Our vision is to live in a world where no one develops a preventable cancer.

Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk.
For nearly two and a half decades, World Cancer Research Fund has worked to put cancer prevention on the global health agenda. It is now a scientifically accepted fact that diet, weight and physical activity are linked to cancer risk.

Cases of cancer continue to rise however and treatment alone is not enough. Prevention is critical. In the UK 81,000 cases of cancer a year could be prevented if people followed our cancer prevention advice.

With this in mind, we spent some time reviewing public awareness of cancer risk and our cancer prevention messages. We found that we are being heard but we want even more people to know they could reduce their cancer risk. This is why we introduced a new face to World Cancer Research Fund – refreshing our brand and making our information more user-friendly.

We want people to hear our cancer prevention message and to act on our advice – remaining confident that everything we say is underpinned by the best science available.

Marilyn Gentry, Chief Executive
Our research into cancer prevention
We are part of a network of charities based in Europe, the Americas and Asia, dedicated to the prevention of cancer. So far, the World Cancer Research Fund network has invested £98.2 million in research worldwide.

**Last year we said we would...**

- publish two Continuous Update Project (CUP) reports into the links between cancer and diet, physical activity and weight
- award more grants for innovative research that fills in the gaps in our scientific knowledge about cancer
- encourage the next generation of promising scientists
This year we published two new CUP reports. Our rigorous, systematic, global analysis of the scientific research now includes a Breast Cancer Survivors report which highlighted indications that being a healthy weight and physically active may improve survival after a diagnosis of breast cancer. Furthermore, for the first time, our research revealed that ovarian cancer is linked to excess weight.

Our World Cancer Research Fund Academy continues to go from strength to strength, this year celebrating the 5th International Course in Nutritional Epidemiology at Imperial College London. The academy helps to develop future scientific leaders by offering Fellowships to outstanding professionals working in the field of nutritional epidemiology.

“The balance of theory and practical work is a great combination for maximum understanding. This course has not only increased my knowledge but also my confidence.”

Nonsikelelo Mathe – University of Alberta, Canada
This year we funded new, ground-breaking research at:

- **Oxford University, UK** – Dr Travis and her team are analysing small but important changes in blood. It is hoped that the research will help identify men at greater risk of the most aggressive forms of prostate cancer and develop preventive strategies for dealing with the disease.

- **University of Bristol, UK** – Dr Lewis and her colleagues are developing a framework so mechanistic studies can be reviewed in the same systematic way as epidemiological studies are for our Continuous Update Project (CUP).

- **International Agency for Research on Cancer, France** – Dr Johansson will investigate how obesity, hypertension and B-vitamins influence the risk of developing kidney cancer.

- **University of Ioannina School of Medicine, Greece** – Dr Tsilidis will evaluate the association between certain foods, nutrients and cancer risk. The study will give important information about their role in lung, breast, bowel and prostate cancer.
This year our research has:

Highlighted the importance of daily activity in children to reduce their risk of becoming overweight

Found high levels of vitamin B6 in the blood can lower the risk of kidney cancer by 50 per cent

Developed a low-cost method of extracting heterocyclic amines (chemicals that are formed when meat is cooked at high temperatures) from blood samples to make studying cancer development less expensive

Published the results of a pilot study established to increase colorectal cancer survivors’ physical activity and change their diet

Found people with Metabolic Syndrome (a combination of diabetes, high blood pressure and obesity) have a higher risk of cancer, particularly of the kidney and colon
Our policy work
Our aim this year was to advance our policy work with world-leading organisations like the Union for International Cancer Control (UICC) and to continue to encourage governments to create effective cancer prevention policies.

80 million

- On 4 February 2014 we supported the UICC initiative, World Cancer Day, seeing a 100% increase in visitors to our website and reaching just under 80 million people with our press coverage. Our Facebook shares proved popular reaching nearly 5,000 followers.

- We continue to work collaboratively with organisations across the world to develop policies on cancer prevention and Non-Communicable Diseases.
We created the **NOURISHING framework**, an interactive tool that helps policymakers identify where action is needed to promote healthy diets and reduce obesity. It has been recognised as one of the world’s leading policy frameworks for healthy diets.

“This is truly excellent…. something I would love to emulate for alcohol policy.”

*Katherine Brown – Global Alcohol Policy Alliance*
Cancer prevention information
Last year we promised to further raise awareness about cancer prevention among health professionals, children, employees and the general public.

- Community health workers attended our first **regional cancer prevention event** in Manchester in September 2014. Less than half the attendees had received cancer prevention training before our event yet 96% felt it was part of their role. After the event, 82% felt confident talking about cancer prevention when only 34% had before.

- We grew our quarterly newsletter mailing. 4,000 pharmacists now regularly receive our **cancer prevention information** taking our reach to 17,500 community health workers.
We reached 3/4 million children through our Great Grub Club website. In 2014 visitors to the site increased by 36% and we had correspondence from 2,000 children.

“WOW! This helped me to learn a lot about fruits and vegetables.”

Jack – age 7
In May 2014, hundreds of families signed up to our Move More Challenge to become more active together using our online interactive activity generator.

Over 40,000 new publications, comprising cookbooks, posters and information factsheets, have been ordered this year. This included nearly 2,000 copies of the popular Simple steps to a healthier you, which was republished in September 2014.

We produced a range of infographics to share via social media and on our website that have reached millions. They highlight the importance of avoiding high calorie foods and drinks in order to maintain a healthy weight and reduce cancer risk. They included: Food labelling; Portion distortion; and Sugar.
Our Healthy Workplace Programme continued to attract many companies with thousands of employees taking part, including NHS Wales who were returning for their second challenge with us!

In January 2014, during National Obesity Week, we held four healthy living workshops for Transport for London employees. In June 2014 EDF Energy took part in our workshops as part of their Healthy Eating Week. Everyone who attended said that they intended to make changes to improve their lifestyle.

“The activities were a fun way of learning about what is in food.”

TfL employee
Raising funds for cancer prevention
We want to extend a big thank you to the thousands of supporters who loyally donate their time, money and encouragement to us. We couldn’t do our vital cancer prevention work without you!

30 brilliant London Marathon runners raised over £70,000 in sponsorship money for us at this epic event in the capital city. Everyone ran for very personal reasons, such as Clair O’Hanlon who raised over £2,000 in memory of her mum and dad, who she lost to cancer in 2010 and 2012. Thank you to each and every one of our runners and congratulations on your fantastic achievements.
Denham Golf Club presented us with a generous cheque for £5,195 following a year-long series of fundraising events at the Club. Well done and a huge thank you to everyone involved.
This year, we teamed up with Orlebar Brown who kindly donated 25% from the sale of a range of shorts to us, raising over £7,500 to support our vital cancer prevention work.
In September 2014 Angela Rippon supported our second Remember a Charity in your Will Week with a by-line article in the Huffington Post and several BBC local radio interviews – many thanks Angela!
On 1 July 2014 we held our first event at the House of Commons to say a big “thank you” to some of our most dedicated, long-term cancer prevention supporters. We know that without them we couldn’t have achieved all the wonderful advances in cancer prevention that we have managed so far. We want to continue to inspire everyone to support our work and felt that a special (healthy!) afternoon tea was a fitting way to show our appreciation.
Special thanks goes to:

Office volunteers
- The late Isobel Hunter
- Maureen O’Brien
- Ami Doshi

Trusts
- The Rosetrees Trust
- The PF Charitable Trust

Companies
- Informa
- Simplyhealth
- Orlebar Brown
- Lamex Foods UK
- Verathon
- F5 Networks
- PDC Utility Services Limited
- Renaissance RE
- Ambassadors Theatre Group
- Shyvers Savoy Shipping Limited
- Vivant Limited
Financial information
WCRF UK Income FY2013–14

Total = £8,043,620

- **Gift aid**: £683,514 (20.8%)
- **Legacies**: £1,670,399 (20.8%)
- **Committed Gifts**: £1,494,272 (20.8%)
- **Donations** (Direct mail, cash gifts and other fundraising activities): £3,784,381 (47%)
- **Other** (including trade and investments): £411,054 (5.1%)
- **Gift aid**: £683,514 (47%)

**Total** = £8,043,620
WCRF UK expenditure FY2013–14

Total = £7,622,579

- Governance: 1.6% (£122,717)
- Cost of generating funds: 24.4% (£1,856,338)
- Education, research and health policy programmes: 74% (£5,643,524)
This chart contains summary information from the Statement of Financial Activities of World Cancer Research Fund for the year ended 30 September 2014, but is not the full statutory report and accounts. The full financial statements were approved by the Trustees on 11 May 2015 and subsequently submitted to the Charity Commission. World Cancer Research Fund received an unqualified audit report and copies may be obtained from the charity’s head office.

On behalf of the trustees

Laurence Issacson CBE, Chairman
11 May 2015
The year ahead
In the coming year we will celebrate 100 issues of our supporter magazine Healthy You as well as share the engaging content online for the first time to inform more people than ever about the link between lifestyle and cancer.

With nearly a quarter of children in the UK now overweight or obese by the time they reach primary school, we will support parents to teach their little ones healthy eating habits from an early age – starting with healthy snacking.

We will continue to train health professionals with a regional event in Newcastle, open access workshops and a new online cancer prevention course.
We will develop a detailed strategy to influence the UK government and policymakers to help spread our messages and implement our Recommendations.

We will continue to innovate, support and analyse global cancer prevention and survivorship research, and encourage more scientists to enter this crucial field of study.