's Conduit Street, Holborn, London, WC1N 3NL

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