

Gynaecology Cancer Research Fund
Annual Report and Accounts for the year ended 30 June 2019



Company Registration Number: 04370087
Registered Charity Number (England and Wales): 1091708
Registered Charity Number (Scotland): SC042612

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Legal and Administrative Information

Charity Name

Gynaecology Cancer Research Fund – operating as 'The Eve Appeal'

Trustees

Dr Lisa Anderson
Sally Bailey (Co-Vice Chair)
Judy Bloomer
Ian Drew
Emma Gervasio
Sidonie Kingsmill
Jenny Leonard
Angus MacLennan (Chair)
Adeola Olaitan
Melanie Richards CBE (Co-Vice Chair)

Chief Executive

Athena Lamnisos

Company Secretary

Cosec Direct Limited

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Registered Company Number: 04370087

Principal Office of Charity and Registered Office

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Auditor

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Solicitors

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OBJECTS AND ACTIVITIES

Introduction

Founded in 1984 by Prof Ian Jacobs, The Eve Appeal raises awareness and funds research into the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 58 women are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but only 3.6% of the UK total spend in cancer research is allocated to this vital area. Gynaecological cancer research itself is also woefully underfunded, with only 0.4% of medical research funding allocated to obstetrics and gynaecology. 1 in 7 women can't name a gynae cancer and nearly 20% of women don't know they menstruate and urinate from different places.

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £2.5m to research focused on developing screening, risk prediction and early detection. The research we fund is ambitious and challenging, while our razor sharp focus means our funding leverages further funding; for every £1 we invested in a research project, £14 was leveraged from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma, and offer a free nurse-led information service, where anyone can ask anything.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 19 January 2019), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, and their signs and symptoms
- To deliver healthcare services, including diagnosis, treatment and care, to women affected by gynaecological cancers
- To relieve the needs of women affected by the gynaecological cancers, including by providing information and support services for such women, their families, friends and health and social care professionals

Aims and objectives

The Eve Appeal is the only UK national charity raising awareness and funding research into the five gynaecological cancers.

The Charity was set up to save women's lives by funding ground-breaking research focused on developing effective methods of risk prediction, earlier detection and developing screening for these women-only cancers. We have played a crucial role in providing seed funding, core infrastructure funding and project funding in addition to campaigning to raise awareness of women-specific cancers.

The world-leading research that we fund is ambitious and challenging but our vision is simple:

"A future where fewer women develop and more women survive gynaecological cancers."

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Volunteers

Volunteers form a vital part of The Eve Appeal's operations; from our dedicated fundraisers holding bake sales or sporting events, to those who help staff at larger events like Festival of Carols or assist with day-to-day tasks in the office over a busy period. As a small charity, these supporters make a real difference to our achievements throughout the year.

The Eve Appeal continues to benefit from the voluntary efforts of our community of researchers, scientists, ambassadors and case studies, who willingly give up their time to help achieve the Charity's aims through engagement with the media. An Eve case study might write an article for Huffington Post on their experience with womb cancer, or a clinician might give an interview for BBC News on a new breakthrough in their field. Many of these requests come in at short notice or outside normal working hours, yet this work is crucial in raising awareness.

The Trustees wish to extend their sincere thanks to all the volunteers who have supported The Eve Appeal.

Public Benefit Statement

In reporting on the objectives and achievements of the Charity, the Trustees have given due regard to the Charity Commission guidance on public benefit under the Charities Act 2011. The Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS102.

ACHIEVEMENTS AND PERFORMANCE

Summary

The Eve Appeal exists to raise awareness and fund research into the five gynaecological cancers and continued to realise this vision in 2018-19. TEA's key campaigns, including Gynaecological Cancer Awareness Month, Ovarian Cancer Awareness Month and Get Lippy, attracted extensive press coverage and social media engagement throughout the year. Our campaigns were publicised in over 250 pieces of broadcast, digital and print media from outlets like *This Morning*, *The Evening Standard*, *Marie Claire* and *The Times*.

Our nurse-led information service, Ask Eve, has continued to provide expert support to people with questions about the gynae cancers. By encouraging anyone to ask anything, Ask Eve has been actively breaking down the barriers of shame and stigma that can prevent early diagnosis. With 452 new users, 77% of whom were pre-diagnosis, our service continues to offer substantial value to the community.

We have continued to engage proactively with government policy, responding to the statutory draft guidance on relationships, sex and health education. This response secured us a meeting with the Minister of State for School Standards, Nick Gibb MP, in March 2019, to discuss the changes to the curriculum and highlight areas in need of further progress.

Research

The Eve Appeal has shown that in the under-profiled field of gynaecological cancer research, a small fund focused on prevention can have great impact. Whilst laying the groundwork for transformational outcome changes for patients, this year many of our existing research programmes transition to the next phase of their research, resulting in the publication of papers and media coverage. We are also continuing to make progress in achieving membership of the Association of Medical Research Charities (AMRC) and expect to be members by the end of 2019.

Research reporting has again been successfully conducted again through Researchfish and reports

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for almost all funded programmes were received by the submission deadline. In addition, we received a Researchfish report from Cancer Research UK (CRUK) and a National Institute for Health Research (NIHR) annual report for our joint funded project. Highlights from our specific research programmes for this year are as follows:

BRCA Programmes

BRCA PROTECT aims to develop a non-invasive tool, which will monitor early cancer-causing molecular alterations in the organs of BRCA mutation carriers. BRCA PROTECT comprises a group of connected sub-programmes, including BRCA Alliance, BRCA Unite, and BRCA Immune. This work is led by Prof Martin Widschwendter, based at University College London.

BRCA Alliance is a partnership between mutation carriers and the clinical research community, to provide access for individuals to learn about BRCA and BRCA-related risk, as well as updated, validated information regarding their treatment and management options. Dr Dan Reisel is in the process of developing an app or online tool in order to link with study volunteers and patients with a BRCA mutation.

BRCA Unite is a collaborative and visionary new study, working with the BRCA community, which aims to understand the key biological triggers that may lead to the development of ovarian and breast cancer. The goal is to create a new standard in monitoring the risk and preventing inherited female cancers, and thereby offer women a choice as to the timing and nature of risk-reducing measures. One specific subproject of BRCA Unite is its immune-branch BRCA Immune. Researchers hope this work will support the field of inheritable cancers and gynaecology, furthering what we can offer women of tomorrow as part of risk-reduction.

Computational Biology

Computational biology is absolutely essential to understanding cancer development, risk prediction, prevention and early detection. Computational biologists use data to identify molecules and pathways that are deterministic in causing cancer. Their work investigates how the human genome and epigenome interact with the environment, and how this relates to the causation of cancer. Dr James Barrett has led the work at University College London on analysing the FORECEE data and our researchers are also closely working with Dr Olivia Leavy and Dr Frank Dudbridge from the London School of Hygiene and Tropical Medicine.

FORECEE 1.0

The vision of FORECEE (4C) is to develop a screening process for early diagnosis, to help prevent four female cancers – breast, womb, ovarian and cervical – and save significantly more women's lives. The project aims to make individualised risk predictions through developing a single test for multiple cancers. Through low-risk, minimally invasive procedures, such as a cheek swab or blood sample, the test identifies key molecular markers in cervical and other easy-to-access cells. The European Commission awarded an unprecedented €7.9m grant to this ground-breaking research project and The Eve Appeal is the only charity supporting its progression. 4C is led by Prof Martin Widschwendter, based at University College London.

Analysis conducted by the team on the results has identified specific predictive patterns which are being further validated by comparison to control samples. Early data analysis suggests that using DNA methylation with cervical smear samples could potentially identify the 20% of the female population in which 80% of all breast cancers occur.

Our researchers believe that the findings generated by FORECEE will transform women's health.

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The vision, which we strongly believe can be turned into reality, is that women will provide a self-collected cervico-vaginal sample for clinical analysis. Several indices (summarised as the WID-4C test) will be generated and women will be guided towards specific risk mitigating or early diagnostic strategies.

Dr Martin Widschwendter was also awarded the Tirolean Verdienstkreuz Award, in recognition of his contributions to medical services and research, particularly in the field of oncology.

UKCTOCS (UK Collaborative Trial of Ovarian Cancer Screening)

UKCTOCS comprises an NIHR award of £845,000, with an aligned award from the Eve Appeal of £150,000. UKCTOCS is intended to answer the question as to whether screening impacts on ovarian cancer mortality; the result of the trial will have global implications on screening. . The Eve Appeal has continued to support the research team during the follow-up phase and we expect full mortality and cost benefit results by the end of 2021.

The research team led by Dr Usha Menon have been involved in several engagement activities throughout the year, including media interviews, schools engagement and talks, as well as presentations at international conferences in India, the UK and Finland.

Maintenance of UKFOCSS (UK Familial Ovarian Cancer Screening Study) Biobank

This unique sample set will allow exploration of cancer screening in BRCA mutation carriers using cfDNA. The data/sample access committee has met and approved (subject to clarifications) the use of samples and data in an 'early detection for cancer in BRCA mutation carriers' project led by Prof Martin Widschwendter.

Population Based Approach to Testing - BRCA

The traditional approach to genetic testing for ovarian cancer has involved testing affected individuals from high-risk families through specialised cancer genetic clinics, following face-to-face genetic counselling. However, this approach is only moderately effective at predicting the presence of a mutation and has poor ability to guarantee the absence of a mutation. Our researchers have shown that this family history-based approach misses >50% mutation carriers at risk. GCaPPS (Genetic Cancer Prediction through Population Screening Study) has shown that population screening in Ashkenazi Jews over the age of 30 years is highly cost-effective, leading to 33 days' gain in life-expectancy.

Dr Ranjit Manchanda, who leads this work, was awarded an NHS Innovation Accelerator award for this project. The award supports dedicated individuals to scale their high-impact, evidence-based innovations across the NHS and wider healthcare system.

Small Cell Ovarian Cancer

The Small Cell Ovarian Cancer Project is a collaboration between The Eve Appeal, Angela's Fund and researchers at Cambridge University and University College London. The project aims to develop an International Research Collaboration and Patient Registry, consolidating the knowledge and experience of both patients and clinicians to provide a necessary foundation for effective research into small cell ovarian cancer.

There has been a major breakthrough in the understanding of small cell ovarian cancer, with the discovery that inherited mutations in the SMARCA4 gene explain many of the familial cases of small

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cell ovarian cancer of the hypercalcaemic type (SCCOHT). SCCOHT is rarer than BRCA-related cancer, which makes it even more challenging to study, and makes international collaboration essential to building an evidence base.

Our open call for research projects focused on small cell cancer was launched in 2018 and £50,000 of funding has been allocated with an official award expected in 2019.

Womb Cancer

Our open call for research projects focused on womb cancer launched in 2018 and resulted in £75,000 of funding being awarded to Dr Sadaf Ghaem-Maghami. The funded research will focus on rapid tissue diagnosis of endometrial (womb) cancer in patients with abnormal uterine bleeding and seeks to identify new technologies that could be employed to make the diagnosis quicker and easier. This study has the potential to effect a huge shift in the way we manage women with suspected womb cancer – minimising unnecessary interventions and delays.

Awareness

As an organisation, The Eve Appeal has continually adapted how we communicate with our core audiences – from the general public and supporters, through to the media and key health stakeholders – all with a view to raising much-needed awareness of the five gynaecological cancers. We want to create a strong network of people that will share vital information about gynaecological cancers and achieving optimum financial support for our work. This has been achieved through a number of awareness campaigns:

Gynaecological Cancer Awareness Month (GCAM) – September 2018

In Gynaecological Cancer Awareness Month 2018, we focused on education around health and gynaecological cancers and launched the 'Put Cancer on the Curriculum' campaign.

GCAM was inspired by and aligned with newly drafted governmental guidelines around relationships and health education for schools. We were able to harness this opportunity to raise awareness, and influence the government's educational programme to include the changes we believe were needed to get cancer on the curriculum. This will make a positive impact, facilitating the prevention and early diagnosis of cancers in decades to come.

The campaign called for a cancer education programme, to address taboos and improve girls and boys body knowledge, with all school children learning about the benefits and purpose of the HPV vaccination programme, alongside the cervical cancer screening programme. We asked people to join us in this campaign and sign our 'Know your body' pledge, to call for cancer to be put on the curriculum.

The campaign secured 249 pieces of coverage in regional and national media, across both print and broadcast. Coverage included the likes of *The Times*, *The Sun*, *The Mirror*, *The Independent*, *Daily Mail*, and BBC Radio. This media attention provided great exposure for the Charity, as the majority of articles carried name-checks, as well as quotes from our CEO and links to the campaign on our website. It also helped to stimulate public interest around the campaign and pledge, as well as opening up vital topics of conversation, such as the importance of educating girls about their gynaecological health and breaking down taboos from a young age.

On the social media front, we generated high levels of engagement through the development of campaign hashtags #GynaeMonth and #cancercurriculum. During the campaign month, we generated 774,000 impressions across Twitter for content directly by us.

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A range of key stakeholder organisations were involved in promoting content among their networks. We also saw an uplift in traffic to our website. Throughout September, we had over 22,000 visitors to the website, across over 25,000 sessions. This represented an uplift of 22.7% and 23.3% respectively, compared with web traffic from the previous month.

Ovarian Cancer Awareness Month (OCAM) – March 2019

For the sixth year running, we launched Ovarian Cancer Awareness Month at the House of Commons with support from Sharon Hodgson MP, who chairs the All-Party Parliamentary Group on ovarian cancer. MPs in attendance included Andrew Gwynne, who gave a moving speech about losing his mother to ovarian cancer when he was 19, and articulated why The Eve Appeal's work is so critical.

The campaign also used social media to engage with a broad mix of new and existing supporters, culminating in over 595,000 impressions on Twitter over the month.

Get Lippy – May 2019

This was the second year for Get Lippy; a consumer-facing awareness campaign which launched with a number of beauty and retail partners. Get Lippy generated media coverage both regionally and nationally across the month of May, with over 39 items of coverage from outlets including *The Daily Mail*, *The Evening Standard*, *Grazia Online* and *Marle Claire Online*, in association with participating beauty products. Coverage focused on a range of issues, including relevant medical information in the form of GP 'top tips'.

The campaign achieved its aim of broadening awareness among our social media community, providing accessible information on the types, signs and symptoms of gynaecological cancers, while also encouraging individuals to donate. A range of ambassadors and celebrity/influencer supporters, including Charli Howard, Patsy Kensit and Model's One, shared their Get Lippy pout to spread the message about the campaign, and advertised the text-to-donate number to their subscribers.

The campaign sparked a huge upswing in followers on Instagram, allowing us to use the 'swipe up' function to link stories to our website, whilst our reach increased to 86,691. We had 31,403 users visit the website during campaign month vs 26,045 (a 17.1% increase) in the previous month of April.

During the Get Lippy campaign, we commissioned a video with musician Rhodri Marsden, which featured *This Morning* presenters Holly Willoughby and Phillip Schofield saying the word 'vagina'. The video was viewed 7,000 times on The Eve Appeal Instagram account, and 4,800 times on Facebook. The video was then shared by Holly Willoughby on her social media accounts and her post has now been viewed over 495,000 times.

Updating and Engaging Health Policy Makers and Practitioners

The Eve Appeal has continued to build its reputation amongst a range of stakeholders, media outlets and supporters, as an authoritative voice on all matters relating to gynaecological cancers. We have communicated widely about progress made in our research, such as the microbiome aspect of the FORECEE project – generating 19 pieces of media coverage across the BBC, the Daily Mail, The Independent, the Sun and New Scientist Magazine, among others.

We have also engaged with key organisations on women's health issues such as the menopause and the impact of gynaecological cancers. We have attended a number of key conferences, such

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as the annual British Gynaecological Cancer Society (BGCS) conference.

This activity has helped to cement The Eve Appeal as a leading voice in gynaecological cancer research, alongside the running and ongoing development of the Charity's specialist information service, Ask Eve. Ask Eve has offered important support and advice to women directly affected by cancer diagnoses, as well as women who are concerned about gynaecological health issues generally.

March 2019 saw the launch of Public Health England's 'Cervical Screening Saves Lives' campaign, which was created in an attempt to increase the uptake of cervical screening attendance, following its 21-year low in November 2018. The Eve Appeal staff were consulted at key stages in the design and messaging strategy for this campaign, and on the day of the campaign launch, our Information Officer represented the Charity and shared her own personal story live on Sky News and ITV News.

Following this appearance, our Information Officer was invited to give a comedy presentation on her experience of cervical cancer and accessing healthcare at the Women's Health APPG, chaired by Paula Sherriff MP. She was invited for a repeat performance at the Royal College of Nursing's annual conference later in the year. Using humour and laughter as a vehicle for serious health messages is proving a successful and well-received method of communication.

The Eve Appeal sits on a number of forums including the British Gynaecological Cancer Society Charity group; we are active members in Cancer 52, which represents charities who work on rarer cancers, and we participate in Cancer Campaigning Group work streams.

Eve Appeal Ambassadors

The Charity has invested in building a strong network of ambassadors who play a pivotal role in spreading our message.

This year's Get Lippy campaign had 15 ambassadors from a variety of backgrounds, including TV presenters, high-profile healthcare professionals, women's health campaigners, and women directly affected by the gynae cancers. Our ambassadors have been instrumental in raising awareness for this particular campaign, and have made an ongoing commitment to support the Charity when further campaigns and major research developments are announced. Our focus has been on recruiting diverse and representative ambassadors who care deeply about the issues, have a trusted and authoritative voice and offer outreach to wider networks.

With the likes of well-known TV presenters Cherry Healey and Michelle Heaton, plus influential women's health campaigners like Anita Mitra (a.k.a. the 'Gynae Geek'), Nimko Ali, and the Mac Twins, the Eve Appeal has been able to rally crucial support for key campaigns. This has amplified the Charity's presence, both in the cancer community and the wider public arena.

Information Provision

The Eve Appeal's informational web pages for the 5 gynae cancers and their signs and symptoms are regularly checked and updated when needed. Specialist blogs are written with topics ranging from the importance of cervical screening to the challenges south east Asian communities face when talking about gynae health. We also produce informational material on a wide range of subjects, answering frequently asked questions and also shining a light on lesser known areas of gynae health.

The Eve Appeal's Womb Cancer Resource was launched in hard copy at the British Gynaecological Cancer Society 2018 conference, at which over 2,000 secondary gynae healthcare professionals

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were in attendance. Ask Eve staff regularly receive requests from attendees to send additional copies of the resource to their respective hospitals.

The Eve Appeal partnered with three ovarian cancer charities; Ovacome, Ovarian Cancer Action and BRCA Umbrella, to develop a simple and informative poster for GP surgeries, to raise awareness of BRCA mutations and the benefits of seeking genetic counselling. The poster highlights the cancers currently linked to BRCA1/2 genetic mutations: breast, ovarian, prostate and pancreatic. The four charities have been working together to distribute the first 1000 flyers in GP surgeries across Britain, as well as developing a communicable strategy for ensuring these posters are visible across the four nations.

Ask Eve – Nurse-Led Information Service

Over the course of the year, our Specialist Nurse and Information Officer have dealt with a steady flow of enquiries via email, phone, social media and the HealthUnlocked forum. Our main aims for Ask Eve, in terms of responding to service users, is to;

- give detailed, accurate yet clear information on all the signs and symptoms associated with the gynae cancers,
- encourage appointments with GP's/secondary care professionals when necessary,
- be a source of knowledge in terms of genetic testing and hereditary cancer risks.

Providing Support around Gynaecological Cancers

Over three quarters (77%) of new users who contact the Ask Eve service haven't been diagnosed with a gynaecological cancer. This is a 6% increase from last year's 71% and demonstrates that the service is being used primarily by people who are concerned about potential signs and symptoms, screening, and their family links/hereditary cancer risks.

23% of new users are contacting Ask Eve because they have been diagnosed with a gynae cancer. 62% of these people are getting in touch because they want to talk to the specialist nurse about the treatment they are currently receiving or about to undergo. The average length of call from someone diagnosed with a gynae cancer is at least 20 minutes, with 22% calling back for more support or asking further questions after the next appointment with their consultant. With each call we take saving the NHS £72, our work in 2018-19 alone saved an equivalent GP cost of over £32,000.

Ask Eve was independently evaluated in July 2018, with an overwhelmingly positive response from all contributors. Points to note going forward are that some service users said they would like the opportunity to be more involved with The Eve Appeal, so from September 2019, each email or phone call will finish with asking the service user if she/he would like to take part in a short feedback survey.

Stakeholder Forums and Health Influencing Work

A key achievement this year has been the 'Let's Talk Lynch' campaign, in association with the University of Manchester. This campaign constitutes a series of videos, featuring a range of men and women who are Lynch Syndrome (LS) carriers and have either had a womb and/or bowel cancer themselves, or lost a family member to one of these diseases. The campaign was created to raise awareness of this hereditary condition and increase pressure for womb cancer patients to be offered genetic testing at the point of diagnosis.

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Online Presence

In addition to awareness videos filmed with Dr Adeola Olaitan and Dr Ellie Cannon, The Eve Appeal has also held three Twitter Live sessions, for Gynae Cancer Awareness Month, Cervical Cancer Prevention Week and World Menopause Day. Eve Ambassadors Cherry Healey and Dr Anita Mitra have also hosted three Instagram Live lunch and evening sessions. A particularly well-received session, held in St. Mary's Hospital, showed Anita demonstrating how she takes a cervical screening sample and how that sample is tested.

The Eve Appeal team have also been interviewed for various podcasts and corporate partner material. As part of the Get Lippy campaign, the team participated in an Instagram Live streaming session with Latest in Beauty's followers. Our Information Officer was also interviewed on Imogen Hudson's Getting Lippy With podcast, which allowed us to reach a younger audience than usual, and prompted several questions from listeners.

Responding to the Media

Ask Eve continues to be a reliable and popular source of gynae cancer information, in terms of media and journalism opportunities. The team are frequently interviewed for articles, asked to comment on a health news piece or write an article on a specific topic themselves. Publications that Ask Eve have contributed to in some way include: *Patient*, *iPaper*, *Marie Claire*, *The Huffington Post*, *The Telegraph* and *The Sun*. Our Information Officer has also been interviewed live on Sky News, ITV News, BBC News, Radio 5 Live, Newsbeat and Talk Radio.

This work helps to emphasize the fact that the service is an authoritative voice and trustworthy source of information around gynaecological health issues.

Educating Health Stakeholders and Key Audiences

Throughout the year, we have also delivered 10 'Lunch and Learn' workplace talks, directly speaking to over 300 people about the signs and symptoms of gynaecological cancers.

In addition to the corporate audience, our Information Officer has presented her patient experience at the annual conferences of both the Royal College of Obstetricians and Gynaecologists and the National Forum of Gynae Oncology Nurses, as well as at the staff training day for sexual health charity Brook.

Our gynae cancer nurse has led several professional learning sessions, for the Royal College of Pathologists, the Royal College of Nursing and a Clinical Nurse Specialists training day. The team have managed to directly reach an audience of around 400 healthcare professionals and deliver their specialist knowledge on specific aspects of gynaecological cancer diagnosis and treatment.

A new key audience that Ask Eve engaged this year is secondary school children. After listening to the Getting Lippy With podcast, representatives from the educational platform Learn Live invited our Information Officer to deliver a talk to participating secondary schools around the UK. In these presentations, the Information Officer described her work at The Eve Appeal, outlined her personal experience with cervical cancer and communicated key, age-appropriate gynae health messages to a new demographic.

Through attending conferences, engaging in a range of educational opportunities and visiting workplaces, we have been able to reach a broader audience, encouraging them to become more aware of gynaecological health issues and the signs and symptoms associated with gynaecological cancer.

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Fundraising

Individual Giving

We are grateful for the amazing support and generosity of the thousands of individuals who support us either by giving a gift or making a regular donation.

This year we continued our programme of quarterly mailings, including two newsletters. We provided our supporters with critical updates on the launch of NHS pilot study ALDO, and our research into the early detection and prevention of womb cancer. There was a strong focus on raising awareness, and spotlighting the signs and symptoms of gynaecological cancers.

We were also thrilled to let our supporters know that we have launched a restricted fund to support the prevention of vulval cancer. Vulval cancer is a relatively rare cancer; it is under-recognised and under-funded and further research is much in need.

Community and Events Fundraisers

Our community and event fundraisers continue to raise significant funds for us by taking part in our fundraising activities; from our UK Challenge (Trek), to sports places in 10k runs and marathons, to baking for Make Time for Tea. Lots of individuals come up with their own inspiring ways to raise money, from sponsored haircuts and wearing colourful tights, to participating in static bike rides, and brilliant quiz nights at Sky News. The dedication, energy and imagination of our community fundraisers continues to inspire and amaze us.

Corporate Partnerships

We are grateful for the ongoing support of our corporate partners, including Cosmetic Executive Women UK (CEW), Saks Hair and Beauty Salons, Whittard of Chelsea, Sylk, Robinson Healthcare and Annabelle Charles recruitment who have supported The Eve Appeal through generous corporate donations as well as brilliant staff fundraising initiatives.

"We were really happy to be part of spreading the word for such a great cause. The Eve Appeal's passion is infectious! We look forward to planning how we're going to make GET LIPPY even bigger and better next year."

Paula Brady, Tesco's Category Buying Manager (Beauty)

Get Lippy

Get Lippy set out to encourage women and men to speak up and out about gynae cancers, to break taboos and to fundraise for The Eve Appeal by buying a supporting lipgloss, balm or lipstick.

Lead partners Our partners Tesco and CEW UK were joined by some of the biggest names in beauty and retail, including Ball Balm, Blistex, Burts Bees, Carmex, Elemis, EOS, Hourglass, Iconic, Latest in Beauty, Lypsyl, Nivea, Pixi Beauty, Smashbox and Vaseline.

Retail partners We partnered with Harvey Nichols and Karen Millen, as well as consumer and lifestyle brands including Become, Elvie, Muthahood, Tatty Devine, Whittard of Chelsea, Woolovers and Yes Yes Vaginal Moisturiser.

The month-long campaign included a high profile launch and in-store pop up at Harvey Nichols as well as participating in Stella Live. The campaign culminated in 58 Women, a breakfast event for

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women in business at One Lombard Street. We asked 58 women in business to stand alongside and support the 58 women diagnosed with a gynaecological cancer every day. Together, we are launching The EveryWoman Promise to support work wellbeing programmes and to take the conversation about women's health into the workplace.

IMPACT

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small scale research project. Staff, Trustees and volunteers have continued to show incredible commitment to the mission of The Eve Appeal. Our progress in this mission, to ensure fewer women develop and more women survive gynaecological cancers, has been strong and measurable. Commentary on the objectives as described in last year's trustee report follows:

Research

We continued to support our existing research projects whilst progressing our membership for AMRC. We also launched our open call funding programme and successfully awarded funding for Womb Cancer research, while we expect to officially award our £50,000 for Small Cell Ovarian Cancer research in 2019. We continued to play a key role within the medical research funding community, taking part in steering groups and committees focused on risk prediction and prevention research.

Ask Eve – Nurse-Led Information Service

Our nurse-led information service was contacted by 452 new users (681 in 2017-18) seeking access to evidence-based information to improve early detection and prevention rates of the gynaecological cancers. We continued to establish our service as the 'go to' charity for gynaecological health, engaging with media requests and producing professionally filmed information videos with Dr Adeola Olaitan (trustee and consultant in gynae-oncology) and Dr Ellie Cannon (GP and Eve Ambassador). Several easy-to-read, accessible, Q&A-style blogs were written on a range of topics and simple, colourful and shareable infographics on the risks and causes of each of the 5 gynae cancers were also created.

Awareness

We raised awareness of the five gynaecological cancers and increased the profile of the Charity's work through high-volumes of media coverage and social media engagement during key campaigns. We secured 15 ambassadors to support this year's Get Lippy campaign who have an ongoing commitment to raise awareness of the cause.

We partnered with other ovarian cancer charities to develop a poster for GP surgeries and ensured that at every possible opportunity, across both general and social media, we signposted women and their loved ones to the Ask Eve service where appropriate.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

We successfully communicated key research findings to a range of health and policy stakeholders, whilst engaging the media on all issues relating to gynaecological cancers – primarily through awareness campaigns and expert comments. In addition, we attended a number of high-profile conferences.

Fundraising

Thanks to the generosity of our supporters, we raised £1,372,733, enabling us to continue our charitable activities. The income raised was short of our ambitious target, but we nearly tripled income from our Get Lippy campaign; bringing in a total just above £90,000 from cause-related marketing partnerships, sponsorship of events and corporate donations. We also grew Community Income by 4%, and launched the Pioneers Research Fund in the early Spring of 2019, after consultation with a selection of supporters.

In addition to our ticketed Festival of Carols event, we held a number of panel events, book launches, and three small private dinners to bring donors closer to our work. We also hosted our second GynaeComedy and held an Art4Eve auction which raised nearly £50,000. We invited donors to our UCL lab tours, as well as hosting our 9th Charity Clay Shoot in May, raising over £25,000.

FINANCIAL REVIEW

Funding

The Eve Appeal is funded principally by voluntary donations from individuals and community groups who continue to support our work and mission. Without this support we would not be able to operate and we are incredibly grateful for every penny that is donated.

Corporate sponsorship and donations also account for a significant proportion of our funding; most corporate relationships this year have been as a result of our Get Lippy campaign.

Estate accounts, for a legacy first notified to TEA in 2017, were also provided this year; resulting in £174,000 of income.

Risk Management

The Trustees have assessed the major risks to which The Eve Appeal is exposed and are satisfied that systems are established to mitigate the Charity's exposure to those risks. These risks are detailed on the Risk Register for The Eve Appeal, with information on the current practice and strategy used to mitigate the risk. The Register is reviewed annually by Trustees.

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The current Risk Register pays particular attention to the risks around research not reaching intended objectives, fundraising targets being missed, loss of key individuals and incorrect information being provided on a health issue. The integrity of medical information provided by the Charity is managed by agreed peer-reviewed messages and materials, information standards applied across all materials, recruitment of a qualified specialist nurse and a robust enquiry-handling Research funding is awarded alongside clear research plans and milestones. New Terms and Conditions documentation was issued to all grant holders this year, clarifying the responsibilities that research teams have in reporting.

A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. With dedicated plans in place for each area of fundraising, along with robust prospect pipelines, The Eve Appeal is well positioned to achieve its fundraising targets. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Transactions and financial position

Income for the year ended 30 June 2019 totalled £1,372,733 (£1,307,801 in 2017-18).

Expenditure on raising funds was £529,279 (£562,850 in 2017-18) and charitable activity spending was £707,884 (£929,758 in 2017-18), with £75,000 (£350,000 in 2017-18) awarded in direct research grants.

Investment policy

The policy of the Charity is to adopt a low-risk strategy at present, and it therefore maintains excess funds in a deposit account, allowing for ready access. In addition, the current policy is to realise any equity investments received by way of gift or legacy as soon as the Charity is able.

Reserves policy

The reserves policy as set by the Board of holding a minimum of three months' budgeted expenditure (£290,540), excluding expenditure on research grants, has continued in this financial year.

Total free reserves (unrestricted funds) as at 30 June 2019 were £242,640.

The Board are planning to review the reserves policy in line with sector best practice during late 2019.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding

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PLANS FOR FUTURE PERIODS

Our vision for 2019 and beyond is to create a future where fewer women develop and more women survive gynaecological cancers.

We will achieve this vision through our single-minded mission to decode these cancers and uncover the full range of risk factors for their development. This holds the key to preventing cancers before they start and ultimately saving women's lives. Our research will compile a holistic picture of the role that hormones, genes and lifestyle play in cancer development. Once we've decoded this, we can be clear on effective prevention.

Objectives for 2019-2020

- Continue to represent funding of gynae cancers amongst the scientific research community, highlighting the need for additional funding to enable risk prediction and early detection, by taking part in committees and steering groups, and working closely with policy makers and government where possible.
- Achieve AMRC membership through support of the Research Advisory Committee, our Trustees and those clinicians and researchers closely linked with TEA.
- To support the vision of The Eve Appeal through raising £1.24m in cost-effective ways, allowing us to support our research programmes, our Ask Eve nurse-led information service, and our awareness and information campaigns.
- Continue to develop our major gifts programme, through building solid relationships and asking individuals to join our Pioneers Research Fund; and by getting businesses to make a commitment to support women's health in the workplace through signing up to our EveryWoman Promise.
- Build The Eve Appeal's brand and reputation as an authoritative voice on all matters in relation to gynaecological cancers and their signs and symptoms, through targeted awareness campaigns for the public, clinical and relevant policy audiences (with a view to securing 400 items of media coverage).
- Create two new events and/or communications tools that reach audiences disproportionately affected by gynaecological cancers, or areas where there are significant gaps in information provision, particularly around prevention, early diagnosis and risk prediction.
- Continue to market the Ask Eve service as the 'go to' charity for expert information and signposting on all five gynaecological cancers; with a particular focus on signs, symptoms, risk factors and prevention.
- Assess the way Ask Eve users interact with the service, surveying them to better understand the needs of users and the best way to support them.

Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

for the purposes of the Companies Act. The Board sets the strategic direction of the Charity ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

TEA considers each of the Trustees to be independent in character and judgement, and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to TEA. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; these costs totalled £389 (£528 in 2017-18).

There are two Committees which make recommendations to the Board: the Operations Committee and the Research Advisory Committee.

The purpose of the Operations Committee is to ensure that a strategic approach is taken in the areas of finance, risk, audit, remuneration and other operational areas. The Operations Committee is comprised of at least four members, the majority of whom are Trustees, who give detailed consideration, on behalf of the Board, to these matters.

The Research Advisory Committee provides scientific research advice, assesses research project proposals, makes recommendations and provides advice to the Board of Trustees. The Committee advises on any necessary course of action or additional information requirements when considering research funding proposals.

The Charity had one 100% owned subsidiary company in the year. Eve Appeal Limited is a trading company that distributes its profits under Gift Aid to the Charity.

Staff

A Senior Management Team comprising the Chief Executive, Director of Finance and Culture and Director of Income Generation allows for distribution of organisational responsibility and both staff and Trustees continue to be happy with the structure. The Director of Finance and Culture has particular responsibility for issues relating to governance and for the financial management of the organisation.

TEA has 15 permanent members of staff (14 full time equivalents) and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of the TEA during the year.

Pay and remunerations

The Operations Committee reviews the salaries of all staff. Increases in salary are dictated by affordability, wider market forces, individual performance and job role.

Auditor

Moore Kingston Smith LLP were appointed auditors of the company and charity. The previous auditors Moore Stephens LLP resigned as auditors in the period as a result of their merger with BDO LLP and their conclusion that the audit could be more effectively delivered by an alternative provider.

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Trustee appointment, induction and training

Trustees are appointed in accordance with TEA's Memorandum and Articles of Association, taking into account the benefits of appointing a person who is able, by virtue of his or her personal or professional qualifications, to make a contribution to the pursuit of the objects or the management of the Charity.

Trustees and staff consider the skills gaps formed by departing Trustees, and nominate appropriate individuals with skills to match. Trustee vacancies are openly advertised and recruited following an interview and selection process. References are taken before appointment is formalised and prospective trustees are then proposed and appointed at the AGM.

TEA undertakes a comprehensive induction programme for all new Trustees, which includes induction materials relating to its purposes and finances, the powers of the Trustees and information about day-to-day running of TEA. Key documents are provided, such as the TEA's Memorandum and Articles of Association, the Charity Commission's Essential Trustee guide, up-to-date accounts, and minutes of the most recent Trustee meetings. Prospective trustees may also attend relevant Trustee meetings as an observer as part of the induction process alongside introductions to key people and places. Trustees continue to be supported through ongoing training, with skills requirements regularly reviewed.

Small Companies Regime

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income that has not been included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the charity is well placed to manage operational and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Thanks from the Chair of Trustees.

I would like to extend my personal sincere thanks to our dedicated and highly capable staff at TEA, to my Board of Trustees who continue to give their valuable time, commitment and amazing contributions, to the truly world-beating teams of researchers and others whom we support, and last but not least, all those who supported us during the last year, either financially, with their time, or in any other way. On behalf of The Eve Appeal, I give our heartfelt thanks.

Authorised by the Trustees on 4th November 2019 and signed on their behalf by:

Angus MacLennan, Chair



Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Statement of Trustees' Responsibilities

The Trustees (who are also directors of Gynaecology Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles in the Charities SORP (FRS 102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In approving the Annual Report, the Trustees are also approving the Directors' Report in their capacity as company directors.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Independent Auditor's Report to the Trustees of Gynaecology Cancer Research Fund

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund (the 'company') for the year ended 30 June 2019 which comprise the Group Statement of Financial Activities (including the Group Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 30 June 2019 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs(UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's and parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 20, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and Section 151 of the Charities Act 2011 and report to you in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.

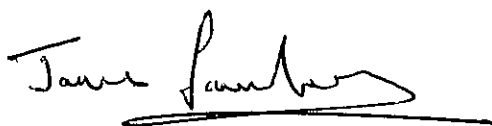
Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006; and to the charity's trustees, as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body for our audit work, for this report, or for the opinion we have formed.



James Saunders, FCCA DChA
Senior Statutory Auditor
For and on behalf of Moore Kingston Smith LLP

Date: 15/11/2019

Moore Kingston Smith LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Devonshire House
60 Goswell Road
London
EC1M 7AD

**Annual Report incorporating a Directors' Report and Accounts for
the year ended 30 June 2019**

**Consolidated Statement of Financial Activities
(incorporating an income and expenditure account) for
the year ended 30 June 2019**

	Notes	Unrestricted Funds	Restricted Funds	Total 2019	Total 2018 as restated
		£	£	£	£
Income and endowments from:					
Donations and legacies	3	1,094,782	103,246	1,198,028	1,180,006
Other trading activities	4	172,349	-	172,349	126,217
Investment income		2,356	-	2,356	1,578
Total income		<u>1,269,487</u>	<u>103,246</u>	<u>1,372,733</u>	<u>1,307,801</u>
Expenditure on:					
Raising funds		529,279	-	529,279	562,850
Charitable activities		579,264	128,620	707,884	929,758
Total expenditure	5	<u>1,108,543</u>	<u>128,620</u>	<u>1,237,163</u>	<u>1,492,608</u>
Net before transfers		160,944	(25,374)	135,570	(184,807)
Transfers between funds		<u>(37,427)</u>	<u>37,427</u>	<u>-</u>	<u>-</u>
Net movement in funds		123,517	12,053	135,570	(184,807)
Total funds at 1 July 2018		119,123	266,161	385,284	570,091
Total funds at 30 June 2019	20,21	<u>242,640</u>	<u>278,214</u>	<u>520,854</u>	<u>385,284</u>

All the above amounts relate to continuing activities.


The notes on pages 28 to 43 form part of these accounts.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Consolidated and Charity Balance Sheet as at 30 June 2019

		Group		Charity	
	Notes	2019 £	2018 as restated £	2019 £	2018 as restated £
Fixed assets					
Intangible assets	15	7,055	7,854	7,055	7,854
Tangible assets	16	17,153	17,181	17,153	17,181
Investments	17	-	-	1	1
		24,208	25,035	24,209	25,036
Current assets					
Stock		16,575	-	16,575	-
Debtors	18	342,238	137,854	328,159	132,237
Cash in bank and in hand		1,006,360	2,046,001	944,514	1,962,687
		1,365,173	2,183,855	1,289,248	2,094,924
Creditors: amounts falling due within one year	19	(868,527)	(1,823,606)	(855,335)	(1,809,360)
Net current assets		496,646	360,249	433,913	285,564
Creditors: amounts falling due after more than one year	19	-	-	-	-
Total assets less liabilities		520,854	385,284	458,122	310,600
Funds					
Restricted	21	278,214	266,161	278,214	266,161
Unrestricted	20	242,640	119,123	179,708	44,439
Total funds		520,854	385,284	458,122	310,600

These financial statements were approved by the Board of Trustees and authorised for issue on 4th November 2019 and were signed on its behalf by:


 Angus MacLennan
 Chair

**Annual Report incorporating a Directors' Report and Accounts for
the year ended 30 June 2019**

**Consolidated Statement of Cash Flows for the year
ended 30 June 2019**

	2019	2018
	£	£
Cash flows from operating activities		
Cash provided by operating activities	(1,039,641)	(88,944)
Cash flows from investing activities		
Interest income	2,356	1,578
Purchase of tangible fixed assets	(6,158)	(11,856)
Purchase of intangible fixed assets	-	(7,988)
Net cash used in investing activities	(3,802)	(18,266)
Change in cash and cash equivalents in the year	(1,039,641)	(107,210)
Cash and cash equivalents at 1 July 2018	2,046,001	2,153,211
Cash and cash equivalents at 30 June 2019	1,006,360	2,046,001
Reconciliation of net income/ (expenditure) to net cash flow from operating activities		
Net income/(expenditure) for the year	135,570	(184,807)
Adjustments for:		
Investment income	(2,356)	(1,578)
Depreciation	6,186	(978)
Amortisation	799	134
Increase in stock	(16,575)	-
Increase in debtors	(204,386)	(74,953)
(Decrease)/increase in creditors	(955,079)	173,238
Net cash used in operating activities	(1,039,641)	(88,944)
Analysis of cash and cash equivalents		
Cash in hand and at bank	1,006,360	2,046,001
Total cash and cash equivalents	1,006,360	2,046,001

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Notes to the Accounts

1. GENERAL INFORMATION

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612) and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is 15B Berghem Mews, Blythe Road, London, W14 0HN.

2. ACCOUNTING POLICIES

(a) Accounting Convention and assessment of going concern

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Gynaecology Cancer Research Fund constitutes a public benefit entity as defined by FRS 102.

The Trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

(b) Group Financial Statements

These financial statements consolidate the results of the charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line by line basis. The subsidiary company has the same year end date of 30 June 2019.

(c) Funds

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives.

Restricted funds are funds subject to specific restrictions imposed by the donors.

(d) Income Recognition

Income represents amounts receivable by the charity during the year from all sources. All income is included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Legacies are accounted for when the charity has entitlement, receipt is probable and the amount is measurable. Donations are accounted for on a receivable basis. Other trading activities are accounted for on a receivable basis and in the year to which they relate.

Donated services or facilities are recognised when the charity has control over the item, any

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Notes to the Accounts, continued

conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably.

(e) Expenditure Recognition

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT.

Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its objectives. It includes both costs that can be allocated directly to such activities and the costs of an indirect nature as necessary to support them.

Costs of raising funds comprise fundraising costs and the costs incurred in the subsidiary trading activities. Fundraising costs include advertising, producing publications, printing and mailing fundraising materials, associated staff costs and an appropriate allocation of support costs.

Support costs are those costs incurred in support of the charity's primary objectives and are allocated on the basis of staff time spent on those objectives.

Governance costs are those costs relating to compliance with constitutional and statutory requirements and the structure and governance review and are allocated on the basis of time spent overseeing the relevant activities.

(f) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment.

Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Fixtures and Fittings 25% on cost

(g) Intangible Fixed Assets and Amortisation

Intangible Fixed assets are recorded at cost less amortisation and impairment.

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted is as follows:-

Trademarks 10% on cost

(h) Investments

Unlisted investments comprise investments in subsidiaries which are measured at cost less impairment.

(i) Stock

Stock principally consists of artwork donated by artists and is valued at the lower of cost and net realisable value. Artworks provided by artists are recognised in the financial statements at their anticipated sales price, less anticipated cost of sales and any subsequent impairment.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Notes to the Accounts, continued

(j) Cash and cash equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short term deposits which have a maturity period of 3 months or less and are not subject to significant risk of changes in value.

(k) Tax Status

Gynaecology Cancer Research Fund (Limited by Guarantee) is a registered company, number 04370087 and is exempt from corporation tax under the provisions of Sections 466-493 of the Corporation Taxes Act 2010.

(l) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease.

(m) Pension

The charity operates a defined contribution pension scheme. The contributions to the defined contribution scheme are charged to the Statement of Financial Activities as they become payable.

(n) Financial Instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value. The charity does not have any bank loans.

(o) Significant Accounting Estimates and Judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances:

(i) Gifts in kind

Gifts in kind are recognised within incoming resources and expenditure at an estimate of the value to the charity of the donated services or goods. Where possible the value of services/goods are confirmed directly with the supplier however in some instances this information is not available and a best estimate is made of the expected cost of such goods based on what the charity would be willing to pay for similar services or goods at a market rate.

(ii) Grant creditors

During the year the Trustees considered the treatment of the recognition of grant creditors falling due within one year and after one year and have adopted a better estimation of creditors falling due within one year. As a result a prior year adjustment (see note 25) was raised to align the change in treatment of the comparatives with the current year.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

3. INCOME – DONATIONS AND LEGACIES

	2019 £	2018 as restated £
Individual giving including regular giving & direct mail	307,557	282,738
Community	379,678	351,481
Trusts and foundations	57,050	152,296
Major donors	29,474	90,186
Corporate	123,513	123,131
Legacies	173,145	63,473
Regional	3,867	12,178
Events	1,147	-
Gifts in Kind	122,597	104,523
Total	1,198,028	1,180,006

In 2019, £1,094,782 (2018: £918,444) of donations and legacies related to unrestricted funds and £103,246 (2018: £221,944) was attributable to restricted funds. Income from donations and legacies includes donated services worth £122,597 (2018: £104,523).

4. INCOME – INCOME FROM TRADING ACTIVITIES

	2019 £	2018 £
Events	56,461	1,738
Community	6,486	5,624
Corporate	2,500	-
Major donors	21,116	31,395
	86,563	38,757
Trading subsidiary (see note 17)	85,786	87,460
Total	172,349	126,217

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

5. ANALYSIS OF EXPENDITURE

	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2019 £
Expenditure on raising funds (notes 6 and 7)	395,433	127,525	5,498	528,456
Expenditure on charitable activities (note 8)	508,348	191,288	8,248	707,884
Charity	903,781	318,813	13,746	1,236,340
Expenditure on raising funds	823	-	-	823
Consolidated	904,604	318,813	13,746	1,237,163
	Direct Costs £	Support Costs (note 10) £	Governance Costs (note 9) £	Total 2018 £
Expenditure on raising funds (notes 6 and 7)	432,308	111,821	5,946	550,075
Expenditure on charitable activities (note 8)	753,107	167,731	8,920	929,758
Charity	1,185,415	279,552	14,866	1,479,833
Expenditure on raising funds	12,775	-	-	12,775
Consolidated	1,198,897	279,552	14,866	1,492,608

All expenditure relating to raising funds was unrestricted in this and the prior year. Expenditure on charitable activities in 2019 was £691,309 (2018: £927,640) of which £562,689 (2018: £488,608) was unrestricted and £128,620 (2018: £383,707) was restricted.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

6. DIRECT COSTS OF GENERATING DONATIONS AND LEGACIES

	2019 £	2018 £
Individual giving including regular giving & direct mail	43,998	61,138
Community	44,497	37,204
Trusts and foundations	85	937
Major donors	1,790	3,358
Events	200	-
Corporate	17,855	16,464
Legacies	-	6
Central	251,840	283,009
	360,265	402,116

7. DIRECT COSTS OF TRADING ACTIVITIES

	2019 £	2018 £
Events	18,215	19,568
Community	4,314	10,624
Major donor	12,639	-
	35,168	30,192

TOTAL DIRECT COSTS OF RAISING FUNDS	395,433	432,308
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All staff costs (including salaries and contractor costs) relating to Direct Costs of Raising Funds have been allocated this year to Central costs (note 6).

**Annual Report incorporating a Directors' Report and Accounts for
the year ended 30 June 2019**

**8. DIRECT COSTS OF CHARITABLE
ACTIVITIES**

	2019	2018
	£	£
Research grants (note 11)	66,653	350,000
Ask Eve – Nurse-Led Information Service	62,151	71,499
Information & Awareness	257,472	227,085
Gifts in kind	122,072	104,523
	508,348	753,107

9. DIRECT COSTS OF GOVERNANCE

	2019	2018
	£	£
Audit fee	13,311	11,060
Directors Indemnity Insurance	388	524
Trustee costs	47	-
Other costs	-	3,282
	13,746	14,866

10. ANALYSIS OF SUPPORT COSTS

	2019	2018
	£	£
Rent, service charge and utilities	48,442	38,370
Insurance	943	4,116
IT, phone and internet	24,539	30,717
Staff and contractor costs	193,616	150,437
General corporate services	39,140	55,912
Research administration	12,133	-
	318,813	279,552

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

11. RESEARCH GRANTS AWARDED BY INSTITUTION

Included in Charitable Activities were the following research grants:

	2019	2018
	£	£
University College London	-	350,000
Imperial College London	75,000	-
Grant commitments reclaimed	(8,347)	-
	66,653	350,000

12. STAFF COSTS

	2019	2018
	£	£
Salaries and child care vouchers	499,858	423,270
Social security costs	49,404	43,929
Staff pensions	18,888	15,579
	568,150	482,778
Cost of contracts	146,488	180,642
Total staff costs	714,638	663,420

The number of employees whose total employee benefits (excluding employer pension costs and employer national insurance contributions) amounted to over £60,000 in the year were:

	2019	2018
	1	1
£80,001 to £90,000		

Average Staff Numbers:

Charitable activities	9	8
Fundraising and support	5	5
	14	13

The key management personnel of the parent charity comprises the Trustees and the Chief Executive. The total employee benefits of the key management personnel were £100,661 (2018: £87,788).

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

13. TRUSTEES' REMUNERATION AND EXPENSES OR BENEFITS IN KIND

None of the Trustees received any remuneration during the year (2018: none). During the year £389 (2018: £528) was paid in respect of Trustees Indemnity Insurance. No Trustees claimed for any expenses during the year (2018: none).

14. NET MOVEMENT IN FUNDS

	Total Funds 2019 £	Total Funds 2018 £
Net movement in funds is stated after charging:		
Auditor's remuneration – current year	12,360	11,060
Amortisation	799	134
Depreciation	6,197	978
Amounts payable under operating leases:		
Land and Buildings	42,148	41,259
Other	4,669	6,528

15. INTANGIBLE FIXED ASSETS - Group and Charity

	Trademarks £
Cost at 1 July 2018 and 30 June 2019	7,988
Amortisation	
At 1 July 2018	134
Amortisation	799
At 30 June 2019	933
Net book value at 30 June 2019	7,055
Net book value at 30 June 2018	7,854

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

16. TANGIBLE FIXED ASSETS - Group and Charity

	Fixtures, Fittings & Equipment £
Cost	
At 1 July 2018	78,249
Additions	6,158
At 30 June 2019	84,407
Depreciation	
At 1 July 2018	61,068
Depreciation	6,186
At 30 June 2019	67,254
Net book value at 30 June 2019	17,153
Net book value at 30 June 2018	17,181

17. INVESTMENTS HELD AS FIXED ASSETS - Charity

	2019 £	2018 £
Shares in Subsidiary Undertakings at cost	1	1

The Charity has a wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through trading activity including cause related marketing and sales of goods. The company pays its profits under Gift Aid to the Gynaecological Cancer Research Fund. A summary of its trading results (included within "Other trading activities") for the year ended 30 June 2019 is as follows:

Profit and Loss	2019 £	2018 as restated £
Turnover	85,786	87,460
Administration expenses	(23,055)	(8,308)
Net profit before tax	62,731	79,152
Taxation	-	(4,467)

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

Net result	62,731	74,685
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Profit and loss reserve

Brought forward at 1 July	74,685	22,618
Net result in period	62,731	74,685
Distribution to Gynaecology Cancer Research Fund	(74,685)	(22,618)
Carried forward at 30 June	62,731	74,685

Summary Balance Sheet

Current Assets

Debtors	66,866	49,788
Cash at bank and in hand	61,845	83,314
Total current assets	128,711	133,102

Current liabilities

Creditors – amounts falling due within one year	(65,979)	(54,416)
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Net current assets

	62,732	74,686
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Total assets less total liabilities

Capital and reserves

Share capital	1	1
Profit and loss accounts	62,731	74,685
Total	62,732	74,686

See note 25 for details regarding the prior year adjustment for Eve Appeal Ltd.

18. DEBTORS

	Group		Charity	
	2019 £	2018 as restated £	2019 £	2018 as restated £
Trade Debtors	102,339	48,381	35,473	2,193
Amounts owed by group undertakings	-	-	52,787	44,171
Prepayments and accrued income	230,898	58,519	230,898	63,869
Other debtors	9,001	30,954	9,001	22,004
	342,238	137,854	328,159	132,237

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

19. CREDITORS

Amounts falling due within one year

	Group		Charity	
	2019 £	2018 as restated £	2019 £	2018 as restated £
Grants payable	792,600	1,729,576	792,600	1,729,576
Trade Creditors	26,767	44,335	26,767	44,335
Accruals	15,620	19,469	13,620	17,469
Taxation and social security	27,283	27,053	16,091	14,807
Other Creditors	6,257	3,173	6,257	3,173
	868,527	1,823,606	855,335	1,809,360

Amounts falling due in more than one year

Grants payable	-	-	-	-
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Trustees also approved open call grant funding before the year end of £50,000 for Small Cell Cancers. These calls for proposals were ongoing at the year end, and trustees anticipate that further grant commitments of £50,000 will be recognised early in the 2019/2020 financial year once grants have been finalised.

20. UNRESTRICTED FUNDS – GROUP

	At 1 July 2018 as restated £	Income £	Expenditure £	Transfer to restricted funds £	At 30 June 2019 £
General funds	-	1,269,487	(1,108,543)	(37,427)	123,517
Designated funds:					
Emergency fund	119,123	-	-	-	119,123
	<u>119,123</u>	<u>1,269,487</u>	<u>(1,108,543)</u>	<u>(37,427)</u>	242,640

Emergency fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

UNRESTRICTED FUNDS – CHARITY

	At 1 July 2018 as restated £	Income £	Expenditure £	Transfer to restricted funds £	At 30 June 2019 £
General funds	-	1,326,804	(1,214,108)	(37,427)	75,269
Designated funds:					
Emergency fund	104,439	-	-	-	104,439
	<u>104,439</u>	<u>1,326,804</u>	<u>(1,214,108)</u>	<u>(37,427)</u>	<u>179,708</u>

21. RESTRICTED FUNDS – CHARITY AND GROUP

	At 1 July 2018 £	Income £	Expenditure £	Transfer from unrestricted funds £	At 30 June 2019 £
FORECEE (4C))	-	14,322	-	-	14,322
ASK EVE	70,801	2,513	(61,770)	-	11,544
Small Cell Cancers	87,928	26,606	6,986	-	121,520
BRCA PROTECT	3,224	627	1,361	-	5,212
Womb Cancer Research	37,500	73	(75,000)	37,427	-
BRCA Research	27,417	25,785	(197)	-	53,005
BRCA Tissue	12,500	-	-	-	12,500
Computational Biology	25,000	25,000	-	-	50,000
Vulval Cancer Awareness	1,791	6,320	-	-	8,111
GcaPPs2.0	-	2,000	-	-	2,000
	<u>266,161</u>	<u>103,246</u>	<u>(128,620)</u>	<u>37,427</u>	<u>278,214</u>

Restricted Funds:

FORECEE (4C): This programme aims to make individualised risk predictions for cancer available to women, by looking for molecular markers in cervical cells that can predict the risk of them developing any one of four cancers: breast, cervical, ovarian and womb.

Ask Eve: The nurse led information service.

Small Cell Cancers: The project aims to develop a UK and International Registry for Small Cell Carcinoma of the Ovary (SSCO) that will be used to identify patients, consent them for research and provide access to tumour and non-tumour tissues.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

BRCA PROTECT: The programme aims to identify the mechanisms of cancer development, understand its causes and test potential ways of preventing gynaecological cancer development. The focus of the programme is understanding why those in high risk groups who carry mutated genes develop cancer.

Womb Cancer Research: We have held an open call for research into the early detection or prevention of womb cancer. A research grant of £75,000 was awarded during the year.

BRCA Research: Several of our research programmes have a strong focus on the BRCA gene mutation to early detect or prevent ovarian and breast cancer – for example BRCA PROTECT, BRCA UNITE and GCaPPS.

BRCA Tissue: Women with a BRCA mutation have an up to 85% risk of developing breast cancer. The UCL team has discovered that aberrant levels of progesterone play an essential role in breast cancer development in these young women. The UCL research team is aiming to develop so-called "intermediate surrogate endpoints": these are markers analysed in breast tissue indicating whether a preventive measure is effective.

Computational Biology Team: Our programmes require a substantial computational biology, statistics and bio-informatics which are central to our research.

Vulval Cancer Awareness: Vulval cancer is one of the rarer gynaecological cancers with just over 1,000 cases in the UK diagnosed each year. Increased awareness of the signs and symptoms of vulval cancer are essential to ensure that women see their GP as soon as they notice something not right for them and to keep going back if it continues.

More information on the research can be found in the research review on page 5 and on the Ask Eve service on page 11.

22. ANALYSIS OF NET ASSETS BETWEEN FUNDS – GROUP

	Unrestricted Funds £	Restricted Funds £	Total 2019 £	Total 2018 as restated £
Fixed Assets	24,208	-	24,208	25,035
Current Assets	622,471	742,702	1,365,173	2,243,855
Creditors: amounts falling due within 1 year	(404,039)	(464,488)	(868,527)	(1,823,606)
	<u>242,640</u>	<u>278,214</u>	<u>520,854</u>	<u>445,284</u>

23. COMPANY STATUS

The charity is limited by guarantee and therefore does not have a share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 10 (2018:10).

24. RELATED PARTY TRANSACTIONS

During the year under review, the charity received income totalling 10,258 in donations from

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

7 Trustees including partners (2018: £5,504 from 8 Trustees including partners).

25. PRIOR YEAR RESTATEMENT

The following prior year restatement have been made in the accounts.

- a. In accordance with the current UK GAAP Gift Aid payments of £74,685 paid in the year ended 30 June 2019, and £22,618 paid in the year ended 30 June 2018, have been included in the year paid, with the prior year debtor due to the Gynaecology Cancer Research Fund restated. This has resulted in a reduction of unrestricted funds in the charity accounts of £74,685 at 1 July 2018 and £22,618 July 2017.
- b. The trustees have reviewed the grant agreement in place and have concluded that there are no performance conditions attached to the research grants that would restrict the recognition to creditors over one year. As a result grant creditors of £399,050 have been reclassified as creditors falling due after more than one year to creditors falling due within one year. This restatement has had no effect on net funds at either 1 July 2018 or 1 July 2017.
- c. The gift aid debtor and accrued legacies have been reclassified within the debtors note as at 30 June 2018. This restatement has had no effect on net funds at either 1 July 2018 or 1 July 2017.
- d. A legacy of £60,000 was accrued at 30 June 2018 and on reconsideration of the recognition criteria (as per FRS 102 SORP) this income should not have been recognised until after 30 June 2018. An amount of £60,000 has been treated as income in the year end 30 June 2019 accounts. As a result of this adjustment net funds of the charity at 30 June 2018 have reduced by an amount of £60,000.

Annual Report incorporating a Directors' Report and Accounts for the year ended 30 June 2019

26. COMMITMENTS UNDER OPERATING LEASES

The group and charity had the following future minimum lease payments under non-cancellable operating leases:

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Land and buildings:				
Within one year	35,944	29,270	35,944	29,270
Between one year and five years	71,888	87,810	71,888	87,810
	<u>107,832</u>	<u>117,080</u>	<u>107,832</u>	<u>117,080</u>
Equipment:				
Within one year	4,164	4,164	4,164	4,164
Between one year and five years	-	4,164	-	4,164
	<u>4,164</u>	<u>8,328</u>	<u>4,164</u>	<u>8,328</u>

27. FINANCIAL INSTRUMENTS

The group and charity's financial instruments are analysed as follows:

	Group		Charity	
	2019 £	2018 £	2019 £	2018 £
Financial assets at amortised cost	<u>1,283,065</u>	<u>2,243,855</u>	<u>1,207,141</u>	<u>2,229,610</u>
Financial liabilities at amortised cost	<u>837,188</u>	<u>1,823,606</u>	<u>835,408</u>	<u>1,809,361</u>

Financial assets measured at amortised cost comprise cash at bank and in hand, trade debtors, other debtors, amounts owed by group undertaking and accrued income.

Financial liabilities measured at amortised cost comprise grants payable, trade creditors, accruals and other creditors.

Eve Appeal Limited

Annual Report and Unaudited Financial Statements

For the year ended 30 June 2019

Eve Appeal Limited

Company Information

Directors	A Lamnisos Cosec Direct Ltd E Gervasio A MacLennan
Secretary	Cosec Direct Ltd
Company number	04656355
Registered office	15B Bergham Mews Blythe Road London United Kingdom W14 0HN
Accountants	Moore Kingston Smith LLP Devonshire House 60 Goswell Road London EC1M 7AD

Eve Appeal Limited

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Statement of changes in equity	4
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Eve Appeal Limited

Directors' Report

For the year ended 30 June 2019

The directors present their annual report and financial statements for the year ended 30 June 2019.

Principal activities

The principal activity of the company continued to be that of commercial partnerships and the sale of merchandise bearing the name and logo of the Gynaecology Cancer research Fund.


Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

A Lamnissos
Cosec Direct Ltd
E Gervasio
A Maclellan

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board


A Maclellan
Director
4 November 2019

Eve Appeal Limited

Accountants' Report to the Board of Directors on The Preparation of the Unaudited Statutory Financial Statements of Eve Appeal Limited for the year ended 30 June 2019

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Eve Appeal Limited for the year ended 30 June 2019 which comprise the Profit And Loss Account, the Balance Sheet, the Statement of Changes in Equity and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Eve Appeal Limited, as a body, in accordance with the terms of our engagement letter dated 15 May 2019. Our work has been undertaken solely to prepare for your approval the financial statements of Eve Appeal Limited and state those matters that we have agreed to state to the Board of Directors of Eve Appeal Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Eve Appeal Limited and its Board of Directors as a body, for our work or for this report.

It is your duty to ensure that Eve Appeal Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Eve Appeal Limited. You consider that Eve Appeal Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Eve Appeal Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Moore Kingston Smith LLP.

Moore Kingston Smith LLP

Chartered Accountants

15/11/2019

Devonshire House
60 Goswell Road
London
EC1M 7AD

Eve Appeal Limited

Profit and loss account

For the year ended 30 June 2019

	2019	2018
		as restated
	£	£
Turnover	85,636	87,460
Administrative expenses	(23,055)	(8,308)
Other operating income	150	-
	<hr/>	<hr/>
Profit before taxation	62,731	79,152
	<hr/>	<hr/>
Taxation	-	(4,467)
	<hr/>	<hr/>
Profit for the financial year	<u>62,731</u>	<u>74,685</u>

Eve Appeal Limited

Statement of Changes in Equity For the year ended 30 June 2019

	Share capital	Profit and loss reserves	Total
	£	£	£
Balance at 1 July 2017 (as restated)	1	22,618	22,619
Year ended 30 June 2018:			
Profit and total comprehensive income for the year	-	74,685	74,685
Distributions to parent charity under gift aid	-	(22,618)	(22,618)
Balance at 30 June 2018 (as restated)	1	74,685	74,686
Year ended 30 June 2019:			
Profit and total comprehensive income for the year	-	62,731	62,731
Distributions to parent charity under gift aid	-	(74,685)	(74,685)
Balance at 30 June 2019	1	62,731	62,732

Eve Appeal Limited

Balance Sheet

As at 30 June 2019

		2019		2018 as restated	
	Notes	£	£	£	£
Current assets					
Debtors	3	66,866		49,788	
Cash at bank and in hand		61,845		83,314	
		<u>128,711</u>		<u>133,102</u>	
Creditors: amounts falling due within one year	4	<u>(65,979)</u>		<u>(58,416)</u>	
Net current assets			<u>62,732</u>		<u>74,686</u>
Capital and reserves					
Called up share capital	5		1		1
Profit and loss reserves			62,731		74,685
Total equity			<u>62,732</u>		<u>74,686</u>

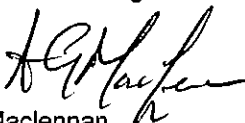
For the financial year ended 30 June 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 4 November 2019 and are signed on its behalf by:



A MacLennan
Director

Company Registration No. 04656355

Eve Appeal Limited

Notes to the Financial Statements

For the year ended 30 June 2019

1 Accounting policies

Company Information

Eve Appeal Limited is a private company limited by shares incorporated in England and Wales. The registered office is 15B Bergham Mews, Blythe Road, London, United Kingdom, W14 0HN.

1.1 Accounting convention

The financial statements have been prepared under the historical cost convention and in compliance with United Kingdom Accounting Standards, including Financial Reporting Standard 102 Section 1A, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Companies Act 2006.

The financial statements have been prepared on a going concern basis, under the historical cost convention.

The principal accounting policies applied in the preparation of these financial statements are set out in the notes below. These policies have been consistently applied to all the years presented, unless otherwise stated.

The financial statements are prepared in sterling which is the functional currency of the Company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

1.3 Related party transactions

The Company discloses transactions with related parties which are not wholly owned within the same group. It does not disclose transactions with members of the same group that are wholly owned.

1.4 Financial Instruments

The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.5 Cash at bank and in hand

Cash and cash equivalents included cash in hand, deposits held at call with banks and other short-term liquid investments with original maturities of three months or less.

2 Judgements and key sources of estimation uncertainty

In the view of the directors in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Eve Appeal Limited

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

3 Debtors

	2019 £	2018 £
Amounts falling due within one year:		
Trade debtors	66,866	46,188
Other debtors	-	3,600
	<u>66,866</u>	<u>49,788</u>

4 Creditors: amounts falling due within one year

	2019 £	2018 as restated £
Amounts due to group undertakings	52,787	44,171
Corporation tax	-	4,467
Other taxation and social security	11,192	7,778
Other creditors	2,000	2,000
	<u>65,979</u>	<u>58,416</u>

5 Called up share capital

	2019 £	2018 £
Ordinary share capital Issued and fully paid		
1 Ordinary shares of £1 each	1	1
	<u>1</u>	<u>1</u>

6 Related party transactions

The Company is exempt from disclosing other related party transactions as they are with other companies that are wholly owned within the group.

7 Prior year restatement

The Financial Reporting Council have completed their first triennial review of FRS 102 and have ruled that Gift Aid payments from charity trading subsidiaries should not be recorded in the profit and loss account and instead should be treated as a distribution on the date of payment and should not be accrued. Accordingly, Gift Aid payments of £74,685 paid in the year ended 30 June 2019, and £22,618 paid in the year ended 30 June 2018, have been included in the year paid, with the prior year creditor owed to the Gynaecology Cancer Research Fund restated.

Eve Appeal Limited

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

8 Ultimate parent undertaking

The company was controlled throughout the current and previous period by its parent charity, the Gynaecology Cancer Research Fund, a company limited by guarantee with company registration number 4370087 and a registered charity with charity number 1091708. Copies of the parent entity's accounts are available from the registered office at 15B Berghem Mews, Blythe Road, London, W14 0HN.

Eve Appeal Limited

Management Information
For the year ended 30 June 2019

Eve Appeal Limited

Detailed Trading and Profit and Loss Account

For the year ended 30 June 2019

	£	2019 £	£	2018 £
Turnover				
Turnover		85,636		87,460
 Other operating income				
Community fundraising events		150		-
 Administrative expenses		(23,055)		(8,308)
 Operating profit		<u>62,731</u>		<u>79,152</u>

Eve Appeal Limited

Schedule of Administrative Expenses

For the year ended 30 June 2019

	2019	2018
	£	£
Administrative expenses		
Legal and professional fees	3,300	-
Accountancy	5,500	1,450
Audit fees	-	3,000
Bank charges	151	-
Bad debts	9,928	-
Management expenses	4,176	3,858
	<hr/>	<hr/>
	23,055	8,308
	<hr/>	<hr/>

Eve Appeal Limited

Annual Report and Unaudited Financial Statements

For the year ended 30 June 2019

Eve Appeal Limited

Company Information

Directors	A Lamnisos Cosec Direct Ltd E Gervasio A MacLennan
Secretary	Cosec Direct Ltd
Company number	04656355
Registered office	15B Bergham Mews Blythe Road London United Kingdom W14 0HN
Accountants	Moore Kingston Smith LLP Devonshire House 60 Goswell Road London EC1M 7AD

Eve Appeal Limited

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Eve Appeal Limited

Directors' Report

For the year ended 30 June 2019

The directors present their annual report and financial statements for the year ended 30 June 2019.

Principal activities

The principal activity of the company continued to be that of commercial partnerships and the sale of merchandise bearing the name and logo of the Gynaecology Cancer research Fund.


Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

A Lamnissos
Cosec Direct Ltd
E Gervasio
A Maclellan

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board


A Maclellan
Director
4 November 2019

Eve Appeal Limited

Accountants' Report to the Board of Directors on The Preparation of the Unaudited Statutory Financial Statements of Eve Appeal Limited for the year ended 30 June 2019

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Eve Appeal Limited for the year ended 30 June 2019 which comprise the Profit And Loss Account, the Balance Sheet, the Statement of Changes in Equity and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Eve Appeal Limited, as a body, in accordance with the terms of our engagement letter dated 15 May 2019. Our work has been undertaken solely to prepare for your approval the financial statements of Eve Appeal Limited and state those matters that we have agreed to state to the Board of Directors of Eve Appeal Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Eve Appeal Limited and its Board of Directors as a body, for our work or for this report.

It is your duty to ensure that Eve Appeal Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Eve Appeal Limited. You consider that Eve Appeal Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Eve Appeal Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Moore Kingston Smith LLP.

Moore Kingston Smith LLP

Chartered Accountants

15/11/2019

Devonshire House
60 Goswell Road
London
EC1M 7AD

Eve Appeal Limited

Profit and loss account

For the year ended 30 June 2019

	2019	2018
		as restated
	£	£
Turnover	85,636	87,460
Administrative expenses	(23,055)	(8,308)
Other operating income	150	-
	<hr/>	<hr/>
Profit before taxation	62,731	79,152
	<hr/>	<hr/>
Taxation	-	(4,467)
	<hr/>	<hr/>
Profit for the financial year	<u>62,731</u>	<u>74,685</u>

Eve Appeal Limited

Statement of Changes in Equity For the year ended 30 June 2019

	Share capital	Profit and loss reserves	Total
	£	£	£
Balance at 1 July 2017 (as restated)	1	22,618	22,619
Year ended 30 June 2018:			
Profit and total comprehensive income for the year	-	74,685	74,685
Distributions to parent charity under gift aid	-	(22,618)	(22,618)
Balance at 30 June 2018 (as restated)	1	74,685	74,686
Year ended 30 June 2019:			
Profit and total comprehensive income for the year	-	62,731	62,731
Distributions to parent charity under gift aid	-	(74,685)	(74,685)
Balance at 30 June 2019	1	62,731	62,732

Eve Appeal Limited

Balance Sheet

As at 30 June 2019

		2019		2018 as restated	
	Notes	£	£	£	£
Current assets					
Debtors	3	66,866		49,788	
Cash at bank and in hand		61,845		83,314	
		<u>128,711</u>		<u>133,102</u>	
Creditors: amounts falling due within one year	4	<u>(65,979)</u>		<u>(58,416)</u>	
Net current assets			<u>62,732</u>		<u>74,686</u>
Capital and reserves					
Called up share capital	5		1		1
Profit and loss reserves			<u>62,731</u>		<u>74,685</u>
Total equity			<u>62,732</u>		<u>74,686</u>

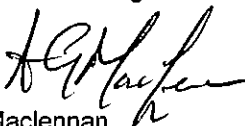
For the financial year ended 30 June 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 4 November 2019 and are signed on its behalf by:



A MacLennan
Director

Company Registration No. 04656355

Eve Appeal Limited

Notes to the Financial Statements

For the year ended 30 June 2019

1 Accounting policies

Company Information

Eve Appeal Limited is a private company limited by shares incorporated in England and Wales. The registered office is 15B Bergham Mews, Blythe Road, London, United Kingdom, W14 0HN.

1.1 Accounting convention

The financial statements have been prepared under the historical cost convention and in compliance with United Kingdom Accounting Standards, including Financial Reporting Standard 102 Section 1A, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Companies Act 2006.

The financial statements have been prepared on a going concern basis, under the historical cost convention.

The principal accounting policies applied in the preparation of these financial statements are set out in the notes below. These policies have been consistently applied to all the years presented, unless otherwise stated.

The financial statements are prepared in sterling which is the functional currency of the Company. Monetary amounts in these financial statements are rounded to the nearest pound.

1.2 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

1.3 Related party transactions

The Company discloses transactions with related parties which are not wholly owned within the same group. It does not disclose transactions with members of the same group that are wholly owned.

1.4 Financial Instruments

The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.5 Cash at bank and in hand

Cash and cash equivalents included cash in hand, deposits held at call with banks and other short-term liquid investments with original maturities of three months or less.

2 Judgements and key sources of estimation uncertainty

In the view of the directors in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Eve Appeal Limited

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Eve Appeal Limited

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Eve Appeal Limited

Management Information
For the year ended 30 June 2019

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Eve Appeal Limited

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