SKCIN -The Karen Clifford Skin Cancer Charity

ANNUAL TRUSTEES' AND IMPACT REPORT

For the year ended 31 December 2025



REPORT OF THE TRUSTEES

For the Year Ended 31 December 2025

This report fulfils the statutory requirements of the Companies Act 2006 and the Charities Statement of Recommended Practice (FRS 102), while also highlighting the impact of SKCIN's work during the year.

The Trustees, who are also Directors of SKCIN – The Karen Clifford Skin Cancer Charity for the purposes of the Companies Act 2006, present their report together with the financial statements for the year ended 31 December 2025.

The Trustees have prepared the report in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and applicable charity and company law.

CHARITABLE OBJECTIVES

SKCIN's primary objectives are to relieve sickness and preserve and protect health by:

- educating the public on melanoma and non-melanoma skin cancer;
- promoting, sustaining and increasing individual and collective knowledge, understanding, skill and expertise in skin cancer prevention and early detection across high-risk and influential public and private sectors through effective, sustainable educational solutions;
- engaging, educating and empowering individuals, stakeholders and communities with trusted resources with which to prevent and reduce the risk of skin cancer, save lives and improve patient outcomes through early diagnosis, and reduce the significant burden on the NHS.

The charity delivers public benefit through educational intervention on a national scale. The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit.

GOING CONCERN

The Trustees state that there are no material uncertainties about the charity's ability to continue as a going concern. Potential risks and challenges are reviewed at quarterly Board meetings and the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. All Directors give their time freely and no Director received remuneration in the year.

OUR WORK IN 2025

2025 has been a year of significant progress for SKCIN, demonstrating not only the strength of our established work, but the scale of what this small charity is achieving in response to a growing public health challenge.

As Trustees, we are immensely proud of the breadth and impact of our work. From education in early years and schools to workplaces, professional training, public awareness and engagement with Government, SKCIN continues to develop practical, sustainable interventions that place prevention and early detection at the heart of tackling skin cancer.

This year has also strengthened the evidence behind our approach. The publication of peer-reviewed research examining more than a decade of our Sun Safe Schools programme provides important validation of the role structured education can play in shaping protective behaviours – while reaching more than one million children through the programme represents an extraordinary milestone.

Collaboration remains fundamental to how we achieve impact. By working with schools, healthcare and industry professionals, corporate partners, researchers, communities and policymakers, we are able to extend our expertise and educational interventions far beyond what we could achieve alone.

As we look ahead, our focus is not simply on doing more, but on using our experience, evidence and partnerships to build sustainable solutions capable of creating lasting change at scale.

On behalf of the Trustees, I would like to thank our team, partners, supporters and everyone who has contributed to SKCIN's work throughout 2025. Together, we remain committed to preventing skin cancer, promoting early detection and ultimately saving lives.

Steve Boothroyd
Chair of Trustees

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WHY WE EXIST

SKCIN – The Karen Clifford Skin Cancer Charity was established in 2006 in memory of Karen Clifford, whose untimely death from melanoma inspired a mission to help prevent other families experiencing the devastating impact of skin cancer. Karen's legacy lives on through everything we do, and her initials – KC – are reflected in the name SKCIN, serving as a lasting reminder of the personal story behind our charity.

Karen's story became the catalyst for a simple but ambitious mission: to educate and empower people to protect themselves from skin cancer through prevention and the promotion of early detection.

What began as one family's determination to create positive change has grown into a nationally recognised charity dedicated to combating melanoma and non-melanoma skin cancer through sustainable educational intervention.

Skin cancer is the most common, fastest rising and one of the most preventable cancers in the UK - reinforcing why sustained educational intervention remains essential to changing behaviours, improving patient outcomes through early diagnosis and helping to reduce the future burden of skin cancer.

For two decades, SKCIN has led the way in developing pioneering, sustainable educational solutions—driving change from classrooms and healthcare settings to workplaces and Westminster.

Through innovative national accreditation programmes, trusted educational resources, professional training, strategic partnerships and policy engagement, we are embedding skin cancer prevention and early detection into everyday life across the UK.



Karen Clifford (1944 –2005)

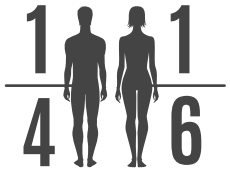
Karen's legacy continues to inspire everything we do.

WHY OUR WORK MATTERS

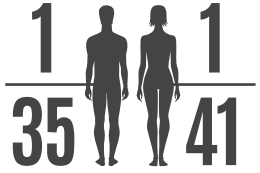
Every statistic represents a person, a family and a future that could be changed.



Skin cancer is the most common cancer in the UK - more commonly diagnosed than all other malignancies combined.



Over 260,000 cases of NMSC diagnosed each year affects on average 1 in 5 in the UK



Over 20,000 cases of melanoma diagnosed each year affects 1 in 35 men and 1 in 41 women



Skin cancer causes around 3,800 deaths annually and is one of the biggest killing cancers in young adults.



Rates of skin cancer are rising faster than any other cancer in the UK



The annual burden on our NHS to diagnose and treat skin cancer is in excess of £750 million.



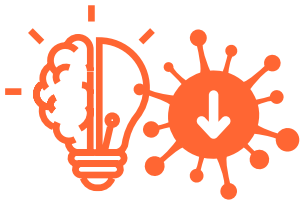
90% of skin cancer cases are preventable by adopting five, simple sun safe strategies.

+



Around 98% of skin cancer cases are treatable or curable if detected and diagnosed early.

=



Education is our greatest weapon in reversing the soaring incidence of skin cancer and saving lives.

→

EDUCATION HAS THE POWER TO SAVE LIVES

These facts have shaped every programme, resource and partnership we have developed since 2006, while also driving our work with Government and key stakeholders to influence policy, embed best practice and empower people and organisations to prevent skin cancer and recognise it at the earliest possible stage.

OUR APPROACH

At SKCIN, we believe education has the power to save lives.

Since 2006, we have pioneered a unique, innovative and multi-channel approach to combating skin cancer, developing sustainable educational solutions that empower people and organisations to prevent skin cancer and recognise it at the earliest possible stage.

Operating with a small core team, our comprehensive suite of national accreditation programmes, trusted educational resources, professional training and strategic partnerships enables us to maximise our reach – extending our expertise and impact far beyond our immediate organisational capacity.

By targeting both high-risk and influential sectors, while working collaboratively with healthcare professionals, industry, Government and community partners, we are embedding skin cancer prevention and early detection into everyday life and creating lasting behavioural change across the UK.

OUR STRATEGY

EDUCATE

Delivering trusted, evidence-based education through innovative programmes, accredited training and accessible resources.

EMPOWER

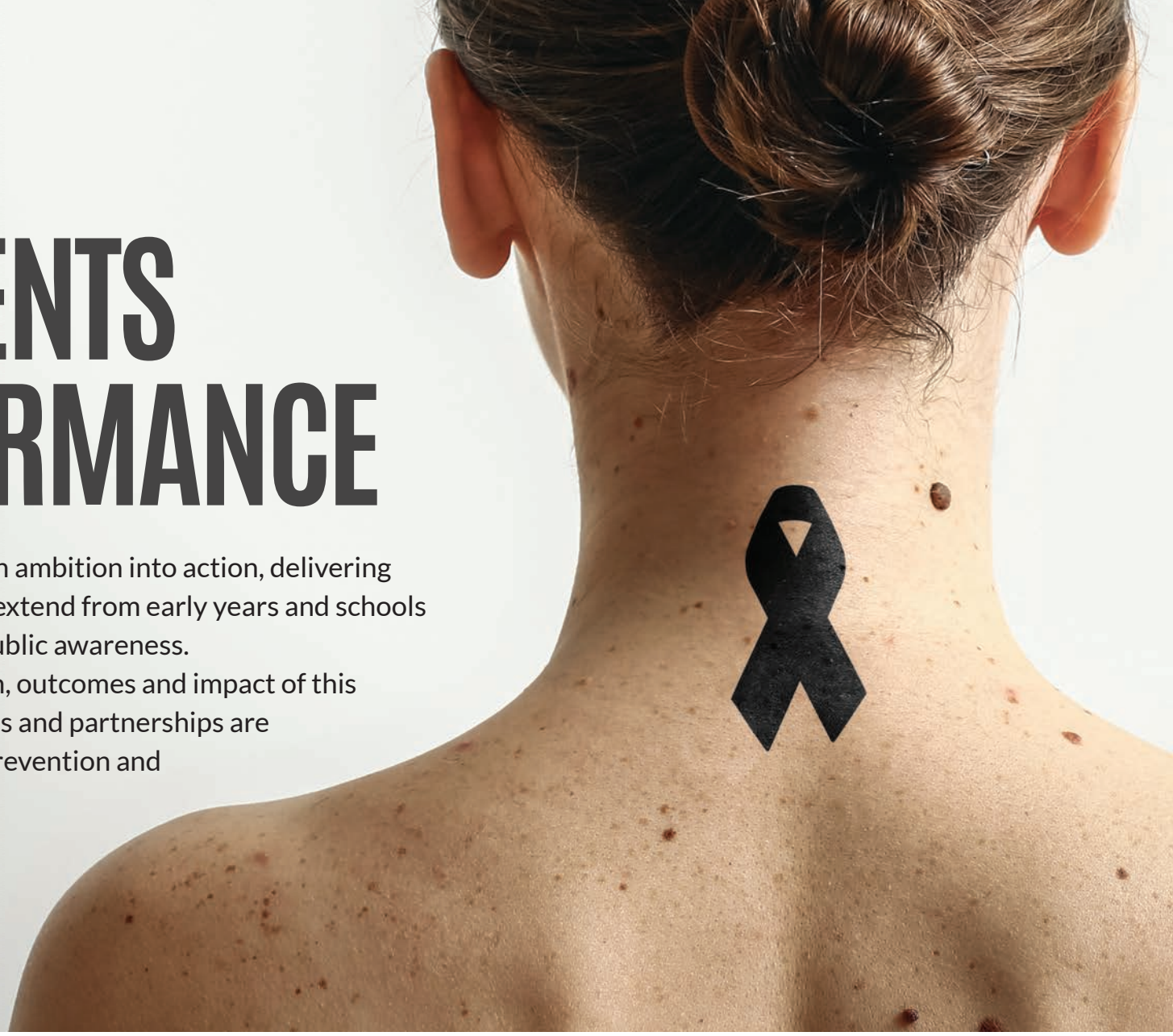
Building the knowledge and confidence people and organisations need to protect themselves and others.

EQUIP

Providing practical tools, guidance and support that enable prevention and early detection to become part of everyday practice.

ACHIEVEMENTS AND PERFORMANCE

Throughout 2025, SKCIN continued to turn ambition into action, delivering pioneering educational interventions that extend from early years and schools to workplaces, professional practice and public awareness.
The following pages demonstrate the reach, outcomes and impact of this work – and how our programmes, resources and partnerships are driving meaningful change in skin cancer prevention and early detection across the UK.



SUN SAFE SCHOOLS



Today's pupils. Tomorrow's adults. A lifetime of healthier choices.

Every child deserves the opportunity to enjoy the sun safely. By working with schools to embed sun safety into education, policy and everyday practice, we are helping to establish lifelong behaviours that have the potential to reduce future skin cancer risk and save lives.

SUN SAFE SCHOOLS

Established: 2012
National Accreditation Programme
Audience: Primary schools
Focus: Prevention through education

Key objective: To create a lasting culture of sun safety through primary education.
Website: sunsafeschools.co.uk

Developed by SKCIN in 2012, Sun Safe Schools is the UK's pioneering national accreditation framework, designed to embed sun safety into school life through policy, education, parental engagement and whole-school participation.

Unlike standalone educational resources, the programme takes schools on a structured journey, supporting them to establish sustainable practices that help protect pupils today while encouraging lifelong sun-safe behaviours for the future.

By combining accredited learning with practical guidance and ongoing support, Sun Safe Schools empowers schools to create meaningful and lasting behavioural change, benefiting children, families and the wider school community.

Accreditation is intentionally designed as the culmination of a structured improvement journey, recognising schools that have successfully embedded sun safety into policy, education and everyday practice rather than simply participating in an educational initiative.

2025 PROGRAMME ENGAGEMENT

454 SCHOOLS → 119,407 PUPILS

454 New schools registered with the programme.

175 SCHOOLS → 42,979 PUPILS

175 Schools actively embedded sun safety via the structured accreditation framework.

68 SCHOOLS → 13,077 PUPILS

68 Schools completed the full accreditation framework, providing the information required to gain certification. In addition a further 59 schools renewed their accreditation.

908 implementation feedback submissions

908 individual implementation feedback submissions were reviewed to monitor progress and impact.

WHAT SCHOOLS TOLD US

"Being part of the annual Sun Safe Schools accreditation programme has had a profound influence on our school community. Achieving accreditation as a Sun Safe School has played a pivotal role in shaping children's behaviour towards sun safety. The programme has effectively raised awareness amongst students, instilling in them the significance of adopting sun protection measures in their daily routines.

Collaborating with parents through this initiative has proven to be instrumental in garnering their whole-hearted support and expanding awareness across the wider school community. This partnership with parents has facilitated a holistic approach towards reinforcing sun safety practices within the school environment.

The benefits of our accreditation have been far-reaching, positively impacting the entire school. Our participation in the programme has further solidified our dedication to sun protection, education, and collaborative efforts. The resources provided by the programme have been invaluable assets, bolstering our capacity to effectively promote sun safety practices and drive collaboration amongst stakeholders.

In summary, our school's engagement in the Sun Safe Schools accreditation programme has not only culminated in us attaining accredited status but has also enriched our school ethos with a pervasive culture of unwavering sun safety awareness and commitment."

St. Joseph's RC Primary School, Glamorgan





"The programme continues to have a positive impact across our school community. Completing the programme each year helps us review our practices, maintain high standards and keep sun safety at the forefront of communication with pupils and parents. Most importantly, children have a much better understanding of why they need to protect themselves and are putting that knowledge into practice. The resources are engaging, inclusive and accessible to pupils of all abilities, ensuring every child can understand and act on the important sun safety messages."

Headteacher, Norbury Manor Primary School, London



"This has been a great process to go through. It's enabled us to share the children's learning with parents and ensure that we have a clear policy in place making our approach to educating and protecting children much clearer and more robust in its approach."

PSHE Lead, Winkfield St Mary's CofE Primary School, Berkshire

"Children become more confident, year-on-year to share why it is important to be sun safe. Our school is much more aware of how to educate pupils, parents and staff. We LOVE the resources. They are very engaging and deliver the sun safe message in a fun way."

Headteacher, West View Primary School, Hartlepool



"The Sun Safe programme is an important part of our PSHE curriculum and supports us in fulfilling our safeguarding duty, by educating pupils and their families. We are very proud to be part of this campaign that empowers our children to make informed choices about sun safety."

Netherseal St Peter's C E (C) Primary School, Derbyshire

"Being part of the Sun Safe Schools programme has been a really positive experience. You can really see that the programme is making a difference, and it feels good to be part of something that supports children's health and well-being in such a practical way!"

Assistant Head Teacher, St Teresas RC, Greater Manchester



RESEARCH AND EVIDENCE

More than a decade of Sun Safe Schools examined in peer-reviewed research

In 2025, peer-reviewed research co-authored by SKCIN examining our Sun Safe Schools programme was published in the British Journal of Dermatology. The first study to examine a sun-safety education programme mainly aimed at primary schools in the UK, it analysed programme data spanning 2012–2023 to evaluate the reach, engagement and outcomes of structured sun safety education.

During the study period, 3,389 schools registered with the programme, reaching approximately 845,000 children. Analysis of school feedback identified four key areas of impact: clear and accessible sun-safe policy and resources; parent and pupil engagement; adoption of sun-safe behaviours; and increased responsibility and empowerment among children.

Schools reported practical changes including greater use of sunscreen, seeking shade and wearing more protective hats. Children were also reported to take greater responsibility for applying sunscreen independently and to share their sun-safety knowledge with parents. The study additionally found that Sun Safe Schools helped teachers feel confident in teaching sun safety, supported by practical resources including lesson plans and policy templates.

Importantly, the research provides proof of concept for a low-cost, school-based sun-safety programme developed by a UK charity and reinforces the critical role schools can play in shaping lifelong protective behaviours. The findings support continued efforts to strengthen consistent, age-appropriate sun safety education and policy within primary education.

Since the research period concluded in 2023, Sun Safe Schools reached a further landmark in 2025, engaging more than one million children through the programme since its launch.

3,389
Schools registered 2012–2023

845,000
Children reached during study period

1 MILLION+
Children engaged by 2025

WHAT THE RESEARCH IDENTIFIED

- Clear, accessible sun-safe policy and practical resources
- Strong parent & pupil engagement
- Adoption of positive sun-safe behaviours
- Greater responsibility and empowerment among children

RESEARCH COLLOBORATION

Led by Dr Jilse Joshy, with Charlotte Sheern, Associate Academic Fellow Khaylen Mistry, Associate Professor Zoe C. Venables and Professor Nick J. Levell, National Clinical Director for Dermatology, NHS England.

SUN SAFE NURSERIES

Safe beginnings. Healthy futures.

The earliest years of life provide a unique opportunity to establish healthy habits that can last a lifetime. By supporting nurseries and early years settings to embed sun safety into everyday care and learning, we are helping to protect young children today while laying the foundations for a lifetime of healthier choices.



SUN SAFE NURSERIES

Established: 2013
National Accreditation Programme
Audience: Pre-school settings
Focus: Prevention through education

Key objective: To embed a lasting culture of sun safety throughout early years education and care
Website: sunsafenurseries.co.uk

Developed by SKCIN in 2013, Sun Safe Nurseries is the UK's pioneering national accreditation framework, designed to embed sun safety throughout early years education and care through policy, everyday practice, parental engagement and age-appropriate learning.

Unlike standalone educational resources, the programme takes nurseries and pre-school settings on a structured journey, helping them establish sustainable routines that protect young children while laying the foundations for lifelong sun-safe behaviours.

By combining accredited learning with practical guidance, resources and ongoing support, Sun Safe Nurseries empowers early years providers to create meaningful and lasting behavioural change that benefits children, families and the wider nursery community.

Accreditation recognises settings that have successfully embedded sun safety into policies, daily routines and family engagement, demonstrating a lasting commitment rather than simply participating in an educational initiative.

2025 PROGRAMME ENGAGEMENT

1,139 SETTINGS → 75,646 CHILDREN

1,139 New settings registered with the programme.

634 SETTINGS → 41,655 CHILDREN

634 Settings actively embedded sun safety via the structured accreditation framework.

403 SETTINGS → 26,038 CHILDREN

403 Settings completed the full accreditation framework, providing the information required to gain certification. In addition a further 415 settings renewed their accreditation.

3,150 implementation feedback submissions

3,150 individual implementation feedback submissions were reviewed to monitor progress and impact.

WHAT NURSERIES TOLD US

Our staff and children have learnt a lot from this accreditation and why it is so important to implement. The children learn about important self-care values and learn how to apply their own sun cream which is hugely important for a school transition where they are expected to complete this themselves.

Habergham day nursery and pre-school, Lancashire

We are proud of how this accreditation has helped to educate not only the children, but the staff and parents as well, to the dangers of over exposure to the sun. Parents often thank us for implementing the Sun Safe policy and note how impressed they are by how well their children know how to stay safe in the sun. The children are quick to remind each other to put their hats on when going outside and they all enjoy the resources, especially the book and song.

Naíonra Chaisleán Uidhilín, Northern Ireland

Parents have feedback that children are reminding them to wear hats and sunscreen and talking to them about UV and they appreciate the knowledge the children have and that it makes it easier for them at home!

Happy Days Nurseries and Preschool, Worcestershire

Our practitioners are more aware and vigilant about keeping children safe in the sun. Parents have been extremely supportive in providing the right type of clothing, hats and sunscreen protection. The children know how to keep safe in the sun. The whole programme and resources have been extremely useful.

Little Explorers Nursery, London

The Sun Safe Nurseries programme has made my staff much more aware of sun safety. As a setting we have adopted a setting-wide policy to ensure that adults are good role models for the children. Parents have engaged well with this and displaying the UV posters have made them aware of the risks of UV - even on cloudy days!

Chaddlewood Preschool, Devon

All children now have their own sunhat and suncream. Parents have been very supportive with our policy, we even have a register our each morning that when the UV is 3 or above, they sign it to say if their child has applied sunscreen before coming into nursery so staff know. The children have had a fantastic response and take pride in being the UV monitor. They automatically put on their hat to go outside and encourage any of their friends who may have forgotten.

Bankier ELC, Stirlingshire







Since becoming accredited, our setting has experienced a number of positive changes. There has been a noticeable improvement in whole-school engagement with the programme's themes, whether it's around health, wellbeing, sustainability, or behaviour. Staff have a clearer framework to follow, which has supported consistent practice and fostered a more unified approach. Accreditation has also raised the profile of our work within the wider community and provided us with a sense of achievement.

Little Arcs, Essex

Staff use these resources throughout the year to educate the children. Our Pre-school children have a great knowledge of how to keep themselves safe in the sun. They are very aware of the suncream rules and often sing the slip slop slap song.

Lauriston Nursery, Fife

This has been a great way to involve children about the safety of the sun, ensure that staff are aware of the risks and give parents reassurance that the children's health, safety and welfare is at the forefront of our minds.

Nina's Nursery, Stockport

An absolutely amazing resource that should be made compulsory for all settings to follow especially local authority infant and junior schools.

Hinckley Road Nursery, Coventry

Since being accredited our sun safe policy is firmly embedded within our practice and the children are very much aware of how important wearing suncream is and is part of their daily routine - especially during the warmer months when the UV levels are 3 and above. Parents are very supportive and our information on sun safety is part of our enrolement procedures and annual updates. The resources are supportive in delivering sun safe messages to the children. Great resources!

Eastwood Nursery, Glasgow

We have been acredited for a number of years. It is useful to have set guidance for staff and children which is now well embedded in our nursery. The children are very keen to keep sun safe and have become very good at applying their own sun cream. The UV posters are helpful when planning for sun safety measures and when we should keep children inside.

Alphabets Nursery, Maidstone

Our setting has benefited greatly from a better understanding of the sun, UV and how to keep children safe in the hot weather. We have found parents to be very supportive. The children have loved learning about the sun and how it affects our skin and how to keep safe whilst playing outside.

Shining Stars Nursery, Cumbria







SUN SAFE WORKPLACES



Healthy workplaces. Protected workforces.

Every employer has a responsibility to protect the health and wellbeing of their workforce. Sun Safe Workplaces helps organisations reduce occupational UV risk by embedding sun safety into workplace culture, equipping employers with the knowledge, practical tools and confidence to create safer, healthier working environments.

SUN SAFE WORKPLACES

Established: 2014
National Accreditation Programme
Audience: Employers of outdoor workers
Focus: Prevention and early detection

Key objective: To embed a lasting culture of sun safety throughout the workplace
Website: sunsafeworkplaces.co.uk

Originally developed by SKCIN in 2014, Sun Safe Workplaces is the UK's pioneering national accreditation framework designed to help employers protect outdoor workers from the risks of occupational UV exposure through policy, training, risk assessment and workplace engagement.

Far more than awareness resources, the programme provides organisations with a comprehensive framework that combines employee education, practical guidance, management tools and nationally recognised accreditation to help embed sun safety into everyday workplace culture.

By combining expert guidance, accredited learning and practical resources, Sun Safe Workplaces empowers employers to reduce occupational UV risk, fulfil their duty of care and create lasting behavioural change that benefits employees, organisations and the wider community.

Accreditation recognises organisations that have successfully embedded sun safety into workplace policies, risk management and everyday practice, demonstrating a sustained commitment to protecting the health and wellbeing of their workforce.

PROGRAMME ASSESSMENT

During 2025, our focus was on strengthening and refining the Sun Safe Workplaces programme, following its pilot relaunch in 2024. Through continued collaboration with our charity partner, SIG Roofing, and engagement with other employers, we were able to evaluate the programme's delivery and employee response to the training which concluded:

Learning Outcomes (pre/post assessments)

75% *increased their knowledge of UV radiation and skin cancer risk factors.*
85% *increased their understanding of the five key prevention methods.*
86% *increased their knowledge of skin cancer signs and how to check their skin.*
76% *Reported a positive change in their intention to regularly check their skin for the early warning signs.*

Participant Feedback (post-course evaluation)

98% *would recommend the training*
93% *reported a positive change in attitudes*
90% *were more likely to protect their skin on and off the job.*

WHAT EMPLOYERS TOLD US

Participating in the SKCIN Sun Safe Workplaces Accreditation Programme has greatly benefited our business. The resources made the process simple and effective, allowing us to implement a comprehensive sun protection programme with ease. We've seen a positive response from employees, with noticeable improvements in awareness and behaviour regarding sun safety. Addressing UV exposure is a priority for us, and this programme enhances our commitment to workplace health and safety. We believe other employers should join the initiative. The clear guidelines and positive impact on employee well-being make it an essential step for any business.

JR Roofing Lancs Limited

Through our partnership with SKCIN we have been able educate all of our branch teams, with the training being widely welcomed throughout our nationwide network. The Sun Safe Workplaces programme also has helped us improve our H&S policies and offer preventative measures through the provision of sunscreen and awareness options to all. There would be no hesitation in recommending this training and accreditation programme to employers of outdoor workers.

SIG Roofing

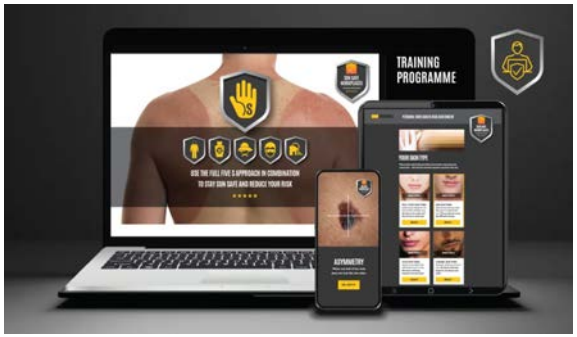
Having previously been in teaching I was aware of this charity and the accreditation programme for primary schools. Educating the need for sun Safety at a young age is essential and makes the process all the more easier for employers to convey to employees later on.
Having since started a construction business and with much of our time spent outside we found it essential to educate our employees and know how best to protect them from over exposure to UV radiation.
The information in the training was thoroughly robust and well thought through. It was converted in an engaging manner which supported employees understanding across all levels. Other industries should get on board with this for sure. The limits are endless.

Hawkins Builders Limited

Taking care of employees and where we can our customers is very important to us. We completed the Sun Safe Workplaces accreditation and ran the training alongside a promotion of giving away sun cream (we are part of SIG so the campaign is similar). Our hope is that we have raised awareness not only in house but with our customers of the increasing incidence of skin cancer in the UK, particularly among outdoor workers and the importance of prevention and early detection.

SR Timber







MASCED TRAINING



Every appointment is an opportunity to save a life.

Hair, health and beauty professionals are uniquely placed to notice suspicious skin changes during routine appointments. MASCED equips them with the knowledge, confidence and practical skills to recognise the early warning signs of skin cancer and encourage clients to seek medical advice, helping to improve outcomes through earlier diagnosis.

MASCED TRAINING

Established: 2018
National Accreditation Programme
Audience: Hair and beauty professionals
Focus: Early detection

Key objective: To embed skin cancer awareness and early detection into everyday professional practice
Website: masced.uk

Developed by SKCIN in 2018, MASCED (Melanoma and Skin Cancer Early Detection) is the UK's pioneering national accreditation programme designed to equip hair, health and beauty professionals with the knowledge and confidence to recognise the early warning signs of skin cancer and encourage clients to seek timely medical advice.

Far more than an awareness campaign, the programme provides a structured learning pathway combining accredited training, practical guidance and supporting resources to help professionals integrate skin cancer awareness into everyday client interactions.

By combining education with practical early detection guidance, MASCED empowers professionals to play an important role in improving awareness, promoting earlier diagnosis and helping to save lives.

Accreditation recognises professionals who have successfully completed the training and demonstrated their commitment to supporting the early detection of skin cancer as part of everyday professional practice.

2025 PROGRAMME ENGAGEMENT

2,800+ INDUSTRY PROFESSIONALS
registered and received printed training packs & resources

450,000+ POTENTIAL CLIENT REACH
(Client data received from individual registrations)

1,500+ ACCREDITATIONS AWARDED
to professionals who fully completed the accreditation e-course to provide evidence of learning.

150+ ACCREDITED PROFESSIONALS
refreshed their knowledge and renewed their accreditation

11,900+ INDUSTRY PROFESSIONALS
have completed the accredited training to date.

700+ EARLY DETECTION REPORTS
Have been received to date, many with multiple cases

WHAT PROFESSIONALS TOLD US

Absolutely brilliant course. As someone who has had suspicious moles removed before and lost a grandparent to skin cancer this is really important and the content in this course is fantastic. It really does make you learn the subject and understand the importance of this course. I really am pleased to have done this today. Thank you.

Lindsay Lowes. Tropic Ambassador, Northumberland

Great idea, should be rolled out as part of all hair and beauty NVQ or equivalent courses!

Helen Findley, Hairdresser, Cambridgeshire

An excellent course. The MASCED guide is a really helpful tool for early detection. Having had melanoma skin cancer myself, I am particularly keen to prevent anyone else going through surgery.

Lorraine Chiverton, Beauty Therapist, Surrey

The programme is structured in a very organised manner and breaks down the information into simple terms for easier understanding. Being asked to detect early signs of skin cancer within the course, makes you feel more confident applying this knowledge to real scenarios.

Rhea Maya Rakhmat, University College Birmingham

I found this programme well written and very informative. I have learned a lot of useful information that has increased my awareness & understanding of the topic.

Krystan Purkiss Spray Tanner, West Sussex

Brilliant course, great information that is very well put together. I feel confident to take this into practice, thank you!

Laura James, Beauty Therapist, Norfolk

This course is very complete and the information you provide is of huge value. I am glad I found your course as now I can offer this information to my beloved clients.

Maria del Pilar Mateos Marin, Tattoo Artist, London

I found the MASCED course to be incredibly helpful and informative. It gave me a much clearer understanding of how to spot the early signs of skin cancer, and I feel much more confident in knowing what to look out for in my clients. The course was well-structured, easy to follow, and packed with valuable information that I believe everyone in the beauty and healthcare industry should know. I would definitely recommend this course to others — it's a vital tool for raising awareness and potentially saving lives.

Miss. Veale, Masseur, Somerset







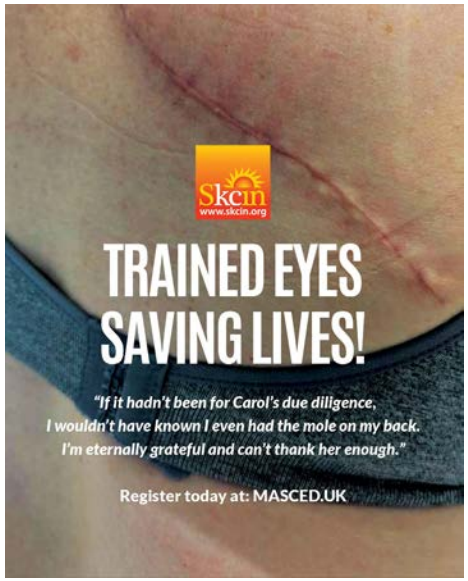
EVIDENCE OF SUCCESS

The following early detection stories show just a few examples of the many cases reported to Skcin in 2025, highlighting how the MASCED training is living up to its strapline and 'Training Eyes to Save Lives'.



Skin cancer type: Melanoma
Profession: Makeup Artist

Read the full story here >



Skin cancer type: Melanoma
Profession: Blemish Removal

Read the full story here >



Skin cancer type: Melanoma
Profession: Beauty Therapist

Read the full story here >



Skin cancer type: Melanoma
Profession: Masseur

Read the full story here >

MASCED PRO TRAINING

Enhancing professional confidence. Improving patient outcomes.

Allied health professionals and medical practitioners play a vital role in recognising suspicious skin lesions and supporting earlier diagnosis. MASCED PRO provides evidence-based education and practical guidance to enhance clinical knowledge, strengthen diagnostic confidence and support timely referral, helping to improve patient outcomes and save lives.



MASCED PRO TRAINING

Established: 2020
National Accreditation Programme
Audience: Allied Health Professionals
Focus: Early detection

Key objective: To enhance clinical confidence in the recognition and early detection of skin cancer
Website: pro.masced.uk

Developed by SKCIN, MASCED PRO is an advanced national education and accreditation programme designed to enhance the knowledge and clinical confidence of allied health professionals and medical practitioners in the recognition, assessment and appropriate referral of suspicious skin lesions.

The programme provides structured, evidence-based education, practical guidance and accredited learning that supports best practice in skin cancer awareness and early detection across a wide range of clinical settings.

By combining expert educational content with practical clinical application, MASCED PRO equips healthcare professionals with the knowledge and confidence to recognise suspicious lesions, support earlier diagnosis and improve patient outcomes.

Accreditation recognises professionals who have successfully completed the programme and demonstrated their commitment to maintaining high standards in skin cancer awareness and early detection within clinical practice.

2025 PROGRAMME ENGAGEMENT

550+ HEALTHCARE PROFESSIONALS
Registered and received printed training packs & resources

250+ ACCREDITATIONS AWARDED
To professionals who fully completed the accreditation e-course to provide evidence of learning.

60+ ACCREDITED PROFESSIONALS
Refreshed their knowledge and renewed their accreditation

300+ FEEDBACK SUBMISSIONS
Reviewed upon accreditation status

2,000+ HEALTHCARE PROFESSIONALS
Have completed the accredited training to date.

WHAT PROFESSIONALS TOLD US

This is a superb course which I did last year for my CPD and I have taken again this year. I now intend to do this course on a yearly basis. I am a podiatrist. I have referred two of my patients this year to their GP for the treatment of non -melanoma carcinomas which taking this course helped me to identify.

Peter Stubbs, Podiatrist, Devon

This was such an excellent course with so many pictures and variations; I will really enjoy doing this every year and it has enriched my clinical practice; thank you!

Dr. Rhynal Rodrigues, GP, Derbyshire

The course was clear, informative, and clinically relevant. The content was well-structured and easy to apply in practice, giving me greater confidence. A valuable addition to my clinical skill set.

Michelle Bailey Podiatrist, Cumbria

Taking this course have really made me aware of spotting suspicious lesions on the skin and will increase my curiosity in looking closely to identify abnormal lesions. Also it has given me more knowledge on how to advice patients about predisposing factors for skin cancer.

Dr. Uchechukwu Nkemdeme, GP, Derbyshire

I found this course highly informative and clinically relevant. The content was well-structured, covering key aspects of lesion recognition, risk assessment, and referral pathways. I particularly appreciated the use of clinical images and case examples, which enhanced practical understanding. The course has improved my confidence in identifying suspicious lesions and reinforced the importance of early detection in improving patient outcomes

Mrs. Swee Mardell, Surgical Nurse, Essex

I think this is great and very valuable. It will help me support my patients who present with various skin lesion. I have gained valuable insight and has built my confidence.

Mr. Kalu Nma, Pharmacist, Nottinghamshire

this was such a helpful course - loads of images and clear advice. The booklet is really helpful as a reference guide.

Dr. Rachel Handscombe, GP, South Yorkshire

I believe this course will be a valuable asset to my career. With the useful guide provided, I can refer back to the booklet anytime if I am unsure. I can share my knowledge, concerns and advice with my patients or just offer important sun protection advice. The training was really enjoyable. Highly recommended!

Sonya Sage, Registered Aesthetic Nurse, Northampton







PRIMARY CARE TOOLKIT

Strengthening early recognition and referral within primary care.

Primary care plays a critical role in the early detection of skin cancer, yet many healthcare professionals receive limited formal training in recognising suspicious lesions. SKCIN's free Primary Care Toolkit helps bridge that gap by providing clear, practical resources to support recognition, referral and earlier diagnosis.



PRIMARY CARE TOOLKIT

Developed: 2025
National Primary Care Resource
Focus: Prevention and early detection

Key objective: To strengthen the early recognition and referral of skin cancer within primary care.

Developed and launched by SKCIN in 2025, the Primary Care Toolkit provides healthcare professionals with practical, evidence-based guidance to support the recognition and referral of melanoma, non-melanoma skin cancer and pre-cancerous lesions.

Designed to address a significant gap in skin cancer education within primary care, the toolkit brings together clinical presentation guidance, visual references, referral support and patient-facing resources in one accessible package.

Alongside supporting professional recognition and earlier action, the toolkit helps practices educate patients about prevention, self-examination and the importance of seeking medical advice when changes are identified.

Available free of charge to primary care settings on request, it provides a practical way for SKCIN to strengthen early detection at one of the most important points of contact within the healthcare system.

EARLY INSIGHTS

NEW RESOURCE FOR PRIMARY CARE
Complete Toolkit developed and launched in 2025

25+ TOOLKIT REQUESTS
received in its first six months

2,500 GENERAL PRACTICE STAFF
within reach through distribution via the Derbyshire General Practice Training Hub

130,000 PATIENT POPULATION
served by one Primary Care Network requesting the toolkit

Early demand from GP practices, Primary Care Networks, dermatology teams and wider healthcare services demonstrates the potential to scale this new intervention through strategic distribution and collaboration.

THE SKCIN APP

Putting skin health in people's hands.

Technology has the power to make life-saving health information more accessible than ever before. The SKCIN App brings trusted advice, practical guidance and skin awareness tools together in one place, empowering people to protect their skin, recognise suspicious changes and take positive action wherever they are.



THE SKCIN APP

Established: 2022
National Digital Resource
Audience: General public
Focus: Prevention and early detection

Key objective: To empower people to take control of their skin health through accessible digital education and support
Website: app.skcin.org

Developed by SKCIN, the SKCIN App provides free, trusted and accessible digital support to help people understand their skin cancer risk, protect themselves from harmful UV exposure and recognise the early warning signs of skin cancer.

Far more than an information resource, the app brings together educational content, practical tools and personalised features in one easy-to-use platform, enabling users to make informed decisions about their skin health wherever they are.

By placing trusted skin cancer information and practical support directly into people's hands, the SKCIN App removes barriers to accessing reliable advice and empowers users to take an active role in protecting their skin health.

Accessible anytime, anywhere, it reinforces everyday behaviours that support skin cancer prevention and early detection, encouraging people to protect their skin, check it regularly and seek timely medical advice whenever concerns arise.

2025 ENGAGEMENT

3,800+ NEW REGISTRATIONS

3,200+ APP INSTALLATIONS

12,900+ APP INSTALLATIONS TO DATE

"If I hadn't downloaded the app and used those tools, I may still not have had the confidence to request a GP appointment for an itchy spot, thankfully it was removed early! The app is fantastic and I also now use it daily for the UV Index, UV alerts and sunscreen reminders."

Catherine Day.



EDUCATIONAL RESOURCES

Trusted resources. Lasting impact.

High-quality educational resources remain one of the most effective ways to support prevention and early detection. Developed by SKCIN and trusted by healthcare professionals, organisations and educators nationwide, our resources help people make informed decisions about their skin health and empower them to take positive action.



PRINTED RESOURCES

Established: 2008
National Educational Resources
Audience: General public
Focus: Prevention and early detection

Key objective: To improve skin cancer awareness through accessible, evidence-based educational resources
Website: shop.skcin.org

Developed by SKCIN, our comprehensive range of educational resources provides trusted, evidence-based information that supports skin cancer prevention, early detection and public awareness across a wide range of settings.

Our resources are designed to educate, empower and equip individuals, professionals and organisations with practical guidance that can be used every day. From our popular A5 educational booklets and MASCED awareness packs to mole rulers and early years resources, every item has been developed to support meaningful learning and encourage positive behavioural change.

Trusted by hospitals, dermatology departments, healthcare professionals, employers and community organisations across the UK, our resources continue to meet a growing demand for accessible, high-quality skin cancer education. By making reliable information readily available, they help extend SKCIN's reach far beyond our programmes, supporting prevention and earlier detection across communities nationwide.

2025 RESOURCE FULFILLMENT

209 SHOP ORDERS FULFILLED
296 ITEMS PURCHASED INCLUDING:
108 BOXES OF SKCIN BOOKLETS
4,750 MOLE RULERS
48 WORKPLACE AWARENESS PACKS
32 SUN SAFE NURSERIES PACKS
1,600 CHILDREN'S ACTIVITY BOOKS

41,760 **Total number of Skcin booklets distributed nationwide**

SKCIN WEBSITE

Trusted information. Accessible to everyone.

In 2025, we relaunched SKCIN.org, creating a stronger digital home for our national education and awareness work. Designed to make trusted skin cancer information easier to find, understand and act upon, the website provides free access to comprehensive prevention and early detection guidance, practical resources and support – whenever and wherever it is needed.



WEBSITE - SKCIN.ORG

National Educational Resource
Audience: General public
Focus: Prevention and early detection

Key objective: To provide free, accessible education that empowers people to prevent skin cancer and promote its early detection.

Relaunched in April 2025, SKCIN.org was comprehensively redeveloped to provide an accessible, trusted and engaging digital hub for skin cancer prevention and early detection education, bringing SKCIN's extensive knowledge, resources and national initiatives together in one place.

The website provides comprehensive guidance covering UV exposure and sun protection, skin cancer risk, signs and symptoms, skin checking and early diagnosis, alongside practical tools and resources that empower people to better understand and take charge of their own skin health.

Importantly, SKCIN.org also provides a gateway to our wider educational work, connecting individuals, families, educators, employers, healthcare professionals and other influential sectors with our national accreditation programmes, professional training, SKCIN App and extensive range of awareness resources.

By providing reliable, evidence-based information freely online, SKCIN.org extends the reach of our educational intervention beyond individual programmes and campaigns, ensuring that anyone seeking information about skin cancer prevention or early detection can access trusted guidance and practical support when they need it.

2025 ENGAGEMENT

120,049 WEBSITE USERS

+219% YEAR-ON-YEAR GROWTH

53,922 ORGANIC SEARCH USERS

1,359 digital resource downloads recorded from 25th April onwards including skin checking tools, educational booklets, awareness materials & professional resources.

The 2025 relaunch significantly extended SKCIN's digital reach, with more than 120,000 people accessing the website during the year – an increase of 219% compared with 2024. Organic search traffic increased by 167%, helping more people discover SKCIN's trusted prevention and early detection information when actively searching for support.

ACKNOWLEDGEMENT

The build of the new website was made possible with funding from the David Price Melanoma Trust who have supported SKCIN for over a decade, funding a number of projects and initiatives that have made our mission possible and our vision a reality.

SOCIAL MEDIA ENGAGEMENT



Educating, engaging and empowering - every day.

Social media enables SKCIN to deliver trusted skin cancer prevention and early detection information directly into people's everyday lives. Through accessible, engaging and timely content, we raise awareness, challenge misconceptions and empower people to make informed choices that can protect their skin, encourage earlier detection and ultimately help save lives.

SOCIAL MEDIA

Established: Circa 2014
National Educational Resource
Audience: General public
Key Focus: Prevention and early detection

Key objective: To educate and empower the public through accessible, trusted skin cancer prevention and early detection information. @SkcinCharity

Social media plays a significant role in SKCIN's national education and awareness activity, providing a powerful platform through which we can deliver trusted, evidence-based information about skin cancer prevention and early detection to a broad and diverse audience.

Across our main channels, we translate sometimes complex health information into accessible, engaging content that encourages people to protect their skin, understand their individual risk, check their skin regularly and recognise the early warning signs of skin cancer.

Our content responds to the issues that matter throughout the year – from UV protection and seasonal awareness to skin checking, early detection and myth-busting – while supporting our wider campaigns, educational programmes, resources and partnerships. Importantly, social media enables conversations as well as communication. By responding to questions, sharing experiences and engaging directly with our community, we can reinforce positive behaviours, extend the reach of our educational work and provide trusted information when and where people need it.

2025 ENGAGEMENT

2.5M+ VIEWS
Across Facebook and Instagram

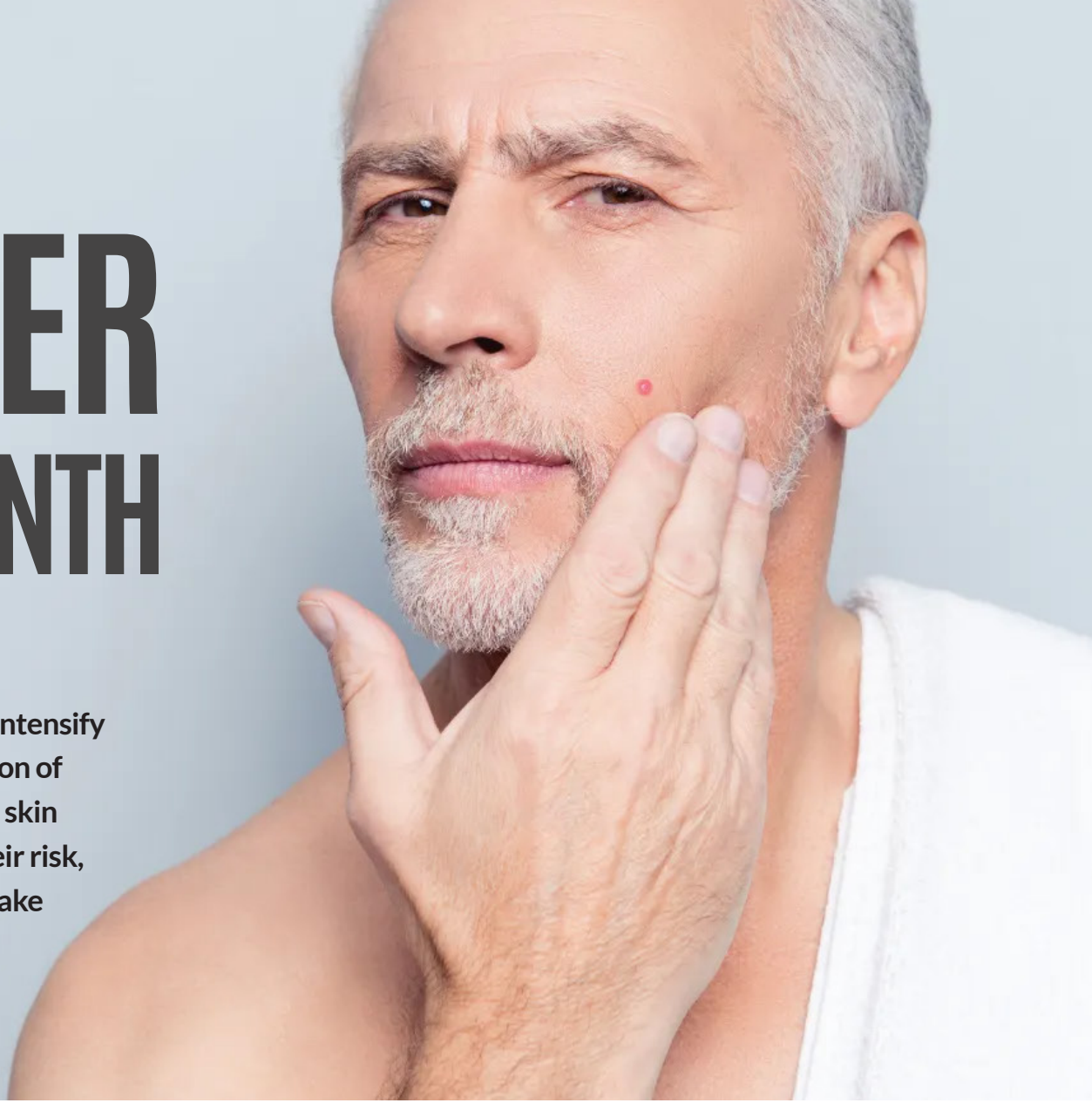
40,000+ INTERACTIONS
With our social media content

38,000+ VISITS
To our profile pages

4,250+ NEW FOLLOWS
Across Facebook and Instagram*
**Instagram follow data only available from 4 August 2025.*

These figures represent the data available from Meta Business Suite. Historical Instagram Insights are unavailable for part of 2025, with some metrics only available from August onwards. Our reported totals therefore represent minimum recorded activity, rather than the full extent of our social media reach and engagement during the year.

SKIN CANCER AWARENESS MONTH



One month. One message. Every skin cancer matters.

Each May, SKCIN uses Skin Cancer Awareness Month to intensify public education around the prevention and early detection of skin cancer. By addressing melanoma and non-melanoma skin cancers together, we encourage people to understand their risk, protect their skin, recognise the early warning signs and take action when something doesn't look or feel right.

SKIN CANCER AWARENESS MONTH

Championed since: 2019
National Public Awareness Campaign
Audience: General public
Focus: Melanoma & NMSC

Key objective: To turn increased awareness into positive action by intensifying public education around skin cancer prevention and early detection.

In 2019, SKCIN was among the early UK organisations to champion May as Skin Cancer Awareness Month, adopting the growing international awareness movement while giving it a deliberately broader focus encompassing both melanoma and non-melanoma skin cancers. From the outset, our approach has combined prevention with early detection, using the month to deliver an intensive programme of public education designed not simply to raise awareness, but to encourage positive action – from adopting safer sun behaviours and understanding individual risk to checking skin regularly and recognising the early warning signs of skin cancer.

Throughout May, SKCIN delivers targeted educational content, campaigns and resources across its digital channels, supported by partnerships and engagement with organisations, professionals and communities that help extend these important messages to wider audiences. Skin Cancer Awareness Month has become a key fixture in SKCIN's annual education calendar, providing an important opportunity to amplify our year-round work and place skin cancer firmly in the public spotlight when UV levels and opportunities for exposure begin to increase.

2025 SIGNIFICANT ACTIVITIES

LIVE ON AIR WITH VIRGIN RADIO

Raising awareness with Chris Evans at London studios

HOSTED PARLIAMENTARY EVENT

Engaging MPs and policymakers to highlight the vital role Government can play in advancing skin cancer prevention and early detection through targeted intervention and policy reform.

PARTNERED WITH TROPIC SKINCARE

See page 40 for further information

PARTNERED WITH BBC RADIO DERBY

See page 41 for further information

100 MILES IN MAY FUNDRAISER

In partnership with Melanoma Focus raising awareness and vital funds split 50/50



This was

SKIN CANCER AWARENESS MONTH 2025

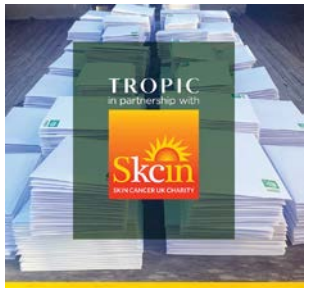
1st May - day one and we kick things off live on air, raising skin cancer awareness with Chris Evans at Virgin Radio...



We launched the ongoing Colin Bloomfield Sun Safe Campaign with BBC Radio Derby- see post for details of the campaign!



We hosted a parliamentary event, engaging with MPs and highlighting the powerful role Government can play by supporting key prevention initiatives.



We announced an exciting partnership with Tropic Skincare which saw over 2000 Tropic Ambassadors invest in our award winning MASCED training!





We partnered with SIG Roofing again, following our award winning partnership last year with lots more planned for the outdoor worker sector and roofing industry.



We attended the All Party Parliamentary Group (APPG) for Beauty and Wellbeing to support the launch of the UV Safety Inquiry.



We launched an ongoing awareness campaign in partnership with North East London Cancer Alliance.



We welcomed music artist, writer & beauty advocate Elle L as a SKCIN Ambassador and attended her awareness event as an expert panelist at the iconic 34 Mayfair.



We hosted a number of webinars, responded to thousands of enquiries and provided extensive awareness resources to support the nation in raising awareness.

2025 KEY PARTNERSHIPS

In May 2025, Tropic Skincare partnered with SKCIN to raise awareness of sun safety and empower its nationwide network of Ambassadors to recognise the early signs of skin cancer.

As part of the partnership, Tropic funded discounted access to SKCIN's MASCED training programme, extending vital early detection education through a highly influential community of beauty professionals who regularly engage with clients and communities. Launched during Skin Cancer Awareness Month, the initiative generated an exceptional response with 2,000 Ambassadors registering for the training.

In 2025, SKCIN continued its partnership with national roofing merchant SIG Roofing to raise the roof on sun safety, skin cancer prevention and early detection.

With employees working outdoors across 107 branches nationwide, and daily engagement with roofers who experience prolonged occupational UV exposure, the partnership provides an important opportunity to reach a high-risk workforce. Through targeted education and the provision of free sunscreen across its branches, SIG Roofing's 'Take a Squirt' campaign won Marketing Campaign of the Year at the 2025 Safety & Health Excellence (SHE) Awards.

As leaders in prevention, innovation and collaboration, SKCIN joined forces with Map My Mole in November 2025 to help make the early detection and diagnosis of skin cancer more accessible across the UK.

By combining SKCIN's award-winning MASCED PRO education programme with Map My Mole's innovative mole-checking service, the partnership brings together professional education and accessible assessment – creating a powerful pathway from awareness and recognition to action and earlier diagnosis.

2025 CAMPAIGN PARTNERSHIPS

BBC RADIO DERBY

SKCIN partnered with BBC Radio Derby to relaunch the **Colin Bloomfield** Sun Safe Campaign, marking the 10th anniversary of Colin's death. The campaign combined radio and television coverage with education, skin checking and targeted prevention activity across Derbyshire:

- **58 primary schools** registered for SKCIN's national Sun Safe Schools accreditation programme
- **SKCIN supported 332** skin checks undertaken across five locations, resulting in **74 referrals**
- **Our Primary Care Toolkits** were distributed to GPs across the region via the Derbyshire NHS Hub
- **SKCIN delievered a City-wide digital prevention campaign** across seven high-traffic locations

NHS North East London Cancer Alliance

SKCIN partnered with the North East London Cancer Alliance to launch 'LDN Get Sun Set' – an ongoing public awareness campaign promoting skin cancer prevention and early detection across North East London. The campaign combined targeted digital education with community outreach, providing practical sun safety guidance, encouraging people to make skin protection part of everyday life, whatever the weather. Activity continued throughout the summer, including a high-profile community event at Victoria Park and a touring educational pop-up, taking free sunscreen, educational resources and practical prevention advice directly into communities across the region.

THE LIGHTHOUSE CLINIC

In May 2025 during Skin Cancer Awareness Month, SKCIN partnered with The Lighthouse Clinic and Lighthouse Education to roll out SKCIN's MASCED (Melanoma and Skin Cancer Early Detection) training across the Isle of Wight's hair and beauty sector.

With 100 training places funded for local professionals, the initiative aimed to create a network of trained eyes across the Island, equipping those who regularly see clients' skin with the knowledge and confidence to recognise potential concerns and encourage early medical advice.

GOVERNMENT AND POLICY ENGAGEMENT

Alongside our national education programmes, SKCIN works with Government, parliamentarians, policymakers and key stakeholders to ensure skin cancer prevention and early detection are represented within wider public health policy. By sharing evidence, expertise and practical solutions, we advocate for interventions that can help drive sustainable change at population level.

SKIN CANCER AWARENESS PARLIAMENTARY EVENT

On 13 May 2025, during Skin Cancer Awareness Month, SKCIN hosted a parliamentary drop-in event at Westminster, engaging directly with MPs and policymakers to raise the profile of skin cancer as a growing public health challenge and demonstrate the role Government can play in strengthening prevention and early detection through targeted intervention, education and policy reform.

MPs were introduced to SKCIN's national programmes, resources and strategic work, alongside practical education around skin cancer prevention and early detection. An interactive UV camera provided facial scans revealing underlying sun damage invisible to the naked eye, creating a powerful opportunity to demonstrate the cumulative effects of UV exposure and reinforce the importance of prevention.

APPG FOR BEAUTY & WELLBEING - UV SAFETY INQUIRY

In May 2025, SKCIN supported the launch of the All-Party Parliamentary Group for Beauty and Wellbeing's UV Safety Inquiry, examining key issues including UV exposure and protection, education and misinformation, the affordability of sun protection, marketing practices and the growing cost of UV-related skin cancer to the NHS.

SKCIN subsequently submitted evidence to the Inquiry across these areas, drawing on our expertise in prevention, early detection and educational intervention. On 25 November, our CEO Marie Tudor was invited to give oral evidence at Portcullis House, contributing to the Inquiry's examination of the role media plays in shaping public understanding and perceptions of UV risk.

The Inquiry provides an important opportunity to strengthen the national conversation around UV safety and inform future recommendations for Government, industry and other stakeholders. Its final report is expected in May 2026.

2025 EXHIBITIONS AND EVENTS

SHARING OUR EXPERTISE. EXTENDING OUR INFLUENCE.

Throughout 2025, SKCIN maintained a strong presence at national conferences, exhibitions and industry events – sharing our expertise, promoting our educational programmes and engaging directly with professionals, policymakers, patients and influential sectors.

BIGGA / BTME

Exhibited at the turf management industry's leading event, promoting occupational sun safety and skin cancer prevention to professionals working extensively outdoors.

FOOT & ANKLE SHOW

Showcased MASCED PRO, raising awareness of the important role foot and ankle professionals can play in recognising suspicious skin lesions and supporting earlier detection.

MELANOMA PATIENT CONFERENCE

Continued our longstanding support of the Melanoma Patient Conference, connecting with patients, professionals and the wider melanoma community.

WELSH AESTHETICS SYMPOSIUM

Exhibited and presented at the inaugural Welsh Aesthetics Symposium, promoting the role aesthetics professionals can play in skin cancer awareness and early detection.

SKIN OF COLOUR CONFERENCE UK

Engaged with professionals across the hair and beauty sector, promoting inclusive skin cancer education and awareness across all skin types.

BRITISH ASSOCIATION OF DERMATOLOGISTS ANNUAL MEETING

Presented SKCIN's Sun Safe Schools programme at the BAD Annual Meeting, sharing our pioneering approach to skin cancer prevention through educational intervention in primary education with the UK dermatology community and reinforcing SKCIN's recognised leadership in prevention.

SUN PROTECTION CONFERENCE 2025

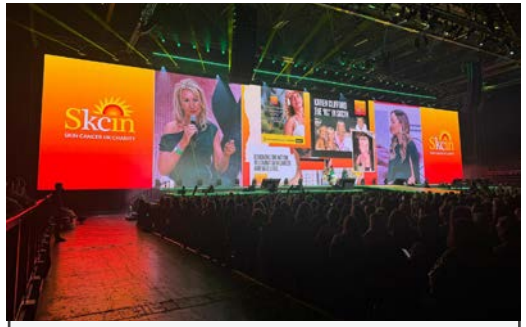
Exhibited alongside specialists in sun protection and photoprotection, sharing SKCIN's prevention work and educational interventions with professionals working across the sector.

AESTHETICS AWARDS 2025

SKCIN received a Commended Award for our MASCED PRO training at one of the UK's leading medical aesthetics awards, recognising our contribution and growing influence within the professional aesthetics sector.

PURE BEAUTY AWARDS 2025 - CHARITY PARTNER

As the Pure Beauty Awards' chosen charity partner, SKCIN's CEO Marie Tudor opened the iconic industry event, putting skin cancer firmly in the spotlight -highlighting the vital role the beauty industry can play in prevention & early detection through SKCIN's award-winning MASCED training programmes.



TROPIC GLAMMIES

Our CEO took to the stage before an audience of 5,000 Tropic Ambassadors, raising awareness of SKCIN and celebrating our growing partnership.

During Tropic's flagship annual event, its Ambassador community raised funds to support the development of a new SKCIN secondary school initiative, designed to equip teenagers to challenge the misinformation, myths and dangerous tanning trends they encounter on social media. Development began in 2025, ahead of a planned pilot in 2026.

COMMUNITY ENGAGEMENT

A responsive service supporting the people and professionals engaging with our work.

BEHIND THE NUMBERS

Beyond our national programmes, campaigns and digital reach, SKCIN provides an important Community Engagement Service, responding directly to the thousands of people and professionals who contact the charity through email, social media and our wider digital channels.

This service provides a vital human connection across our work – supporting users of our accreditation programmes, professional training, App, resources and digital services, alongside enquiries from members of the public, healthcare and industry professionals, educators, employers, partners and organisations.

From answering questions and supporting programme implementation to providing trusted information, resources and signposting, these everyday interactions represent a significant, but often unseen, part of SKCIN's work. They also help us understand where information gaps exist and ensure our education remains relevant and responsive to the communities we serve.

This extensive programme of national activity and community support is delivered by a small core team, working alongside our Trustees, partners and wider network to maximise the reach and impact of SKCIN's work.

EVERYDAY IMPACT

INFORMING

Providing trusted information when people need it.

SUPPORTING

Providing ongoing help and guidance to users across our programmes, training, resources and digital services.

RESPONDING

Answering individual questions and signposting people to appropriate information and support.

LISTENING

Understanding the questions, concerns and information gaps experienced by the communities we serve.

LEARNING

Using these insights to strengthen our programmes, resources, campaigns and future interventions.

FUNDRAISING AND FINANCIAL MANAGEMENT

The charity's principal sources of income are: donations from individuals and fundraising events; income generated from the sale of materials and the provision of training courses; and corporate partnerships.

The Trustees have overall responsibility for the charity's financial management and regularly monitor its financial position and performance through Board meetings and other management reporting. Appropriate financial controls, policies and procedures are in place to support the effective management of the charity's resources.

The charity seeks to maintain sufficient financial resources to support its ongoing activities and future development, including adequate reserves to meet working capital requirements and support planned growth. The Trustees continue to review the charity's fundraising channels, sponsorship arrangements and corporate partnerships to improve the diversity and long-term sustainability of its income.

FINANCIAL REVIEW

Financial performance

Total income for 2025 was £198,463, compared with £164,443 in 2024.
Total expenditure was £163,961, compared with £139,912 in 2024.
Net income was £34,502, compared with £24,531 in 2024.

Measure	2025	2024	Change
Income	£198,463	£164,443	£34,020
Expenditure	£163,961	£139,912	£24,049
Net income	£34,502	£24,531	£9,971

Reserves policy

The charity seeks to maintain an amount equivalent to three months' revenue expenditure and designate any surplus above this amount to expansion. The level of reserves is reviewed annually when approving the accounts. At the financial year end, SKCIN's reserves were higher than the stated reserves policy.

Income composition

- Donations, fundraisers and corporate partnerships: £111,059 (2025), £112,870 (2024).
- Other trading activities: £87,132 (2025), £51,345 (2024).
- Investment income: £272 (2025), £228 (2024).

Expenditure composition

- Raising funds: £72,300 (2025), £47,414 (2024).
- Charitable activities: £91,661 (2025), £92,498 (2024).

Overall, income increased from approximately £164,443 in 2024 to £198,463 in 2025, primarily due to growth in other trading activities. The development of corporate partnerships also generated a secondary benefit through increased participation in the charity's training courses and printed awareness resources.

This has resulted in a modest increase in associated costs, particularly for printing, postage, fulfilment and distribution. The Trustees consider these additional costs to be reasonable and proportionate, as they support the charity's charitable objectives and contribute to wider engagement with its activities.

Funds, assets and liabilities

The total funds carried forward are £151,811 consisting of fixed assets £452, cash in bank and in hand £152,634 and Creditors due within one year (£1,275).

Of these total funds of £151,811 (2024: £117,309) there were no restricted funds. With £452 of fixed assets this left SKCIN with £151,359 of unrestricted funds.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document and legal form

The charity is controlled by its Memorandum and Articles of Association, as amended, and is constituted as a company limited by guarantee under the Companies Act 2006.

Trustee governance

Skcin and its associated company are the responsibility of the Trustees, who are appointed in accordance with the Articles of Association.
All company directors are also charity Trustees. The Board appoints additional Trustees based on experience, suitability and the needs of the charity. The current Trustee board comprises:

- Steve Boothroyd — Chair
- Richard Clifford
- Julian Lawrence
- Maggie Throup OBE (appointed 15 October 2025)

New Trustees meet with the Chair and CEO before appointment to clarify responsibilities. External training may be undertaken at the charity's expense. A conflicts-of-interest policy is in place and succession planning for Trustees and the Chief Executive is kept under review.

Management

The Chief Executive of the charity is Marie Tudor.

Funds held as custodian trustee

No funds were held as custodian trustee on behalf of others during 2025.

Principal risks and uncertainties

The trustees have considered the principal risks and uncertainties facing the charity and have established appropriate systems and procedures to identify, assess and manage these risks. The principal risks relate to the charity's ability to maintain sustainable funding and income, recruit and retain appropriately skilled staff, and respond effectively to changes in demand and the external operating environment. The trustees review these risks at each Board meeting and are satisfied that appropriate mitigation measures and controls are in place to manage the identified risks. The trustees consider that the charity's risk management arrangements are appropriate to its size, nature and activities.

Reference and administrative details

Registered company name: The Karen Clifford Skin Cancer Charity
Alternative name used by the company: SKCIN
Registered company number: 07444292 (England and Wales)
Registered charity number: 1150048
Registered office: 1a, Mabel Grove, West Bridgford, Nottinghamshire NG2 5GT
Accounting period: Year ended 31 December 2025
Independent Examiner: Brooks Mayfield Limited, Chartered Accountants, 12 Bridgford Road, West Bridgford, Nottinghamshire NG2 6AB

APPROVAL OF THE TRUSTEES' ANNUAL REPORT

This report was approved by the Trustees and signed on their behalf.

Signed on behalf of the Trustees: .....

Name: Mr S Boothroyd - Trustee **Date:** 2 / 9 / 2026

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2025

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

The Karen Clifford Skin Cancer Charity

Contents of the Financial Statements
for the Year Ended 31st December 2025

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Statement of Financial Position	4
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Detailed Statement of Financial Activities	10 to 11

The Karen Clifford Skin Cancer Charity

Report of the Trustees
for the Year Ended 31st December 2025

The trustee report is available as a separate report on the Charity Commissions site.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

Trustees

Mr J A Lawrence
Mr R E Clifford
S Boothroyd
Ms M Throup (appointed 15/10/25)

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

Approved by order of the board of trustees on 23rd September 2026 and signed on its behalf by:

Mr R E Clifford - Trustee

Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2025.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

William Oates

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

23rd September 2026

The Karen Clifford Skin Cancer Charity

Statement of Financial Activities
for the Year Ended 31st December 2025

	Notes	**2025 Unrestricted fund £**	2024 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations/fundraisers /corporate partnerships		**111,059**	112,870
Other trading activities	2	**87,132**	51,345
Investment income	3	**272**	228
Total		**198,463**	164,443
EXPENDITURE ON			
Raising funds	4	**72,300**	47,414
Charitable activities			
Skcin		**91,661**	92,498
Total		**163,961**	139,912
NET INCOME		**34,502**	24,531
RECONCILIATION OF FUNDS			
Total funds brought forward		**117,309**	92,778
TOTAL FUNDS CARRIED FORWARD		**151,811**	117,309

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position
31st December 2025

	Notes	**2025 Unrestricted fund** **£**	2024 Total funds £
FIXED ASSETS			
Tangible assets	9	**452**	603
CURRENT ASSETS			
Cash at bank and in hand		**152,634**	119,486
CREDITORS			
Amounts falling due within one year	10	**(1,275)**	(2,780)
NET CURRENT ASSETS		**151,359**	116,706
TOTAL ASSETS LESS CURRENT LIABILITIES		**151,811**	117,309
NET ASSETS		**151,811**	117,309
FUNDS	11		
Unrestricted funds		**151,811**	117,309
TOTAL FUNDS		**151,811**	117,309

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 23rd September 2026 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

continued...

2. OTHER TRADING ACTIVITIES

	2025	2024
	£	£
Trading income	**87,132**	51,345

3. INVESTMENT INCOME

	2025	2024
	£	£
Deposit account interest	**272**	228

4. RAISING FUNDS

Raising donations and legacies

	2025	2024
	£	£
Support costs	**36,810**	22,271

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation - owned assets	**151**	201

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2025 nor for the year ended 31st December 2024.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2025 nor for the year ended 31st December 2024.

7. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2025	2024
Trustees	**4**	3
Employees	**2**	2
	6	5

No employees received emoluments in excess of £60,000.

continued...

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations/fundraisers /corporate partnerships	112,870
Other trading activities	51,345
Investment income	228
Total	164,443
EXPENDITURE ON	
Raising funds	47,414
Charitable activities	
Skcin	92,498
Total	139,912
NET INCOME	24,531
RECONCILIATION OF FUNDS	
Total funds brought forward	92,778
TOTAL FUNDS CARRIED FORWARD	117,309

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2025 and 31st December 2025	**6,025**
DEPRECIATION	
At 1st January 2025	**5,422**
Charge for year	**151**
At 31st December 2025	**5,573**
NET BOOK VALUE	
At 31st December 2025	**452**
At 31st December 2024	603

continued...

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	**360**	359
Social security and other taxes	**50**	1,980
Pension	**407**	-
Accruals	**458**	441
	1,275	2,780

11. MOVEMENT IN FUNDS

	At 1/1/25	Net movement in funds	At 31/12/25
	£	£	£
Unrestricted funds			
General fund	**117,309**	**34,502**	**151,811**
TOTAL FUNDS	**117,309**	**34,502**	**151,811**

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	**198,463**	**(163,961)**	**34,502**
TOTAL FUNDS	**198,463**	**(163,961)**	**34,502**

Comparatives for movement in funds

	At 1/1/24	Net movement in funds	At 31/12/24
	£	£	£
Unrestricted funds			
General fund	92,778	24,531	117,309
TOTAL FUNDS	92,778	24,531	117,309

continued...

11. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	164,443	(139,912)	24,531
TOTAL FUNDS	164,443	(139,912)	24,531

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/24 £	Net movement in funds £	At 31/12/25 £
Unrestricted funds			
General fund	92,778	59,033	151,811
TOTAL FUNDS	92,778	59,033	151,811

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	362,906	(303,873)	59,033
TOTAL FUNDS	362,906	(303,873)	59,033

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2025.

The Karen Clifford Skin Cancer Charity

Detailed Statement of Financial Activities
for the Year Ended 31st December 2025

	2025 £	2024 £
INCOME AND ENDOWMENTS		
Donations/fundraisers /corporate partnerships		
Donations	**111,059**	112,870
Other trading activities		
Trading income	**87,132**	51,345
Investment income		
Deposit account interest	**272**	228
Total incoming resources	**198,463**	164,443
EXPENDITURE		
Other trading activities		
Event costs & direct purchases	**-**	1,230
Website/digital development costs	**9,641**	14,481
Advertising & publicity costs	**7,501**	2,397
Printing & design costs	**18,348**	5,483
Fundraising	**-**	1,552
	35,490	25,143
Charitable activities		
Wages	**82,621**	78,000
Social security	**2,132**	3,529
	84,753	81,529
Support costs		
Management		
Administration costs	**16,091**	14,794
Pensions	**2,058**	4,026
Insurance	**745**	696
Office expenses	**6,760**	4,656
Other costs	**4,632**	2,554
Motor & travel	**11,678**	4,040
	41,964	30,766
Finance		
Bank charges	**156**	60
Depreciation of tangible fixed assets	**151**	201
	307	261
Information technology		
Training	**24**	240

Detailed Statement of Financial Activities
for the Year Ended 31st December 2025

	2025 £	2024 £
Information technology		
Governance costs		
Professional & legal fees	**1,404**	1,534
Accountancy fees	**19**	439
	1,423	1,973
Total resources expended	**163,961**	139,912
Net income	**34,502**	24,531

REGISTERED COMPANY NUMBER: 07444292 (England and Wales)
REGISTERED CHARITY NUMBER: 1150048

The Karen Clifford Skin Cancer Charity
(A Company Limited by Guarantee)

Report of the Trustees and

Unaudited Financial Statements

for the Year Ended 31st December 2025

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

The Karen Clifford Skin Cancer Charity

Contents of the Financial Statements
for the Year Ended 31st December 2025

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The Karen Clifford Skin Cancer Charity

Report of the Trustees
for the Year Ended 31st December 2025

The trustee report is available as a separate report on the Charity Commissions site.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07444292 (England and Wales)

Registered Charity number

1150048

Registered office

1a Mabel Grove
West Bridgford
Notts
NG2 5GT

Trustees

Mr J A Lawrence
Mr R E Clifford
S Boothroyd
Ms M Throup (appointed 15/10/25)

Independent Examiner

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

Approved by order of the board of trustees on 23rd September 2026 and signed on its behalf by:

Mr R E Clifford - Trustee

Independent Examiner's Report to the Trustees of
The Karen Clifford Skin Cancer Charity

Independent examiner's report to the trustees of The Karen Clifford Skin Cancer Charity ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 31st December 2025.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

William Oates

Brooks Mayfield Limited
Chartered Accountants
12 Bridgford Road
West Bridgford
Nottinghamshire
NG2 6AB

23rd September 2026

The Karen Clifford Skin Cancer Charity

Statement of Financial Activities
for the Year Ended 31st December 2025

	Notes	**2025 Unrestricted fund £**	2024 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations/fundraisers /corporate partnerships		**111,059**	112,870
Other trading activities	2	**87,132**	51,345
Investment income	3	**272**	228
Total		**198,463**	164,443
EXPENDITURE ON			
Raising funds	4	**72,300**	47,414
Charitable activities			
Skcin		**91,661**	92,498
Total		**163,961**	139,912
NET INCOME		**34,502**	24,531
RECONCILIATION OF FUNDS			
Total funds brought forward		**117,309**	92,778
TOTAL FUNDS CARRIED FORWARD		**151,811**	117,309

The notes form part of these financial statements

The Karen Clifford Skin Cancer Charity

Statement of Financial Position
31st December 2025

	Notes	**2025 Unrestricted fund** **£**	2024 Total funds £
FIXED ASSETS			
Tangible assets	9	**452**	603
CURRENT ASSETS			
Cash at bank and in hand		**152,634**	119,486
CREDITORS			
Amounts falling due within one year	10	**(1,275)**	(2,780)
NET CURRENT ASSETS		**151,359**	116,706
TOTAL ASSETS LESS CURRENT LIABILITIES		**151,811**	117,309
NET ASSETS		**151,811**	117,309
FUNDS	11		
Unrestricted funds		**151,811**	117,309
TOTAL FUNDS		**151,811**	117,309

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 23rd September 2026 and were signed on its behalf by:

Mr R E Clifford - Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

continued...

2. OTHER TRADING ACTIVITIES

	2025	2024
	£	£
Trading income	**87,132**	51,345

3. INVESTMENT INCOME

	2025	2024
	£	£
Deposit account interest	**272**	228

4. RAISING FUNDS

Raising donations and legacies

	2025	2024
	£	£
Support costs	**36,810**	22,271

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation - owned assets	**151**	201

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st December 2025 nor for the year ended 31st December 2024.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st December 2025 nor for the year ended 31st December 2024.

7. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2025	2024
Trustees	**4**	3
Employees	**2**	2
	6	5

No employees received emoluments in excess of £60,000.

continued...

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations/fundraisers /corporate partnerships	112,870
Other trading activities	51,345
Investment income	228
Total	164,443
EXPENDITURE ON	
Raising funds	47,414
Charitable activities	
Skcin	92,498
Total	139,912
NET INCOME	24,531
RECONCILIATION OF FUNDS	
Total funds brought forward	92,778
TOTAL FUNDS CARRIED FORWARD	117,309

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1st January 2025 and 31st December 2025	**6,025**
DEPRECIATION	
At 1st January 2025	**5,422**
Charge for year	**151**
At 31st December 2025	**5,573**
NET BOOK VALUE	
At 31st December 2025	**452**
At 31st December 2024	603

continued...

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	**360**	359
Social security and other taxes	**50**	1,980
Pension	**407**	-
Accruals	**458**	441
	1,275	2,780

11. MOVEMENT IN FUNDS

	At 1/1/25	Net movement in funds	At 31/12/25
	£	£	£
Unrestricted funds			
General fund	**117,309**	**34,502**	**151,811**
TOTAL FUNDS	**117,309**	**34,502**	**151,811**

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	**198,463**	**(163,961)**	**34,502**
TOTAL FUNDS	**198,463**	**(163,961)**	**34,502**

Comparatives for movement in funds

	At 1/1/24	Net movement in funds	At 31/12/24
	£	£	£
Unrestricted funds			
General fund	92,778	24,531	117,309
TOTAL FUNDS	92,778	24,531	117,309

continued...

11. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	164,443	(139,912)	24,531
TOTAL FUNDS	164,443	(139,912)	24,531

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/24 £	Net movement in funds £	At 31/12/25 £
Unrestricted funds			
General fund	92,778	59,033	151,811
TOTAL FUNDS	92,778	59,033	151,811

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	362,906	(303,873)	59,033
TOTAL FUNDS	362,906	(303,873)	59,033

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st December 2025.

The Karen Clifford Skin Cancer Charity

Detailed Statement of Financial Activities
for the Year Ended 31st December 2025

	2025 £	2024 £
INCOME AND ENDOWMENTS		
Donations/fundraisers /corporate partnerships		
Donations	**111,059**	112,870
Other trading activities		
Trading income	**87,132**	51,345
Investment income		
Deposit account interest	**272**	228
Total incoming resources	**198,463**	164,443
EXPENDITURE		
Other trading activities		
Event costs & direct purchases	**-**	1,230
Website/digital development costs	**9,641**	14,481
Advertising & publicity costs	**7,501**	2,397
Printing & design costs	**18,348**	5,483
Fundraising	**-**	1,552
	35,490	25,143
Charitable activities		
Wages	**82,621**	78,000
Social security	**2,132**	3,529
	84,753	81,529
Support costs		
Management		
Administration costs	**16,091**	14,794
Pensions	**2,058**	4,026
Insurance	**745**	696
Office expenses	**6,760**	4,656
Other costs	**4,632**	2,554
Motor & travel	**11,678**	4,040
	41,964	30,766
Finance		
Bank charges	**156**	60
Depreciation of tangible fixed assets	**151**	201
	307	261
Information technology		
Training	**24**	240

Detailed Statement of Financial Activities
for the Year Ended 31st December 2025

	2025 £	2024 £
Information technology		
Governance costs		
Professional & legal fees	**1,404**	1,534
Accountancy fees	**19**	439
	1,423	1,973
Total resources expended	**163,961**	139,912
Net income	**34,502**	24,531