Preventing Cancer Together

Annual Review
October 2010 - September 2011
World Cancer Research Fund (WCRF UK) is the principal UK charity dedicated to the prevention of cancer through research into and the promotion of a healthy diet, nutrition, physical activity and weight management. We were the first cancer charity to create awareness of the link between diet and cancer risk and to focus funding on research in this vital area.

Our vision

♦ WCRF UK helps people make choices that reduce their chances of developing cancer.

Our mission

♦ We fund new research on the relationship of nutrition, physical activity and weight management to cancer risk.

♦ We interpret the accumulated scientific literature in the field.

♦ We educate people about choices they can make to reduce their chances of developing cancer.

Public Benefit

Cancer is a disease that currently affects one in three people during their lifetime in the UK. Our charity’s work is of great importance and benefits everyone wanting to make informed choices to reduce their cancer risk.

We think it’s vital that all research on cancer prevention is pieced together to give a clear picture on what people can do to prevent cancer. We achieve this by providing clear, consistent, science-based health information.
Welcome

Can you imagine a world without cancer? We can. That’s why we come to work every day.

At World Cancer Research Fund (WCRF UK) we think it’s vital that all research on cancer prevention is pieced together to give a clear picture of what people can do to prevent cancer. We’re proud to do this through the research we fund and by providing clear, consistent, science-based health information.

Our results inform and enhance the work of health professionals, scientists and policy makers in the UK and around the world.

This year WCRF UK reached over 900,000 people with health information and our messages are being heard. Over the last three years public awareness on the link between body fat and cancer increased from 47 percent to 63 percent this year.

To date we have invested nearly £25 million into funding scientific research grants to understand how cancer can be prevented through diet, physical activity and weight management.

This year our Continuous Update Project (CUP), which collates and analyses all research into cancer prevention through food, nutrition and physical activity, published a new report showing that high consumption of red and processed meat increases your risk of bowel cancer. The news made headlines across the UK.

Our research is also helping to shape international debates on tackling non-communicable diseases such as cancer. Institutions like the World Health Organization are using our evidence as they develop global health policy and we will remain at the forefront of these debates so more people in the UK can benefit from cancer prevention advice and make healthier choices.

It is thanks to the dedication of our supporters that we are able to do this work and make a difference. With your continued support we can do more.

Together we can prevent cancer.

Marilyn Gentry
Chief Executive, WCRF UK
WCRF UK is part of the World Cancer Research Fund global network, which is dedicated to changing the way we think about cancer prevention.

We believe that greater impact can be achieved when allied organisations work together. So WCRF UK works with other WCRF global network charities sharing scientific and educational information, supported by our umbrella association WCRF International.

By having a unified voice, we can be more influential in international policy discussions that directly affect cancer risk.

The WCRF global network is uniquely placed to promote the message that cancer is largely preventable through food, nutrition, physical activity and weight maintenance. We are committed to being at the forefront of research in this area. Focusing both on the individual and society as a whole, we will keep working towards a world free from preventable cancers.

Visit www.wcrf.org to find out more about the WCRF global network.
Preventing cancer in the UK

It’s been a successful year as these highlights show.

Funding research

- WCRF UK is currently funding 30 vital research projects and this year invested a further £800,000 on new cutting-edge research studies and projects.
- We supported research into a simple and cost-effective urine test for bowel cancer.
- We awarded six outstanding applicants with Fellowships to attend Imperial College London’s nutritional epidemiology course.

Interpreting the evidence

- We published a Continuous Update Project (CUP) report that links red and processed meat to an increased risk of bowel cancer. The news led to global media coverage.
- WCRF UK was involved with the advocacy efforts leading to United Nations leaders unanimously agreeing that prevention should be the cornerstone of actions to tackle cancer and other illnesses.
- Following WCRF UK’s work, for the first time the National Certificate Examination for journalists included a question relating to good practice in the reporting of scientific studies.

Informing people

- WCRF UK received the Department of Health Information Standard, which is awarded only to organisations providing trustworthy, high-quality health information.
- 96 percent of our health professional readers felt that WCRF UK’s Informed newsletter helps them gain a better understanding of the role diet and lifestyle plays in cancer prevention.
- A survey of the UK public showed that the number of people aware of the link between body fat and cancer increased from 47 percent in 2007 to 63 percent in 2011.
Research is about more than just a scientist working in a laboratory, it’s about connecting the dots between all the different areas of science to create a bigger picture.

WCRF UK is committed to taking what is known about cancer prevention to the next level. To do this, we invest in many different science and research projects.

**Continuous Update Project (CUP)**

Studies about what can cause or prevent cancer can be confusing. Unless you are a scientist it can be impossible to know which of them are worth listening to. Putting new studies into the context of all the global research that has been done on the subject and making judgements on how seriously we should take these new findings, cuts through the confusion and gives clarity on how people can reduce their risk of cancer.

Through our Continuous Update Project (CUP), we’re revolutionising the way these studies are evaluated. The CUP was established following the publication of our landmark Second Expert Report in 2007 to keep the science in this area current. The findings of newly published projects are added to our research database – the largest of its kind in the world. Once new findings have been analysed, we present them to an independent panel of leading experts on cancer prevention who evaluate how the new evidence might affect the advice we give to the public.

This has been an exciting year for the CUP. A new report published in May 2011 showed the evidence that eating foods containing fibre can reduce the risk of bowel cancer has strengthened.

The CUP also confirmed that eating red and processed meat increases the risk of bowel cancer. This finding led to global media coverage. In the UK the findings made the front page of the Daily Express as well as being covered by the Daily Telegraph, the Guardian, the Daily Mail, the Daily Mirror, the “i” and the Sun.

This means that people who follow our advice to eat more wholegrains and other foods containing fibre, and limit their red meat consumption can be confident that the evidence supporting lower cancer risk is now stronger than ever.

Scientists from Imperial College London, funded by WCRF UK, are continually updating the CUP database with new research. The whole database will be up-to-date by 2015 and WCRF UK will review its Recommendations for Cancer Prevention based on an independent scientific review of this important evidence.
Dr Teresa Norat is a principal research fellow at Imperial College London. She also leads the team of scientists who are responsible for our Continuous Update Project, overseeing the updates to individual cancers and publishing research papers on the findings.

Her research focuses on the role of nutrition, lifestyle, metabolic factors and genetic factors in the causes of chronic diseases, in particular cancer.

“The CUP is a vital project because it provides scientists researching cancer and its causes with a ‘one-stop shop’ of information. By funding this important project WCRF UK is creating a unique cancer prevention resource.”

Dr Teresa Norat, Imperial College London
WCRF UK is currently funding 30 vital research projects and this year invested a further £800,000 in new cutting edge research studies and projects.

The research covers many subjects – from trying to fully understand how different substances affect cancer, to seeking the best ways of encouraging a healthy lifestyle in children that they can carry on into adulthood.

Each year, our panel of independent scientists selects research that has the potential to push forward our understanding of the links between nutrition, physical activity, body fatness and cancer risk.

Our new grant holders are building on the scientific findings of our 1997 and 2007 Expert Reports by looking at the big picture and the fine detail of cancer research.

This year we have funded studies that look at some of the most common cancers around the world, such as cancers of the breast, bowel, prostate, stomach and womb.

All of our research has the same objective – to improve our understanding of cancer and how to prevent the disease.

With a grant from WCRF UK the Open University is researching a simple and cost-effective urine test for bowel cancer, the third most common cancer in the UK.

The research could provide a ground-breaking way of testing a person’s likelihood of developing bowel cancer – known as a biomarker.

The project has already shown it is possible to detect DNA damage to the lining of the colon – an indicator of increased risk – by a blood test but a urine test would be much easier to administer.

There are over 41,000 cases of bowel cancer diagnosed every year in the UK and scientists estimate that 43 per cent are preventable by making healthy lifestyle changes.

Leading the study is Dr María Velasco-García.

“We are very excited about this research. A non-invasive test of the level of DNA damage relating to red meat could also be applied to other diets. This analytical method will be suitable for routine screening studies in the general population.”

Dr María Velasco-García, Open University
Priority research topics

Our Request For Applications (RFA) Programme aims to stimulate research in specific areas of diet, nutrition, physical activity and cancer that is considered to be of particularly high priority.

This year the focus is on understanding the relationship between body fatness and cancer risk in Asian populations compared with non-Asian populations. A key question is whether being overweight increases the risk of developing cancer in some populations more than others.

Our RFA was awarded to a project in China that looks at how being overweight affects the risk of developing female cancers (breast, ovary, womb and cervix) among Chinese women, Chinese women who have migrated to the Netherlands and Dutch women. This will give vital results that are relevant for Europe and Asia, as well as the rest of the world.

Very few studies have looked at how body fatness and lifestyle factors interact with genes, and how this in turn affects the risk of female cancers. This study will enhance our understanding on the links between obesity, lifestyle factors including diet and physical activity, and genes in relation to the risk of female cancers in Chinese and Dutch populations.

Funding the research

Donations from generous supporters enable WCRF UK to fund new and innovative research projects examining cancer prevention.

The Open University research project to find a simple test for the early signs of bowel cancer has received funding from health insurer, Simplyhealth.

This year the company donated £40,000 to pay for the work of Dr Maria Velasco-Garcia’s team at the Open University’s Department of Chemistry and Analytical Sciences in Milton Keynes.

“We are delighted to offer World Cancer Research Fund our support. If the research proves a success it could help prevent this type of cancer by identifying those who would benefit from specific dietary advice.”

Mark Day, Executive Director, Simplyhealth
Connecting with the scientific community

As in previous years, we attended conferences in the UK and around the world to help raise awareness of our work with scientists and to encourage partnerships for greater impact. This year we jointly hosted a major international conference with the Union for International Cancer Control and the International Association for the Study of Obesity on obesity and cancer research, attended by delegates from across the world.

Fostering new talent

We want to engage the best and the brightest of scientists in our field. Investing in our WCRF International Academy provides a unique opportunity to foster excellence in the field and encourage future research into the areas of diet, nutrition, physical activity and body fatness for cancer prevention.

This year, as part of the Academy’s activities, we again collaborated with Imperial College London for the 2011 International Course in Nutritional Epidemiology, which gives participants a solid grounding in the knowledge and skills required to work in this field. The advanced course was held over two weeks and had many interactive elements along with expert speakers.

Fellowships were awarded to outstanding applicants from the UK, Netherlands, Germany, Singapore, Hong Kong and Nigeria. These fellowships cover the tuition fees and make it possible for young, promising scientists to develop further in this field.

Plans are already underway for next year’s Nutritional Epidemiology course at Imperial College London.

The WCRF Fellow

Dr Daniel Commane is a newly appointed lecturer in human nutrition at the University of Reading and became a WCRF Fellow in September 2011.

Daniel works on diet–gene interactions in relation to biomarkers of bowel cancer risk. His research also explores how diet influences the functioning of the stomach and intestine lining.

“I am naturally inquisitive and have always had an interest in health and disease so building a career in the study of diet and cancer really appeals to me. The course is brilliant. I’ve never had access to so many high quality experts in one place at one time. It’s very important that WCRF UK fund these fellowships, I wouldn’t have been able to attend otherwise – as a new researcher, funding is scarce.”

Dr Daniel Commane
University of Reading and WCRF Fellow
Imagine salt increases stomach cancer and alcohol increases breast cancer

<table>
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<tr>
<th>Country A</th>
<th>Alcohol and salt intake</th>
<th>Change diet</th>
<th>Effect on cancer</th>
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<tr>
<td>Lots of breast cancer and no stomach cancer</td>
<td>If everyone has 3 glasses of wine a day and a high salt diet</td>
<td>Stop drinking wine</td>
<td>Some cancer prevented</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Salt same</td>
<td>No cancer prevented</td>
</tr>
</tbody>
</table>

(WCRF UK Annual Review 2010-11)
Influencing health policy to prevent cancer

WCRF UK works with governments and key decision-makers to influence policy changes that make it easier for people to make the kind of healthy choices that can help prevent cancer.

It was a proud year for us as a special United Nations Summit of world leaders unanimously agreed that prevention should be the cornerstone of actions to tackle cancer and other illnesses, such as heart disease, diabetes and lung disease.

WCRF UK campaigned tirelessly in the build up to this once-in-a-generation opportunity and led an expert group that developed science-backed policy recommendations for chronic disease prevention through food, physical activity and obesity.

Joining forces with other organisations, we set out the case for measures to address unhealthy diets and physical inactivity, to help people live longer, healthier lives free from cancer and other diseases.

We are now working to ensure that countries around the world commit to achieving meaningful and measurable targets to make it easier for people to reduce their cancer risk. We are also supporting the World Health Organization’s goal to reduce premature deaths from cancer and other non-communicable diseases by 25 per cent by 2025.

WCRF UK is encouraging the government to translate these global recommendations into concrete policy action in the UK by feeding into public consultations and providing expert advice and guidance to parliamentarians.

We continue to collaborate with the wider cancer community through our backing for the Union for International Cancer Control’s ‘Together We Are Stronger’ campaign, and its annual World Cancer Day, keeping prevention in the global spotlight. At the national level we are active members of the Cancer Campaigning Group, which brings together many of the UK’s leading cancer charities to take a coordinated approach to common issues.

We also see an important role in collaborating with organisations outside of the cancer community. Our membership of the UK Non-Communicable Disease Taskforce allows us to work with organisations from other disease areas in advocating for policies to address shared priorities. Importantly, these include obesity and overweight, unhealthy diets, and physical inactivity.

Our aim is to ensure that the day-to-day environment in which we live, work and study enables everybody to lead healthy lives.
Our 2009 Policy Report highlights the role of the media in influencing opinion and behaviour. In turn, our communications team seeks to work with the media to inform people about cancer prevention.

Over the past year we collaborated with the National Council for the Training of Journalists (NCTJ) to raise awareness among journalists about how they report science, including cancer prevention.

A YouGov survey commissioned by WCRF UK found that 52 per cent of people believed scientists are “always changing their minds” about what causes or prevents cancer and 46 per cent did not trust media reporting on cancer risk, even though scientific advice has not changed much in 10 years.

We want scientific research reported in a more balanced way, which is why we are promoting training for journalists in how to interpret science accurately.

Our collaboration with the NCTJ resulted in the inclusion of a question concerning the reporting of scientific study in the National Certificate Examination for reporters.

“It’s hard to know what to believe when you read the newspapers, there seems to be so much conflicting information. That’s why I think that the work WCRF UK is doing with journalists is so important”

Valerie Smithman, WCRF UK supporter
Providing practical advice

A crucial part of WCRF UK’s mission is adapting scientific research on cancer prevention into simple and practical health information for everyone.

We can all reduce our risk of cancer by eating healthily, being physically active and maintaining a healthy weight. We want this powerful message to be as familiar to people as the link between smoking and cancer.

By giving people information and advice on how to put this into practice, our goal is to help people make informed lifestyle choices that could reduce their chances of developing cancer and help them to live longer, healthier lives.

This year, we distributed over 75,000 cancer prevention publications to health professionals, teachers and the general public. We sent our monthly e-News to nearly 9,000 people and 200,000 WCRF UK supporters received our quarterly newsletter.

In March 2011, WCRF UK was delighted to become a fully certified member of the Information Standard following an assessment led by the Royal Society for Public Health. The Information Standard is a Department of Health scheme and signifies that WCRF UK is a provider of quality health and social care information. Organisations carrying the Information Standard are measured by six stringent criteria: accuracy, impartiality, balance, evidence-based information, accessibility and well-written publications.

Achieving the Information Standard means that when people read WCRF UK’s materials they can be confident that the information is reliable and trustworthy. We hope it will help widen the number and range of people accessing our resources.

Our health information programmes include:

- Producing free publications for the general public including leaflets on different cancer types, cook books and physical activity resources.
- Exhibiting at conferences for health professionals, teachers, workplaces and the general public.
- Producing a regular health professionals newsletter and running workshops.
- Producing a regular magazine and website to help young children learn about the importance of healthy living from an early age.
- Providing 200,000 WCRF UK supporters with a quarterly newsletter.
Health professionals are the public’s most trusted source for health information. We strive to keep around 20,000 practice nurses, GPs, dieticians, nutritionists and other health professionals updated about cancer prevention through *Informed*, our printed newsletter for health professionals, our monthly e-News and our dedicated web section.

Ninety-six percent of our readers felt that *Informed* helped them gain a better understanding of the role diet and lifestyle play in cancer prevention.

This year, we successfully piloted two cancer prevention workshops for health professionals. These received such a positive response that we plan to expand the workshops programme across the UK next year.

We also produced a new Cancer Prevention Pack that includes our innovative cancer risk wheel. It helps health professionals see at a glance which factors are linked to cancer prevention.

“The work of the World Cancer Research Fund is essential for my job. The education resources they provide are excellent and they help me motivate people to make changes to their lifestyles. One of my clients was eating lots of red and processed meat, unaware this could increase the risk of bowel cancer. After being shown World Cancer Research Fund’s leaflet on bowel cancer, he immediately decided to cut down.”

Anna Marriner, Health Professional, Gravesend, Kent
Reaching out

Our work with children

The Great Grub Club (GGC) aims to teach children that being healthy is fun. It promotes healthy eating and physical activity using fun cartoon characters known as the Grub Gang.

We reach children nationwide through a dedicated website which includes games, make-and-do activities, recipes and more. A magazine club with similar interactive content is aimed at children between the ages of 4-7 in the London boroughs of Hackney and Tower Hamlets. These were two areas identified with the highest levels of childhood obesity, physical inactivity and early adult cancer deaths. WCRF UK works closely with local community groups, schools and libraries to ensure the magazine reaches as many children as possible.

March 2010 saw the launch of the Great Grub Club E-news that reaches over 1,300 people, providing a wealth of healthy living resources for teachers, parents, carers and families.

In 2011, we launched the online My Packed Lunch game. It encourages children to choose from a variety of healthy and tasty main dishes, snacks and lunches and to plan healthy lunchboxes for the week. Tips are provided throughout to teach children about healthy eating.

The game went on to generate huge media publicity, featuring on BBC Breakfast as well as in the Daily Mail, the Sun, the Daily Mirror. This meant our messages about the importance of children eating healthy lunches reached millions of people.

Encouraging healthy employees

As well as reaching children, parents, carers and families we also looked at the best ways to develop and support workplace health to inspire employees to move more, eat well and stay in shape.

Following our Healthy Workplace Challenges pilot scheme we developed and delivered online workplace health challenges that are flexible enough to work in different workplaces and support the different requirements manual workers and office-based employees have.

We aim to further expand this resource with the launch of a dedicated web section and audit tools for employers to assess how healthy their workplaces are. We can then provide them with guidance on changes that they can make.
Sharon Baynard works as parent support advisor at the Culloden Primary School in Tower Hamlets, as part of their Parents Engagement Team. She is a great supporter of the work of both World Cancer Research Fund and The Great Grub Club. Sharon is actively involved in the promotion of the GGC in her school, and supported our work by attending and helping to organise various parents and childrens workshops to ensure the GGC magazine's content, layout and readability continue to appeal to our target audience.

“The Great Grub Club is really important, the magazine provides activities and ideas to motivate children to be healthier. As part of the Parent Engagement Team the GGC is a very useful tool, providing parents and carers with information about healthy living. This has definitely had an impact at Culloden Primary School”.

Sharon Baynard, Parent Support Advisor
Supporter Ruth Penny decided to leave a gift to WCRF UK in her Will after she survived breast cancer and followed our recommendations on diet and physical activity to help her stay healthy.

Ruth grows her own fruit and vegetables and is a keen walker, cyclist and gardener – something she finds adds to her general quality of life as well as reducing her cancer risk.

Legacies are extremely important gifts which we are thankful to receive from thoughtful supporters like Ruth. This year we received just over £1.5 million from people remembering us in their Wills. A similar amount came from committed giving, when supporters make regular donations to WCRF UK.

“Including a gift to WCRF UK in my Will, after I’d looked after my family, was such a positive thing to do. I’m happy to know that even after I’m gone, I can still do something about a better future for everyone.”

Ruth Penny, breast cancer survivor and WCRF UK legacy supporter
Most people would think the Three Peaks Challenge – encompassing Snowdon, Scafell Pike and Ben Nevis – would be daunting enough but WCRF UK supporters at AXA PPP International decided to add another of the UK’s highest mountains – Slieve Donard in Northern Ireland.

Setting out last summer to conquer the peaks within 48 hours, the 12-strong team from the health insurers’ Tunbridge Wells HQ succeeded in raising nearly £8,000 for us.

Challenge events such as this are a popular way for people to raise money for WCRF UK. Other challenges include sky-diving, climbing Mount Kilimanjaro and trekking to Machu Picchu. Places in races such as the London Marathon are also much sought after.

Over £214,500 was raised this year through generous supporters taking part in events.

“The Four Peaks Challenge was a great way to push ourselves to our limits in order to raise money for a very worthwhile cause. I’m pleased this will go towards the hugely important research that WCRF supports. I would recommend this challenge to everyone, but make sure you train hard.”

Troy Norkett, Network Manager, AXA PPP International and WCRF UK supporter
Supporters from around the country raise vital funds for WCRF UK by organising and taking part in fun and often challenging events.

**Fruity Friday**

The North Down Group in Belfast were among the businesses, schools and community groups involved in this annual event.

“As a fruit supplier, Fruity Friday fits well with what we do as a business. The day saw our staff wearing yellow, putting on wigs and banana suits and asking our customers to make a donation to WCRF UK. We also asked the shopkeepers we supply to make a donation. They appreciate a good cause and a bit of fun for everybody.” Perry Donaldson, Director.

**Beat the Banana!**

Around 600 runners turned out in London’s Hyde Park for our annual 5km fun run.

“The high spirits and excitement everyone had, as well as the motivation from the WCRF UK marshals made my first run for a charity extremely enjoyable and worthwhile.” WCRF UK Beat the Banana runner.
As his alter-ego Super Cycling Man, the primary school teacher from Tooting, south west London completed a 2,000-mile fundraising cycle ride to Istanbul. He raised more than £4,000.

“Whenver a race or challenge comes along I want to make the most of it by raising funds for WCRF UK’s work. Having lost loved ones to cancer I want to do everything to ensure that I, and those around me are doing what they can to protect themselves. It was great to hear that some of the children I teach were pestering their parents first thing in the morning to find out Super Cycling Man’s latest location online!”

Care coordinator Faye Mellor, from Great Harwood, Lancashire ran the marathon for “second mum” Claire Doswell, who died from cancer a few months earlier.

“It was a huge shock when Claire died. She was only 47 and was initially diagnosed with breast cancer that spread to other parts of her body. It made me want to raise funds for further research into cancer. In particular I like the positive attitude of WCRF UK and the emphasis on cancer prevention.”

Lorry drivers Stuart Milligan and James McIntyre, from Dumfries, jumped from 10,000ft to raise more than £3,500 for us in a sponsored parachute jump.

“We wanted to do the dive for WCRF UK because a colleague of ours, Davy, was diagnosed with stomach cancer. Cancer is something that affects so many people and this is why we thought WCRF UK was such a worthwhile cause.”
Next year we will:

Fund research

- WCRF UK will invest in more new research including on the links between diet and oral, prostate and breast cancers.
- Aim to raise over £2 million to support cutting-edge scientific research in 2011/12.
- We will support innovative projects in the area of cancer survivorship and body fatness and physical activity.

Interpret the evidence

- WCRF UK will publish a new report on pancreatic cancer and begin reviewing the evidence on breast cancer survivorship.
- Continue working to see the implementation of the United Nations Declaration on Non-Communicable Diseases.
- Produce a set of guidelines for journalists to use when reporting about science and health issues.

Inform people

- Launch an online health resource centre to assist employers to improve health in the workplace.
- Expand the scope of training for health professionals to keep them updated on the latest cancer prevention information.
- Work with community groups to run interactive healthy eating and physical activity workshops for children to show that being healthy can also be fun.
Getting involved

There are many ways you can get involved with WCRF UK.

**Donate**

Our work is funded almost entirely by the general public so we rely on generous donations from people like you.

[www.wcrf-uk.org/donate](http://www.wcrf-uk.org/donate)

**Events**

Why not get involved by taking part in a running or challenge event? WCRF UK encourages people to be physically active so why not get your running shoes on and give it a go and raise funds for WCRF UK at the same time.

[www.wcrf-uk.org/events](http://www.wcrf-uk.org/events)

**Sign up to our newsletters**

Keep up to date with the work of WCRF UK by signing up to our e-newsletters. There are a number to choose from so you can be sure the information you get is relevant to your needs.

[www.wcrf-uk.org/news](http://www.wcrf-uk.org/news)

**Resources for health professionals**

WCRF UK’s resources for health professionals contain practical advice for patients and clients on how to reduce their cancer risk.

[www.wcrf-uk.org/health-professionals](http://www.wcrf-uk.org/health-professionals)

**Staying healthy**

About a third of the most common cancers could be prevented through eating a healthy diet, being physically active and maintaining a healthy weight. Why not try our healthy recipes, use our BMI calculator or take our activity quiz to find out how healthy you are.

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

**Company support**

Partnering with WCRF UK is beneficial for your company and easy to do. There’s Charity of the Year, Sponsorship, Recycling, Employee Fundraising and Payroll Giving to name but a few ways to get involved.

[www.wcrf-uk.org/companies](http://www.wcrf-uk.org/companies)
WCRF UK Income FY 10/11: £8,627,936

- £4,488,087 Donations (direct mail, cash gifts and other fundraising activities)
- £1,582,727 Committed gifts
- £1,524,656 Legacies
- £595,617 Gift Aid
- £436,849 Other (including trading and investments)

WCRF UK Expenditure FY 10/11: £8,179,687

- £5,864,127 Education, research and health policy programmes
- £2,169,457 Cost of generating funds
- £133,971 Governance
- £12,132 Other resource expenditure
Consolidated Statement of Financial Activities
(incorporating income and expenditure account)
for the year ended 30 September 2011

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<td>gains/(losses)</td>
<td>448,249</td>
<td>(173,057)</td>
</tr>
<tr>
<td>Other recognised</td>
<td></td>
<td></td>
</tr>
<tr>
<td>gains/(losses)</td>
<td>(11,419)</td>
<td>(23,750)</td>
</tr>
<tr>
<td>Gains/(losses) on</td>
<td></td>
<td></td>
</tr>
<tr>
<td>investment assets</td>
<td>(11,419)</td>
<td>(23,750)</td>
</tr>
<tr>
<td>Net movement of</td>
<td>436,830</td>
<td>(196,807)</td>
</tr>
<tr>
<td>funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fund balances brought forward at 1 October</td>
<td>4,241,348</td>
<td>4,438,155</td>
</tr>
<tr>
<td>Fund balances brought forward at 30 September</td>
<td>4,678,178</td>
<td>4,241,348</td>
</tr>
</tbody>
</table>

The Consolidated Statement of Financial Activities is a summary of the financial statements. A full set of accounts was audited by KPMG LLP, who gave an unqualified audit opinion. The annual accounts were approved on 03 May 2012 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.

Laurence Isaacson CBE
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 2011, which comprise the Summary consolidated statement of financial activities, set out on page 25 which are contained within the charity’s non-statutory annual review. The summarised financial statements are non-statutory accounts prepared for the purpose of inclusion in the summarised annual review, as explained in note 1. 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.

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 financial statements on page 25 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 25 are consistent with the full statutory annual financial statements for the year ended 30 September 2011. 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 (08 June 2012) and the date of this statement.

N May
for and on behalf of KPMG LLP
Chartered Accountants
1 Forest Gate, Brighton Road, Crawley RH11 9PT

22 August 2012.
We are immensely grateful for the generous support of a wide range of individuals, volunteers, companies and charitable trusts. Below is just a snapshot of those who supported us between October 2010 and September 2011 that are happy to be listed.

### Volunteers
- Shiavax Daji
- Ami Doshi
- Isobel Hunter
- Maureen O’Brien
- Mbye Njie

### Corporate Support
- Critical Research
- Informa
- Ipsos UK Ltd
- Mace
- ORC International
- RED Communications
- Simplyhealth
- The Belgravia Centre
- The Media house

### Trusts
- The Tory Family Foundation
- The Roger Vere Foundation
- The June Stevens Foundation
- Lynn Foundation
- The Balure Trust
- Multithon Trust
- Cowley Charitable Foundation
- The Alix Stevenson Trust
- The T M Clark Charitable Trust
- The Peter Foden Family Charitable Trust
- The Mason Porter Trust
- Convent Of Our Lady Of Mercy
- The Kay Williams Charitable Foundation
- Marjorie & Edgar Knight Charitable Trust
- The Stadium Charitable Trust
- The Coutts Charitable Trust
- Westmount Charitable Trust
- W & Christine Eynon Charity
- The Dove Charitable Trust
- The Audrey Florence Arnold Memorial Trust
- The Wilkinson Charitable Foundation
- The Hospital Saturday Fund
- Reuben Foundation
- The Dorothy Howard Charitable Trust

We were also supported by a number of trusts and corporates that wish to remain anonymous.

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.
Executive Staff
Chief Executive, Marilyn Gentry
Chief Financial Officer, Kelly Browning

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

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.
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”

WCRF UK is part of the WCRF global network.
“Stopping cancer before it starts”