



IMPACT REPORT

WHO WE ARE AND OUR WORK

World Cancer Research Fund (WCRF) is a leading cancer prevention charity.

We are the only charity solely dedicated to funding life-changing research into the prevention and survival of cancer through diet and lifestyle. Our work empowers people to take action to lead healthier, happier, cancer-free lives.

Our work



Cancer Prevention

Helping the public reduce their risk of developing a number of different cancers through simple lifestyle changes.



Cancer Survival

Empowering people to live better after a cancer diagnosis through support groups, cookery classes and more.



Research

Funding ground-breaking research into cancer prevention and survival which underpins all our work.

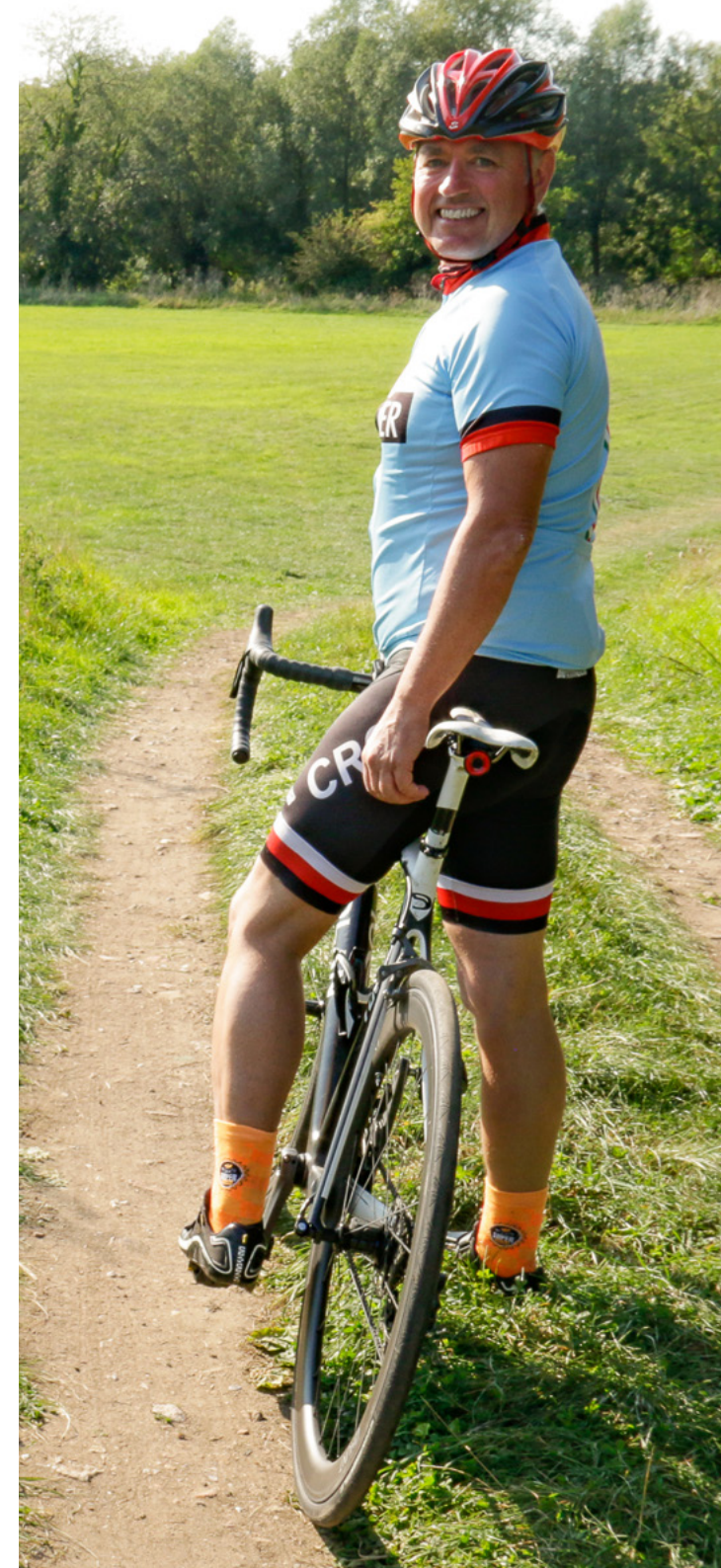


Influencing

Supporting governments and organisations to create policies that will help people live healthy lives.

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

We are part of a network of charities based in the UK, EU and US, which gives us a global voice to inform people about cancer prevention.



OUR CHALLENGE

40%
of cancer
cases could be
PREVENTED



That's
147,000
PEOPLE EVERY YEAR
who develop a
PREVENTABLE CANCER
IN THE UK



Globally, new cancer
cases are predicted
TO INCREASE BY OVER
60%
IN THE NEXT 20 YEARS,
to **29.4M** cases
a year by **2040**



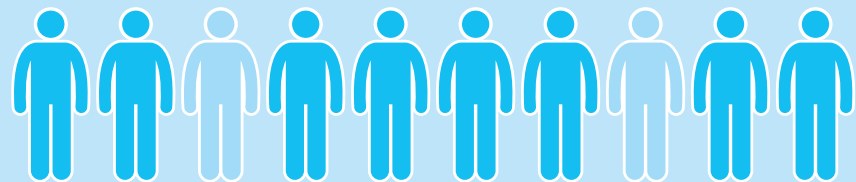
1 in 2

of us will be
DIAGNOSED
WITH CANCER
during our lifetime



8 in 10 people

diagnosed with cancer tell us they
haven't received any dietary support



PRESIDENT AND CEO'S INTRODUCTION

A very warm welcome to our new-look Impact Report. We hope, that after reading it, you come away not only with an understanding of what we achieved last year, but also a strong sense of who we are and the vital nature of what we do. None of what we achieve is possible without our amazing supporters, so to everyone who championed our work last year we offer our heartfelt thanks.

2020 was a landmark year for us, as we celebrated our 30th anniversary.

When World Cancer Research Fund was established, scientific research into the link between diet and cancer was in its infancy. Now scientists and much of the general population understand that lifestyle factors can directly impact our risk of cancer. Yet our challenge remains that while one in two of us will be diagnosed with cancer in our lifetime – people like Tricia, whose story you can read on p.11 – most people are unaware that **40%** of cancer cases could be prevented. That is equivalent to **147,000 people every year** in the UK who develop a preventable cancer.

LEADING THE WAY SINCE 1990



This is why we are passionate about reaching as many people as we can with information on how to reduce the risk of cancer through changes to diet, weight and physical activity – and, increasingly, on how to live well *with* cancer and beyond.

It is impossible to reflect on the last year without recognising how momentous and difficult 2020 was for most people. Along with those suffering from COVID-19 or mental health issues, the emerging crisis in delays to cancer referrals, diagnosis and treatment is a huge concern. The impact of the Coronavirus pandemic on people's outcomes and experience of cancer care will be felt for years to come – what we are seeing now is the tip of the iceberg. **It is therefore more vital than ever that people are aware of prevention measures.**

Inevitably, the pandemic also impacted greatly on our own work and huge efforts were required to adapt in response, while working remotely. The incredible WCRF staff team more than rose to this challenge

however, and this year our messages and recommendations reached further than ever, engaging with audiences via new digital channels and formats. We launched several key policy reports and continue to deliver on a major EU-funded collaborative project. We also funded more grants than ever before. Alongside this our individual supporters and fundraisers, institutional donors, and our corporate partners supported us in ever more amazing and inventive ways.

Looking ahead, there is so much still to do. Our global cancer prevention research database (The CUP) is fast evolving to enable more detailed recommendations, both for prevention and survivorship. We are re-launching Cancer Prevention Awareness Week and we are increasing our focus on digital channels, helping more people to access our online health tools and advice. We also have several new fundraising campaigns in the pipeline so we can secure the income we urgently need to fund all the vital and exciting research that still needs to be done. **So, on behalf of Tricia – and everyone else who has been affected by cancer – we are grateful for your continued support.**



Marilyn Gentry,
President,
World Cancer
Research Fund



Rachael Gormley,
Chief Executive,
World Cancer
Research Fund

JAMES'S STORY

James Radford, a postman from Northamptonshire, has Lynch syndrome – a hereditary genetic condition that increases his risk of bowel cancer. He is one of our ‘Fundraising Ambassadors’ and began raising money for us in 2017, following the loss of several family members to cancer. So far he has raised nearly £10,000 for our vital work.

“I was eight years old when I lost my nan to cancer, 19 years old when I lost my mum to cancer, 21 years old when I lost my aunt to cancer and 38 years old when I lost my second aunt to cancer. **I’m now 39 years old and this year, I lost my step-mum to cancer.**”

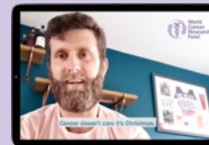


“I’ve been fundraising for World Cancer Research Fund for a little over three years now, alongside my good friend Carl Villiers. We’ve also had amazing support from Matthew Checkley, the manager of my local Tesco, who has let us set up treadmill challenges and bucket collections in-store. WCRF are slightly different to other cancer charities: it’s not about finding a cure. **Live that little bit healthier, change your lifestyle, exercise regularly and have a better diet... those simple changes in life could help prevent cancer.**”



“I became a Fundraising Ambassador for WCRF primarily because I was impressed with their refreshing approach towards cancer and cancer survival. They provide a lot of information on all aspects of healthy living.

“The fundraising gives me focus, something positive to channel my energies into. **If I can help one person not to have to deal with what I have had to deal with, then I will feel I’ve made a difference.**”



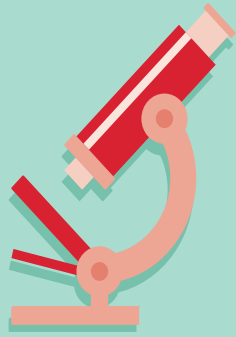
OUR YEAR AT A GLANCE

13

research grants

were awarded, totalling **£3.5million**

See page 11 for funding detail



22,715

Health Information resources

ordered or downloaded (such as health guides and recipe booklets)



1,185

Health Professionals



signed up to our specialist webinar and e-Learning courses

£8.8 million income



3,826 calls

to our Supporter Services line



6,860

resource packs distributed directly to Health Professionals



CANCER PREVENTION

Through decades of research we now know that there are many lifestyle changes people can make to reduce their risk of developing cancer. In fact, 147,000 cancer cases could be prevented in the UK if people followed our scientifically-backed Cancer Prevention Recommendations. These include eating a healthy diet, being a healthy weight and being physically active.

How we prevent cancer

It is our aim to share our [Cancer Prevention Recommendations](#) and information as widely as possible.

- ◆ We target people all across the UK with our messages, tailoring our information to make it as relevant as possible.
- ◆ We engage with the general public through placing articles in the media, by creating videos and blogs, and through online platforms including our e-Newsletters and social media.
- ◆ We also offer training to specific audiences such as Health Professionals, who can directly share our information with those who need it most.
- ◆ We provide evidence and advice to help governments and policymakers around the world take effective action and implement policies that help prevent cancer.
- ◆ Finally, we create tailored content to highlight specific cancer risks among communities and groups who may be at a higher risk of cancer or otherwise disadvantaged.



Online learning for health professionals

This year we developed a successful new online cancer prevention course for health professionals which is accredited by the Royal Society for Public Health and counts towards their Continuing Professional Development (CPD): 615 health professionals enrolled, with 95% of participants rating the course as good or excellent.

To date 5,493 health professionals have signed up to our membership package.

Healthy living booklets

We produced three new publications that support people to make healthy lifestyle changes to help them reduce their risk of cancer.

To date over 5,000 of these resources have been ordered and distributed.



Reaching children

Currently, an average of six UK children in a classroom of 30 are overweight or obese when they start primary school, rising to 10 in 30 by the time they start secondary school. Children who are overweight or obese are more likely to be so as adults, which increases the risk of developing cancer and other life-threatening conditions – such as diabetes or heart disease – in later life. **It has never been more vital to take action to improve children’s health and wellbeing**, and that’s why we launched our brand-new online resource for children called **Eat Move Learn**. It teaches children about healthy eating and being active, with characters such as Mixer and Pedal introducing children to cooking and exercise through fun facts and activities.



We also established a partnership with the not-for-profit Cook School, to create Junior Cooks Club. Through fun, hands-on classes, Junior Cooks Club aims to provide school-age children with cooking skills, as well as vital life lessons on diet and nutrition. We intend to launch a pilot programme in 2021.



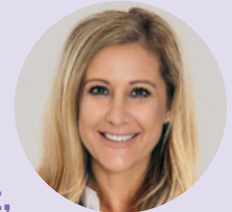
Reaching the general public

This year we reached millions of people across the UK with our cancer prevention messages.

- ◆ Our work was mentioned in **3,139 media articles**.
- ◆ We shared information with **47,669 followers** across our social media channels.
- ◆ We sent regular emails to our **45,000 eNews subscribers**.
- ◆ Our website was visited **2.7 million times**.
- ◆ **140,000 people** received our Healthy You magazine.
- ◆ **Over 3.6 million people** received our health information straight through their door.



I really enjoyed your online course. I think it will be incredibly useful for healthcare professionals from various backgrounds as it offers such a large variety of relevant, up-to-date information as well as practical tools for patient engagement. It is very user friendly and I particularly enjoyed the myth-busting section behaviour change tools.



WCRF has created an excellent resource for healthcare professionals. Well done!

Marie Spreckley, Senior Nutritionist at NHS England

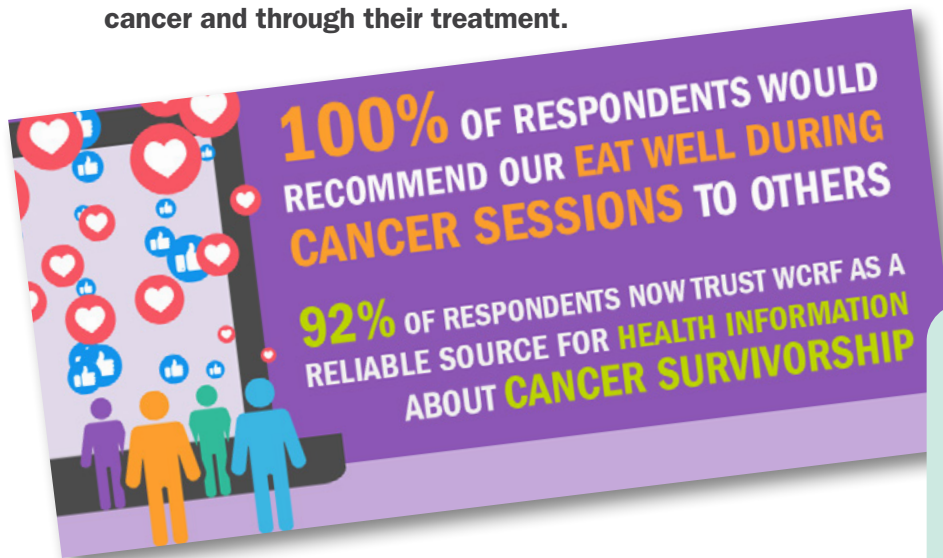


CANCER SURVIVAL

As well as helping people reduce their risk of developing cancer in the first place, we also provide support, advice and guidance on diet and exercise to people who are living with and beyond cancer.

On top of the symptoms caused by cancer itself, treatments such as chemotherapy, radiotherapy and surgery can cause side-effects that make it more difficult to eat normally and absorb what you need from food. One of the lesser-known and spoken about side-effects of cancer and its treatment is the loss or change of taste. This is something that many people have told us is very difficult to deal with, especially as there is little support out there to help them cope. Other side effects include fatigue and loss of weight.

Our advice and support can help people live well with cancer and through their treatment.



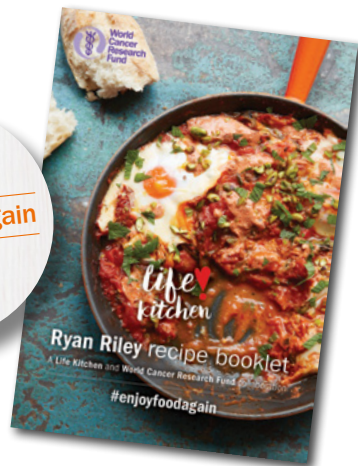
Eating Well During Cancer support groups

During the first COVID-19 lockdown in early 2020, we provided free online dietary support groups for people affected by cancer. Led by our oncologist dietitian, Adele Hug, the private sessions were an opportunity for people to receive tailored advice on what to eat during cancer to help them with some of the side-effects they might be experiencing. All attendees also received a digital pack of resources to take away. These have been incredibly successful, so we are looking at running more of these in the future.

Participants from the Zoom sessions said:

“ I haven't received any dietary advice from an oncology dietitian. I didn't realise there were such people. Before this session everything I had learnt was through individual research with my fingers crossed. ”

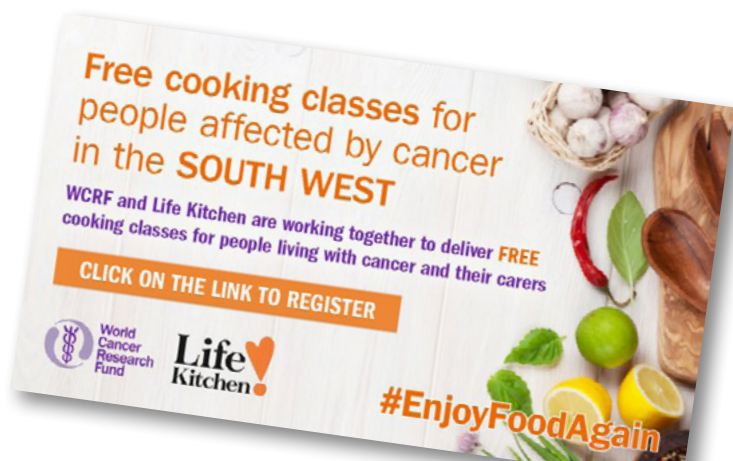
“ The session answered lots of questions I had. I learnt a lot about what to include in my diet. Adele was eager to answer all questions. Thank you so very much! ”



Online cooking classes

We had to rethink our plans to launch a programme of face-to-face cooking classes, in partnership with Life Kitchen – a specialist cookery school for people living with cancer and experiencing taste changes – because of the COVID-19 pandemic. Undeterred, we went virtual instead and provided ten weeks of free live ‘cook-a-longs’. During the classes **Ryan Riley, co-founder of Life Kitchen**, taught people how to cook some amazing, healthy recipes from our [joint recipe booklet](#), as well as practical, flavour-enhancing cooking techniques that help with taste changes often associated with cancer.

Our registered oncology dietitian, Adele, co-hosted the live sessions, providing participants with specialist dietary advice and specific ways to tailor the recipes to suit their needs.



Tricia's story

London-based NHS worker and trained nurse Tricia George was diagnosed with breast cancer in 2019. She is now a WCRF Cancer Survivor Champion and works with us to support other people living with and beyond cancer.

“My breast cancer journey started the day I discovered a lump in my breast and that discovery absolutely shook me to the core. This was all new to me, but I made up my mind that I was going to face this head on, this was not going to defeat me, this was not going to beat me down.”



*“Following the surgery, I experienced a lot of post-operative pain. I was also battling with not having any appetite at all, I was actually off food and that was an issue for my family because, knowing me and knowing how much I love food, they were concerned. There was a lack of advice for healthy eating after surgery and during recovery. **Thankfully I came across all of WCRF’s advice which really helped and that’s why I am now inspired to support them and share my story.**”*

[You can read more about Tricia here.](#)

RESEARCH

We want to live in a world where no one develops a preventable cancer. To achieve this, we fund research that investigates how to prevent and survive cancer through diet, nutrition and physical activity. Over the last 30 years, with your support, the WCRF network has funded grants totalling more than £100m.

The CUP – our global cancer prevention database

Our global cancer prevention database — also known as the **Continuous Update Project (CUP)** — is the largest of its kind in the world and is housed at Imperial College, London. Trusted by oncology experts, researchers and health professionals worldwide, and regularly evaluated by an independent panel of leading cancer experts, it is the only authoritative scientific resource of its kind in the world.

This ongoing project contains nearly 10,000 papers on cancer prevention and survival, with contributions from over 140 scientists in more than 17 different countries.

The findings from the Continuous Update Project are used to update our **Cancer Prevention Recommendations**, ensuring that everyone, from policymakers to members of the public, has access to the most up-to-date information on how to minimise the risk of developing the disease.



The CUP is changing

Over the last decade in particular, the science on how diet, nutrition and physical activity affect the risk of cancer has evolved: there are new ways to study the evidence, new ways of thinking about the risk factors that may influence cancer, and our understanding of cancer itself has improved.

As the science has evolved, it is important that we consider any new developments as we collate, analyse and interpret the global evidence. Some of the things we will be reviewing include:

- ◆ Ensuring a greater emphasis on research about cancer survival, so that we can give more specific guidance to both adults and children living with and beyond cancer.
- ◆ Looking at risk factors for specific groups at key stages in their lives.
- ◆ Identifying more research on the underlying biological changes that lead to cancer and ensuring that our approach is innovative and cost effective.

“
Cancer costs the NHS over £5 billion annually, and the personal cost is far greater.
”

Research Grants

This year, for the first time ever, WCRF International (with funds from WCRF in the UK and WKOF in the Netherlands) were able to award every single grant that met the criteria – supporting 13 research studies to the value of £3.5 million. Ten of these studies are on cancer prevention and three are on cancer survival.



In total, we are now supporting 48 active research grants across the world.

We also launched an exciting new partnership with Cancer Australia, which is providing AUS\$300,000 over three years to co-fund an Australian based cancer prevention project.

An example of one of the newly funded grants

Exercise and cancer

Breast, colorectal, prostate and endometrial cancers make up around a third of all cancers. However, WCRF's evidence has shown that being more physically active could reduce people's risk of developing these cancers. What we don't know is how physical activity influences the body to reduce the risk of cancer.

Dr Sarah Lewis at the University of Bristol will try to understand what happens in the body when we are physically active that reduces that risk. By unravelling these mechanisms we hope to encourage more people to be physically active and reduce their cancer risk.

Dr Lewis's previous WCRF-supported study received widespread coverage in the UK media, including in The Times, the Telegraph, the Express and The Independent.



We are delighted to have been awarded this grant by the World Cancer Research Fund. [Previously] we have found evidence that low levels of physical activity is potentially an important modifiable risk factor for cancers of the prostate, breast and bowel and that increasing activity levels could reduce the risk of some cancers by 50%. This grant will allow us to dig deeper to find out the biological mechanisms involved, which will strengthen our initial findings and may help to design public health interventions for cancer prevention.

Dr Sarah Lewis, University of Bristol



INFLUENCING

As part of a dynamic network of charities working across the world – including the American Institute for Cancer Research, and WKOF in the Netherlands – we use our global voice to influence health policy at the highest level. We are trusted advisers to governments, the United Nations and other organisations around the world.

Working in alliance

We are part of a number of alliances in the UK who influence government to improve the public's health. After years of lobbying, we celebrated a big win this year alongside other members of the Obesity Health Alliance, when the UK government announced its new obesity strategy. The strategy includes plans to restrict the advertising of unhealthy products before 9pm on television and on the internet. This will be particularly beneficial in helping to protect children from being influenced to make unhealthy food choices.

Young people play their part

We believe young people have a vital part to play in helping to shape a healthier future for all. That's why we are a key partner in **CO-CREATE** — a five-year



EU-funded study focusing on preventing childhood obesity in Europe, by actively involving young people in the policymaking process. Our role has been to create a policy framework focussed on how different governments around the world promote physical activity. We've called this new tool **MOVING** and it can be used by policymakers, researchers, and the public – including young people – to understand what steps countries are taking to get more people active and address obesity rates.

Reports

This year we launched the third in our series of **'Building Momentum'** reports, which together provide an overview of lessons on implementing evidence-informed nutrition policy. Our latest report: 'Lessons on implementing robust restrictions of food and non-alcoholic beverage marketing to children' provides advice to policymakers about protecting children from junk food marketing and the different challenges they might face. **We achieved significant coverage of the report launch in UK media and we spoke about the report findings at several conferences.**

The first six months saw us out and about, attending project meetings for the CO-CREATE project in Norway and presenting our lauded Building Momentum report at the NCD Alliance's Global Forum in the United Arab Emirates.



When the pandemic hit, thankfully we were still able to continue with all of our big projects online. Despite the restrictions, we've written a briefing paper on policies that affect diet and physical activity among young people across Europe, built the MOVING physical activity policy database, redesigned our NOURISHING database and sourced several hundred policies to add. We attended virtual conferences and the World Health Assembly, and presented our work at the European Congress on Obesity. We've also kept an eye on how COVID-19 has impacted policy development to promote healthy diets and physical activity. It's been a busy, unusual but fruitful year!

Kate Oldridge-Turner, WCRF International's Head of Policy & Public Affairs

OUR AMAZING SUPPORTERS

We are incredibly fortunate to benefit from the generosity of a number of supporters and partners, all of whom share our vision of living in a world where no-one develops a preventable cancer.

Our fundraisers come in all shapes and sizes and include individuals who raise funds through undertaking challenge events; regular givers who donate to us on a monthly basis; companies and trusts who support our work, and people who leave us a gift in their will. Without these amazing supporters our vital cancer prevention and survival work just wouldn't be possible.

A Marathon, but not as we know it

The annual Virgin Money London Marathon is an exciting part of our fundraising calendar, but this year things were a little different. Due to COVID-19, the event wasn't able to go ahead in April and was postponed, becoming a virtual marathon in October. Undeterred, and determined to raise much needed funds, we joined forces with charities all across the UK to launch the 2.6 Challenge. The challenge encouraged people to raise funds during this critical time by taking part in an activity on Sunday 26 April, based on the numbers two and six (to represent the 26.2 mile length of the marathon). **Whether it was 26 press-ups, 26 loops around the garden or cycling 26 miles, our supporters embraced the challenge and raised an incredible £7,000.**



Fundraising Ambassadors

This year we launched our Fundraising Ambassadors programme. We invited four of our most inspiring and loyal supporters, whose lives have all been touched in some way by cancer, to be our very first Ambassadors. Not only do they raise funds themselves, they have volunteered to speak at events on our behalf and champion our work, recruiting and inspiring other fundraisers.

You can read about one of our Ambassadors, James, earlier in this report on page 4.





Our Corporate Supporters

We are extremely grateful to each of the **23 different companies** who partnered with us during this period, who together have donated just under £118,000 to our work – the highest level of donations from businesses since 2013/14. We worked with each of our corporate partners to engage their staff and customers, whilst also building awareness of our research and education programmes and raising vital funds.

We concluded the second year of our partnership with make-up company, 3INA, who donated all profits from sales of a limited-edition lipstick through their LIPS FOR LIFE campaign. **Over the two years, the campaign has raised over €23,000.**



Trusts and Foundations

This year **60 charitable trusts and foundations** generously supported us with grants totalling just under £93,000. This money has helped fund a number of different projects including the Life Kitchen partnership and Eat Well During Cancer support.

Individuals

Despite the uncertainty of the pandemic, our individual supporters have remained loyal and generous throughout the last year. **Over 12,000 of you donated to us during the last year, with more than 10,000 donating regularly.** Thank you.

Legacies and in memory gifts

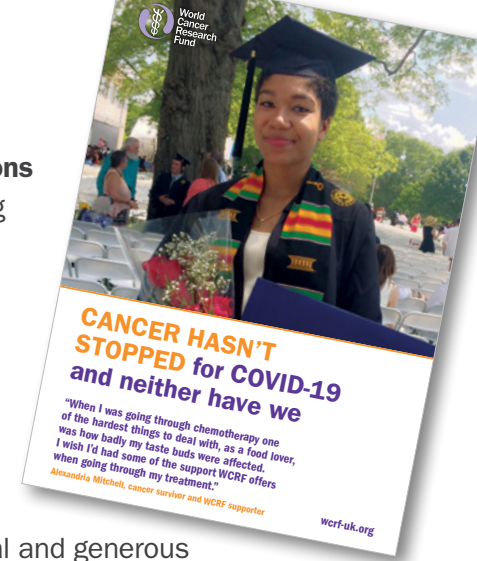
This year we set up an [online tribute fund](#) so that people have a place to remember and celebrate their loved one's life, while also raising funds for our work. It felt especially poignant to be able to offer this, as the number of people able to attend funerals over the last year has been limited.

Over the last year we continued to receive significant gifts from people in their wills. **Thinking ahead and leaving a gift in your will is a beautiful way to help rewrite the future for others.**

Thank you!

During these challenging times, we are so grateful for your continued support and fundraising efforts. Without you our work just wouldn't be possible.

If you would like to find out more about how to fundraise for us, [click here](#).

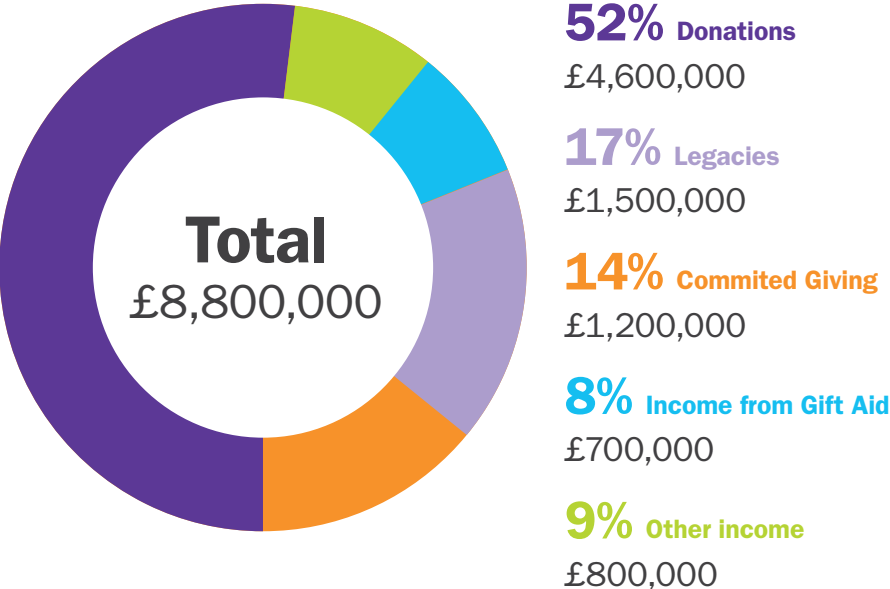


FINANCIALS

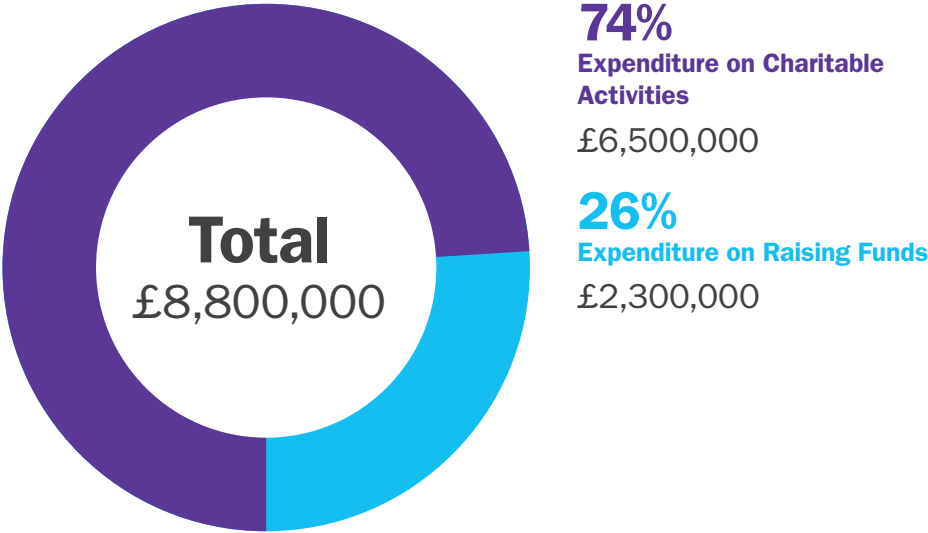
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How we raise and spend money

World Cancer Research Fund UK income **2019–20**



World Cancer Research Fund UK expenditure **2019–20**



The above figures are provisional and pre-audit. They will be updated once our Trustees Report and Financial Statements have been approved by our auditors and Board of Trustees.