

Company Registration No. NI018091  
NI Charity Commission Registration No. 104170  
Charity Registered with HMRC No. XN48533

# **Action Cancer**

**(A Company Limited by Guarantee and not having a Share Capital)**

## **Reports and Financial Statements**

31<sup>st</sup> March 2024

## **Annual Report and Accounts for the Year Ended 31<sup>st</sup>March 2024**

	<b>Page</b>
Office Bearers and Administrative details of the charity	<b>3</b>
Trustees' Report	<b>4 - 10</b>
Strategic Report for the Year ended 31 <sup>st</sup> March 2024	<b>11 - 21</b>
Independent Auditors' Report	<b>22 - 24</b>
Statement of Financial Activities	<b>25</b>
Balance Sheet	<b>26</b>
Cashflow Statement	<b>27</b>
Notes to the Financial Statements	<b>28 - 38</b>

## Office Bearers and Administrative details of the charity

### Directors / Trustees

Mr Lawrence Fisher (Chairman from November 2023)  
Ms Marion Rybnikar (Treasurer)  
Dr Gwyneth Hinds (Vice Chairman from January 2024)  
Ms Kelly McBride (Appointed November 2023) (Secretary from November 2023)  
Ms Valerie Heron  
Dr Stuart McIntosh  
Ms Amy Weir  
Dr Kris Holte  
Mr Clifford Coulter (Resigned January 2024)  
Mr Les Drew (Appointed November 2023)  
Mr Lowry Grant (Co-opted April 2024)  
Ms Jane Adrain (Chairperson) (Retired November 2023)  
Ms Ann Bowen (Secretary) (Retired November 2023)

### Patrons

Ms Gloria Hunniford OBE  
Professor Nicola Edelstyn  
Ms Zoe Salmond  
Ms Lisa McGee

### Honorary Life Members

Ms Myrtle Allen BEM  
Ms Maura Gillan  
Ms Elizabeth Hill  
Ms Angela McCrystal

### Executive Management Team

Chief Executive: Mr Gareth Kirk  
Head of Professional Services: Ms Geraldine Kerr  
Head of Finance and Administration: Ms Arlene McGeown  
Head of Fundraising and Communications: Mr Dougie King

### Registered Office

20 Windsor Avenue  
Belfast, Northern Ireland, BT9 6EE  
Telephone: 028 9080 3344  
E-mail: [info@actioncancer.org](mailto:info@actioncancer.org)

### Statutory Auditors

AAB Group Accountants Ltd  
The Quays  
Dromalane Mill  
Co. Down  
BT35 8QS

### Solicitors

Worthington Solicitors  
24 - 38 Gordon Street  
Belfast  
BT1 2LG

### Principal Bankers

Danske Bank Limited  
Donegall Square West  
Belfast  
BT1 6JS

### Investment Advisors

Investec  
15th Floor  
City Quays 3  
Belfast  
BT1 3FE

## Trustees' Report for the year ended 31<sup>st</sup> March 2024

### Introduction

The directors (who are also trustees) of Action Cancer (the charity) have pleasure in presenting their Trustee Report, a Strategic Report and the Financial Statements for the year ended 31<sup>st</sup> March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the accounts and comply with the charity's Memorandum and Articles of Association, Companies Act 2006 and 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 the Republic of Ireland (Charities SORP (FRS 102)). The financial details are set out in the Statement of Financial Activities on page 25 and in the related notes.

Action Cancer is a charity operating in N. Ireland. The charity is registered with the Charity Commission for N. Ireland (NIC 104170) and recognised as a charity by H.M. Revenue and Customs (No. XN48533). It is also a Company Limited by Guarantee (NI 018091). The company is exempt under legislation from using 'limited' as part of its name. The registered principal address and a list of directors who served the company during the year are listed on page 3.

### Action Cancer Mission, Vision and Values

**Vision:** *"A future where cancer risk is reduced, cancers are detected early, successfully treated and people impacted are supported and empowered".*

**Mission:** *"To save lives, support and improve quality of life for people in N. Ireland through cancer awareness, prevention, detection and support".*

Critical to the success of the Plan and how the charity operates are its Guiding Principles, Values and Behaviours. These are:

#### Guiding Principles:

1. Our services and programmes are provided **free of charge** to the end user.
2. We deliver innovative services and programmes **proven to make a difference**.
3. Location, impairment, poverty or other disadvantages **should not be barriers to access**.

#### Values:

1. **Putting People First:** People are at the centre of everything we do.
2. **Making a Difference:** Having a positive impact on everything we do.
3. **Being Accountable:** Operating with full transparency, honesty and fairness in everything we do.

#### Behaviours: We will...treat everyone with respect, care, dignity and consideration by...

1. Listening, hearing and responding to what people say.
2. Working together, supporting, adding value, learning from, and sharing with others.
3. Embracing and developing new ideas, ways of working and technologies.
4. Nurturing, supporting, developing and equipping our people to reach their full potential.
5. Learning from the past, building upon and celebrating our success.
6. Welcoming scrutiny and examination, taking ownership and responsibility for our actions.

## Strategic Plan 'For Now and the Future 2022-2027'

In 2022, the trustees approved a 5-year Strategic Plan 'For now...and the future 2022-2027'. A thematic approach to the Plan was adopted and three key themes, of **Saving and Supporting, People and Partnership** and **Reputation and Resilience** identified. Each theme is underpinned by a Key Goal and four Key Supporting Actions. The Plan can be downloaded from the charity's website at [www.actioncancer.org](http://www.actioncancer.org).

The charity operates a system of annual Operating Plans. The operational activities for the year being directly aligned to each of the Key Themes, Goals and Supporting Actions of the **Strategic** Plan. The Operating Plan identifies the activities necessary to achieve the Key Actions, as well as the timeframe and resources required to achieve the required outcomes.

Details of progress made in 2023/2024, the second year of the Plan, towards achieving the Strategic Plan's Key Goals and Key Actions is detailed in the Strategic Report below.

## Overview 2023/2024

During 2023/2024, the charity celebrated its 50<sup>th</sup> Anniversary since being founded by the late Dr George Edelstyn in 1973. The initial primary purpose of the charity was to fund research into the combined use of chemotherapy and radiotherapy for the treatment of cancer and the provision of waiting, rest and recovery facilities for chemotherapy patients receiving treatment at Belvoir Park Hospital, Belfast.

The 50<sup>th</sup> Anniversary year was celebrated at a lunch held for Members and Volunteers at Belfast City Hall, at a very successful fundraising Christmas Ball at the Titanic Centre, Belfast, a staff barbecue and by a Royal visit from the Duchess of Gloucester to the charity's iconic Big Bus at Royal Hillsborough.

As is evident from the financial statements, 2023/2024 was a challenging year due primarily to the impact of inflation and increased wages on the charity's cost base and the ability of people to freely give and donate. Whilst total income in the year from all sources amounted to a very good £4,336,801 (2022/2023 - £4,013,477) total costs, including depreciation increased by £455,859 (10.96%) to £ 4,616,275 (2022/2023 - £4,160,416) resulting in an operating deficit for the year of £262,919 (2022/2023 deficit of £146,939).

The charity's bank and investment portfolio performed well producing income of £54,186 (2022/2023 £46,627) and a realised profit on the sale of investments of £16,554 (2022/2023 - loss of £9,394). At 31<sup>st</sup> March 2024 an unrealised gain of £115,657 (2022/2023 - unrealised loss of £72,283) was recorded.

As a result of the Operating Deficit and the movement on investments, £147,262 was transferred from total reserves (2022/2023 - transfer from total reserves of £228,616).

Total reserves at 31<sup>st</sup> March 2024 are stated at £5,446,685 (31<sup>st</sup> March 2023 - £5,593,947) of which £3,009,054 (2022/2023 - £3,114,397) are deemed unrestricted and usable at the discretion of the trustees.

During the year, the charity's liquidity position remained strong. Total investments and cash held at 31<sup>st</sup> March 2024 amounted to £3,207,222, a reduction of £95,987 on the opening position at 1<sup>st</sup> April 2023 of £3,303,209.

Details of the movement and source and application of funds are set out in the Cashflow Statement on page 27 and in the related notes.

Service performance for the year was good. Demand for all services continued to exceed supply with utilisation of services and programmes in excess of 85%. The total number of sessions utilised during the year was 18,525 (2022/2023 - 17,065) of which 88% were delivered face to face and 12% virtually (2022/2023 90% and 10% respectively).

The number of people using the services was 13,922, the outputs delivered and the impacts achieved, all exceeded the targets set. The performance and impact of the individual services and programmes are detailed in the Strategic Report.

2023/2024 was the first full year of delivering the charity's skin cancer detection service, a unique service provided by no other charity in Northern Ireland, the performance and impact of the service has been exceptional.

The charity's school health improvement programmes and community cancer awareness programmes have historically been delivered face to face. During the year, online/virtual Schools Educational and Workplace Learning Portals were developed and launched in early 2024/2025. Face to face programmes previously delivered in schools, community and work place settings will largely end during 2024/2025.

In addition to the development of the Health and Cancer Awareness portals, considerable development and research work was undertaken and progress made towards the establishment of the charity as a centre of Excellence in the provision of Integrative Cancer Care services and programmes. Integrative Cancer Care is a holistic support model for people affected by cancer based around focusing on the needs of the person in relation to Pain Symptoms and Sleep, Mental Health and Wellbeing and Nutrition and Physical Activity. It is planned that elements of the model will be rolled out during 2024/2025.

The charity has developed IT systems covering all aspects of its work. The charity's Client Information Management system (CID), Breast Screening Reporting system and cyber security software and protocols, were all further developed and enhanced during the year. The Cyber Security Plus certification awarded in January 2023 was maintained throughout the year and successfully renewed in April 2024 for a further year.

The impacts achieved and the differences the charity makes to so many people require an immense team effort and the involvement of many stakeholders. The trustees wish to acknowledge and put on record their sincere appreciation to all involved in the charity throughout the year. In particular they wish to recognise the staff of the charity and the many volunteers who freely and regularly give of their time. The tasks undertaken by our volunteers are numerous and include local fundraising, stewarding at events, staffing of shops, peer mentoring, manning reception desks, gardening at ACH etc. It is difficult to quantify and value the cost of the services provided free by volunteers, however we estimate that the annual cost of the time and contribution made is in the region of £500k. The trustees are also very appreciative of the continued support of a number of corporate businesses who provide 'in kind' support. These include Clear Channel NI who donated billboard and adshel advertising space at an estimated commercial value of £146,397 (2022/2023 - £96,383), Manfreight, Dennison Volvo Ltd and A1 Tyres who support the charity's mobile screening unit, "The Big Bus".

The trustees also wish to thank the thousands of people who have supported the charity through regular giving, by donating goods for sale in our charity shops, undertaking fundraising activities, through leaving a legacy, a gift in memory of a loved one or through a contribution having used one of our many services. The trustees also wish to place on record the £1.0m financial support received in the 2021-2024 period from the COVID 19 Cancer Charities Support Fund set up by the Department of Health and administered by the Community Foundation in relation to both the charity's skin cancer detection service and therapeutic and health improvement supports. The trustees also wish to express their thanks for the ongoing support of Walk the Walk Worldwide, a UK Breast Cancer charity who for 2024 provided a grant of £100,000 towards our therapeutic support services and the development of an Integrated Cancer Care model.

## Capital Expenditure and Grant Support

During the year the trustees approved a business case for the replacement of the charity's breast screening system at a projected cost of £500k. This capital expenditure will be phased over a four period to 31<sup>st</sup> March 2027. In 2023/2024 the breast screening assessment and reporting software and associated hardware was upgraded and replaced at a cost of £107k. During 2024/2025 tenders for the replacement of the Mammomats (X ray machines) onboard the Big Bus and at Action Cancer House will be issued with the aim of having the new machines operational by March/April 2025. The estimated cost of the Mammomats is £360k. To offset this very considerable capital expenditure applications were made to a number of Philanthropic Trusts and Foundations. The trustee's wish to place on record their sincere appreciation and thanks for the grant support received from Ulster Garden Villages and the Garfield Weston Foundation who have committed £60k each and from the McClay Foundation who have committed £70k towards the cost of the replacement Mammomats.

There is no further capital expenditure planned for 2024/2025.

## Reserve Policy

To allow the charity to be managed efficiently and to provide a buffer for uninterrupted services, the trustees annually review the reserves of the charity. For 2024/2025 the trustees have concluded that a reserve equivalent to six months of running and salary costs should be held.

Total Reserves at 31<sup>st</sup> March 2024 are stated at £5,446,685 (31<sup>st</sup> March 2023 - £5,593,947) of which £3,009,056 (2022/2023 - £3,114,397) are designated as unrestricted and usable at the discretion of the trustees. With this level of unrestricted reserves, the charity's unrestricted reserve cover remains a healthy 8 months, 2 months above policy.

The trustees, despite the principal risks and uncertainties being faced by the charity, are satisfied the current level of free reserves and available liquidity remain adequate to meet the foreseeable requirements of the charity.

## Governance and Management

The role of the trustees individually and collectively, meeting as "the Council of Management" is to ensure the charity is effectively governed, that it complies with all relevant legislation including its Memorandum and Articles of Association and company law.

The charity's principal governing document is its Memorandum and Articles of Association, which were last reviewed and approved by members at the charity's 2021 AGM.

The charity has a 'Guide for Council Members' and 'Internal Control Procedures' documentation that, along with the Articles of Association, assists the trustees in the oversight of the charity.

The Council of Management is required to meet at least four times per year. It delegates aspects of finance, governance and services, to sub-committees comprising of trustees and senior management. Operational matters are delegated to the charity's management team.

The Council met on six (five in 2022/2023) separate occasions during the year to monitor performance against plan, to consider the overall governance regime of the charity and to consider its future strategic direction and long-term sustainability. The Audit and Governance Committee met on five (five in 2022/2023) occasions whilst the Professional Services Committee met on three (three in 2022/2023) occasions. An Annual General Meeting was held in Belfast in November 2023 to which all members were invited. The principal business transacted at the AGM was the appointment of two new trustees and the updating of Members on current and future planned activity.

## **Council / Board Composition**

The charity's Articles of Association allows for up to ten trustees/directors to be appointed, three of whom must be fundraising/community group members, three from a medical or related background and three from a business background.

Trustees/directors are elected at the AGM on the basis of nominations from the membership and through the Council of Management. The trustees/directors operate in accordance with the rules set down in the Articles of Association and the Standing Orders.

When new trustees/directors are appointed, they are provided with an in-depth introduction to the work of the charity. A robust induction process briefs them on all key aspects of the charity and the regulatory framework within which it operates. Trustees are also briefed on their individual and collective legal responsibilities as directors and charity trustees.

During 2023/2024 the chair of Council, Ms Jane Adrain and company secretary Ms Ann Bowen, both having served nine years on Council were required in accordance with the Articles of Association to retire being replaced by Ms Kelly McBride and Mr Les Drew. In January 2024, Mr Clifford Coulter resigned from Council and was replaced through co-option in April 2024 by Mr Lowry Grant. The trustees wish to express their sincere thanks and appreciation for the commitment and service of Jane, Ann and Clifford to the charity.

The trustees of the charity receive no private benefit from their involvement in the charity. In 2023/2024 no trustee or connected persons received remuneration, expenses or payment (2022/2023 - £nil).

There were no conflicts of interests declared by trustees during the year (2022/2023 - none).

## **Principal Risks and Uncertainties - Risk Management**

The ultimate responsibility for the management and control of the charity resides with the trustees and as such, their involvement in the key aspects of the risk management process is essential, particularly in setting the parameters of the process and in the review and consideration of the results. The trustees have delegated elements of the risk management process to the Chief Executive and management team, whilst ensuring that they, as trustees, review and consider the key aspects of the process and results. The task of monitoring the charity's corporate governance systems and procedures is delegated to the Audit and Governance Committee. Prior to the commencement of each financial year the Audit and Governance Committee is required to approve the annual Risk Management programme detailing:

- The process for identifying and quantifying risks and potential liabilities.
- The development and maintenance of a Corporate Risk Register and reporting process.
- Details of corporate processes to ensure all significant risks and potential liabilities are addressed including effective systems of internal control and how risks are managed and their potential impacts mitigated.
- Contingency plans to offset the impact of adverse events.
- Audit arrangements including; internal audit, clinical audit, H&S review.
- Training and development provided for trustees, staff and volunteers on understanding and managing corporate, financial and operational risk

For 2023/2024, the Risk Management Programme and Framework was approved in March 2023. During 2023/2024, the Audit and Governance Committee considered quarterly the charity's corporate Risk Register assessing in detail the risks to which the charity was exposed and the actions in place to ameliorate, as far as possible, the occurrence and impact of the individual risks. The Risk Register as at 31<sup>st</sup> March 2024 was considered by the Council of Management at its June 2024 meeting.

In total 86 Risks have been identified. Based on a scoring matrix of Likelihood (1-5) x Impact (1-5) x Controls (1- 3) 74 (86%) are deemed to be low risk (Green), 11 (13%) medium risk (Amber) and 1 (1%) risk (Red) The highest risks as measured by weighted score are:

1. The impact of hyperinflation on the charity's cost base. Weighted Score 32 (Red)
2. A cyber-attack leading to failure or corruption of systems. Weighted Score 24 (Amber)
3. Failure to comply with legislation and regulations re the Big Bus. Weighted Score 24 (Amber)
4. An ageing SMT Team. Weighted Score 24 (Amber)
5. Failure to maintain or retain appropriate IT resource. Weighted Score 24 (Amber)
6. Staff recruitment difficulties/loss of key personnel. Weighted Score 18 (Amber)
7. A rapid movement towards a cashless society. Weighted Score 16 (Amber)
8. Inadequate finance to invest in IT and systems upgrades Weighted Score 16 (Amber)
9. Other charitable causes - natural and humanitarian disasters (Ukraine). Weighted Score 16 (Amber)
10. Lack of Volunteers. Weighted Score 16 (Amber)
11. Group fatigue. Weighted Score 16 (Amber)
12. Security of data and Information. Weighted Score 16 (Amber)

Key controls used by the charity to manage risk include:

- Comprehensive strategic and operational planning, budgeting and reporting.
- Experienced and professional management team and trustees.
- Established organisational structure, lines of reporting, segregation and delegation of duties.
- Formal written policies and protocols for all activities.
- Establishment and regular reporting of Key Performance Indicators and targets.
- Retention of good unrestricted reserves.
- Staff and Volunteer training and development.
- Insurance and the use of professional advisors.

There were no health and safety, vulnerable persons or other issues arising during the year requiring reporting to statutory and regulatory authorities or to the Charity Commission for Northern Ireland.

### **Data Protection and Information**

The trustees are very conscious of their responsibilities regarding the use and protection of data both in relation to client personal data and its use for fundraising and other activities. The trustees are satisfied that appropriate policies, processes and procedures are in place supported by adequate staff and volunteer training to ensure as far is possible, the charity is compliant with the requirements of GDPR 2018.

### **Uncertainties and Going Concern**

It is recognised by the trustees the charity is operating in very uncertain and financially challenging times and these conditions will remain for the foreseeable future. However, the reputation of the charity is good, its services and programmes effective and proven to make a difference, the loyalty of its supporters and clients high and, its income streams diverse. The charity has in place a very experienced and qualified management team and very strong people and governance protocols.

The trustees are satisfied that the current reserves and liquidity of the charity are adequate to ensure the ongoing and uninterrupted performance of the charity throughout 2024/2025. The trustees consider there are no material uncertainties that cast significant doubt on the charity's ability to continue as a going concern and the financial accounts have been prepared on that basis.

## Statement of Directors' Responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations. Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The directors are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## External Audit

AAB Group Accountants Ltd and its successor firms have been the charity's external Auditor since March 2011. They were reappointed in January 2023 for a further period not exceeding three years.

## Disclosure of Information to the Auditors

So far as each person who was a trustee/director at the date of approving this report is aware, there is no relevant audit information, being information needed by the auditor in connection with preparing its report, of which the auditor is unaware. Having made enquiries of fellow directors and the company's auditor, each director has taken all the steps that they are obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

On behalf of the Board



**Ms Kelly McBride**  
**Secretary**

**Date: 28<sup>th</sup> November 2024**

## Strategic Report for the year ended 31<sup>st</sup> March 2024

The key charitable purpose of the charity is to save lives and to support people and families directly or indirectly affected by cancer. The charity exists for the public benefit of citizens living primarily in Northern Ireland. The strategic aims of the charity and the activities directed towards their achievement are detailed in this report. The achievements and measurable outputs of the charity's activities demonstrate very substantial and tangible benefits to the public in areas of breast and skin cancer detection, psychological / mental health support and cancer awareness and prevention. All services are provided at their point of delivery free of charge. The charity's charitable purposes, as defined by the 2008 Northern Ireland Charities Act, are to;

### **Protect health and wellbeing through the provision of services, equipment and facilities for the treatment and screening against cancer and allied diseases, particularly, but not wholly in N. Ireland.**

The benefit from this purpose is the earlier detection of breast and skin cancers. All scientific research proves that the earlier a cancer is detected the higher the 5-year survivorship rate and the less aggressive and expensive the treatment path.

Action Cancer is the only charity in the UK to provide a free breast screening service for women aged between 40 to 49 and 70+ who are registered with a GP in N. Ireland and who are not eligible for breast screening under the N.I. Breast Screening Programme. The breast cancer screening service is available from Action Cancer House (ACH) in Belfast and on board the charity's mobile clinic the "Big Bus" which aims to travel annually to circa 175 rural and "hard to reach" communities across N. Ireland. It is anticipated that for every 1,000 women screened approximately 6 early stage breast cancers will be detected.

Our free skin cancer detection service is available at ACH and onboard the Big Bus. We aim to carry out annually around 2,500 initial virtual assessments followed up by circa 1,250 face to face assessments. It is anticipated that circa 15% of the people assessed face to face will be directly referred into an HSC Trust for further assessment and of this cohort, circa 50% will have a melanoma or non-melanoma skin cancer.

Health Checks for anyone above the age of 16 years old, are available at ACH and onboard the Big Bus and at community-based locations, workplaces etc.

The benefits of these services are captured through an ongoing process whereby the results of people referred into HSC secondary care are recorded, documented, analysed and reported.

### **Provide help, support and assistance through the development and provision of counselling, coaching, complementary therapies and similar interventions to people directly or indirectly affected by cancer, including children and young people.**

The service is accessible from ACH and at other locations across N. Ireland. Evaluations of the interventions provided clearly and consistently show that clients have an improved capacity to deal with the impact of cancer and related treatment. Specifically, our support interventions are proven to improve quality of life, aid sleep, reduce stress and anxiety and, depending on the intervention, can reduce pain, sickness and nausea.

The charity captures the benefits of the service through an ongoing process of client feedback surveys. This data is recorded, documented, analysed and reported upon. The effectiveness of individual programmes is assessed and evaluated and the results are used to revise existing programmes or to develop new ones.

### **Develop an awareness of cancer, its allied diseases and related illnesses through the provision of education, diagnostic services, equipment and facilities, the promotion and support of research and the dissemination of information.**

The majority of health information, promotion and awareness activities are delivered online and are accessible to the whole population of N Ireland. Very specific programmes have been developed for school

children and workplaces aimed at educating on the causes of cancer and the steps that can be taken to reduce cancer risk and improve general health and wellbeing.

**Effect positive change to people living in N. Ireland through promoting, campaigning, lobbying and the general influencing of opinion formers, stakeholders and the general public on issues relating and pertaining to health and specifically cancer, its allied diseases and related illnesses.**

The charity continues individually and collaboratively to be active in promoting, campaigning and lobbying in relation to cancer and general health, including with the Health Minister in the N. Ireland Executive, relevant MLAs and senior Departmental Officials. The benefit of this work is an increased awareness amongst the public of N. Ireland and influential stakeholders and opinion formers on the issues relating and pertaining to health and specifically cancer.

### Key Themes and Goals

**Saving and Supporting:** To design, develop and deliver proven services and activities that raise awareness, reduce risk, save lives and support everyone affected by cancer.

**People and Partnership:** To have highly valued, trained, passionate and committed staff and volunteers, working creatively and in partnership with others to make a difference.

**Strength and Sustainability:** To effectively manage all resources and be fully accountable, financially strong, robust in governance, processes and procedures and be recognised for our excellence.

### 2023/2024 Key Performance Indicators (KPIs)

KPI's	2023/2024	2022/2023	Variance	%
Number of people using services.	13,922	14,563	(641)	(4)
Number of service sessions delivered	18,623	16,922	1,701	10
Number of Big Bus operating days	117	120	(3)	-
Total income	£4.337m	£4.014m	£0.323m	8%
Total costs	£4.616m	£4.160m	£(0.456m)	(10.95%)
% of income spent on charitable activities	69%	69%	-	-
Transfer to (from) unrestricted reserves	£(118k)	£(116k)	£(2k)	(1%)
Unrestricted Reserve Cover (Months)	8.0	9.4	(1.4)	(15%)
Total Reserves	£5.447m	£5.594m	£(0.147)	(3%)
Average number of people employed	83	84	(1)	(1%)
Average number of Full Time Equivalent people employed	68	71	(3)	(4%)

### Key Theme: Saving and Supporting

**Key Goal: To design, develop and deliver proven services and activities that raise awareness, reduce risk, save lives and support everyone affected by cancer.**

**Key Supporting Action 1: To continue to deliver, assess and revise our current services and programmes and where possible increase their availability and impact.**

Action Cancer House (ACH) at 20 Windsor Avenue Belfast, is the charity's headquarters and centre of excellence providing a dedicated breast screening clinic, therapeutic, health check and skin cancer detection rooms and other service-related facilities. All services provided free of charge to the end user are accessible to book either online via our website [www.actioncancer.org](http://www.actioncancer.org) or by telephone.

Breast screening, skin cancer detection and health checks are available from ACH and from the Big Bus. Therapeutic Services are provided from ACH and as at 31<sup>st</sup> March 2024, from 16 community and hospital locations across N. Ireland. Health improvement programmes, including health checks are also available in workplace and community settings. The school health improvement and community cancer awareness programmes are delivered virtually. Details of the services provided, sessions scheduled and number of people engage with are included in the table below.

	Current Year 2023/2024				Last Year 2022/2023	
	People	Appointments Attended			People	Appoints
		Total	Actual	Virtual		
Breast Screening <sup>1</sup>	7,321	<b>7,321</b>	7,321	-	6,471	<b>6,471</b>
Skin Cancer Detection	1,313	<b>2,135</b>	822	1,313	206	<b>319</b>
Health Checks	2,132	<b>2,132</b>	2,132	-	2,386	<b>2,386</b>
<b>Total Detection Services</b>	<b>10,766</b>	<b>11,588</b>	<b>10,275</b>	<b>1,313</b>	<b>9,063</b>	<b>9,176</b>
Counselling	341	<b>1,686</b>	1,291	395	315	<b>1,717</b>
Complementary Therapy	690	<b>3,452</b>	2,954	498	780	<b>4,298</b>
Life Coaching	28	<b>139</b>	15	124	20	<b>132</b>
PLP (PLP - Sessions) <sup>2</sup>	170	<b>170</b>	170 6	-	150	<b>150</b> <b>7</b>
One to One Peer Mentoring	90	<b>200</b>	200	-	82	<b>192</b>
Acupuncture	75	<b>370</b>	370	-	45	<b>236</b>
Scar Therapy	75	<b>372</b>	372	-	75	<b>411</b>
Cancer Rehabilitation -Physio	19	<b>95</b>	95	-	15	<b>78</b>
Pilates & Yoga	35	<b>172</b>	172	-	20	<b>186</b>
Step into Action	113	<b>227</b>	45	182	126	<b>292</b>
<b>Total Support Services</b>	<b>1,636</b>	<b>6,883</b>	<b>5,684</b>	<b>1,199</b>	<b>1,628</b>	<b>7,692</b>
<b>Educational Programmes</b>	<b>People</b>	<b>Sessions</b>			<b>Last Year 2022/2023</b>	
		<b>Total</b>	<b>Actual</b>	<b>Virtual</b>	<b>People</b>	<b>Sessions</b>
Schools Programmes	797	<b>32</b>	32	-	3,306	<b>144</b>
Community Programmes	88	<b>12</b>	12		456	<b>49</b>
Educational & Group Support	635	<b>10</b>	10		110	<b>4</b>
	<b>1,520</b>	<b>54</b>	<b>54</b>	-	<b>3,872</b>	<b>197</b>
<b>Big Bus Operating Days</b>		<b>117</b>	<b>117</b>		-	<b>120</b>

**Breast Screening:** Action Cancer continues to be a unique charity, being the only charity in the UK to provide a free self-referral breast screening service to women, a service which was first introduced in 1978, 10 years before the NHS. Our current policy is to screen women aged between 40 to 49 and 70 plus. The service is provided at ACH and onboard our mobile clinic “The Big Bus”. Using 3D breast imaging, we were not only the first, but continue to be the only, breast screening service in the UK to use such technology.

In 2023/2024 a very good 85% of all scheduled appointments were attended (2022/2023 - 86%) with Did Not Attend (DNAs) remaining low at only 3%. A total of 7,321 women were screened (2022/2023 - 6,471) 5,287 (72.2%) at ACH (2022/23 – 4,326 (66.8%)) and 2,034 (27.8%) on the Big Bus (2022/23 - 2,145 (33.2%)). Of the women screened, 85% were aged 40 to 49 and 15% aged 70 plus (2022/2023, 90% aged

<sup>1</sup> Number of women screened

<sup>2</sup> Number of weekend (2 Day sessions)

40 to 49 and 10% aged 70 plus). Whilst the 2023/2024 results are still to be clinically confirmed it is estimated a total of 66 breast cancers were detected (2022/2023 - 38) equivalent to 9 (2022/2023 - 6) cancers for every 1,000 women screened.

**Skin Cancer Detection:** Commencing in January 2023, the charity's skin cancer detection service is another unique service, a service provided by no other charity in the UK or Ireland. The service is available to anyone over the age of 18 who present with a new or a change in an existing mole or lesion. A two-stage approach is used for all clients.

**Stage 1: A virtual assessment:** This part of the process is carried out through a video call with a nurse specialist clinician. The nurses will ascertain the client's past medical and family history along with a history of the concerning lesion. From this information, along with a visual assessment of the presenting mole / lesion, a decision will be made as to whether or not a face-to-face clinical assessment is required.

**Stage 2: Face to Face clinical assessment:** At this appointment the client's medical history ascertained from the virtual assessment will be verified and an examination of the lesion or mole of concern plus a full body examination using a dermatoscope undertaken.

Through a data agreement with the Department of Health NI, Action Cancer has access to the E Photo Triage referral system allowing for images and supporting evidence for suspected melanoma skin cancers (MSC) and non-melanoma skin cancers (NMSC) to be referred directly into Secondary Care.

In 2023/2024, 67% of scheduled appointments were attended with Did Not Attend (DNAs) at 7%. A total of 1,313 persons were clinically assessed via a virtual assessment with 882 (67%) being further assessed through a face-to-face dermatoscope fully body assessment carried out at either ACH (610 - 69%) or on board the Big Bus (272 - 31%).

Following the Stage 2 assessment, 85 (10%) were referred into secondary care for further assessment. For 2023/2024 the clinical audit results are still being correlated however, initial estimates are that from the 85 people referred 10 (12%) had a malignant melanoma and 5 (6%) a Squamous Cell Carcinoma in addition a further 80 people were detected with a Basal Cell Carcinoma and referred to their GP for Red Flagging into Secondary Care. The total number of cancers detected at 95 - 7.23% of all clients assessed, is extremely significant and clear justification for the commencement of this unique and innovative service.

**Health Checks:** Twenty-minute health checks are offered on the Big Bus, at ACH and in workplaces. Available to all above the age of 16 the health check provides the person with body composition analysis, blood pressure, cholesterol and glucose checks, as well as healthy lifestyle and cancer awareness advice. In 2023/2024 a total of 2,132 (2022/2023 - 2,386) health checks were delivered. 56% of all clients were referred to their GP for further assessment and 96% of clients indicated an intention to make positive life style changes.

**Therapeutic Supports:** Therapeutic supports are available to any individual, family member or close friends of someone who has received a cancer diagnosis. Supports available include Counselling, Life Coaching, Group Support (Positive Living Programme), One to One Peer Mentoring, Complementary Therapies, Acupuncture, Scar Therapy, Cancer Rehabilitation Physiotherapy, Yoga and Pilates and Step into Action, a one-to-one motivational interview programme, to help clients achieve their health goals delivered by our Health Improvement team.

During 2023/2024 these supports were either delivered face to face or virtually online.

In total 6,883 (2022/2023 - 7,692) support sessions were delivered to a total of 1,636 people (2022/2023 - 1,628 people). In 2023/2024 - 82.6% (2022/2023 - 82%) of the sessions were delivered face to face and 17.4% (2022/2023 - 18%) virtually through Microsoft Teams, Zoom or via telephone.

In 2022 under the COVID 19 Cancer Charities Fund established by the Department of Health, Action Cancer was awarded, for a three-year period ending 31<sup>st</sup> March 2024, £500,000 for the expansion and delivery of our extensive and comprehensive range of therapeutic, psychological and physiological support services available across N Ireland. The services provided in 2023/2024 included:

**Complementary Therapies:** These therapies help to improve quality of life and are used alongside traditional medicine. Therapies offered include reflexology, massage, aromatherapy, touch therapy and Bach flower remedies. In total, 3,452 sessions (2022/2023 - 4,298) were attended by 690 people (2022/2023 - 780). Of the sessions delivered 2,954 - 85.6% (2022/2023 3,761 - 87.5%) were delivered face to face and 498 - 14.4% (2022/2023- 537 - 12.5%) virtually.

63% of clients engaging in “mind-body/complementary therapies” reported an improvement in their Quality of Life (QOL) score at the end of their support compared to their pre-commencement state.

**Counselling:** A confidential counselling service for children, young people and adults either at an Action Cancer venue or, by arrangement at the home of the client, or virtually. Available to any person impacted by cancer, including through bereavement, our counselling service provides people with a safe place to explore their feelings and to talk about their thoughts with highly trained and qualified counsellors in the field of cancer. The children’s counselling and support service is available for children and young people over the age 5 who have been affected directly or indirectly by cancer. The service provides children with an opportunity to talk freely about their emotions and feelings and teaches them ways to cope with the challenges they face. In total, 1,686 counselling sessions were attended (2022/2023 - 1,717) by 341 people (2022/2023 - 315). Of the sessions attended, 1,291 - 76.2% (2022/2023 - 1,253 (73%)) were delivered face to face and 395 (23.8%) virtually (2022/2023 - 464 (27%)).

**Life Coaching:** Uses techniques to help the person to reflect, refocus, rebuild and re-energise. Life Coaching aids the person to think about their life, to adapt to change and to move forward. Each client is provided with confidential and safe surrounds and is taught techniques for developing strategies to achieve their personal goals. Life coaching support is delivered through one-to-one sessions held either face to face or virtually. During 2023/2024 a total of 139 sessions, of which 124 were held virtually, were delivered to 28 people (2022/2023 - 132 sessions to 20 people).

**Positive Living Programme:** This is a weekend long programme which uses life coaching tools and techniques to support people affected by a cancer diagnosis, helping to focus on rebuilding their lives, on personal needs, goals and achievements. Issues covered include relationships, family, change, taking care of yourself, confidence, self-esteem, life coaching as an empowerment tool, counselling and therapeutic support. During the year, 6 face to face two-day programmes were held with 170 people attending (2022/2023 - 7 face to face two-day programmes were delivered to 150 people).

**Peer Mentoring:** Peer Mentoring is available to cancer patients and those affected by hereditary cancer at any stage of their journey. All mentors are volunteers who have had a cancer diagnosis. Mentors do not offer advice or counselling, their role is to help reduce fears, anxieties and the isolation by allowing clients to be honest and open with their emotions and worries and to answer questions in a very real, but helpful way. The service is delivered in a way that suits both the client and the mentor, therefore it can be face to face meeting for a chat over coffee, a weekly phone call, zoom meeting or WhatsApp etc. The service is offered for up to a 12-month period, or could be a one off, depending on the needs of the person. In total, 200 sessions were held during the year (2022/2023 - 192) with 90 clients (2022/2023 - 82). As at 31<sup>st</sup> March 2024 we have 21 trained and available mentors (31<sup>st</sup> March 2023 - 25 trained). 80% of clients engaging in “talking therapies” reported an improvement in their Quality of Life score at the end of their support compared to their pre-commencement state.

**Acupuncture:** Acupuncture is proven to reduce many of the physical and emotional symptoms commonly experienced by cancer patients and to improve quality of life. Acupuncture is particularly effective in the management of chemotherapy induced nausea and vomiting, post-operative nausea and vomiting, pain

relief, xerostomia, anxiety and stress, fatigue, and sleep disturbances. In total, 370 sessions were attended during the year (2022/2023 - 236) with 75 (2022/2023 - 45) people in receipt of treatment. 69% of clients receiving acupuncture showed marked improvements in symptoms/presenting issues following treatment.

**Scar Therapy:** Involves gentle manual manipulation of the skin and superficial connective tissue around the area of a post-surgical scar. Scar Therapy aims to reduce pain around the scar site, increase blood supply to the site and reduce swelling/oedema. Scar Therapy addresses the more functional needs of clients and deals with pain, restricted movement/mobility in the surrounding area and loss of sensation around the scar area. In 2023/2024 a total of 372 sessions were attended (2022/2023 - 411) with 75 (2022/2023 - 75) people in receipt of treatment. 85% of clients receiving scar therapy showed marked improvements in symptoms / presenting issues following treatment.

**Cancer Rehabilitation Physiotherapy:** This is an essential component of aftercare for cancer patients. It is concerned with restoring and maintaining the highest possible level of function, independence and quality of life after diagnosis and/or treatment. It can involve manual physiotherapy to improve physical functioning, progressive physical activity resistance training, fatigue management and breathing education. In 2023/2024, 95 sessions were attended by 19 people (2022/2023 - 78 sessions delivered to 15 people).

**Yoga:** Aims to improve physical, emotional and spiritual health. Through repetitive movement, it is not only extremely therapeutic but also helps build flexibility and strength. The focus is very much on physical rehabilitation, helping the client gain flexibility, strength and body awareness without building bulk.

**Pilates:** The main goal of Pilates is to strengthen the stomach, improve posture, stabilize and elongate the spine and develop balance and overall strength. In 2023/2024, 172 sessions of Yoga and Pilates were attended by 35 people (2022/2023 - 186 sessions by 20 people). 75% of clients participating showed marked improvements in physical health and wellbeing.

**Step into Action:** "Step into Action" is a one to one motivational interview programme to help clients achieve their health goals. In 2023/2024, 227 sessions were delivered to 113 people (2022/2023 - 292 sessions delivered to 126 people). 73% of clients reported an improvement in their mental health.

**Health Improvement:** Our goal to reduce cancer incidence, increase early detection of cancer and to help individuals reduce their risk of getting cancer through adopting a healthier lifestyle. This goal throughout 2023/2024 was partially delivered through the use of virtual and online programmes focusing on key and relevant topics. The "face to face" programmes previously delivered in schools, community and workplace settings were significantly reduced and will continue to reduce further throughout 2024/2025 as we move online. In 2023/2024 a total of 54 face to face sessions to 1,520 people (2022/2023 - 197 sessions to 3,872) were delivered.

**Mobile Screening Unit 'The Big Bus':** The Big Bus was operational for 117 days during the year (2022/2023 - 120 days) of which 69 days (59%) were to areas located within the top 50% of deprivation in N. Ireland (2022/2023 - 75%). A total of 3,303 people were examined (2022/2023 - 3,271) - 2,034 (2022/2023 - 2,145) women were screened for breast cancer, 997 (2022/2023 - 1,096) received a health check and 272 a face to face skin cancer assessment (2022/2023 - 30).

**Key Supporting Action 2: Through co-design research, develop and where possible, introduce new evidence-based services and programmes.**

Throughout the year research and development work was undertaken into the merits and benefits of integrative oncology, the aims of which are to bring together complementary therapies and orthodox medicine to improve the lives of people affected by cancer, wherever they are on their journey. Integrative oncology focuses on the whole person, is informed by evidence, and seeks to complement cancer therapy with appropriate therapeutic and lifestyle approaches and to educate and empower cancer patients to make healthy choices to support and achieve optimal health and wellbeing.

The research undertaken in 2023/2024 included not only desktop research but also a visit to one of the UK's leading exponents of Integrative Oncology, the Penny Brohn charity in Bristol, and, in conjunction with QUB a very substantial analytical survey involving over 1,000 responses from people in N Ireland on their recent cancer journey experience. In addition to research, development work on the structure and type of services to be provided was also progressed. It is planned that the development work will continue during 2024/2025 with the aim of establishing Action Cancer as the leading exponent of Integrated Cancer Care in Northern Ireland. To facilitate the development of this work and the ongoing delivery of therapeutic services, we received from Walk the Walk Worldwide a grant of £100,000 for which we are extremely grateful.

**Key Supporting Action 3: Through the use of technology, develop and provide cancer related interactive and dynamic courses, programmes and information.**

For many years our adult cancer awareness and healthy living sessions have been delivered face to face to community organisations and workplaces across N. Ireland. However, due in part to the impact of COVID and our limited resource in 2022, a decision was made to embrace the use of technology and to commencing delivery of the programmes virtually rather than face to face. During 2023/2024 an easily accessible online Learning Portal/Hub was rolled out. With a host of videos, and downloadable resources, on bowel, breast, cervical, lung, ovarian, prostate and testicular and skin cancer, information is provided on what each cancer is, the risk factors for developing a specific cancer, signs and symptoms and information on screening programmes, where relevant. Skin Cancer will also include additional information on the types of skin cancer, an understanding of UV radiation, knowing your skin type and choosing and applying sunscreen. In a similar manner, our school health improvement programmes which have historically been delivered face to face, are now largely delivered virtually through the use of technology.

**Key Supporting Action 4: Continue to raise awareness of cancer and contributory factors through research, education and campaigning, lobbying and direct engagement with key stakeholders.**

Key members of the management team continued to be involved with various strategic and operational boards and groups relating to cancer and general health. These included the Regional Implementation Group on Obesity, the PHA/DARD Farm Families Steering Group, the PHA Communications Group and the Skin Cancer Prevention Strategy Implementation Group.

The use of PR and Social Media activity was a key element of the charity's awareness and influencing strategy and when appropriate was very effectively used to focus key cancer messages relating to breast cancer, the causes of skin cancer and the impact of obesity, smoking and inactivity as potential contributory factors to cancer, to share compelling and heart-warming testimonials, to highlight the charity's services and the availability of the Big Bus.

**Key Theme: People and Partnership: To have highly valued, trained, passionate and committed staff and volunteers, working creatively and in partnership with others to make a difference.**

**Key Supporting Action 1 - Continually seek to support and develop all our people through personal development, job enhancement and the provision of appropriate reward and recognition.**

Ensuring that Action Cancer recruits only the best people and volunteers and then trains and develops them to an even higher standard, is core to how the charity operates. The charity provides all staff with ongoing opportunities to continually learn and improve their competencies and skills, actively identifying and providing opportunities for staff development. Training for staff, trustees and volunteers on internal procedures, risk management, health and safety and equality was ongoing throughout the year. All staff members participated in at least one training/development activity during the year with an average of 4.6 courses or training events attended per staff member. Training and development spanned the whole remit and activities of the charity from statutory health and safety training to professional competencies and skills.

**Key Supporting Action 2: Recruit, retain and develop volunteers by ensuring quality training, support and recognition for all.**

Ensuring the charity recruits only the best people and volunteers and then trains and develops them to an even higher standard, is core to how Action Cancer operates. The charity provides all volunteers with ongoing opportunities to continually learn and improve their competencies and skills. Specific training for volunteers included emergency first aid at work, keeping adults safe and the retail EPOS system.

**Key Supporting Action 3: Work collaboratively with others in pursuit of our Mission and common goals.**

We continually seek to demonstrate our Values in everything we do and to ensure our services are only delivered through appropriate behaviours. All activities, services and policies are developed through cross-departmental teams and before being implemented are assessed against our Values and Behavioural framework.

Living out our Values and the delivery of success through appropriate Behaviours is fundamental. We prioritise internal and external engagement, consistent communication, detailed planning, measurement, evaluation, reporting and the delivery of activities through team working. In 2023/2024 increased use was made of online and social media as well as paper-based news and information updates for staff, retail volunteers and members.

Cross departmental teams were used to deliver a number of projects and activities including the development of the skin cancer detection service, a new website and the ongoing development of the charity's bespoke client management database.

We are committed to collaborative and partnership working with others, highlighted by becoming a founding member of the N. Ireland Cancer Charities Coalition, established in 2024. Also, throughout 2023/2024, we continued to work with a number of other charities including Derry Well Women, Mount Zion House, Lurgan and BRCA Link NI. We also worked with the Belfast, Western and South Eastern Health and Social Care Trusts, providing complementary therapies at the Royal Victoria Hospital, Belfast, Altnagelvin Hospital, L/ Derry, the Ulster Hospital, Dundonald and Ards Hospital, Newtownards.

**Key Supporting Action 4: Work with and support individuals and organisations by adding value to their fundraising and Corporate Social Environmental Responsibility (CSER) activities.**

We take our own Corporate, Social and Environmental Responsibility (CSER) seriously, having in place a CSER Strategic Plan based around responsibility for Our People, Our Community and Our Environment. We also have a number of very significant partnership agreements with corporate organisations assisting with their CSER activities. These include long term partnerships with SuperValu, Centra and Gordons Pharmacies. We also work with the Probation Board NI to help integrate offenders back into society by offering work placements within our retail activities. During the year we were delighted to be shortlisted in the Business Eye 2023 Business Awards in two CSR Award categories for our partnership engagement with Musgrave NI and MCLInsuranceTech Ltd.

**Key Theme: Strength and Sustainability**

**Key Goal: To effectively manage all of our resources and be fully accountable, financially strong, robust in governance, processes and procedures and be recognised for our excellence.**

**Key Supporting Action 1: Retain robust governance policies, processes and procedures that are externally verified and recognised for their excellence.**

The systems and governance processes of the charity are reviewed on a one to three-year rotational basis. Both the Audit and Governance Committee and the Professional Services Committee have delegated responsibility to review and rigorously scrutinise the policies and protocols presented, to propose revisions and to approve their adoption.

The charity requires all policies and protocols to be reviewed on a rotational basis varying between one and five years. During 2023/2024, 15 specific policies were reviewed and updated.

Our extensive IT systems were once again subject to external review and examination successfully achieving re-accreditation of our Cyber Security Plus accreditation.

**Key Supporting Action 2: Continuously review and evaluate the use of all resources, assessing and developing plans for the introduction of new systems, Information Technology and digital platforms, new and replacement assets.**

The use of Information Technology is core to the effectiveness and efficiency of the charity. Routine systems, ITC hardware and software, including cybersecurity software, continued to be upgraded during the year. Specific major IT projects undertaken included the replacement of our breast screening reporting system, the further development of our client and services management system, the introduction of a new HR and Employee system known as HARK and a new Purchase Order and finance system known as Lightyear.

**Key Supporting Action 3: Seek to maintain a mixed and diverse income portfolio, raising sufficient income to cover all costs and maintaining distributable reserves at a level commensurate with policy.**

**Income Generation:** Our high public awareness and profile, our unique and excellent services, the general worthiness of our cause and a deliberate strategy of income diversification, has ensured over the years we have remained financially resilient, although due to the impact of inflation on our cost base less so than in previous years. Income sources include retail activities, fundraising from corporate businesses, individual giving, treks, marathons, public run events, community groups, legacies, donations in lieu of gifts, charitable trusts and foundations, service users, investment income and Gift Aid.

**Fundraising:** The income raised through fundraising activity for 2023/2024 was good. The income received from our long-standing corporate supporters SuperValu and Centra was particularly strong.

Direct income support through raffles, regular giving and the Spring and Autumn News Update held up well. Income from our local fundraising groups and from activities such as marathons, overseas treks, abseils, zip lines and public run events recovered to its pre COVID 19 levels.

Legacy income has become increasingly an extremely important element of the charity's revenue mix. The partnership with NI Solicitors and our annual participation in the Will to Give Campaign remain critical components of our legacy strategy. Legacy income for 2023/2024 at £445,949 was £130,951 (41%) above the £314,998 received in 2022/2023 but £123,645 (22%) below the prior 5 -year annual average of £569,594.

**Retail Income:** Income, including Gift Aid generated by the charity's 16 retail stores and online activity is extremely important for our financial sustainability, cashflow and brand awareness. Total retail trading income amounted to a good £1,237,936 (2022/2023- £1,220,404) comprising of £1,058,906 from sales which was further supplemented by £118,940 of Gift Aid, £36,336 from the Dormant Bank Fund Account for the installation of an EPOS system and a further £23,754 job start grant support.

With total retail costs of £1,090,471 (2022/2023 - £988,390) the contribution of retail towards charitable expenditure was £147,465 (2022/2023 - £232,014).

**Service Income:** All services provided by the charity are free of charge to the end user, however many users freely make donations, for which the charity is very grateful. Total income from the provision of services amounted to £591,774 (2022/2023 - £637,488) of which £131,556 was contributed by service users (2022/2023 - £123,351).

**Grants:** Whilst the charity receives no core funding from the public purse nor engages in commissioned services, it is increasingly reliant upon grant support from either public bodies, philanthropic trusts and foundations and the National Lottery. In 2023/2024 total grant income of £520,308 was credited to the Income and Expenditure Account comprising

- £412,494 from the Department of Health Covid 19 Cancer Charities Fund as administered by the Community Foundation in support of our therapeutic services and skin cancer detection services, (2022/2023 - £514,137)
- £24,479 from the PHA via Clear Funding in support 5 Positive Living Programmes.
- £17,949 from the Cancer Connected Communities West Community Fund
- £36,336 from the National Lottery Dormant Bank Fund Account
- £25,000 from the Caron Keating Foundation
- £4,050 from various philanthropic trusts and foundations

In addition, applications were made in support of future revenue and capital expenditure. Successful applications included:

- £100,000 from Walk the Walk Worldwide to be spent in 2024/2025 towards the development of Integrative Cancer Care Supports for people impacted by cancer.
- £499,950 from the National Lottery to be spent over a 4-year period in support of the development and delivery of Integrative Cancer Care Supports.
- £60,000 each from Ulster Garden Villages and the Garfield Weston Foundation and £70,000 from the McClay Foundation towards the purchase of two new Mammography machines.

**Key Supporting Action 4: Through the use of media, PR campaigns and direct engagement, increase the awareness and reputation of our services, programmes and brand.**

Independent awareness surveys continue to show Action Cancer as having the highest “unprompted” recognition of any local N. Ireland charity. The use of media relations across print, online and broadcast platforms supported by a strategic digital PR plan was a key element of the charity's awareness, engagement and influencing strategy and when appropriate was very effectively used to focus key cancer messages, to share compelling and heart-warming testimonials, to highlight the charity's services. Emphasis on collaboration between the public and voluntary sectors was another key message throughout the year, with many articles highlighting the need for genuine partnerships to achieve our goals.

During 2023/2024, traditional media channels delivered 672 press and online articles and 93 Radio / TV broadcasts, reaching an estimated audience of 22.3m at an estimated equivalent cost of £1.42m, a 21% uplift in reach compared to 2022/2023.

Our social media presence also continued to grow with a total of 38,021 contacts as at 31<sup>st</sup> March 2024 (31<sup>st</sup> March 2023 - 35,529) the contacts being split 28,8918 (31<sup>st</sup> March 2023 - 27,048) “likes” on our main Facebook page, 4,700 on X (31<sup>st</sup> March 2023 - 4,687), 3,440 followers on Instagram (31<sup>st</sup> March 2023 - 2,931), and 990 (31<sup>st</sup> March 2023 - 873) on LinkedIn.

In addition to printed and online activity we also made extensive use of billboards, BT kiosks and bus shelters as part of our advertising mix. This space cost is donated free of charge by Clear Channel NI, the commercial cost of the space utilised in the year was estimated at £146,397 (2022/2023 - £96,383). Key campaigns undertaken during the year related to breast cancer, the causes of skin cancer and the impact of obesity, smoking and inactivity as potential contributory factors to cancer.

Our PR and marketing efforts are proving highly effective, showcasing a strategic approach that yields consistent and impactful results. Through thoughtful planning and execution, the charity continues to raise awareness, engage stakeholders, and achieve meaningful and tangible outcomes.

### **Management and Staff:**

The Chief Executive is responsible for managing the charity’s day to day operations and resources on behalf of the trustees. The Senior Management Team of the charity comprises the Chief Executive along with the Head of Finance and Administration, the Head of Fundraising and Communications and the Head of Professional Services.

The trustees recognise that the staff employed by the charity and the volunteers who assist in many activities across the whole charity are critical to its success and sustainability. The charity seeks to employ only the very best in each role and then to provide training and development opportunities to ensure that every staff member is competent and confident in what they do and appropriately developed to maximise their own personal potential.

We were delighted during the year when Geraldine Kerr, our Head of Professional Services, was awarded the Leadership Award for delivering Excellence in Healthcare by her colleagues in C03 in recognition of her leadership of innovative services in Action Cancer.

In 2023/2024 the charity employed an average of 83 persons (68 FTE) and had the services of circa 200 volunteers, it also engaged in the Dept of Communities Job Start scheme offering short term employment opportunities to 15 young people in retail and administration.

## **Independent Auditors' Report to the members of Action Cancer**

### **Opinion**

We have audited the accounts of Action Cancer (the 'charity') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash flow statement and the notes to the accounts, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102. The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the accounts:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group and charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

### **Other information**

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

In connection with our audit of the accounts, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the accounts or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the accounts or a material misstatement of the other information. If, based

on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the Trustees Report for the financial year for which the accounts are prepared is consistent with the accounts; and
- the Trustees Report has been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the Trustees and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the accounts are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

### **Responsibilities of Trustees**

As explained more fully in the Statement of Trustees Responsibilities, the Trustees are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of accounts that are free from material misstatement, whether due to fraud or error.

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

### **Auditor's responsibilities for the audit of the financial statements**

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

We obtained an understanding of the legal and regulatory framework applicable to the company through enquiry of management, industry research and the application of cumulative audit knowledge. We identified the following principal laws and regulations relevant to the company – Companies Act 2006 and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). We developed an understanding of the key fraud risks to the entity (including how fraud might occur), the controls in place to help mitigate those risks, and the accounts, balances and disclosures within

the financial statements which may be susceptible to management bias. Our understanding was obtained through review of the financial statements for significant accounting estimates, analysis of journal entries, walkthrough of the key controls cycles in place and enquiry of management.

Our procedures to respond to those risks identified included, but were not limited to:

- Enquiry of management, those charged with governance and the entity's solicitors around actual and potential litigation and claims.
- Enquiry of management to identify any instances of non-compliance with laws and regulations.
- Reviewing minutes of meetings of those charged with governance.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the business rationale of significant transactions outside the normal course of business.

A further description of our responsibilities for the audit of the accounts is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>.

This description forms part of our auditor's report.

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and regulations made under that Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.



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**Teresa Campbell (Senior Statutory Auditor)**

For and on behalf of AAB Group Accountants Ltd  
Chartered Accountants & Statutory Auditors

The Quays  
Dromalane Mill  
Newry  
Co Down  
BT35 8QS

**Dated: 28<sup>th</sup> November 2024**

## Statement of Financial Activities (incorporating an income and expenditure account)

For the Year Ending 31<sup>st</sup> March 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2023/2024 £	Total Funds 2022/2023 £
<b>Income and Endowments:</b>					
Donations and legacies	2	2,469,618	-	2,469,618	2,129,138
Charitable activities	3	131,556	460,218	591,774	637,488
Other trading activities	4	1,161,133	60,090	1,221,223	1,200,224
Bank interest and investment income	5	<u>54,186</u>	-	<u>54,186</u>	<u>46,627</u>
<b>Total Income</b>		<b><u>3,816,493</u></b>	<b><u>520,308</u></b>	<b><u>4,336,801</u></b>	<b><u>4,013,477</u></b>
<b>Expenditure:</b>					
Cost of raising donations and legacies	6c	453,256	88,769	542,025	400,535
Cost of retail activities	6c	1,090,471	-	1,090,471	988,390
Expenditure on charitable activities	6a/b	<u>2,523,561</u>	<u>460,218</u>	<u>2,983,779</u>	<u>2,771,491</u>
<b>Total Expenditure</b>		<b><u>4,067,288</u></b>	<b><u>548,987</u></b>	<b><u>4,616,275</u></b>	<b><u>4,160,416</u></b>
<b>Operating Deficit</b>		<b><u>(250,795)</u></b>	<b><u>(28,679)</u></b>	<b><u>(279,474)</u></b>	<b><u>(146,939)</u></b>
Realised gain (loss) on sale of Investments	9a	16,554	-	16,554	(9,394)
<b>Net (Expenditure) Income</b>		<b><u>(234,241)</u></b>	<b><u>(28,679)</u></b>	<b><u>(262,920)</u></b>	<b><u>(156,333)</u></b>
<b>Other recognised Gains (Losses)</b>					
Unrealised gain (loss) on investments	9.a	<u>115,657</u>	-	<u>115,657</u>	<u>(72,283)</u>
Transfer between reserves		-	-	-	-
<b>Net movement in Funds</b>		<b><u>(118,584)</u></b>	<b><u>(28,679)</u></b>	<b><u>(147,263)</u></b>	<b><u>(228,616)</u></b>
<b>Reconciliation of Funds</b>					
Total funds brought forward	7a/b	<u>5,565,268</u>	<u>28,679</u>	<u>5,593,947</u>	<u>5,822,563</u>
<b>Total Funds carried forward</b>	7c	<b><u>5,446,684</u></b>	<b><u>-</u></b>	<b><u>5,446,684</u></b>	<b><u>5,593,947</u></b>

There was no endowment income or expenditure during the year (2022/2023 - Nil).

## Balance Sheet

As at 31<sup>st</sup> March 2024

<b>Notes</b>		<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
<b>Fixed Assets</b>			
Tangible assets	<b>8</b>	2,469,039	2,500,920
Investments	<b>9.a</b>	<u>1,963,468</u>	<u>1,920,687</u>
<b>Total Fixed Assets</b>		<b><u>4,432,507</u></b>	<b><u>4,421,607</u></b>
<b>Current Assets</b>			
Debtors	<b>10</b>	195,842	179,463
Cash on deposit	<b>11</b>	601,911	1,012,749
Cash at bank and in hand	<b>11</b>	<u>641,843</u>	<u>369,773</u>
<b>Total Current Assets</b>		<b><u>1,439,596</u></b>	<b><u>1,561,985</u></b>
<b>Liabilities</b>			
Creditors falling due within one year	<b>12</b>	<u>(425,419)</u>	<u>(389,645)</u>
<b>Net Current Assets (Liabilities)</b>		<b><u>1,014,177</u></b>	<b><u>1,172,340</u></b>
<b>Total Net Assets</b>		<b><u>5,446,684</u></b>	<b><u>5,593,947</u></b>
<b>Funds Employed</b>			
<b>Restricted:</b>			
Restricted revenue funds	<b>7.a</b>	-	28,679
<b>Unrestricted and Designated Funds:</b>			
(ACH) - Therapeutic and screening centre		1,954,391	1,998,750
Breast screening system		126,239	44,121
Mobile screening unit "The Big Bus"		<u>357,000</u>	<u>408,000</u>
<b>Total</b>		<b><u>2,437,630</u></b>	<b><u>2,479,550</u></b>
<b>Unrestricted funds – other charitable funds</b>	<b>7.b</b>	<b><u>3,009,054</u></b>	<b><u>3,114,397</u></b>
<b>Total funds employed</b>	<b>7.c</b>	<b><u>5,446,684</u></b>	<b><u>5,593,947</u></b>

The financial statements were approved and authorised for issue by the council of trustees on 19<sup>th</sup> September 2024, and were signed on behalf of Council by:

*Marion Rybnikar*

*Kelly McBride*

**Ms Marion Rybnikar**  
**Director and Treasurer**  
**Date: 28<sup>th</sup> November 2024**

**Ms Kelly McBride**  
**Director and Secretary**  
**Date: 28<sup>th</sup> November 2024**

Company No: NI018091 Charity No: 104170  
 The notes on pages 28 to 38 form part of these financial statements

## Cash Flow Statement

For the Year Ending 31<sup>st</sup> March 2024

	Notes	2024 £	2023 £
<b>Cash used in operating activities</b>	<b>20</b>	<b><u>(175,504)</u></b>	<b><u>(277,184)</u></b>
Interest and dividends from received from investments		54,186	46,627
Proceeds from the sale of property, plant and equipment		-	-
Proceeds from the sale of equity investments		302,198	272,290
Purchase of property, plant and equipment		(106,880)	(78,240)
Purchase of investments		<u>(279,317)</u>	<u>(882,770)</u>
<b>Cashflows from investing activities</b>		<b><u>(29,813)</u></b>	<b><u>(642,093)</u></b>
<b>Net cash outflow</b>		<b><u>(205,317)</u></b>	<b><u>(919,277)</u></b>
<b>Cash at the start of the year</b>			
Cash on deposit	<b>11</b>	1,012,749	1,501,495
Cash at bank and in hand	<b>11</b>	369,773	206,678
Cash included within investments	<b>9</b>	<u>77,701</u>	<u>671,327</u>
		<b><u>1,460,223</u></b>	<b><u>2,379,500</u></b>
<b>Cash at the end of the year</b>			
Cash on deposit	<b>11</b>	601,911	1,012,749
Cash at bank and in hand	<b>11</b>	641,843	369,773
Cash included within investments	<b>9</b>	<u>11,152</u>	<u>77,701</u>
		<b><u>1,254,906</u></b>	<b><u>1,460,223</u></b>
<b>(Decrease) Increase in cash in year</b>		<b><u>(205,317)</u></b>	<b><u>(919,277)</u></b>

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 1. Accounting Policies

#### Basis of preparation

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

**a) Basis of preparation:** The financial statements have been prepared in accordance with 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) and the Companies Act 2006.

Action Cancer meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

**b) Preparation of the accounts on a going concern basis:** Action Cancer has prepared the accounts on a going concern basis. Despite the prevailing uncertainties, the economic and geo-political situation, given the strength of the Charity's unrestricted reserves, liquidity position and the information available, the Trustees consider the going concern basis is the most appropriate basis.

**c) Income:** Income is recognised when the charity has entitlement to the funds, conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, income is recognised when the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution.

Income received in respect of future expenditure is credited to a deferred income account and released to income in the period to which it relates.

**d) Donated services and facilities:** Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. During the year, Clear Channel donated Billboard/BT Kiosk/Adshel sites to the commercial value of £146,397 (2022/2023 - £96,383). This benefit in kind is recognised as income and a corresponding amount is also recognised in expenditure in the period of receipt. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Charity's volunteers is not recognised and refer to the trustees' annual report for more information about their contribution.

During the year, Action Cancer received donated or heavily discounted goods and services. It is difficult to place a value on this contribution, and hence, has not been recognised in financial terms in the accounts.

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

**e) Interest receivable:** Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

**f) Fund Accounting:** Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work.

**g) Expenditure and irrecoverable VAT:** Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the cost of fundraising, trading activities and support costs.
- Expenditure on charitable activities includes the costs of providing breast screening, health promotion and awareness, educational activities, therapeutic and other support services to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Under an agreement with HMRC a partial percentage of VAT is reclaimed on some items. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**h) Allocation of support costs:** Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office, finance, human resources, payroll and governance costs which support the Charity's activities. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The basis on which support costs have been allocated are set out in note 6.d.

**i) Operating leases:** The Charity has leases relating to rental agreements for shop premises – see note 13.a.

**j) Tangible fixed assets:** Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight-line basis as follows:

Freehold buildings (excluding land value)	-	2% per annum
Fixtures and fittings	-	20% per annum
Computer equipment	-	33% per annum
Mobile unit and medical equipment	-	10% per annum
X-Ray equipment	-	20% per annum
Motor vehicles	-	25% per annum
Property Investment	-	0% per annum

The carrying values of tangible fixed assets are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable. The carrying value of Freehold Land and Buildings is stated at their fair value, which is reviewed annually.

**k) Debtors:** Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

**l) Cash at bank and in hand:** Cash at bank and cash in hand includes cash and short-term liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**m) Stock:** Stock is included at the lower of cost or net realisable value. Action Cancer receives donated goods for resale. Estimating the fair value of these goods is impractical because of the volume of low-value items and the absence of detailed stock record systems. The value of these goods is recognised as income when sold.

**n) Creditors and provisions:** Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**o) Financial instruments and Property investments:** The charity records its financial assets and financial liabilities initially at transaction value and are subsequently measured at market or actual values in the balance sheet. Any gains or losses on revaluation at the balance sheet date are recognised in the Statement of Financial Activities.

**p) Pensions:** Employees of the charity are entitled to join a defined contribution pension scheme administered through Standard Life. The assets of the scheme are held separately from those of the charity in an independently managed fund. The Pension Scheme is funded by contributions from the employee and employer. All employees are automatically enrolled into a stakeholder pension scheme, unless they have exercised their right to opt out of scheme membership. The charity contributes 6% of salary to the pension scheme and acts as agent in collecting and paying over employee pension contributions. The contributions made by the charity for the 2023/2024 year and which have been treated as an expense were £142,980 (2022/2023 - £125,288).

### 2. Income from Donations and Legacies

Activity	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Fundraising & Donations	1,621,099	-	<b>1,621,099</b>	1,475,767	-	<b>1,475,767</b>
In kind contributions*	146,397	-	<b>146,397</b>	96,383	-	<b>96,383</b>
G.A.Y.E.	36,500	-	<b>36,500</b>	33,552	-	<b>33,552</b>
Gift Aid	219,673	-	<b>219,673</b>	208,438	-	<b>208,438</b>
Legacies	<u>445,949</u>	-	<b><u>445,949</u></b>	<u>314,998</u>	-	<b><u>314,998</u></b>
<b>Total</b>	<b><u>2,469,618</u></b>	<b>-</b>	<b><u>2,469,618</u></b>	<b><u>2,129,138</u></b>	<b>-</b>	<b><u>2,129,138</u></b>

\*In kind contribution from Clear Channel Ltd for Bill Board, adshel and BT Kiosk advertising space.

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 3. Income and donations from charitable activities

Activity	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Breast screening	49,962	-	<b>49,962</b>	50,042	-	<b>50,042</b>
Skin cancer detection	5,000	174,709	<b>179,709</b>	-	90,099	<b>90,099</b>
Therapeutic supports	37,715	224,739	<b>262,454</b>	31,980	335,118	<b>367,098</b>
Health checks and education	<u>38,879</u>	<u>60,770</u>	<u><b>99,649</b></u>	<u>41,329</u>	<u>88,920</u>	<u><b>130,249</b></u>
<b>Total</b>	<b><u>131,556</u></b>	<b><u>460,218</u></b>	<b><u>591,774</u></b>	<b><u>123,351</u></b>	<b><u>514,137</u></b>	<b><u>637,488</u></b>

### 4. Income from other trading activities

Activity	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Retail trading	1,058,906	-	<b>1,058,906</b>	1,064,534	48,587	<b>1,113,121</b>
Grants	-	60,090	<b>60,090</b>	-	-	<b>-</b>
Fundraising	<u>102,227</u>	-	<u><b>102,227</b></u>	<u>87,103</u>	-	<u><b>87,103</b></u>
<b>Total Income</b>	<b><u>1,161,133</u></b>	<b><u>60,090</u></b>	<b><u>1,221,223</u></b>	<b><u>1,151,637</u></b>	<b><u>48,587</u></b>	<b><u>1,200,224</u></b>

### 5. Income from bank and investments

	2024 £	2023 £
Investment income	32,681	34,352
Bank interest	<u>21,505</u>	<u>12,275</u>
	<b><u>54,186</u></b>	<b><u>46,627</u></b>

### 6. Expenditure

#### 6.a. Expenditure on charitable activities by type

Activity	Direct Costs £	Allocated Support costs £	Total 2024 £	Direct Costs £	Allocated Support costs £	Total 2023 £
Breast screening	627,450	347,706	<b>975,156</b>	612,201	316,501	<b>928,702</b>
Skin cancer detection	216,280	140,578	<b>356,858</b>	202,176	124,392	<b>326,568</b>
Therapeutic supports	546,533	160,920	<b>707,453</b>	515,507	144,610	<b>660,117</b>
Health checks and education	300,561	154,429	<b>454,990</b>	291,587	135,069	<b>426,656</b>
Health promotion and campaign	332,525	60,800	<b>393,322</b>	300,303	54,722	<b>355,025</b>
Governance costs	-	<u>95,997</u>	<u><b>95,997</b></u>	-	<u>74,423</u>	<u><b>74,423</b></u>
<b>Total Costs</b>	<b><u>2,023,349</u></b>	<b><u>960,430</u></b>	<b><u>2,983,779</u></b>	<b><u>1,921,774</u></b>	<b><u>849,717</u></b>	<b><u>2,771,491</u></b>

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 6.b. Direct Expenditure on charitable activities by fund type

Activity	Unrestricted funds £	Restricted funds £	Total 2024 £	Unrestricted funds £	Restricted funds £	Total 2023 £
Breast screening	627,450	-	<b>627,450</b>	612,201	-	<b>612,201</b>
Skin cancer detection	117,985	98,295	<b>216,280</b>	112,077	90,099	<b>202,176</b>
Therapeutic supports	264,484	282,049	<b>546,533</b>	180,389	335,118	<b>515,507</b>
Health checks and education	220,687	79,874	<b>300,561</b>	202,667	88,920	<b>291,587</b>
Health promotion and campaign	332,523	-	<b>332,523</b>	300,303	-	<b>300,303</b>
Governance						
Support costs (see 6.d)	<u>960,430</u>	=	<u>960,430</u>	849,717	=	<u>849,717</u>
<b>Total costs</b>	<b><u>2,523,561</u></b>	<b><u>460,218</u></b>	<b><u>2,983,779</u></b>	<b><u>2,257,354</u></b>	<b><u>514,137</u></b>	<b><u>2,771,491</u></b>

### 6.c. Expenditure on generating funds

	2024 £	2023 £
Retail costs	1,054,325	958,302
Retail depreciation	3,227	1,882
Retail support costs (note 6d)	<u>32,919</u>	<u>28,206</u>
<b>Total retail costs</b>	<b><u>1,090,471</u></b>	<b><u>988,390</u></b>
Events and challenges	261,363	171,517
Corporate fundraising support	55,727	40,900
Salaries	93,937	79,848
Training and recruitment	2,779	4,650
Travel	2,962	3,773
Other fundraising costs	5,115	4,645
IT costs	21,147	5,875
Postage and stationery	6,337	8,064
Telephone	483	466
Payroll and regular giving	19,167	18,233
Communication costs	16,828	15,604
Investment charges	14,294	9,659
Support costs (note 6d)	<u>41,884</u>	<u>37,301</u>
<b>Total fundraising costs</b>	<b><u>542,025</u></b>	<b><u>400,535</u></b>
<b>Total cost of income generation</b>	<b><u>1,632,496</u></b>	<b><u>1,388,925</u></b>

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 6.d. Support Costs

The charity allocates its support costs on the basis of staff time spent on those activities.

Charitable Activities:	Salaries £	Recruitment & Training £	Establishment costs £	Other £	Total 2024 £	Total 2023 £
Breast screening	247,611	4,029	80,673	15,393	<b>347,706</b>	<b>316,501</b>
Skin cancer detection	115,212	2,319	15,236	7,811	<b>140,578</b>	<b>135,069</b>
Therapeutic supports	129,110	2,360	22,112	7,338	<b>160,920</b>	<b>144,610</b>
Health checks and education	125,821	3,011	16,135	9,462	<b>154,429</b>	<b>124,392</b>
Health promotion and campaign	52,302	814	5,079	2,605	<b>60,800</b>	<b>54,721</b>
Governance	<u>49,013</u>	<u>1,464</u>	<u>2,989</u>	<u>42,531</u>	<b>95,997</b>	<b>74,424</b>
<b>Service support costs</b>	<b><u>719,069</u></b>	<b><u>13,997</u></b>	<b><u>142,224</u></b>	<b><u>85,140</u></b>	<b><u>960,430</u></b>	<b><u>849,717</u></b>
Retail	24,507	732	4,781	2,899	<b>32,919</b>	<b>28,206</b>
Fundraising	<u>24,507</u>	<u>732</u>	<u>14,342</u>	<u>2,303</u>	<b>42,884</b>	<b>37,301</b>
<b>Income generation support costs</b>	<b><u>49,014</u></b>	<b><u>1,464</u></b>	<b><u>19,123</u></b>	<b><u>5,203</u></b>	<b><u>74,803</u></b>	<b><u>65,507</u></b>
<b>Total 2024</b>	<b><u>768,083</u></b>	<b><u>15,461</u></b>	<b><u>161,347</u></b>	<b><u>90,342</u></b>	<b><u>1,035,233</u></b>	<b>-</b>
<b>Total 2023</b>	<b><u>657,458</u></b>	<b><u>11,418</u></b>	<b><u>160,055</u></b>	<b><u>86,293</u></b>	<b>-</b>	<b><u>915,224</u></b>

### 7. Funds

#### 7.a. Restricted Funds

At 31<sup>st</sup> March 2024, restricted funds of the charity were Nil (2023 - £28,679).

#### 7.b. Total Reserve Funds

	Reserve Funds		Designated Capital Funds			Total £
	Unrestricted £	Restricted £	ACH £	X Ray Equip £	Mobile Unit £	
<b>At start of year</b>	<b><u>3,114,397</u></b>	<b><u>28,679</u></b>	<b><u>1,998,750</u></b>	<b><u>44,121</u></b>	<b><u>408,000</u></b>	<b><u>5,593,947</u></b>
Income	3,816,493	520,308	-	-	-	<b>4,336,801</b>
Expenditure (ex Depn)	(3,928,527)	(548,987)	-	-	-	<b>(4,477,514)</b>
Depreciation	(18,640)	-	(44,359)	(24,762)	(51,000)	<b>(138,761)</b>
Gain on sale of Investments	16,554	-	-	-	-	<b>16,554</b>
Unrealised gain on Investments	115,657	-	-	-	-	<b>115,657</b>
Transfer between funds	<u>(106,880)</u>	-	-	<u>106,880</u>	-	<b>-</b>
<b>At end of year</b>	<b><u>3,009,054</u></b>	<b>-</b>	<b><u>1,954,391</u></b>	<b><u>126,239</u></b>	<b><u>357,000</u></b>	<b><u>5,446,684</u></b>

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 7.c. Analysis of net assets between funds

Fund balances at 31 March are represented by:

	2024 £	2023 £
Tangible Fixed Assets (unrestricted)	31,409	50,049
Tangible Fixed Assets (designated)	2,437,630	2,450,871
Investments	1,963,468	1,920,687
Current Assets	1,439,596	1,561,985
Current Liabilities	<u>(425,419)</u>	<u>(389,645)</u>
<b>Total Net Assets</b>	<b><u>5,446,684</u></b>	<b><u>5,593,947</u></b>

### 8. Tangible fixed assets

	Buildings £	Fixtures & Computer Fittings £	Equip £	Mobile Unit £	X-ray Equip £	Motor Vehicle £	Total £
<b>Cost</b>							
At start of year	<u>2,217,969</u>	<u>33,056</u>	<u>52,221</u>	<u>510,000</u>	<u>569,060</u>	<u>77,480</u>	<u>3,459,786</u>
Additions	-	-	-	-	106,880	-	106,880
Disposals	-	-	-	-	-	-	-
<b>Total Cost</b>	<u>2,217,969</u>	<u>33,056</u>	<u>52,221</u>	<u>510,000</u>	<u>675,940</u>	<u>77,480</u>	<u>3,566,666</u>
<b>Depreciation</b>							
At start of year	<u>219,219</u>	<u>20,969</u>	<u>25,285</u>	<u>102,000</u>	<u>524,939</u>	<u>66,454</u>	<u>958,866</u>
Charge of year	44,359	3,147	12,266	51,000	24,762	3,227	138,761
Disposals	-	-	-	-	-	-	-
<b>Total Depreciation</b>	<u>263,578</u>	<u>24,116</u>	<u>37,551</u>	<u>153,000</u>	<u>549,701</u>	<u>69,681</u>	<u>1,097,627</u>
<b>At 31/3/2024</b>	<u>1,954,391</u>	<u>8,940</u>	<u>14,670</u>	<u>357,000</u>	<u>126,239</u>	<u>7,799</u>	<u>2,469,039</u>
<b>At 31/3/2023</b>	<u>1,998,750</u>	<u>12,087</u>	<u>26,936</u>	<u>408,000</u>	<u>44,121</u>	<u>11,026</u>	<u>2,500,920</u>

8.b The net book value at 31<sup>st</sup> March 2024 represents fixed assets used for:

	Buildings £	Fixtures & Fittings £	Comp Equip £	Mobile Unit £	X-ray Equip £	Motor Vehicles £	Total £
Breast screening	586,317	2,682	4,401	214,200	126,239	1,560	<b>935,399</b>
Skin cancer	97,719	447	733	71,400	-	1,560	<b>171,859</b>
Health checks and education	195,438	894	1,468	71,400	-	1,560	<b>270,760</b>
Therapeutic supports	488,598	2,235	3,668	-	-	-	<b>494,501</b>
Fundraising	293,159	1,341	2,200	-	-	1,560	<b>298,260</b>
Governance	<u>293,160</u>	<u>1,341</u>	<u>2,200</u>	-	-	1,559	<b>298,260</b>
<b>At 31/3/2024</b>	<u>1,954,391</u>	<u>8,940</u>	<u>14,670</u>	<u>357,000</u>	<u>126,239</u>	<u>7,799</u>	<u>2,469,039</u>
<b>At 31/3/2023</b>	<u>1,998,750</u>	<u>12,087</u>	<u>26,936</u>	<u>408,000</u>	<u>44,121</u>	<u>11,026</u>	<u>2,500,920</u>

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 8.c Freehold Land and Buildings

Policy is to state the value of tangible fixed assets at cost less accumulated depreciation but not to depreciate freehold land. Where the carrying value of land and buildings is materially greater or less than market value, the carrying value is adjusted to reflect market value. The carrying value of the charity's headquarters at 20 Windsor Avenue, Belfast, at 31<sup>st</sup> March 2024 is £1.954m being its historical cost of £2.218m less accumulated depreciation of £0.264m. The trustees are satisfied the carrying value reflects current market value.

### 8.d Capital Expenditure

Capital expenditure during the year related to the purchase of a new breast screening reporting system and associated archive at a cost of £106,880.

## 9. Fixed Asset Investments

### 9.a Listed Securities and Cash on Deposit

The investments of the company are managed and held on the charity's behalf by Investec Wealth and Investment Limited. The value of £1,963,468 reflects the market value at 31<sup>st</sup> March 2024.

	2024 £	2023 £
Market value of investments at start of year	<u>1,842,986</u>	<u>1,314,183</u>
Additions in year	279,317	882,770
Disposals in year	(302,198)	(272,290)
Net realised gain (loss) on investments	16,554	(9,394)
Net unrealised investment gain (loss)	<u>115,657</u>	<u>(72,283)</u>
Market value of investments at end of year	<u>1,952,316</u>	<u>1,842,986</u>
Cash held on deposit for investment	<u>11,152</u>	<u>77,701</u>
Market value of Investments and cash at end of year	<u>1,963,468</u>	<u>1,920,687</u>

### Categorisation of investment holding

United Kingdom Listed Securities and Fixed Interest	491,193	427,654
Non – United Kingdom listed securities	1,461,123	1,415,332
Cash held on deposit for investment	<u>11,152</u>	<u>77,701</u>
	<u>1,963,468</u>	<u>1,920,687</u>
<b>Historical Cost of Investments</b>	<u>1,926,501</u>	<u>1,999,379</u>

## 10. Debtors

	2024 £	2023 £
Trade debtors	49,109	55,027
VAT receivable	8,807	14,790
Other debtors and prepayments	141,460	113,180
Less provision for bad debt	<u>(3,534)</u>	<u>(3,534)</u>
<b>Total Debtors</b>	<u>195,842</u>	<u>179,463</u>

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 11. Bank and Cash Balances

Included in cash on deposit and in hand are monies held by local Action Cancer Fundraising Groups which at 31<sup>st</sup> March 2024 amounted to £33,569 (31<sup>st</sup> March 2023 - £7,703). These monies are held for the direct benefit of and are under the control of Action Cancer and whilst not yet transferred to Head Office bank accounts are included within these financial statements.

### 12. Creditors: amounts falling due, within one-year

	2024 £	2023 £
Trade creditors	147,717	144,982
Taxes and social security`	47,371	48,830
Accruals	108,514	16,964
Deferred income	121,817	178,869
<b>Total creditors</b>	<b><u>425,419</u></b>	<b><u>389,645</u></b>

#### 12.a Movement of deferred income

	2024 £	2023 £
At start of year	178,869	417,500
Arising during the year	121,817	178,869
Applied during the year	<u>(178,869)</u>	<u>(417,500)</u>
<b>At end of year</b>	<b><u>121,817</u></b>	<b><u>178,869</u></b>

### 13. Commitments

#### 13.a Lease commitments

There are no creditors falling due after more than one year.

At 31 March 2024 the charity had annual commitments under various leases for shop premises. A number of the leases are being held over pending negotiations with Landlords.

Current live leases have future expiry dates between October 2024 and June 2027. The cumulative lease commitments at 31<sup>st</sup> March 2024 are £167,818 (31<sup>st</sup> March 2023 - £290,317) analysed as follows.

Operating leases which expire:	2024 £	2023 £
Within one year	51,168	23,625
In two to five years	<u>116,650</u>	<u>266,692</u>
<b>Total Commitment</b>	<b><u>167,818</u></b>	<b><u>290,317</u></b>

#### 13.b Capital Commitments

There are no other capital commitments, outside those which have been accrued and reflected in the Financial Statements (31<sup>st</sup> March 2023 - Nil).

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 13.c Contingent Liabilities

On 5<sup>th</sup> March 2020, the charity accepted a grant offer of £360,000 towards the capital cost of a new mobile clinic (The Big Bus) from the cancer charity, Walk the Walk Worldwide (WTW). WTW is a charity and company limited by guarantee registered in Scotland that supports all aspects of care for those with cancer and provides grants, subject to certain terms and conditions.

In relation to the grant offer received, Action Cancer is required, unless otherwise agreed by WTW, to repay the grant should it sell, lease, sublet, transfer, mortgage, pledge or dispose of any interest in the mobile unit to which the grant was applied from 5<sup>th</sup> March 2020 until the tenth anniversary of completion of the work undertaken in respect of the mobile unit to which the Grant is applied, save that the amount of the repayment shall reduce by 10% in each of the years from the fifth anniversary to the tenth anniversary of completion of the work in respect of the mobile unit. At 31<sup>st</sup> March 2024 the liability to repay the grant to WTW on to the realisation of the above events amounts to £360,000 (Contingent Liability at 31<sup>st</sup> March 2023 - £360,000).

### 13.d Taxation:

No provision for corporation taxation is required for year ended 31 March 2024 (31<sup>st</sup> March 2023 - Nil).

### 14. Audit, independent and other financial services fees

Action Cancer accrued £8,000 plus VAT for the charity's statutory audit by AAB Group Accountants Ltd.

### 15. Trustee and Staff remuneration, related party and other transactions

	2024	2023
	£	£
Wages and salaries	2,354,248	2,037,526
Social security costs	207,202	185,589
Employers pension contribution	142,980	125,288
WPA - NHS Cash Top Up Scheme	<u>10,377</u>	<u>12,030</u>
<b>Total cost</b>	<b><u>2,714,807</u></b>	<b><u>2,360,433</u></b>

Staff salaries are based on the National Joint Council (NJC) scales. Professional clinical staff salaries are based on the NHS Agenda for Change scales. Pension costs are allocated to activities in proportion to the related staffing costs incurred.

No trustee received remuneration or any other benefits from their trusteeship with the charity in the year (2022/2023 - £nil). No trustee received travel expenses during the year ended 31<sup>st</sup> March 2024 (2022/2023 - £nil). No trustee received payment for professional or other services supplied to the charity (2022/2023 - £nil). There were no related party transactions during the year (2022/2023 - £nil).

The employee benefits of the key management personnel of the charity (including employer National Insurance and Pension contributions) were £311,733 (2022/2023 - £304,084). The number of employees whose total employee benefits (including basic pay, allowances, overtime and excluding employer NI and pension costs) were £60,000 - £70,000: two people and £80,000 - £90,000: one person.

## Notes to the Financial Statements

As at 31<sup>st</sup> March 2024

### 15.a The average number of employees during the year was as follows:

	No	No
Services	38	42
Fundraising and Communications g	11	12
Retail (Includes Job start employees)	24	19
Administration	<u>10</u>	<u>11</u>
<b>Average number employed</b>	<b><u>83</u></b>	<b><u>84</u></b>
<b>Number of full Time Equivalent (FTE) employees</b>	<b><u>68</u></b>	<b><u>71</u></b>

### 15.b Ex-gratia payments

There were no material ex-gratia payments made during the year (2022/2023 - £nil).

### 15.c Defined Contributions Pension Scheme

The charity has a defined contribution pension scheme where the assets of the scheme are held separately from those of the charity in an independently administered fund. There were no unpaid contributions outstanding at the year end, apart from normal trade creditors (paid April 2024).

### 16. Guarantors

The company is a company limited by guarantee and not having a share capital. The liability of Members (guarantors) is limited to £10 per member in the event of the company being wound up.

### 17. Non-adjusting events after the financial period

There are no non-adjusting events between the end of the financial period and signing of the accounts.

### 18. Reconciliation of net outgoing resources to net cash outflow from operating activities

	2024 £	2023 £
<b>Net movement in funds for the reporting period (SOFA)</b>	<b><u>(147,263)</u></b>	<b><u>(228,616)</u></b>
Net depreciation on tangible fixed assets	138,761	176,430
(Profit) on disposal of fixed assets	-	-
Bank interest and investment income	(54,186)	(46,627)
Unrealised (gains) losses on investments	(115,657)	72,283
Realised (gains) losses on investments	(16,554)	9,394
Movement in debtor's decrease (increase)	(16,379)	10,482
Movement in creditors increase (decrease)	<u>35,774</u>	<u>(270,530)</u>
<b>Net cash provided by (used in) operating activities</b>	<b><u>(175,504)</u></b>	<b><u>(277,184)</u></b>