



World Cancer Research Fund UK  
Annual Review 2014–2015



**WORLD CANCER RESEARCH FUND UK**  
Annual Review: October 2014 – September 2015





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

**Our mission** is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk.

Thanks to your support and our work, cancer prevention through lifestyle is now accepted worldwide as scientific fact.

A third of common cancers can be prevented through healthy diets, weight management and physical activity. That's over 84,000 cases of cancer prevented in the UK every year. However, annually more than 160,000 people still die from cancer in the UK and that figure continues to grow.

As the recognised experts, we are at the heart of discussions around the vital need for action on cancer prevention, and as a unified network we are informing and empowering people to take action to reduce their cancer risk.

This year has been challenging as the charity sector has faced criticism about fundraising practices. We thank all our supporters who are central to our cancer prevention work and reassure you that we remain committed to the highest standards of fundraising. There is no room for complacency and we will continue to review our practices to ensure we meet the changing regulations.

With your help, we can continue to fund innovative scientific research to learn more about cancer prevention; we can continue to translate that research into practical advice to help individuals reduce their cancer risk; and we can advocate for effective policies to reduce the cancer burden in the UK and worldwide.

Together, we CAN prevent cancer.

A handwritten signature in purple ink that reads "Marilyn Gentry". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Marilyn Gentry, Founder & Chief Executive



A person wearing a white lab coat is using a tablet computer in a laboratory. The tablet screen displays a blue interface with a line graph and a bar chart. The background is a blurred laboratory with various pieces of equipment and test tubes. The text "Funding cancer prevention research" is overlaid on the tablet screen in a white, handwritten-style font.

Funding cancer  
prevention research

**After smoking, being overweight or obese is the next greatest risk factor for cancer. This year our research confirmed that ten cancers are now linked to being overweight: post menopausal breast, bowel, ovarian, womb, pancreatic, kidney, gallbladder, oesophageal, liver and advanced prostate cancers.**

**Our research also discovered:**

- Men who are overweight or obese are at greater risk of developing **advanced prostate cancers** including aggressive cancers that are fatal.
- **Three alcoholic drinks per day can cause liver cancer.** There is also exciting new evidence that drinking coffee could reduce the risk of this type of cancer, although further study is still needed to offer precise guidance.
- A combination of high blood pressure, blood sugar, blood fats, BMI and cholesterol, all risk factors for heart disease, increase the **risk of liver and kidney cancer in men, and womb and pancreatic cancer in women.**

- **People hugely underestimate their sugar intake** which is concerning as our research has shown the strongest link yet that people who eat more sugar are much more likely to be obese than those who eat less, increasing their risk of 10 cancers.
- New evidence suggests that **being tall increases the risk of kidney cancer**. We don't fully understand why but we know it's not height itself that's responsible, more likely the process that your body goes through to make you tall.
- Increasing active travel to school has been identified as a **way of addressing physical inactivity levels in children**. This finding is being used to inform national and international policy, as well as initiatives to encourage active travel.

**Cancer has no boundaries which is why, as a network, we fund the best research around the world.**

As part of our global research priorities, this year we have funded new research programmes at:

■ **Cancer Council Victoria, Australia**

In this pilot study, Dr Brigid Lynch and her team hope to better understand **the role that physical activity plays in surviving breast cancer**. This 12-week intervention (using wearable technology, behavioural counselling and goal setting) aims to increase physical activity and reduce sitting time in a population of breast cancer survivors.

■ **Centre for Research in Epidemiology and Population Health, France**

Dr Françoise Clavel-Chapelon hopes to identify **the best dietary behaviours to minimize cancer risk**, taking into account a person's socio-economic background, as well as identifying major changes in dietary behaviours after cancer diagnosis.



■ **University of Bristol, UK**

In this, the largest study of its kind on prostate cancer, Dr Sarah Lewis hopes to give a definitive insight **into the nutrients that cause prostate cancer**. The study aims to help understand how body size and vitamin D levels influence prostate cancer progression and should establish the basis for development of future food or nutrient trials.

■ **German Cancer Research Centre (DKZF), Germany**

Low-dose aspirin has been shown to protect against cardiovascular disease and more recently cancer, especially colorectal cancer. This observation suggests platelet over-activation as a major **shared risk factor for both cancer and cardiovascular disease**. Dr Tilman Kühn and his team will therefore be assessing the role of dietary and lifestyle factors on anti-platelet effects to help decrease risk of cancer.

**The Continuous Update Project (CUP) is our ongoing analysis of the global research on how diet, weight and physical activity affect cancer risk and survival. It is an authoritative resource, which underpins public health policy on cancer prevention around the world.**

This year four new CUP reports were produced: on **prostate cancer**, **liver cancer**, **kidney cancer** and **gallbladder cancer** giving us valuable new insights into the risk factors for these cancers.

**Globally, there is no standardised way to review the vast amount of research on the biological processes (mechanisms) by which lifestyle factors can cause cancer.**

We have been working with the University of Bristol to develop a comprehensive and systematic way of **collating and reviewing mechanistic research**. An online tool, funded by us and the Medical Research Council, will automate the process making it easier to identify information.

The method is currently being tested by Maastricht University and the German Cancer Research Center. Once complete, it will help identify the gaps in our knowledge and inform the direction of future research worldwide. Understanding these mechanisms will help to create a better picture of cancer risk, how cancer can be prevented and more lives saved.



Helping you prevent cancer

**We're now in our 25th year of cancer prevention work and our research tells us that people are starting to get the message. But not everyone finds it easy to act on the advice we provide or make the necessary lifestyle changes. That's why this year we introduced I CAN... to help people take action on cancer prevention.**

Launched in May 2015, participants signed up to a series of practical tips designed to improve their health and reduce their cancer risk.

**"I feel much better for making these changes – I feel more alive and have more energy. Once you try, it's not hard and you are motivated to stick with it and do a lot for your health."**

**Jane Poole, I CAN... participant**

In its first three months the campaign reached over 13 million people through social media, press and video. 92 per cent of those who took part said it had encouraged them to make long-term changes to better health, and 97 per cent said they would recommend the campaign to others. The campaign was nominated for the best in-house health and wellbeing campaign in the Public Relations Consultants Association (PRCA) Awards.



**This year our Great Grub Club website has gone from strength to strength, regularly seeing 150,000 visits a month.**

Nevertheless, one in five children in England are already overweight or obese by the time they start primary school and we know that overweight children often grow up to become overweight adults, with all the health problems, and increased cancer risk, that brings.

“I found this programme really helpful to refocus my mind on why we give snacks to our children between meals. The point of snacks is to make sure children get the full ‘rainbow’ of vitamins and nutrients that may not fit into mealtimes, not just to ensure they feel full between meals!”

**Participating parent, Smart Snacking Pilot**

With this in mind, in September 2015, we began testing a **Smart Snacking programme** for 3–5 year olds to help parents introduce more vegetables, fruits and high-fibre foods into snack time, whilst cutting down on less healthy snacks which are higher in fat, sugar or salt.

Our Smart Snacking pilot supported 200 families to move towards a healthier lifestyle with 93 per cent of parents declaring they would recommend the programme to others.



**This year has seen our refreshed brand spread across our wide range of publications, from cancer prevention leaflets and cookbooks to our website and supporter newsletter, which reached it's 100th issue in 2015.**

Featuring Marilyn Gentry, our founding CEO, the centenary newsletter took a trip down memory lane, reviewing our milestones and past achievements as we begin our 25th year of cancer prevention work.

“When we founded World Cancer Research Fund, there was still a feeling that cancer causes were genetic or viral. People didn't believe they had any control over their cancer risk. We've helped them understand that they have an important role to play in cancer prevention.”

**Marilyn Gentry, Founder & Chief Executive, World Cancer Research Fund**

**Health professionals are at the forefront of keeping us all healthy and are vital sources of cancer prevention information for the public. For this reason, we run regular workshops, this year in London and Newcastle, for health workers to share the latest cancer prevention evidence.**

“I have worked in cancer awareness for nearly six years but the content within the workshop taught me a few things I didn’t already know. I’m sure that every one of my colleagues can learn from this workshop.”

**Justine, Bridgewater Community  
Healthcare NHS Trust**

But we know it’s not always possible for busy professionals to get along to these events, so this year we launched our **online cancer prevention workshop**, covering all the information health professionals need to support people to reduce their cancer risk.

Recently accredited by the Royal Society for Public Health, our workshops cover the science behind our recommendations and explain how health professionals can help people change their behaviour for reduced cancer risk.



Our policy work

**Governments, schools, employers and health professionals all play a role in shaping our health environment. We believe by working together, we can make change happen.**

“The Policy Advisory Group is a truly inclusive process for updating policy evidence.”

**Dr Kate Allen, Executive Director,  
Science and Public Affairs, World Cancer  
Research Fund International**

This year we established our **Policy Advisory Group** to help us respond to the needs of policymakers as they develop and implement policy to prevent cancer and other non-communicable diseases (NCDs). The group comprises international experts from government, academia and civil society, as well as observers from the World Health Organization (WHO) and Union for International Cancer Control (UICC).

**In March, the World Health Organization (WHO) issued our guidelines on sugar consumption to encourage countries around the world to reduce the availability and affordability of sugar products. To complement this we produced our policy brief – Curbing Global Sugar Consumption – to help governments reduce the amount of sugar being consumed at a population level.**

Later in the year, World Cancer Research Fund International was invited to advise on the priorities for WHO's Commission on **Ending Childhood Obesity**. Since childhood obesity is a strong predictor of adult obesity, which we now know is linked to the increased risk of ten cancers, **we strongly advocated for the inclusion of cancer** in the report alongside other NCDs.

This year we established our Policy Advisory Group to help us respond to the needs of policymakers as they develop and implement policy to prevent cancer and other non-communicable diseases (NCDs). The group comprises international experts from government, academia and civil society, as well as observers from the World Health Organization (WHO) and Union for International Cancer Control (UICC).

**In October 2014, along with other UK cancer organisations, we backed the Cancer: 2 Million Reasons campaign. With two million people now surviving a cancer diagnosis, the campaign urged all political parties to commit to improving research, prevention, diagnosis, treatment and care for people affected by cancer today and in the future.**

We continue to work closely with the Union for International Cancer Control (UICC) through their **World Cancer Day Advisory Group**. In 2015, World Cancer Day reached a record 10.7 billion people and we used this opportunity to highlight that whilst more people are now aware of cancer risk factors, too few are acting to avoid a diagnosis through lifestyle change.

“Overall awareness is not translating into better outcomes. Department of Health figures show that around two thirds of people are overweight or obese, only a minority of people get their five-a-day and we still consume too much salt, sugar and fat.”

**Amanda McLean, Director,  
World Cancer Research Fund UK**



A skydiver and a tandem student are shown in a freefall position against a clear blue sky. The skydiver, in the background, is wearing a grey helmet, orange-tinted goggles, and a light-colored shirt. The tandem student, in the foreground, is wearing a purple jumpsuit, a black helmet, and clear goggles. Both are giving thumbs up. The text "Your support for cancer prevention" is overlaid in the center in a white, handwritten-style font.

Your support for  
cancer prevention



**Your dedicated support does amazing things to help us prevent cancer.  
From Bake Offs to skydives, our supporters help thousands of people  
every year to live cancer free lives.**

“I know that leading a healthy lifestyle can help reduce your risk of developing cancer, so I thought taking part in the marathon was a great way to raise money for a cancer prevention charity and change my lifestyle to a healthy one.”

**Emma Clement-Wriede, World Cancer Research Fund Supporter**

In April 2015, 27 of our loyal supporters took to the streets of London and raised almost **£70,000** for our cancer prevention programmes in the 2015 London Marathon. After spending eight years fighting cervical cancer, **Emma Clement-Wriede** from Swansea, took part in the 26-mile challenge dressed as a giant tomato and raised an incredible **£5,293**



**Brother and sister, Sean and Melissa Brittain, from Denham, Buckinghamshire, raised vital funds for us by throwing themselves out of a plane at 10,000 feet!**

“I’m so pleased that we did it. We wanted to do something exciting to raise lots of money for a fantastic cause, and we did!”

**Melissa Brittain, World Cancer Research Fund Supporter**

Their **brave fundraising skydive**, in memory of their grandmother who died from lung cancer in 2005, raised more than **£700** for our cancer prevention work.



## **Will Hodson is SuperCyclingMan!**

In May he left the UK on a 5-year, 100,000 km world cycle tour to raise **£100,000** for charity. We're fortunate to be one of his chosen charities and look forward to reporting on his adventurous trip soon, but you can **track his progress** too.

In May we launched our new cancer prevention fundraising campaign, **Get Fruity!** Schools, community groups and companies all took part, raising almost **£5,000** through fruity activities. A special mention goes to the brilliant BSHF who raised over £400 and the fantastic Fulbrook Middle School who raised nearly £250.



**This year 175 SCIEX staff and their friends from around the world ran for us – anywhere and everywhere! They tracked a total of nearly 32,000 km and raised over £4,000 for cancer prevention.**

In February, a substantial contribution of **£2,500** towards our **Continuous Update Project** was donated by Garfield Weston Foundation. This generous gift will help towards the preparation of our 2017 Expert Report update, which will summarise all the available scientific evidence on cancer prevention globally.



**Ian Van Ryne has been a dedicated supporter of cancer prevention since his close friend died from bowel cancer in 1991.**

“World Cancer Research Fund does pioneering work. That’s why, after I’d provided for everyone close to me, I decided to leave a gift to them in my Will.

I can’t think of a better present to leave my children and grandchildren than a future free from cancer.”

**Ian Van Ryne, World Cancer Research Fund Supporter**

You too can support us by **leaving a gift for future generations** in your Will.



**We are immensely grateful for the generous support of a wide range of individuals, companies and charitable trusts. Here are just a few of those who deserve our special thanks.**

**Office volunteers**

- Ami Doshi
- Maureen O'Brien
- Sandy Trott

**Trusts**

- Garfield Weston Foundation
- The Albert Hunt Trust
- The Chapman Charitable Trust
- The Hospital Saturday Fund
- The Oakdale Trust
- The PF Charitable Trust
- The Rosetrees Trust
- The Sylvia Aitken's Charitable Trust
- The Thomas Moffitt Clark Charitable Trust
- Walter Guinness Charitable Trust

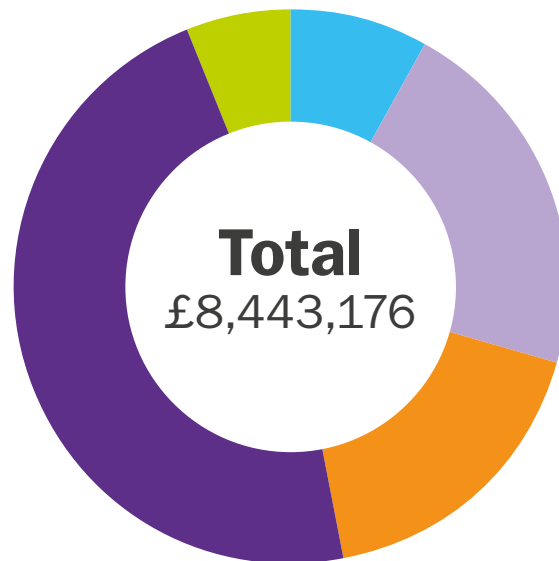
**Companies**

- BDG Sparkes Porter
- BHSF Limited
- Compagnie Fruitiere UK Ltd
- CROS NT
- Future Science Group
- Informa
- Ipsos MORI
- Orlebar Brown
- Roche Products Limited
- SCIEX
- ShP Limited
- Sysmex

Financial information



# World Cancer Research Fund UK income 2014–15



**47%** **Donations**  
(direct mail, cash gifts and other fundraising activities)

£3,968,638

**21.2%** **Legacies**

£1,789,406

**17.7%** **Committed gifts**

£1,492,459

**8.2%** **Gift Aid**

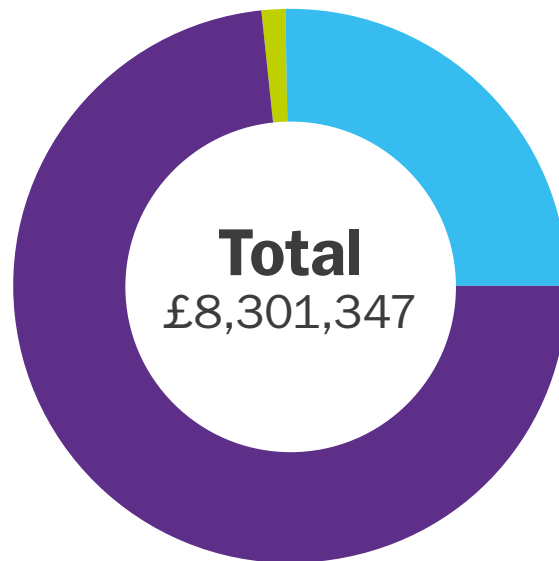
£696,183

**5.9%** **Other**

(including trade and investments)

£496,490

# World Cancer Research Fund UK expenditure 2014–15



**73.6%**

**Education, research and health  
policy programmes**

£6,116,119

**25.2%**

**Cost of generating funds**

£2,088,928

**1.2%**

**Governance**

£96,255

This chart contains summary information from the Statement of Financial Activities of World Cancer Research Fund for the year ended 30 September 2015, but is not the full statutory report and accounts. The full financial statements were approved by the Trustees on 12 May 2016 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

A handwritten signature in blue ink, appearing to read 'Laurence Issacson', written in a cursive style.

**Laurence Issacson CBE, Chairman**





The year ahead



**As part of the WCRF network, we have been at the forefront of cancer prevention for a quarter of a century but we know there is still more to do.**

**Next year we will:**

- Continue to fund and report on the update of cancer prevention science through our Continuous Update Project (CUP) and prepare for our global 2017 CUP expert report.
- Publish findings from our funded research on prostate cancer and early life factors; and prostate cancer and vegan diets.
- Launch Healthy You online – cancer prevention advice for the digital age.
- Update our popular health tools to ensure they function on the latest technical devices.

- Hold regional workshops in Bristol and Glasgow to train more health professionals on cancer prevention.
- Work with our partners in the Obesity Health Alliance, to promote healthy eating and tackle ever increasing levels of obesity.
- Deliver a new fundraising charter that addresses vulnerable people and meets new UK regulation.
- Redevelop our digital fundraising to reach new audiences so we can fund more live-saving research.
- Develop new and exciting campaigns to increase support for cancer prevention.

**Our Board of Trustees work in a voluntary capacity and oversees the strategic direction of the charity.**

**They are:**

- Laurence Isaacson CBE (Chair)
- Professor Ashley Cooper
- Jeffrey Bunn
- Peter McCarty
- Susan Pepper
- Alison Sinclair

**Our executive team leads and directs the charity in our cancer prevention work.**

**They are:**

- Amanda McLean, Director
- Sarah West, Director of Communications
- Sarah Toule, Head of Health Information
- Paul Fretwell, Head of Fundraising



**World Cancer Research Fund** 22 Bedford Square, London WC1B 3HH  
Tel: **020 7343 4200** Email: [wcrf@wcrf.org](mailto:wcrf@wcrf.org)

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

Registered in London, England No: 253618. Registered with the Charity Commission in England and Wales (Registered Charity No:1000739) Registered Office: 22 Bedford Square, London WC1B 3HH

© 2016 World Cancer Research Fund