LET’S STOP CANCER

PREVENTING
We are the UK charity dedicated to preventing cancer.
World Cancer Research Fund (WCRF UK) invests in cutting-edge cancer prevention research in diet, physical activity and body weight. We also provide people with health information that helps them reduce their risk of developing the disease.

PIONEERING
Part of a unified network of international cancer prevention charities, to date we’ve funded £86 million of research that has furthered scientific understanding that cancer is largely preventable.
We were the first cancer charity to raise awareness of, and focus funding on, the link between diet and the risk of developing the disease.

BENEFITING
In the UK, cancer affects more than one in three people.
Our work benefits everyone who wants to make informed choices about their risk of developing the disease.

“It is a privilege to contribute to WCRF UK’s achievements and see how far our understanding of cancer prevention has come over the last 30 years. With your support we can continue to grow our knowledge so that more lives can be lived free from cancer.”

Laurence Isaacs CBE
Chairman, World Cancer Research Fund (WCRF UK)
WHY SUPPORT CANCER PREVENTION?

“At WCRF UK we believe that together we can prevent cancer.”

Marilyn Gentry
Chief Executive, WCRF UK
WHY SUPPORT CANCER PREVENTION?

THE PROBLEM
That’s how someone might feel if they’re diagnosed with cancer. Some of you will have friends or family members who have been affected by the disease and sadly, more of us will in the future.
The number of people diagnosed with cancer is expected to almost double in the next two decades. We have the power to reduce that number. About a third of the most common cancers could be prevented through eating a healthy diet, being physically active and maintaining a healthy weight.

OUR SOLUTION
We’re the UK charity in a network of cancer prevention organisations based in Europe, the Americas and Asia, giving us the opportunity to reach a worldwide audience. We believe the solution to preventing cancer is:
- Funding pioneering cancer prevention research into the relationship between cancer and diet, physical activity and body fatness and why and how this could cause the disease.
- Providing trusted health information by reviewing and interpreting the science to give people the power to reduce their own cancer risk.
- Influencing policy. Being part of a network of cancer prevention charities provides us with a unified voice to influence national and international health policy that will help reduce the number of people diagnosed with cancer.

OUR IMPACT
We’re extremely proud of our achievements this year. It’s thanks to you that we:
- Invested over a £million on funding new research which will help identify the gaps in the scientific knowledge of cancer, including what role folate, a type of vitamin B, plays in the risk of men developing prostate cancer.
- Reached millions with cancer prevention messages through our easy to understand health information for health professionals, parents, children and families.
- Successfully campaigned for food manufacturers to introduce a consistent traffic light style food labelling system, which will help people make healthy choices about what they eat.

Together we’ve worked hard to expand what we know about preventing cancer, yet there are still many unanswered questions. Cancer prevention is poorly funded and we need more money to carry out research and to translate those findings into clear advice.

Thank you so much for your continued support.
Since we started funding research as a global network 30 years ago, we’ve seen the idea that your risk of developing cancer could be linked to your diet go from being a controversial claim to a scientific fact.

Our research has furthered understanding of how diet, physical activity and body weight can affect someone’s risk of developing cancer.

We’ve brought together the world’s best scientists to draw conclusions from existing research and developed ten Recommendations for Cancer Prevention that are saving lives.

Yet there are still many gaps in our knowledge.

We need more funds to invest in the latest scientific developments and technology to help ensure we continue to give people the most accurate advice possible.

Thanks to your support, this year alone our scientists:

- Confirmed that maintaining a healthy weight can help reduce your risk of developing pancreatic cancer.
- Are finding out if there is a link between folate, a type of vitamin B, and the risk of men developing prostate cancer.
- Are exploring the value of B vitamins to protect against kidney cancer.
- Attended training to explore the relationship between health and nutrition, inspiring excellence in this field of research.

Find out more about our life-saving cancer prevention research >
Several new studies strengthen the evidence that body fatness is a convincing cause of pancreatic cancer. The clear message must be that maintaining body weight within the normal range lowers cancer risk.

Professor Hilary Powers  
CUP Panel member based at the University of Sheffield
BODY FATNESS AND PANCREATIC CANCER

Pancreatic cancer has the lowest survival rate of all cancers. Just four per cent of those diagnosed survive for five or more years meaning prevention is vital.

Our ongoing review of worldwide research on lifestyle and cancer has shown that 15 per cent of new cases of pancreatic cancer could be avoided by maintaining a healthy weight.

Our Continuous Update Project (CUP) reviews worldwide scientific evidence on diet, physical activity, body weight and cancer and provides us with the latest evidence-based recommendations.

This year, the CUP focused on reviewing all research on pancreatic cancer.

A CUP report was published on pancreatic cancer that summarised the research and detailed the panel’s judgements on lifestyle factors that can affect the risk of pancreatic cancer.

The findings constitute the most up-to-date assessment of the role of diet, physical activity and body weight for preventing pancreatic cancer.

COLLATING EVIDENCE

The CUP researchers at Imperial College London have, to date, added more than 2,700 papers to our database of scientific literature on 10 cancers – breast, prostate, bowel, pancreatic, endometrial, ovarian, bladder, kidney, liver and gallbladder.

Nearly two thirds of people in the UK are overweight or obese – one of the highest figures in Europe.

Use our free BMI online tool to work out if you have a healthy weight >

Read the CUP report on preventing pancreatic cancer >
BODY FATNESS AND PANCREATIC CANCER

“ It’s very important that we find out how we can help men reduce their risk of prostate cancer and how to stop it spreading. A number of studies have looked at the effects of folate but we still don’t have a final answer. ”

Professor Richard Martin
Heading up the research at Bristol University
DIET AND PROSTATE CANCER

Thanks to you, we’re funding the biggest ever study on the effect of folate and vitamin B12 on prostate cancer. The disease is the most common cancer among men in the UK and receives less than half the funding that breast cancer gets, yet similar numbers of people die from both diseases.

The Bristol University research, led by Professor Richard Martin, will identify ways to reduce the risk or prevent the progression of prostate cancer through diet, which could save thousands of lives.

This study could contribute to new healthy lifestyle guidelines for men.

IMPORTANCE OF A HEALTHY DIET

We already have strong evidence that diets high in calcium are a cause of prostate cancer and that foods containing lycopene (found in tomatoes and red fruits) can reduce risk.

This is one of the reasons why WCRF UK recommends eating five portions of vegetables and fruit a day.

Prostate cancer is the most common cancer in men in the UK, killing 10,000 a year – or one an hour.
Support from WCRF UK to fund these fellowships is vital as it enables young researchers like myself to attend this inspirational course, providing me with profound knowledge and tools that allow me to perform excellent research.

Dr Gerda Pot
Lecturer in diabetes and nutrition at Kings College London and a WCRF UK 2012 Fellow
TRAINING THE WORLD’S TOP SCIENTISTS

We want the most talented scientists to help further our understanding about how diet, physical activity and weight management affects our cancer risk.

This is why we’re helping to train some of the world’s top scientists. Our Fellowship programme gives them the opportunity to attend Imperial College London’s International Course in Nutritional Epidemiology, an advanced, two-week course about health and nutrition.

This year we awarded six fellowships and made it possible for promising professionals, who may not have the opportunity otherwise, to attend the course.

Meet our 2012 Fellows >
Cancer feels indiscriminate. It’s a disease that affects people from different backgrounds around the UK and worldwide.

We work hard to reach everyone who could be affected by cancer so they can reduce their risk of developing the disease. From children to childminders, health professionals to employees, our approach to preventing cancer is about giving people tools, resources and information to make healthy choices.

This year we have:

- Delivered health messages to more parents and children through our Great Grub Club website.
- Provided over 68,000 health professionals including every GP practice in the country with information to promote healthy lifestyles, including handy tools such as our new online alcohol calorie calculator.
- Helped over 15,200 employees become healthier through our Healthy Workplace Challenges initiative.
- Supported families like those of breast cancer survivor Maureen Sommerville in cutting their risk of cancer by providing evidence-based health advice.

Read our 10 Recommendations for Cancer Prevention >
WORKING WITH CHILDREN AND PARENTS

“ It’s vital to engage children in healthy eating from a young age. The Great Grub Club really reinforces important messages and activities about this in a fun way that is aimed at children. It has helped back up healthy eating at home as we try out the recipes. ”

Penny Rushby-Smith
Signed her daughter up to the Great Grub Club in 2005
WORKING WITH CHILDREN AND PARENTS

For Penny Rushby-Smith and her seven and two-year-olds, Mondays could be about trying a crunchy rainbow wrap, Wednesdays might be sunshine pasta and Fridays may involve a brilliant bean feast.

These are examples of our healthy packed lunch ideas that they enjoy trying out together – and they’re not the only ones.

DELIVERING IMPORTANT MESSAGES IN A FUN WAY

Our Fruits and Vegetables Around the World game was launched in December 2011 in response to the fact that only about 10 per cent of UK children currently eat their 5 A DAY.

Children learn where different vegetables and fruits come from using an interactive map. They can find out fun facts and try out healthy recipes. It also supports school lesson plans on the same subject.

The game is a great way to help increase vegetable and fruit intake and it’s proved popular, being played 18,000 times since its launch.

39% more people visited our Great Grub Club website meaning we reached over 186,000 parents, children and teachers last year with our healthy lifestyle messages.

Visit the Great Grub Club
It is a privilege to contribute to WCRF UK's achievements and see how far our understanding of cancer prevention has come over the last 30 years. With your support we can continue to grow our knowledge so that more lives can be lived free from cancer.

Laurence Isaacson CBE
Chairman, World Cancer Research Fund (WCRF UK)

"Your training provides health professionals with the knowledge needed to make a difference in the local community. I now include reference to cancer in all healthy eating training when talking about the impact that obesity has."

Laura Flanagan
Healthy Lives Adviser, Tower Hamlets Council
PROVIDING HEALTH PROFESSIONALS WITH RESOURCES

Sometimes talking isn’t enough. We need to provide people – and the health professionals they trust – with the information to make healthy choices that reduce their risk of cancer.

We’ve reached thousands of health professionals, from nutritionists to healthy lifestyle coordinators to GPs through our work. This has included:

- Providing up-to-date, practical advice and ideas on how health professionals can support people to reduce their cancer risk. Resources include food diaries, weekly meal planners, training materials and posters.

- Offering suggestions on how health professionals can use the latest research on diet, lifestyle and cancer prevention in their work by distributing 68,694 copies of Informed, our health professional’s newsletter.

- Improving the confidence of health professionals to talk about cancer risk factors, such as how much alcohol people drink, by delivering cancer prevention workshops.

ALCOHOL CALORIE CALCULATOR

Alcohol increases the risk of seven common cancers and contains lots of calories, which can lead to weight gain, another risk factor for developing cancer.

This is why we launched our alcohol calorie calculator in March 2012.

Health professionals can direct people to the calculator to help them track their drinking, cut back – and cut their cancer risk. Since its launch more than 1,000 people a month have used it. This makes it one of our most popular online tools, helping more people live healthier lives.

Find out what other support we offer health professionals >

Studies show that people in the UK underestimate how much they drink by approximately one bottle of wine a week.
Helping colleagues to make healthier diet and lifestyle choices is important to Waitrose. In the Food Technology department, we used the WCRF UK Healthy Workplace Challenge programme to support this goal. We tried three of the six challenges and the ‘One Week, One Habit challenge’ was my personal favourite.

David Croft
Waitrose
SUPPORTING COMPANIES AND HEALTHY WORKPLACES

For one week, David Croft swapped his daily biscuits for fruit. It made him realise that changing unhealthy habits for healthy ones was easier than he thought.

David works for Waitrose, one of a range of companies to sign up to our Healthy Workplace Challenges that also includes Allianz Insurance, South Staffs Water and DVLA. Participants receive a weekly e-newsletter to help them promote the challenge at work, and resources to support employees to complete it.

HEALTH AUDIT

We are reaching more than 15,200 employees with healthy lifestyle messages that can help them reduce their risk of developing cancer. We’ve also supported 42 organisations to consider how they could improve the health of their staff through our free online audit tool How healthy is your workplace?

Find out how we can support your colleagues to get healthier >

1/4 of employees in the UK do not have access to any workplace health schemes.
BODY FATNESS AND PANCREATIC CANCER

“Following my cancer diagnosis, WCRF UK gave me the tips and information I needed to lead a healthier lifestyle. The guidance they give is something I am able to pass on to my daughter Lisa and granddaughter Siena to help reduce the risk of cancer in their futures.”

Maureen Sommerville
Cancer survivor and WCRF supporter, 65, Sedgley, West Midlands
HELPING YOU BECOME HEALTHIER

Since she was diagnosed with breast cancer 11 years ago, Maureen Sommerville has completely changed her lifestyle. She credits WCRF UK with helping her and her family reduce their risk of developing the disease.

Maureen decided to become more proactive about her health and diet after the ‘sledgehammer’ treatment of surgery, radiotherapy, chemotherapy and drugs. After getting information from WCRF UK, she joined a gym, took up yoga and changed her diet, helping to reduce her risk of cancer returning.

This year we distributed over 811,000 copies of our supporter magazine, Healthy You, reaching thousands of people with healthy lifestyle messages that could save lives.

Visitors to our website increased by over half a million meaning even more people are getting the information they need to reduce their cancer risk.
INFLUENCING POLICY

We are proud champions for cancer prevention. But that’s not enough.

We want governments, the media, schools, employers and health professionals to be champions too.

By engaging with these groups, we can help make change happen. That might be a change in national or international policy, the introduction of a new law or the roll out of an easy-to-understand food labelling system.

Every change will make a difference, helping people make healthy choices that can reduce their cancer risk. These include:

- Successfully lobbying United Nations member states to address the risk factors associated with cancer, meaning people around the world could live healthier lives
- Leading examination of laws that help prevent obesity such as restricting children’s exposure to advertising of unhealthy food
- Campaigning for a consistent UK food labelling system so people know what their food contains, can take control of their diet, and reduce their cancer risk.
- Producing a guide that helps journalists improve the way they write and talk about cancer prevention.

Read our report on the changes that can be made at all levels of society to reduce the number of cancer cases >
WORKING IN PARTNERSHIP...

“While individuals can make changes to their lifestyles and reduce their risk of developing cancer, improvements to the society in which we all live and work make a big difference too. Being part of a network of charities helps us to work with governments and decision makers to influence policies and laws that make it easier for people to make healthy choices.”

Dr Corinna Hawkes
WCRF International Head of Policy and Public Affairs
Our work at the 2011 United Nations meeting on Non-Communicable Diseases (NCDs) helped attendees to come up with clear and measurable actions on issues such as unhealthy diets and physical inactivity.

Since then, we've worked with international agencies and governments to pass on expertise to help formulate cancer prevention policies. These include ensuring that food, nutrition and obesity were adequately incorporated into a new World Health Organization (WHO) Global Monitoring Framework for NCDs that will help achieve WHO’s goal to reduce deaths 25 per cent by 2025.

Reviewing evidence to assess where legislation will be most effective in preventing obesity and crafting legally robust policies.

These are just two issues we are looking at with the Australia-based McCabe Centre. The centre aims to improve laws around cancer. This year, we took a lead role in the centre’s work on preventing obesity and cancer.

This partnership gives us the opportunity to use our expertise to shape global laws on cancer prevention while learning from legal experts with experience of influencing policy.

One in seven cases of stomach cancer could be prevented if everyone in the UK cut their salt intake to the recommended daily level – a maximum of 6g a day. Introducing one standard food labelling system would give people the information they need to cut their salt consumption.

This was the key message of our media campaign to introduce a ‘traffic light’ style food labelling system in the UK to indicate levels of salt, fats, sugar and calories in products.

We timed our campaign to coincide with the government consultation on the issue between May and August 2012 and reached approximately 104 million people with our messages.

The UK government listened too. From Summer 2013, consumers will benefit from a new, consistent food labelling system. It’s voluntary but all the major supermarkets have indicated they will implement it and we’ll be working hard to make sure they do.
SUPPORTING JOURNALISTS REPORTING ON CANCER

“This guide on how best to present the complicated and frequently confusing results of cancer research is a beacon of good practice in a critically important area of journalism, where it’s all too easy to get things wrong.”

Professor Colin Blakemore, FMedSci, FRS
Honorary president, Association of British Science Writers
SUPPORTING JOURNALISTS REPORTING ON CANCER

Inaccurate and contradictory headlines about what can and can’t reduce your risk of developing cancer still make regular front page news.

We published Reporting Cancer Risk to change this. The guide helps journalists improve the way they talk about cancer prevention and promote public trust in what can and can’t reduce cancer risk. The National Council for the Training of Journalists has distributed the guide to their tutors and students.

Read Reporting Cancer Risk, our guide for accurate cancer prevention journalism >

Of course, we also work with the media to promote our research, health information programmes and evidence-based cancer prevention messages. Every article, radio and TV interview we secure is a chance for people to make informed health choices. Cumulatively, we reach millions of people every year by working with the media.

WCRF UK public surveys show that since 2009 the proportion of people in the UK who know that alcohol can increase your risk of developing cancer has risen from 36 per cent to 61 per cent, and those aware of the link between eating processed meat and cancer risk rose from 30 per cent to 45 per cent.
GET INVOLVED

We want to support you – and we need you to support us.

Our tools and resources can help you make healthy choices to reduce your risk of developing cancer. But to continue funding vital research and to translate our cancer prevention research into innovative, easy to understand and accessible health information, we need more funds to support our work.

Your donations help fund vital research and health information. We rely on generous donations from people like you as our work is funded almost entirely from the general public.
FIVE WAYS TO HELP PREVENT CANCER

About a third of the most common cancers could be prevented through eating a healthy diet, being physically active and maintaining a healthy weight.
1  TRY HEALTHY RECIPES
Eating a more varied and balanced diet with plenty of vegetables and fruit is good for you. Try our recipes which include everything from broad bean soup to braised beef and chick pea stew.

2  WATCH YOUR ALCOHOL CONSUMPTION
Alcohol increases the risk of several cancers. It’s also high in calories and excess body fat increases your risk of cancer. Using our online calculator can help you keep track of how many calories you are consuming through alcohol over a week or a day.

3  FIND OUT IF YOU’RE ACTIVE ENOUGH
Being active for at least 30 minutes a day can help to reduce cancer risk. Take our quiz to find out if you’re active enough.

4  DISCOVER YOUR DIET DOWNFALLS
From seemingly low-fat foods to portion size, diet downfalls could be adding to your waistline. Use our helpful tools to discover yours.

5  GET A SUPERMARKET ACTION PLAN
Go to the supermarket when you’re tired and you might come home with a fridge full of junk food. To maintain a healthy weight, it’s important to plan for such scenarios and our top tips could help.

Read more about how you can prevent your cancer risk >
BE A FUNDRAISING STAR LIKE DESIRE

As I hiked further to the summit, my hands and feet felt like icicles but I knew it was nothing compared to what my friend was going through. Just thinking about him helped to spur me on.

Desire Nel
Raised £4,200 by star jumping her way up to Mount Kilimajaro
BE A FUNDRAISING STAR LIKE DESIRE

Star jumps are 32-year-old Desire Nel’s thing. “I’ve star jumped all around the world,” she says. But her ‘ultimate star jump’ was at the top of Mount Kilimanjaro – and it helped raise over £4,000 for WCRF UK’s work.

Desire was inspired to take up the challenge when a close friend was diagnosed with cancer and performed a series of star jumps as she hiked up Africa’s highest peak.

CHALLENGE EVENTS FOR YOU

We’re hugely grateful for Desire’s dedication and hope her efforts will inspire others. You can also take part in one of our many fundraising events such as Beat the Banana! our annual 5km fun run that involves chasing someone dressed as a banana to the finish line as well as lots of other UK and overseas challenges.

Anything you raise, whether it’s £1, £100 or £10,000 will support our cancer prevention work.

Be inspired by more supporter stories  >

Find out more about how to organise your own fundraising event for WCRF UK  >

Make a one off or regular donation to support our cancer prevention work  >
THEATRE CHAIN PUTS ON QUITE A SHOW FOR WCRF UK

“Many people are affected by cancer at some point in their lifetime, whether directly or indirectly. We were therefore delighted to be involved in fundraising on World Cancer Day and I’m very grateful to our staff who were so supportive in organising the collections.”

Nick Potter
Managing Director at Ambassador Theatre Group (ATG)
BE A FUNDRAISING STAR LIKE DESIRE

A lot can happen in a day. That’s what support from Ambassador Theatre Group (ATG) showed us.

On World Cancer Day 2012, Saturday 4 February, visitors to 39 theatres across the UK raised more than £16,000 for our life-saving research and health information programmes. This included audiences at London’s Savoy and Duke of York theatres and the Theatre Royal Glasgow, who generously filled collection buckets.

MUTUALLY BENEFICIAL PARTNERSHIPS

Our partnership with ATG inspires their staff and funds our cancer prevention work. We work with a range of companies and aim to make our corporate partnerships mutually beneficial.

For example, our nutritionists run workshops with employees from a range of companies to help them make healthy choices and be more active. This can help reduce staff sickness and improve well-being.
### OUR FINANCES

#### WCRF UK INCOME FY 11/12

Total £8,962,031

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#### WCRF UK EXPENDITURE FY 11/12

Total £8,812,583

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This chart contains summary information from the Statement of Financial Activities of World Cancer Research Fund for the year ended 30 September 2012 and is not the full statutory report and accounts. The full financial statements were approved by the Trustees on 23 May 2013 and subsequently submitted to the Charity Commission. World Cancer Research Fund received an unqualified audit report and copies may be obtained from the charity’s head office.

On behalf of the trustees

Laurence Isaacson CBE, Chairman
Dated: 23 May 2013

[Download the full trustees report]
WHY WE NEED YOUR CONTINUED SUPPORT

We are determined to achieve our vision of helping people make choices that reduce their chances of developing cancer.

But we need your support to make this happen.

Next year, we will continue to help prevent cancer, basing what we do around the three areas of our work.
FUND PIONEERING CANCER PREVENTION RESEARCH AND...

- Publish our CUP findings on ovarian cancer, womb cancer and the links with lifestyle factors.
- Review the latest CUP findings for breast cancer survivors.
- Invest in new areas of research into:
  - obesity and bowel cancer;
  - folic acid and the risk of developing cancer;
  - sexually transmitted infection HPV and oral cancers;
- Review the numbers of preventable and attributable cancers of adults with excess BMI.

PROVIDE TRUSTED HEALTH INFORMATION AND...

- Launch a UK-wide campaign to raise awareness about the link between diet and cancer risk.
- Support health professionals put cancer prevention advice into practice with new practical health promotion tools such as the 100 Calorie Gallery, a visual representation of 100 calorie food items, to help people see what a healthy diet looks like.
- Provide parents and teachers with information to set up cookery clubs for kids and reach primary schools in disadvantaged areas with cooking toolkits to encourage healthy eating and help tackle obesity.
- Help people have a healthy lifestyle by providing practical information that’s easily accessible, including producing a physical activity calorie calculator to help people find out what calories they burn.

INFLUENCE POLICY AND...

- Work with International agencies to provide guidance on evidence-informed policies for cancer prevention to countries worldwide.
- Lobby for the adoption of diet and alcohol policy recommendations at the World Health Assembly meeting in May 2013.
- Provide advice direct to governments on the design of effective policies on cancer prevention.
- Work with other civil society organisations to influence the development of cancer prevention policies.
THANK YOU

From donors to volunteers, corporate partners to charitable trusts, we are immensely grateful for the generous support of all of our supporters. Without them, we could not carry out our vital cancer prevention research and produce evidence-based health information that reduces people’s risk of developing cancer.

Thank you.

“WCRF UK’s cancer prevention resources are excellent and they help me motivate people to make changes to their lifestyles.”

Anna Mariner
Health Professional, Kent

“I’m delighted to promote WCRF UK’s message to other people so they can help prevent cancer and avoid going through misery. I urge you to make a donation today so they can help people prevent cancer. Thank you.”

Anna Mariner
Health Professional, Kent

OFFICE VOLUNTEERS
Isobel Hunter
Lois Howard
Maureen O’Brien
Mbye Njie
Shiavax Daji

COMPANIES
Allianz Insurance
DVLA
South Staffs Water.
Waitrose

FUNDERS
Ambassadors Theatre Group
A M Garnett Charitable Trust
Convent of Our Lady of Mercy
Cowley Charitable Foundation
Gerald Micklem Charitable Trust
Harvey Nichols
Informa
Marjorie & Edgar Knight Charitable Trust
Multithon Trust
Pink Ribbon Foundation
Simplyhealth
The Kay Williams Charitable Foundation
The Mrs E M Davidson Trust
The Orr Mackintosh Foundation
The T M Clark Charitable Trust
The Tory Family Foundation
CONTACT US

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