Leading the way
in cancer prevention research and education

Annual Review October 2009 – September 2010
Our vision
World Cancer Research Fund (WCRF UK) helps people make choices that reduce their chances of developing cancer

Our heritage
We were the first cancer charity:

• To create awareness of the relationship between diet and cancer risk
• To focus funding on research into diet and cancer prevention
• To consolidate and interpret global research to create a practical message on cancer prevention

Our mission
Today World Cancer Research Fund (WCRF UK) continues:

• Funding research on the relationship of nutrition, physical activity and weight management to cancer risk
• Interpreting the accumulated scientific literature in the field
• Educating people about choices they can make to reduce their chances of developing cancer

WCRF UK is part of the World Cancer Research Fund global network, which consists of the following charitable organisations: The American Institute for Cancer Research (AICR); World Cancer Research Fund UK (WCRF UK); World Cancer Research Fund Netherlands (WCRF NL); World Cancer Research Fund Hong Kong (WCRF HK); World Cancer Research Fund France (WCRF FR); and the umbrella association, World Cancer Research Fund International (WCRF International)

“Stopping cancer before it starts”
Welcome to our Annual Review 2009 – 2010

Contents

Welcome from our Chief Executive and Executive Management Team ................................................ 2
Highlights of the year .......................................................................................................................... 4
Our strategic goals .......................................................................................................................... 6
WCRF global network ..................................................................................................................... 8
Continuous Update Project ........................................................................................................... 10
Scientific conferences ................................................................................................................... 12
WCRF Academy ............................................................................................................................. 13
Funding new research ................................................................................................................... 14
Cancer prevention policy .............................................................................................................. 20
Raising awareness ........................................................................................................................ 22
Providing science-based advice ..................................................................................................... 25
Raising funds for cancer prevention .............................................................................................. 31
Financial information ................................................................................................................... 36
WCRF UK’s Recommendations for Cancer Prevention ................................................................. 38
Please help us prevent cancer ........................................................................................................ 39
With special thanks ....................................................................................................................... 40
Dedicated to prevention

The burden of cancer is increasing both in the UK and globally – it is a disease that affects millions of people every day. The increase in cancer rates is largely caused by our ageing populations but there are other important factors too. We know that changes to our diets and lifestyles and rising levels of obesity are all contributing to our cancer risk.

This is the reason why at World Cancer Research Fund (WCRF UK) our main priority is funding research into ways the disease could be prevented and sharing the findings through our education programmes.

Thanks to the innovative science our supporters have helped us to fund, we know that about a third of the most common cancers in the UK could be prevented by eating a healthy diet, being physically active and maintaining a healthy weight.

Our Recommendations for Cancer Prevention are helping people to follow that advice and our unique Continuous Update Project (CUP) will ensure we always have the most up-to-date evidence in the field of cancer prevention.

Over the past year we have seen the CUP update the evidence on bowel, prostate and pancreatic cancer. We are also reviewing the research on breast cancer survivors so that we can provide people with the best advice possible about how to prevent the disease from recurring. With more and more people surviving cancer, this is a vital area of investigation.

I’ve been privileged to lead the work of WCRF UK for over 20 years and it’s incredible to see how far our understanding of cancer prevention has come in that time. With your ongoing support, I’m sure that our knowledge will continue to grow so that more lives can be enjoyed free from cancer.

Thank you.

Marilyn Gentry,
Chief Executive, WCRF UK
President, WCRF global network

Our unique Continuous Update Project (CUP) ensures we always have the most up-to-date evidence in the field of cancer prevention.

Marilyn Gentry,
Chief Executive, WCRF UK
Meeting the challenge

This year, the commitment and dedication of our fantastic supporters helped World Cancer Research Fund (WCRF UK) meet the challenges of an uncertain economic climate.

Thanks to your generous support, we were able to pledge more money than ever before to fund new research. We are also reaching millions of people across the UK with the information and support they need to reduce their cancer risk.

One of the most inspiring aspects of our work is meeting the people who make it all possible. Many of our supporter’s lives have been touched by cancer and they want to prevent the disease affecting others. Watching more than 500 people, dressed in yellow, taking part in our Beat the Banana! fun run is always hugely motivating, as is meeting the people who run the London Marathon to raise money for us. And we never forget the thousands of people who make the regular donations which provide the core funding for our cancer prevention research and education work.

This publication presents some of our most important achievements from October 2009 to September 2010. WCRF UK’s work is your work, and we hope you are as proud as we are of the fantastic goals you have helped us accomplish this year.

WCRF UK Executive Management Team

(pictured above, front centre, Teresa Nightingale, General Manager, and from left to right: Paul Fretwell, Head of Fundraising; Sandy Trott, Deputy Supporter Services Manager; Kate Mendoza, Head of Education; Denise Parchment, Supporter Services Manager; and Richard Evans, Head of Communications)
Highlights of the year

In February 2010 we were delighted to support World Cancer Day. We joined forces with the Union for International Cancer Control to promote the message ‘cancer can be prevented too’.

Average monthly visitor numbers to our web section for health professionals had tripled by March 2010 compared with the previous year. Most popular are our free downloadable resources, such as practical food diaries, which can be used when giving patients cancer prevention advice.

We won a ‘Plain English Campaign’ award for one of our breast cancer information leaflets in December 2009. This was a great recognition of our work to communicate cancer prevention information clearly and simply.

Our cancer prevention blog, launched in April 2010, aims to increase the reach of our awareness raising work. It allows us to present the facts on hot topics in the news, such as obesity and cancer risk.

In May 2010 we announced funding for a special grant on biomarkers – substances in the body which could help us better predict who is at higher risk of developing cancer in the future. The innovative study will look at whether human hair could be used to measure people’s consumption of cancer-causing substances found in cooked meat.

2009
In September 2010 the British Medical Association highly commended our Healthy Weight Pack for Health Professionals and commended our Cancer Prevention web section in their annual Patient Information Awards.

Our first WCRF International Scientific Conference took place in September 2010, providing a key forum for high-level researchers and policy-makers to discuss the latest developments in the cancer prevention field.

As part of the WCRF Academy, we awarded fellowships to six outstanding candidates for the course in nutritional epidemiology at Imperial College London in September. The course provides talented scientists with a solid grounding in the knowledge and skills that are key to cancer prevention research.

MP Roger Williams submitted an Early Day Motion in July 2010 about the importance of cancer prevention and the work that WCRF UK does. Government has a central role to play in cancer prevention policy so we were delighted that the Motion was backed by 47 MPs.

As well as raising thousands of pounds for cancer prevention, our Fruity Friday campaign in May 2010 hit the headlines with the serious message that four out of five children in England are not eating their 5 A DAY, which may affect their cancer risk in the future.

The hard work and dedication of our fundraising team and supporters meant that we were able to commit to our highest ever research spend for new grants in September 2010. WCRF UK awarded almost £1.7 million for eight important new research studies.

In September 2010 the British Medical Association highly commended our Healthy Weight Pack for Health Professionals and commended our Cancer Prevention web section in their annual Patient Information Awards.
Preventing cancer through research and education: our strategic goals

We believe that the end of cancer begins with research and education. Science shows that about a third of the most common cancers could be prevented through healthy diet and lifestyle choices.

Our strategic goals outline our commitment to helping people make choices that reduce their chances of developing cancer.

Interpreting evidence

**Long-term goal:**
Ensure we are the authority on cancer prevention by updating and interpreting the evidence on diet, physical activity and weight in relation to cancer through our Continuous Update Project (CUP).

**Achievements this year:**
A key step in the CUP is to update the central database with evidence published since the Second Expert Report was completed. By September 2010 the database was up to date for cancers of the breast, bowel, prostate and pancreas. Work also started on breast cancer survivorship, an area with a growing evidence base. You can read more about the CUP on page 10.

Funding research

**Long-term goal:**
Continue funding high-impact cancer prevention research in relation to diet, weight and physical activity.

**Achievements this year:**
This year WCRF UK awarded eight new grants, committing almost £1.7 million of funding – exceeding our goal to dedicate at least £1 million to new grants annually. These grants were selected by our independent Grant Panel and will help further knowledge in our priority areas for research. See page 14 for more information.
Achieving key goals in our strategic plan brings us a step closer to a future free from cancer.

Teresa Nightingale, General Manager, WCRF UK
WCRF UK is part of a global network of cancer charities which are united by a shared mission and commitment to cancer prevention.

Cancer is a disease that affects the entire world. Its global nature means that innovative cancer prevention research is necessary everywhere. Collaborating at an international level is key to achieving scientific progress and raising awareness of cancer prevention. WCRF UK is dedicated to preventing cancer in the UK and around the world. As part of the WCRF global network, we make a difference on both a national and global level.

WCRF International is the not-for-profit umbrella association that leads and unifies our WCRF global network of cancer prevention charities. WCRF UK and our global network partners are dedicated to funding research and education programmes into the links between food, nutrition, physical activity, weight, and cancer prevention and survival. In addition to WCRF UK, the WCRF global network consists of the following charitable organisations: The American Institute for Cancer Research (AICR); World Cancer Research Fund Netherlands (WCRF NL); World Cancer Research Fund Hong Kong (WCRF HK); and World Cancer Research Fund France (WCRF FR).

United in vision
WCRF International sets the strategic direction for the WCRF global network and also co-ordinates:

- Science and research programmes and represents our vision at international forums and conferences.
- Education programmes, so that we speak with a unified message when we give people information about the choices they can make to reduce their cancer risk.
- Fundraising efforts, so we are raising vital funds as dynamically and as effectively as possible.
- Operations and financial services.
- Strategy development, monitoring and evaluation of our work.
Our major achievements worldwide

We are proud of the contribution the WCRF global network has made in strengthening cancer prevention research and awareness worldwide. Some key highlights have been our landmark Reports:

![Images of 1997, 2007, and 2009 Reports]

Food, Nutrition and the Prevention of Cancer: a Global Perspective
Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective
Policy and Action for Cancer Prevention

Today, the WCRF global network continues to play a unique role in bringing together and interpreting the available evidence on diet, physical activity and cancer prevention and survivorship.

We have made a commitment to building on our achievements in this vital scientific area through the unique WCRF/AICR Continuous Update Project (CUP), which is the largest ongoing review of the scientific evidence in this field. You can learn more about the progress our Continuous Update Project is making on the following page.

FIND OUT MORE
Visit www.wcrf-uk.org/about_us to learn more about the work of the WCRF global network

Working together allows us to achieve more than we ever could independently.

Dr Kathryn Allen,
Director, Science and Communications,
WCRF International
World Cancer Research Fund (WCRF UK) is committed to giving people health advice they can trust about how best to reduce their cancer risk based on the most up-to-date evidence.

We made good progress this year with our Continuous Update Project (CUP) by updating our database of evidence with all the relevant new studies for cancers of the breast, bowel, prostate and pancreas. In addition, we also started work on the important area of breast cancer survivorship.

By 2015 we aim to have updated all the types of cancer with evidence relating to food, nutrition, physical activity and body fatness. Once fully updated, the CUP will be one of the best tools available to cancer prevention researchers and will provide global evidence on food, nutrition, physical activity, body weight and cancer in one central place.

Thanks to the CUP, WCRF UK’s Recommendations for Cancer Prevention will continue to be based on the strongest scientific evidence there is.

FIND OUT MORE
All our CUP findings will be available from www.wcrf-uk.org/cup

Our ongoing, major reviews of scientific research into food, nutrition, physical activity, weight and cancer risk mean that people will always have access to the most reliable information available when making diet and lifestyle choices.

Dr Rachel Thompson,
Deputy Head of Science, WCRF International
How the CUP works

The CUP builds on WCRF/AICR’s landmark 2007 Expert Report: Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. This report was the largest review of its kind ever published and includes all relevant studies up until the end of 2005.

The CUP updates the evidence behind WCRF/AICR’s 2007 Report by capturing and reviewing new studies published from 2006 onwards. This unique project is the largest ongoing review of cancer prevention and survival research of its kind anywhere in the world.

Two important steps are involved in the work of the CUP:
- updating the huge database of published research on food, nutrition, physical activity, weight and cancer risk and survival.
- bringing together international scientific experts to review the evidence and to interpret what this means for the general public in the UK and around the world.

Specific cancer types are chosen because they are very active areas of research with a high number of scientific papers being published each year, or because there is emerging research into cancers that we have less evidence on which could enable us to fill the knowledge gaps identified by WCRF/AICR’s 2007 Second Expert Report.

The CUP research is funded by the WCRF global network and carried out by a team of scientists at Imperial College London.

The Continuous Update Project – process

LOOKING AHEAD

In the coming year, we will:

- Continue updating the CUP database with recent papers and add breast cancer survivors and cancers of the ovary and endometrium to the rolling programme of updates.
- Publish a report on bowel cancer based on the latest CUP evidence.
- Produce an annual summary of the work of the CUP to help us communicate its findings to the scientific community.
Uniting cancer prevention and survivorship researchers

Conferences offer a unique opportunity for scientists to come together and share information about the latest findings and developments in cancer prevention research. WCRF UK, as part of the WCRF global network, participates at key scientific events and conferences that help to inform thousands of researchers about the links between diet, physical activity, body weight and cancer prevention. Here are some of our conference highlights from 2009 – 2010.

The WCRF International Conference

Nutrition, Physical Activity & Cancer Prevention: Current Challenges, New Horizons took place in September 2010 at the Royal College of Physicians in London. Over 200 delegates came from all over the world, including Australia, Brazil, China, Ethiopia, Europe, Indonesia, Iran, Nigeria, Qatar, Saudi Arabia, Singapore, Trinidad and Tobago and the USA. The conference included presentations from some of the most prominent speakers in the field of cancer prevention. It offered an exceptional networking opportunity for scientists, policy-makers and health professionals to discuss the challenges and future opportunities in the field of food, nutrition, physical activity and cancer.

The Annual AICR Research Conference

Our sister organisation, AICR, held its 21st Annual Research Conference, entitled Food, Nutrition, Physical Activity and Cancer in November 2009. This conference highlighted the latest developments in nutrition and cancer research. Nearly 500 researchers, health professionals and policy-makers attended this year’s two-day event.

Other high profile conferences attended by the WCRF global network this year included:

International Congress of Nutrition
Bangkok, Thailand – October 2009.
We hosted a symposium called ‘Food, Nutrition, Physical Activity and the Prevention of Cancer; Relevance & Implications for Global Health’.

International Cancer Control Congress
Como, Italy – November 2009.
We held a plenary session workshop which focused on the Policy Report.

The UICC World Cancer Congress
Shenzhen, China – August 2010.
Dr Junshi Chen represented the WCRF global network and raised awareness of our progress in cancer prevention with a presentation entitled: ‘Research for Change, Scope for Prevention: the WCRF/AICR Reports’.

This conference is very important. We at the WHO are very pleased that World Cancer Research Fund is convening it and also being very active in developing very important reports...setting the standards for the quality of analysis.

Dr Francesco Branca, World Health Organization, speaking at the WCRF International Conference
High-level training: mentoring the next generation of scientists

The WCRF Academy’s goal is to educate audiences in the UK and worldwide about cancer prevention and to provide high-level training to promising researchers in this crucial field.

High-level training: mentoring the next generation

As part of the WCRF Academy, the WCRF global network worked in collaboration with Imperial College London on its advanced course in Nutritional Epidemiology in September 2010. This intensive two-week course gave participants a solid grounding in the knowledge and skills needed to work as a nutritional epidemiologist. WCRF International provided expert speakers and course material, and awarded fellowships covering course tuition fees to six outstanding applicants.

In the coming years, we will be expanding the WCRF Academy to other audiences and locations. Plans are currently under way for next year’s Nutritional Epidemiology course at Imperial College London.

This course gives students the opportunity to develop skills in nutritional epidemiology, an important research area for diseases like cancer. We were delighted that the WCRF Academy provided fellowship places for six outstanding applicants.

Dr Petra Wark,
Imperial College London

Behind the scenes:

The WCRF International Research Programme Officer

Fiona Veira-McTiernan is WCRF International’s Research Programme Officer. She plays a central role in administering scientists’ grant applications and monitoring current WCRF-funded research. She is also involved in projects such as our WCRF Academy fellowships. With a background in biochemistry, nutrition and dietetics she also helps to explain the science to other staff.

Keeping track of all the studies that the WCRF global network funds is very interesting. It’s exciting to be involved in work that is helping to stop people from developing cancer.

Fiona Viera-McTiernan, Research Programme Officer, WCRF International
Funding research that makes a difference worldwide

This year, WCRF UK funded more new research than ever before, awarding almost £1.7 million for innovative new projects. In total, the WCRF global network awarded more than £5.8 million around the world – which is our highest ever annual spend on new research. To date, the WCRF global network has supported research into cancer prevention to the value of £83.5 million.

A key focus of WCRF UK’s work is the importance of large-scale studies that consider the big picture of cancer prevention research, like our Expert Reports published in 2007 and 1997. However, the knowledge that new, individual studies bring is an essential component. Between our two WCRF global network research grant programmes, scientists worldwide can apply for funding for research into the effects of food, nutrition, physical activity and weight on cancer.

Three streams of funding
Currently, three types of funding are available for new grants:

- Investigator Initiated Grants (IIG) which are awarded to projects for up to 4 years to a maximum of £250,000.

- Regional Seed Grants (RSG) which are start-up funds for pilot research on innovative ideas. These are awarded to projects for up to 1 year to a maximum of £60,000 in countries where there is a WCRF office.

- Request for Applications, which is a more directive stream of funding for high priority areas of research. Read about the project we funded on biomarkers on page 18.

Priority areas for research
To help us prioritise which grants should be selected in the 2009 – 2010 funding cycle, the following research areas were identified as being particularly important. They aim to clarify subjects where research is currently limited or conflicting.

- Strengthening the evidence on topical research areas of diet and cancer identified by our Second Expert Report as being particularly promising and in need of further investigation.

- Evaluating critical periods for exposure to certain factors during the life course, particularly in fetal life or early childhood, which could influence cancer risk.

- Investigating the role of body fatness and physical activity in relation to cancer risk.

- Addressing behavioural change and exploring the factors – both personal and environmental – that determine behaviours that might affect cancer risk.

- Addressing dietary patterns to capture the effect on cancer risk of multiple connected factors.

- Focusing on cancer survivors and the extent to which their cancer risk is sensitive to changes in diet, body composition and physical activity, and how genetic factors might be involved.

- Focusing on methodological research with the aim of investigating better ways of characterising the relationship between short- and long-term exposures and cancer risk.

- Focusing on molecular/genetic epidemiology research.
The grant cycle: how we fund the highest quality research
This step-by-step process ensures we fund the best studies each year

The grant cycle is managed by WCRF International on behalf of WCRF UK and the WCRF global network. Between mid-July and early October, WCRF International accepts outline scientific proposals on behalf of the WCRF global network national members (excluding AICR). These proposals give an overview of what the study will aim to find out, and how.

Our Grant Panel, which is made up of expert international researchers, considers each proposal. They recommend which proposals should be invited to the next stage of the application process.

The lead researchers on the selected proposals are then invited to submit a full application, which explains in detail how the study will be conducted. These applications are evaluated by expert peer reviewers as well as our Grant Panel members.

Based on this evaluation, in June/July the Grant Panel meets to decide which applications should be recommended for funding.

Each September, WCRF UK’s Board of Trustees gives final approval for the new studies to be funded by WCRF UK.

Between November and March of the following year, the successful applicants begin work on their new studies, which are closely monitored by WCRF International’s Science department.
This year WCRF UK funded more new research than ever before, awarding almost **£1.7 million** for innovative new projects.

### Research studies in the UK

**Dr Ashley Cooper**  
*Department of Exercise, Nutrition and Health Sciences, University of Bristol*  
**PEACH: Personal and Environmental Determinants of Children’s Health.**

**Dr Alice Simon**  
*Department of Epidemiology and Public Health, University College London*  
**Feasibility study of a personally tailored distance-based multiple behaviour change intervention in colorectal cancer survivors.**

**Professor Christopher Elliott**  
*Institute of Agri-Food and Land Use, Queen’s University Belfast*  
**Rapid, high-throughput immunochemical techniques to measure (adducted protein) biomarkers of heterocyclic amine (HCA) exposure.**

### Research studies in other parts of the world

**Dr Paul Brennan**  
*Group of Genetic Epidemiology, World Health Organization, International Agency For Research on Cancer (IARC), France*  
**Evaluating the effects of B- and D-vitamins in renal cell cancer in two large European prospective studies.**

**Dr Karen Campbell**  
*Centre for Physical Activity and Nutrition Research, Deakin University, Australia*  
**Enhancing the evidence base by value adding to an existing successful intervention for child obesity prevention: The InFANT-Extend Randomised Controlled Trial.**

**Professor Suzanne Ho**  
*Department of Community & Family Medicine, The Chinese University of Hong Kong*  
**Prospective study of soy intake and breast cancer prognosis in Chinese breast cancer survivors.**

**Professor Xiao-Rong Wang**  
*School of Public Health and Primary Care, The Chinese University of Hong Kong*  
**Etiological study of esophageal cancer in Chinese population – with special reference to dietary factors and genetic polymorphisms.**

**Professor Ricardo Uauy**  
*Institute of Nutrition and Food Technology (INTA), University of Chile*  
**Early Life Determinants of Breast Cancer Risk.**

After rigorous analysis by the world’s top cancer researchers, we fund high-quality projects that have the potential to clarify murky areas in cancer prevention and survivorship research.

Dr Panagiota Mitrou, Deputy Head of Science, WCRF International
Studying how to encourage active children

The PEACH project at Bristol University is one of the many important research projects to have benefited hugely from the funding provided by WCRF UK in 2010.

The study – Personal and Environmental Determinants of Children’s Health – is examining the impact of childhood environment on levels of obesity among children, a crucial factor in cancer risk in later life. Researchers have the opportunity to investigate how environmental and personal factors affect levels of physical activity and diet.

As well as employing modern technology such as GPS and accelerometers, which measure walking speed and distance, the study questions the children about a wide range of social and environmental factors linked to obesity. In addition, measurements of an obesity-related hormone present in saliva are also recorded.

This combination of data gives the researchers, led by Dr Ashley Cooper, an accurate picture of the children’s patterns of activity. In turn, this allows them to look at what might encourage greater activity in children.

This is important because there is strong evidence that being regularly physically active and maintaining a healthy weight can help prevent cancer.

The study has already demonstrated the importance of children walking or cycling to school. Researchers have found that activity levels during their journeys to and from school are two to three times higher than in the playground.

Without WCRF UK’s continuing support we would not have been able to develop this work. WCRF UK has contributed substantially to our group becoming world leaders in this field.

Dr Ashley Cooper, University of Bristol
The Request for Application (RFA) Programme is a new stream of funding to the WCRF International Grant Programme. It allows us to highlight high-priority research topics and invite scientists to apply for funding to undertake research in these areas. Our first RFA grant was awarded in 2010 to Dr Loïc Le Marchand at the Cancer Research Center of Hawaii, University of Hawaii, USA.

Professor Le Marchand’s research group will determine whether a person’s hair could indicate their consumption levels of carcinogens (cancer-causing substances) found in meat that has been cooked at a high temperature. This research will test how practical it will be to use hair in the future as a marker for dietary intake in studies of disease risk in large numbers of people.

**What is a biomarker?**
A biomarker is a substance in the body or a measurement that can indicate that someone may be at increased risk of certain diseases. Biomarkers can also give an accurate measure of someone’s exposure to substances that might increase or decrease cancer risk.

Examples of well-known biomarkers:
- **Cholesterol test to indicate heart disease risk**
- **Blood pressure test to indicate stroke risk**

**Why are biomarkers important?**
Understanding more about the measurable indicators for cancer development, or being better able to measure the components of people’s diets, would mean that we could predict cancer risk in relation to diet or physical activity with greater certainty. Traditional methods of assessing diet have involved completing questionnaires that require people to remember what they have eaten and drunk. Newer techniques are more accurate and can measure the amount of particular compounds in blood, urine, toenails or hair.

**Research in Asia**
Based in London and Washington DC, our two current grant programmes fund high-quality research all over the world. Next year, we will pilot our first Asia-specific Request for Applications (RFA) call, which will focus on a key area of cancer prevention research in Hong Kong and China. We hope that this groundbreaking work will help us to develop a longer-term grant programme to help boost the amount of high-quality cancer prevention research in Asia and encourage studies that are extremely important to this region.

**FIND OUT MORE**
Visit [www.wcrf-uk.org/research](http://www.wcrf-uk.org/research)
**LOOKING AHEAD**

*In the coming year, we will:*

- Provide funding for new research that helps address our priority areas.
- Pilot an Asia-specific Request for Applications to encourage cancer prevention research in Hong Kong and China.
- Collaborate with Imperial College London by providing WCRF Academy Fellowships for the Nutritional Epidemiology Course.
Everyone plays a role in prevention

Building on the launch of our evidence-based Policy Report, *Policy and Action for Cancer Prevention*, this year we worked to raise awareness of the changes society can make to reduce cancer rates. From Government and industry to schools and workplaces, we are working in the UK and around the world to ensure that those who make decisions that affect the public’s health are making them wisely.

As part of our policy work, an Early Day Motion in Parliament welcoming the work of WCRF UK and highlighting the number of preventable cancers in the UK was signed by 47 MPs in July 2010.

WCRF UK is also a member of the Cancer Campaigning Group, a coalition of national cancer-related charities, and the Associate Parliamentary Food and Health Forum. We also responded to the consultation on the Government’s Cancer Reform Strategy Refresh and we will be continuing to make the case to the Government that cancer prevention needs to be an important priority for the NHS.

But at WCRF UK we believe that policy work extends far beyond the work of government, because it is what happens across the whole of society that is important for cancer prevention.

This is why our *Work Both Ways Healthy Workplace Challenge* supports employers and employees to make healthy choices at work. We also work with teachers to help them encourage children to adopt healthy habits at an early age, and encourage journalists to give people useful health information about how they can reduce their cancer risk, as well as reporting science responsibly and accurately.

**World Cancer Day 2010**

WCRF UK, as part of the WCRF global network, was delighted to support World Cancer Day and welcomed the decision of the Union for International Cancer Control (UICC) to focus on the preventable nature of the disease. We were particularly pleased that the focus of the 2010 campaign was ‘cancer can be prevented too’.

To mark World Cancer Day, we held official launches for our national Policy Report summaries focusing on Brazil and Latin America. Working alongside local organisations, the policy summaries were developed using key information and specific examples related to the country or region in focus.

In addition, we encouraged people to sign up to the World Cancer Declaration which is helping to highlight the importance of tackling cancer to decision makers all over the world. You can visit www.uicc.org/declaration to show your support.

**Making the 2011 UN Summit a success for cancer prevention**

The WCRF global network is also collaborating with international organisations in preparation for the first ever United Nations General Assembly
High-Level Summit on the prevention and control of non-communicable diseases in September 2011. With 12 million people being diagnosed and 7.6 million people dying of cancer this year, our aim is to make sure that cancer prevention is a key focus for action at the summit which will involve heads of state and senior officials from countries around the world, including the UK. Failure to take action to prevent cancer could see the worldwide burden rise to 26 million new diagnoses of cancer in 2030 and 17 million deaths.

**LOOKING AHEAD**

*In the coming year, we will:*

- Play a key role in the run up to the UN High-Level Summit on the prevention and control of non-communicable diseases (NCDs) by working in partnership with other charities around the world. We will contribute to a number of projects to influence governments about the kind of changes they can make to help reduce rates of cancer and other NCDs.

- Contribute to relevant government consultations and policy reviews to highlight the importance of cancer prevention.

- Work in partnership with the UICC to support World Cancer Day.

**FIND OUT MORE**

Visit [www.wcrf-uk.org/policy](http://www.wcrf-uk.org/policy)
Promoting cancer prevention

It’s essential that we raise awareness of our work so that more people know that about a third of the most common cancers can be prevented. Our long-term goal is for the link between diet, physical activity, weight management and cancer risk to be as well known as the link between smoking and cancer.

How do we raise awareness?

**Working with the media**
The role of the media in influencing opinion and behaviour is a factor highlighted by our Policy Report and forms a central part of the work of our Communications team. Through the media we seek to affect people’s knowledge about cancer and the choices they can make to reduce their risk.

A session on this topic was included at our September 2010 scientific conference, where WCRF UK’s Head of Communications, Richard Evans, discussed how many journalists’ lack of scientific understanding complicates the exchange of information between the media and the scientific community. He was also invited to speak on this topic at the National Cancer Research Institute’s annual conference the following November.

Helping the media to follow the recommendations in our Policy Report and ensuring the messages they convey are both accurate and accessible is an important priority for WCRF UK.

One way to achieve this is by building strong links with journalists and making sure our spokespeople are available to comment on relevant news stories. This year we received extensive coverage on a wide range of topics including the link between waist size and bowel cancer and children’s low consumption of fruit and vegetables. Every article we secure is an opportunity to make the link between diet and lifestyle choices and cancer risk better known. Cumulatively, we reach tens of millions of people with our message every year.

**Through our website, social media and blog**
Increasingly, people look online for health information, and with so much conflicting advice available on the internet about cancer and its causes, our website is a vital source of evidence-backed information that people can trust. As well as providing free resources, we work hard behind the scenes to ensure people searching for information on cancer prevention can easily find our website (www.wcrf-uk.org).

The most popular sections of our site include our healthy recipes and our online BMI calculator for people to check if they are a healthy weight. Our monthly e-newsletters also make it easy for people to stay in touch.

In April 2010 we launched our cancer prevention blog (blog.wcrf-uk.org). This exciting new channel of communication allows us to respond to relevant news stories as well as to publicise resources and fundraising events. During the last year, the blog has allowed us to present the facts on hot topics in the news such as obesity and red meat.
We have also continued to develop our presence on social networking sites such as Facebook and Twitter. This helps us connect with the wide range of people who support our work and to build partnerships with other like-minded organisations.

What impact do we have?
Every year we conduct independent surveys to measure the public’s awareness of cancer risk factors. Our target is for awareness levels to have increased by 10 per cent between 2010 and 2013. Since we began measuring awareness in 2007 it has increased by eight per cent in relation to the five factors surveyed: diet, body fat, physical activity, alcohol and processed meat.

LOOKING AHEAD

In the coming year, we will:

- Consolidate and expand the public’s awareness of the links between lifestyle and cancer risk.

- Further improve our online presence by giving our website a fresh look and making it easier for visitors to access authoritative and evidence-based information. During the past year the number of visitors to our site increased by 68 per cent and we hope to see this trend continue.

- Increase the name recognition of WCRF UK. Over the past year we rose from 50th to 43rd place in the Charity Brand Index, a degree of success we plan to build on.

- Continue supporting WCRF UK’s fundraising, education and science teams to help the funding base grow and diversify, reach a wider audience with our educational programmes and promote our unique research.

People are accessing health information in a wider variety of ways these days – through TV and newspapers as well as through social media like Facebook and Twitter. Media coverage is a great way of giving people the advice they need to make informed lifestyle choices that could reduce their cancer risk.

Richard Evans,
Head of Communications, WCRF UK
providing science-based evidence
Helping people to reduce their risk of cancer

A key part of WCRF UK’s mission is translating the scientific research we fund into clear, practical health information. We aim to educate people about the choices they can make to reduce their chances of developing cancer. Each year, we help people across the UK make informed decisions about healthy eating, being active and managing their weight.

Who do we reach?

**Our supporters**
Our supporter Newsletter reaches 210,000 homes four times a year with the latest information on cancer prevention research and practical tips for putting healthy living into practice. We conducted a survey in spring 2010 which revealed that our supporters are significantly more aware of cancer risk factors than the general public. For example, 79 per cent of respondents linked being overweight with higher cancer risk compared to 61 per cent of the general public.

**Health professionals**
We offer a free quarterly newsletter, Informed, to about 18,000 health professionals including GPs, nurses and dietitians. This is supported by a dedicated web section for health professionals, visits to which trebled between October 2009 and March 2010 compared to the previous six months. Alongside the web section, a monthly e-newsletter to 1,300 people working in healthcare highlights the latest information on cancer prevention.

**Children, parents and teachers**
Our innovative Great Grub Club teaches children and their families about healthy eating and physical activity in a fun way. We produce a printed magazine four times a year which is aimed at children from deprived areas which have high levels of childhood obesity and physical inactivity. Alongside the magazine, our interactive Great Grub Club website (www.greatgrubclub.com), offers free games and activities to children across the UK, as well as free lesson plans for teachers and downloadable information for parents.

**Workplaces**
Our new workplace health challenges are helping us reach people who might not otherwise access information on cancer prevention. Find out more on page 28.

We also reach thousands of members of the general public through our website, conferences, events and our work with the media. This year, we distributed over 70,000 of our award-winning publications to people across the UK.

We are communicating potentially life-saving information to people. Cancer can be difficult to talk about but WCRF UK’s message is a positive one – there are simple steps we can take to reduce our risk.

Kate Mendoza, Head of Education, WCRF UK
Providing trustworthy information

This year we added new resources to our wide range of cancer prevention publications. These included our motivational Healthy New You Plan, as well as Reducing Your Risk of Oesophageal Cancer and our practical 5 A DAY Cookbook. We also developed four Get-Fit Cards which describe simple exercises to do at home. In addition, our Men’s Health Guide offers useful facts and figures on men’s health as well as information on prostate and testicular cancer in a format which appeals to men.

Award-winning resources

In December 2009 we were delighted to win a Plain English Campaign award for use of clear language in a breast cancer leaflet used in one of our mailings. The committee said: “In our experience, organisations such as World Cancer Research Fund regularly rise to the top of their communications style. Their wide audiences and clear and honest messages are great motivators for using plain English.”

In September 2010, the Cancer Prevention section of our website was commended in the British Medical Association’s Patient Information Awards, and our Healthy Weight Pack for Health Professionals was highly commended.

Your opinions count

It is important that we evaluate the information we produce, so we conduct regular surveys to check our publications are meeting the needs of our supporters and the general public.

The results of a survey to over 500 of our supporters in September 2010, highlighted below, were overwhelmingly positive.

How easy was the publication to understand?

- Very easy 80%
- Quite easy 16%
- Reasonably easy 4%
- Difficult 0%

Has the publication encouraged you to make any changes to your diet and/or lifestyle?

- Yes 65%
- No 27%
- Maybe 8%

If yes, what changes will you make?

- Try and maintain a healthy weight: 271
- Be more active: 192
- Eat healthier food: 263
- Other: 53

FIND OUT MORE
Visit www.wcrf-uk.org/publications to download or order our resources or call us on 020 7343 4205
Reaching children and families who can benefit most

Our aim is to encourage healthy living in children from disadvantaged areas through our Great Grub Club magazine. A healthy start can help reduce children’s cancer risk later in life.

In 2009 we began targeting membership of our Great Grub Club magazine to children living in Tower Hamlets and Hackney, two areas of London with high levels of deprivation, childhood obesity and physical inactivity. These factors mean children from these areas are at higher risk of cancer in the future and therefore could benefit most from joining the Great Grub Club.

This year we:

- Developed a network of contacts, ranging from schools to community health workers so that we can work in partnership to promote the club to local families.

- Produced and distributed sign-up leaflets and posters to 250 GP surgeries, dental practices, children’s centres, libraries, leisure centres and more to publicise the club.

- Attended a range of events, including the Hackney One Carnival and Paradise Gardens Festival in Tower Hamlets to promote the club and speak to parents and children about healthy lifestyles and cancer prevention.

The response from children and parents living in our target areas has been overwhelmingly positive and shows that the GGC is already making a difference.

To date, we have about 1,500 members of the Great Grub Club. In the coming year we hope to see this increase to at least 3,000 members. We will continue to build partnerships and participate in local events to reach more children.

Each issue of the Great Grub Club includes information for parents – encouraging healthy eating and active lifestyles is more effective if the whole family is involved.

FIND OUT MORE
Visit www.greatgrubclub.com or call us on 020 7343 4205

My kids love the magazine, it makes their day!
Ms Strom, Great Grub Club parent, Hackney

It’s lovely to see there are so many options for parents to choose from and that it’s easy to follow a healthy lifestyle!
Ms Krupecka, Great Grub Club parent, Tower Hamlets
Challenging workplaces to promote good health

Our aim is to raise awareness of cancer prevention in the workplace.

There is growing interest in how the working environment can help promote health, as our Policy Report highlighted. Our pilot workplace health programme offers an excellent opportunity to reach people who might not otherwise access information on cancer prevention. It also encourages workplaces to make policy changes (such as promoting the use of stairs and removing vending machines) that would help employees lead healthier lives.

In January 2010 we completed the first stage of our workplace health pilot. Feedback showed that the programme would be most effective if it could be delivered in a step-by-step approach and that employees enjoyed taking part in simple challenges.

Work Both Ways

In response, for the second phase of our pilot, we adapted our resources to develop the Work Both Ways Healthy Workplace Challenge, which was delivered to companies by weekly e-newsletter. Employees took part in our simple but effective three-week challenges which focus on reducing cancer risk through diet, weight management or physical activity. Example challenges include ‘Feeling full on less’ and ‘Making traffic light food label swaps’. Feedback from the companies taking part shows the challenges were well-received.

Once evaluation of this project is completed in spring 2011, we will develop an online resource centre and market the challenges to companies across the UK.

I thoroughly enjoyed the challenge and can see and feel the benefits; thank you!
Karen, challenge participant

I successfully achieved the aim of having more varied meals, including the various foods suggested, and felt fitter and healthier as a result.
Sarah, challenge participant

FIND OUT MORE
Visit www.wcrf-uk.org/workplace, email healthyworkplace@wcrf.org or call us on 020 7343 4205

Karen, challenge participant
PROVIDING SCIENCE-BASED ADVICE

Maya Monteiro is one of WCRF UK’s nutritionists and she also manages the Health Professionals Programme. She has a background working in health promotion for the NHS and is also a former journalist.

Having worked as a health professional myself, I know how valuable WCRF UK’s resources are. They make it easier to talk to patients about cancer prevention.

Maya Monteiro, Health Professionals Programme Manager, WCRF UK

LOOKING AHEAD

In the coming year, we will:

- Continue to provide high-quality information based on the findings of the CUP and the Second Expert Report through printed information and online resources.
- Become a member of the Department of Health’s Information Standard, an accreditation scheme for health information providers.
- Recruit more children living in Tower Hamlets and Hackney to the Great Grub Club.
- Develop Key Stage 2 lesson plans for teachers of children aged 7-11.
- Make our workplace health challenges available to companies and organisations across the UK.
- Pilot cancer prevention workshops for health professionals.

Behind the scenes:

WCRF UK’s Nutritionist

Maya Monteiro is one of WCRF UK’s nutritionists and she also manages the Health Professionals Programme. She has a background working in health promotion for the NHS and is also a former journalist.
How we raise and spend our money

Our successes in cancer prevention research and education are only possible thanks to the funding we receive from the generous people who support us. In 2009 – 2010 we raised a fantastic £8.9 million, and every penny we receive makes a difference to the work we are able to do. This year, we were able to invest 76.9% of our expenditure into our cancer prevention research and education programmes – a total of almost £7 million.

Research into cancer prevention only accounts for 4% of total spending on cancer research in the UK each year, so the donations we receive really are vital.

Our income

- Donations (includes income from direct mail and other fundraising and programme activities) 47.6%
- Legacies 17.5%
- Committed Giving 17.5%
- Gift Aid 7.2%
- Trading/Investment Income 5.4%
- Events and Campaigns 2.7%
- Corporate and Payroll Giving 1.6%
- Trusts and Foundations 0.5%

TOTAL INCOME £8,914,455

Our expenditure

- Education Programmes 45.1%
- Science and Research Programmes 31.8%
- Cost of Generating Funds 20.8%
- Governance 1.3%
- Other Resource Expended 1.1%

TOTAL EXPENDITURE £9,087,512

The ongoing support we receive has allowed us to invest in key research and education programmes which are critical to helping people reduce their cancer risk.

Paul Fretwell,
Head of Fundraising, WCRF UK
The vast majority of our income comes from individual donations

Here are some of the ways you supported our work this year:

YOU went bananas on Fruity Friday
About one in three people are affected by cancer during their lifetime and many people choose to get involved in fundraising events at work because they want to raise awareness of cancer prevention as well as money to support our work.

Each year, Fruity Friday gives people the perfect opportunity to do just that and thousands of people joined in the fun in May 2010 by wearing yellow, eating fruit and raising money for cancer prevention.

This year, over 500 eager participants signed up to take part in Beat the Banana! This 5km race saw people chasing a giant banana around London’s Hyde Park. In total, these two events – part of Cancer Prevention Week – raised more than £80,000.

Our thanks go to the workplaces, schools, community groups and people across the country who took part.

Like many of the people who choose to support WCRF UK by raising funds, Julianne McGregor was personally affected by the repercussions of the disease.

When her best friend Megan James was diagnosed with cancer, Julianne was inspired by her bravery and decided to raise funds for cancer prevention by hula-hooping her way up Mount Kilimanjaro in September 2010.

As well as the unique interest she created for such an unusual challenge, she also raised Megan’s spirits while collecting more than £8,200 for our research and education programmes.

Her sense of achievement in raising such a sum was matched by the satisfaction of conquering Africa’s highest peak.

“It was a great achievement to climb Kilimanjaro but raising money for cancer prevention made it all the more worthwhile. I’m immensely proud to help WCRF UK in whatever way I can.”

FIND OUT MORE
Visit www.fruityfriday.org, email fruityfriday@wcrf.org or call 020 7343 4200 and ask for the Fruity Friday Team.
YOU took part in inspiring events

Our events programme continues to go from strength to strength as more and more people sign up to take part in marathons, fun runs, sponsored skydives and much more.

FIND OUT MORE
Visit www.wcrf-uk.org/events, email events@wcrf.org or call 020 7343 4200 and ask for the Events Team

James Felce is a WCRF UK supporter who turned a personal tragedy in his life into something positive by raising money for cancer prevention.

The death of his mother, Anne, in 2010 prompted James to enter the London Marathon on behalf of WCRF UK, raising more than £3,500 just eight months after his mother passed away.

The Oxford University postgraduate student’s commitment to our message has been further demonstrated by his offer to appeal for support in one of our mailing campaigns.

“When mum passed away I decided the best way to remember her and contribute towards trying to stop this terrible disease was to take part in the London Marathon and raise money for WCRF UK.”

Natalie Tarrant is a Senior Fundraising Manager at WCRF UK. She is in charge of the team that organises the charity’s major events, such as Beat the Banana! and the London Marathon, as well as annual campaigns like Fruity Friday. Natalie also looks after our productive partnerships with a number of corporate supporters.

Behind the scenes:

The WCRF UK Fundraiser

Natalie Tarrant is a Senior Fundraising Manager at WCRF UK. She is in charge of the team that organises the charity’s major events, such as Beat the Banana! and the London Marathon, as well as annual campaigns like Fruity Friday. Natalie also looks after our productive partnerships with a number of corporate supporters.

It’s great to be involved with people who care so passionately about stopping cancer and the people who help us are a constant inspiration to everyone at WCRF UK.

Natalie Tarrant, Senior Fundraising Manager, WCRF UK
YOU raised money at work
As well as raising vital funds, the partnerships we develop with companies also offer a unique opportunity to raise awareness of cancer prevention among a new audience.

Many of the companies we work with choose to distribute our health information resources to staff or arrange health days with support from one of our nutritionists who can be on hand to answer questions about healthy lifestyles. Collaborations such as these can help to strengthen internal communications and boost staff morale and motivation.

One of our long-term corporate supporters is Informa, who have chosen us as their Charity of the Year since 2007, raising more than £325,000 in that time by holding ‘Informa Goes Bananas’ runs and other fundraising events. Our thanks go to all the Informa employees who have supported us over the years.

Other companies we would like to thank include:
Bupa
Dole Fresh UK
John Lewis
Mace
Next
RED Communications
The Royal Bank of Scotland
South African Fruit

YOU supported us through regular giving, gift aid and legacies
Without the individual donations we receive from people who choose to give by direct debit, by making a one-off gift, by contributing to special appeals such as our Wildflower Appeal or by remembering us in their will, our work would not be possible. In the current challenging economic climate, we are particularly grateful that people still choose to support our work. Thank you.

Our achievements this year
A cautious economic climate in terms of charitable donations made this a challenging year for fundraising, so we are very grateful for the continued support we received. We have worked hard to consolidate our position by keeping fundraising and administration costs to a minimum.

The top banana
Peter Rigby is the CEO of Informa Plc – and doubles as the ‘banana’ in the annual Informa Goes Bananas! race.

As a part-time giant banana, Peter has worked tirelessly to encourage employees to raise money for WCRF UK. In return they get the chance to chase him around Regent’s Park every year. He has also been instrumental in promoting fundraising efforts in the company’s 150 offices around the world.

“I’ve really enjoyed supporting such a great cause and am delighted with the difference Informa has been able to make.”
LOOKING AHEAD

*In the coming year we will:*

- Enter our fifth year of partnership with Informa, continuing to raise significant funds through Informa Goes Bananas! and strengthening our links with a leading global company.

- Extend our partnerships with other corporations to provide WCRF UK with the vital income to continue our research and education programmes.

- Foster the involvement of a wide range of individuals in our challenge events, and aim to nurture long-term relationships with our supporters.

- Increase the level of investment into scientific research and public education projects.

Behind the scenes:

The WCRF UK Supporter Services Assistant

Our supporters are crucial to the work we do at WCRF UK and the Supporter Services department is the essential bridge between them and our charity.

David Ker works as an assistant in our Supporter Services department, a role which brings him into frequent contact with our supporters and the general public. David also looks after WCRF UK’s publication service, sending out publications to help people make the lifestyle changes necessary to reduce their cancer risk.

Speaking to the people who support our work is really motivating. It’s great to be able to help people with their questions about cancer prevention.

David Ker, Supporter Services Assistant, WCRF UK
Consolidated Statement of Financial Activities for the year ended 30 September 2010

The Consolidated Statements of Financial Activities are summarised financial statements. A full set of accounts was audited by KPMG, LLP who gave an unqualified audit opinion. The annual accounts were approved 18 May 2011 and have been delivered to the Charity Commission and Registrar of Companies. The annual accounts are available from WCRF UK, 22 Bedford Square, London WC1B 3HH.

<table>
<thead>
<tr>
<th>Unrestricted Funds</th>
<th>2010 Total £</th>
<th>2009 Total £</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOMING RESOURCES FROM GENERATED FUNDS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voluntary income</td>
<td>8,433,601</td>
<td>8,433,601</td>
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<tr>
<td>Activities for generating funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donor list rentals</td>
<td>412,951</td>
<td>412,951</td>
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<tr>
<td>Investment income</td>
<td>67,903</td>
<td>67,903</td>
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<tr>
<td><strong>Total incoming resources</strong></td>
<td>8,914,455</td>
<td>8,914,455</td>
</tr>
<tr>
<td><strong>RESOURCES EXPENDED</strong></td>
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<td></td>
</tr>
<tr>
<td>Cost of Generating Funds</td>
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<td></td>
</tr>
<tr>
<td>Cost of generating voluntary income</td>
<td>1,889,357</td>
<td>1,889,357</td>
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<tr>
<td>Cost of donor list rental</td>
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<td>95,079</td>
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<tr>
<td>Charitable activities</td>
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<td>Governance costs</td>
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<tr>
<td><strong>Other resources expended</strong></td>
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</tr>
<tr>
<td>Loss on currency exchange</td>
<td>1,115</td>
<td>1,115</td>
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<tr>
<td><strong>Total resources expended</strong></td>
<td>9,087,512</td>
<td>9,087,512</td>
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<tr>
<td><strong>Net incoming resources before other recognised gains/(losses)</strong></td>
<td>-173,057</td>
<td>-173,057</td>
</tr>
<tr>
<td><strong>Other recognised gains/(losses)</strong></td>
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<tr>
<td>Gains/(losses) on investment assets</td>
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<td>-23,750</td>
</tr>
<tr>
<td><strong>Net movements in funds</strong></td>
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<td>-196,807</td>
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<td><strong>Fund balances brought forward at 1 October 2009</strong></td>
<td>4,438,155</td>
<td>4,438,155</td>
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<tr>
<td><strong>Fund balances carried forward at 30 September 2010</strong></td>
<td>4,241,348</td>
<td>4,241,348</td>
</tr>
</tbody>
</table>

Respective responsibilities of trustees and auditor
The board of trustees has accepted responsibility for the preparation of the summarised financial statements. Our responsibility is to report to the charity our opinion on the consistency of the summarised financial statements on page 36 in the annual review with the full statutory annual financial statements. We also read the other information contained within the annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion
We conducted our work having regard to Bulletin 2008/3 The auditor’s statement on the summary financial statement in the United Kingdom issued by the Auditing Practices Board. Our report on the charity’s group’s full statutory annual financial statements describe the basis of our audit opinion on those financial statements.

Opinion on summarised financial statements
In our opinion, the summarised financial statements set out on page 36 are consistent with the full statutory annual financial statements for the year ended 30 September 2010. We have not considered the effects of any events between the date on which we signed our report on the full statutory annual financial statements (23 June 2011) and the date of this statement.

A Mead
for and on behalf of KPMG LLP
Chartered Accountants
1 Forest Gate
Brighton Road
Crawley
RH11 9PT
1 August 2011

Jeffrey Bunn
Trustee

Independent auditor’s statement to World Cancer Research Fund (“the charity”)
We have examined the summarised financial statements of World Cancer Research Fund for the year ended 30 September 2010 which comprise the Summary Consolidated Statement of Financial Activities, which are contained within the charity’s non-statutory summarised annual report. The summarised financial statements are non-statutory accounts prepared for the purpose of inclusion in the annual review.

This statement is made, on terms that have been agreed with the charity, solely to the charity, in order to meet the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (revised 2005). Our work has been undertaken so that we might state to the charity those matters we have agreed to state to it in such a statement and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity for our work, for this statement, or for the opinions we have formed.
2009 – 2010 in facts and figures

76.9% of our expenditure was spent on cancer prevention research and education.

£1.7 million was awarded to fund 8 new grants.

£241,250 was awarded to our unique Continuous Update Project, keeping the science on cancer prevention up to date.

£8.91 million was raised for cancer prevention research and education.

210,000 supporters were kept updated by our cancer prevention Newsletter.

20,000 people supported us through regular donations.

47 MPs signed an Early Day Motion in support of our work.

6 fellowships were awarded to the Nutritional Epidemiology course at Imperial College London.

18,000 health professionals were reached with our information on cancer prevention.

507 people signed up to our Beat the Banana! fun run in Cancer Prevention Week.

£2.1 million was provided to fund ongoing scientific grants.

70,000 cancer prevention publications were distributed.

£2.1 million was provided to fund ongoing scientific grants.

For more financial information, visit www.wcrf-uk.org/about_us or call us on 020 7343 4205.
WCRF UK’s Recommendations for Cancer Prevention

1. Be as lean as possible without becoming underweight
2. Be physically active for at least 30 minutes every day
3. Avoid sugary drinks. Limit consumption of energy-dense foods (particularly processed foods high in added sugar, or low in fibre, or high in fat)
4. Eat more of a variety of vegetables, fruits, wholegrains, and pulses such as beans
5. Limit consumption of red meats (such as beef, pork and lamb) and avoid processed meats
6. If consumed at all, limit alcoholic drinks to 2 for men and 1 for women a day
7. Limit consumption of salty foods and foods processed with salt (sodium)
8. Don’t use supplements to protect against cancer

Special Population Recommendations

9. It is best for mothers to breastfeed exclusively for up to 6 months and then add other liquids and foods
10. After treatment, cancer survivors should follow the Recommendations for Cancer Prevention

And, always remember – do not smoke or chew tobacco
Please help us prevent cancer

World Cancer Research Fund (WCRF UK) needs your support to continue our groundbreaking research and education programmes. **Please make a donation to help us achieve our vision of a future free from cancer.**

Call us now on freephone 0800 970 1461, visit our website at www.wcrf-uk.org or fill out the form below.

Title:  
First Name:  
Surname:  
Address:  
Postcode:  
Tel:  
Email:  

**I would like to support the work of WCRF UK by making a donation of:**

- [ ] £10  
- [ ] £25  
- [ ] £50  
- [ ] Other £ __________

- [ ] I enclose a cheque made payable to World Cancer Research Fund (WCRF UK)

- [ ] I would like to make a credit card payment: (please tick appropriate choice)
  - [ ] Visa  
  - [ ] Mastercard  
  - [ ] American Express  
  - [ ] CAF Charitycard  
  - [ ] Switch/Solo (Maestro)  
  - [ ] Other

Card No: __________ __________ __________ __________

Expiry Date: __/____

Issue No: __________  
  - [ ] Switch/Solo (Maestro) only

Security Code: __________

(Last three digits on signature strip, or AMEX 4 digits on front of card above credit card number. Please note that your security code will not be kept or stored after the transaction.)

Signature:  
Date:  

Find out more about WCRF UK and how to reduce your cancer risk. Please send me:

- [ ] Recommendations for Cancer Prevention
- [ ] WCRF UK Pocket Guide
- [ ] Will Organiser

Please post completed form to:

FREEPOST
RSHB-GUYK-ZBYB
WORLD CANCER RESEARCH FUND (WCRF UK)
LONDON
WC1B 3HH

Gift Aid declaration

giftaid it

Please tick the box below if you are a UK taxpayer. This will allow WCRF UK to reclaim the tax already paid on your donation and will increase the value of your gift – at no extra cost to you.

- [ ] I would like WCRF UK to treat all donations I have made since 1 October 2006, and any I make subsequently, as Gift Aid donations.

Please note: You will need to have paid an amount of income tax or capital gains tax at least equal to the amount of tax we claim back. Please inform us if your personal details change or if you stop being a UK taxpayer.

Please tick here [ ] if you are not a UK taxpayer.

We would like to continue to keep you informed of the work of WCRF UK. If you would rather not receive further communications, please tick this box [ ].

We would like to continue to keep you informed of activity undertaken through our associated trading company. If you would rather not receive this information, please tick this box [ ].

We may, from time to time, agree with carefully selected organisations to write to each other’s supporters. If you wish to be excluded from these mailings please tick this box [ ].
With special thanks

We are immensely grateful for the generous support of a wide range of volunteers, companies and charitable trusts. Below is just a selection of those that supported us between October 2009 and September 2010 that are happy to be listed.

Volunteers
Ami Doshi
Isobel Hunter
Maureen O’Brien
Mbye Njie

Corporate Support
Bupa
Dole Fresh UK
Informa
John Lewis
Mace
Next
RED Communications
The Royal Bank of Scotland
South African Fruit

Trusts
A M Garnett Charitable Trust
Alix Stevenson Trust
Balure Trust
Charles & Amelia Fuchs Memorial Trust
Coutts Charitable Trust
Cowley Charitable Foundation
David Uri Memorial Trust
Dove Charitable Trust
Felicity Wilde Charitable Trust
G F Eyre Charitable Trust
Inman Charity
Institute Of Our Lady Of Mercy
Kay Williams Charitable Foundation
Kirschel Foundation
Mavis Ronson Memorial Trust
McCorquodale Charitable Trust
Multithon Trust
Peter Foden Family Charitable Trust
Reuben Foundation
Sharegift
Stanley Foundation Ltd
Stanley Smith Charitable Memorial Fund
T M Clark Charitable Trust
Tolkien Trust

WCRF UK is very grateful to the thousands of individual supporters who make donations, either one-off or regularly via direct debits, as well as to those who take part in events on our charity’s behalf. You, along with our volunteers, corporate partners and trusts, make WCRF UK’s cancer prevention work possible. Thank you.

We were also supported by a number of trusts and corporates that wish to remain anonymous.
Executive Staff
Chief Executive, Marilyn Gentry
Chief Financial Officer, Kelly Browning

Trustees
Mr J. Bunn, Mr L. Pratt,
Ms S. Pepper, Mr P. McCarty,
Mr L. Isaacson CBE, Mr P. Bermingham

Registered Office
22 Bedford Square, London WC1B 3HH
Tel: 020 7343 4200
Fax: 020 7343 4201
Website: www.wcrf-uk.org
Email: wcrf@wcrf.org

Advisors

Bankers
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128 High Street, Cheltenham
Gloucestershire GL50 1EL

Co-operative Bank Plc
78/80 Cornhill
London EC3V 3NJ

Lloyd’s Bank Plc
19 Eastgate Street
Gloucester GL1 1NU

Solicitors
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The Broadgate Tower, 20 Primrose Street
London EC2A 2RS

Bates Wells & Braithwaite London LLP
2-6 Cannon Street
London EC4M 6YH

Auditors
KPMG LLP
1 Forest Gate, Brighton Road
Crawley, West Sussex RH11 9PT

Risk Management
The major risks to which the charity is exposed, as identified by the trustees and executive management, have been reviewed and systems have been established to mitigate those risks. WCRF UK is part of the WCRF global network and is a member of WCRF International, which has affiliates in the United States, the Netherlands, Hong Kong and France. For more information please visit our website: www.wcrf-uk.org or write to us at WCRF UK, 22 Bedford Square, London WC1B 3HH.

World Cancer Research Fund (WCRF UK)
WCRF UK is the principal UK charity dedicated solely to the prevention of cancer by means of healthy diets and lifestyles. We have a unique, worldwide mission that we fulfil through a partnership of education and research programmes designed to benefit our supporters, health professionals and members of the public. Our education and research programmes are funded almost entirely by donations from the public.

Registered with the Charity Commission in England and Wales (Registered Charity No:1000739)
The choices you make about food, physical activity and weight management can reduce your chances of developing cancer

– choose mostly plant foods, limit red meat and avoid processed meat

– be physically active every day in any way for 30 minutes or more

– aim to be a healthy weight throughout life

And, always remember – do not smoke or chew tobacco

“Stopping cancer before it starts”