



the **eve**
appeal

the gynaecological cancers charity

Gynaecology Cancer Research Fund

Annual Report and Accounts
for the year ended 31 December 2024

Company Registration Number: 04370087

Registered Charity Number (England and Wales): 1091708

Registered Charity Number (Scotland): SC042612

Contents

Legal and Administrative Information	3
From the Chief Executive and Chair of the Board of Trustees	4
Towards 2030 – Fast Forward Prevention	6
Goals 2025	6
Objectives and Activities	9
Aims and Vision	10
Achievements and Performance	10
Structure, Governance and Management	21
Financial Review 2024	25
Statement of Trustees' Responsibilities	26
Independent Auditor's Report to the Trustees of Gynaecology Cancer Research Fund	28
Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2024	33
Consolidated and Charity Balance Sheet as at 31 December 2024	34
Consolidated Statement of Cash Flows for the year ended 31 December 2024	35
Notes to the Financial Statements	36

Legal and Administrative Information

Charity Name

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

Trustees

Tamara Box	(Appointed 01/07/2020) (Chair of Trustees effective 08/02/2024)
Sarah Clark	(Appointed 04/11/2019)
Ian Drew	(Appointed 29/09/2016)
Dr Christine Ekechi	(Appointed 26/10/2020)
Prof Ian Jacobs	(Appointed 29/05/2022)
Sarah Morris	(Appointed 19/12/2019)
Marion O'Hara	(Appointed 27/10/2021)
Cathy Pittham-Wiley	(Appointed 04/11/2019)
Prof Adam Rosenthal	(Appointed 26/10/2020)
Sally Bailey	(Appointed 18/10/2023)
Dee Brecker	(Appointed 18/10/2023)
Emma Dean	(Appointed 18/10/2023)

Chief Executive

Athena Lamnisos

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

Principal Office of Charity and Registered Office

The Eve Appeal, 10-18 Union Street, London, SE1 1SZ

Auditor

Moore Kingston Smith LLP, 6th Floor, 9 Appold Street, London, EC2A 2AP

Bankers

CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

Unity Trust Bank plc, PO Box 7193, Planetary Road, Willenhall, WV1 9DG

Solicitors

Bates Wells, 10 Queen Street Place, London, EC4R 1BE

Reed Smith, Broadgate Tower, 20 Primrose St, London EC2A 2RS

From the Chief Executive and Chair of the Board of Trustees

We remain firmly focused on prevention and early diagnosis and seeing a world where all gynaecological cancers are prevented or detected at an early stage. Women make up 51% of the population but their health has been under prioritised; investment in prevention has been neglected and diagnosis still comes far too late.

Eve have maintained our ambition to accelerate progress on early diagnosis and prevention by investing in medical research and education. This is reflected in the funding of our second research fellow who will focus his programme on looking at new markers for ovarian cancer. This is a disease where late diagnosis has remained stubborn. We are really excited to award this funding at a new centre, the world class Edinburgh University and to fund this programme in partnership with North West Cancer Research. The power of collaboration to double the investment in our gynaecological fellowships programme is something we are very proud of.

We were delighted to receive support from the Medical Research Council for our fellowships programme during the year. Investing in the next generation of researchers is a shared ambition.

During 2024, we worked with the whole Eve community to review our mission, vision and values. We did this to provide a strong foundation to our new strategy, which will see us reach goals across research, awareness and public education by 2030.

We have stepped up our policy work: to evidence how those affected by gynae cancers are often failed, to provide expert insight into what needs to change and to outline how change can happen. We are contributing insights to a range of national and international forums and policy programmes including hosting an event for MSPs in the Scottish Parliament in November. This work has largely focused on cervical cancer elimination which is an ambitious national goal set for England. We're very proud to see our work recognised and were honoured to receive the award for international advocacy from the International Gynaecological Cancer Society in 2024. The ambition is always to change and influence clinical practice and we're delighted to see the launch of the NHS Jewish BRCA testing programme after Eve's many years of investing in and proving the life-saving and economic case for this programme.

While important progress has been made across gynaecological cancer awareness, our work and the contacts to our Ask Eve nurse information service tell us that they are still being overlooked and that we need to continue our efforts on driving forward awareness on the signs, symptoms and risk factors of all five diseases.

We know that funding pioneering research can be transformational. It can create a step change and enable us to have hope for the future. Investing in research that will uncover new ways of diagnosing ovarian cancer, identifying how to differentiate those affected by benign womb conditions so that cancer can be ruled out at the earliest stage and progressing our work in vulval cancer, have been highlights during the year. We have additionally supported wider research initiatives including the first national womb cancer audit and a programme to look at specific barriers which those affected by physical disability face when accessing cervical screening.

We have expanded our Ask Eve service so that the support, which is missing for too many, is available. Our unique nurse-led information line has supported a 1000% increase in contacts about cervical cancer, cervical screening and HPV. This resulted from the closure of a cervical cancer charity and both reflects the fragility in the charity sector and the huge need for information and support. We are looking at innovative ways to further expand this service and are delighted to have secured funding from a collaboration of two corporate partners, to develop a

digital solution to help provide expert information to even more people by the end of 2025.

Despite the challenging economic climate, we met our income targets and are grateful to our partners, donors and all those in our community who have supported us with gifts in kind and generous donations. The Eve team of expert, committed and ambitious staff, trustees, volunteers and advocates have made all our success possible. These are unprecedented times, but a shift to prevention in healthcare won't wait or happen, without all of us driving it forward. Our ambition and resolve remains: to invest in research, educate people about gynaecological cancers, offer expert information, and influence policy nationally and internationally. And it remains time critical.

Now is the time to fast forward prevention. Our 2025-2030 strategy will build on our momentum and impact. It will harness our partnerships and collaborations, our new digital opportunities and our growing reach to ensure that no one is left behind. Our focus on outreach, addressing health inequalities and including all those affected by gynaecological cancers across our programmes is at the heart of our work.

Eve have achieved so much, but there's still so much more to do. Together, with our committed and generous community - and with those affected by the five gynaecological cancers as our touchstone - we are confident that we can move towards a world where all gynaecological cancers are prevented or detected at an early stage.



Athena Lamnisis, Chief Executive Officer



Tamara Box, Chair of the Board of Trustees

Towards 2030 – Fast Forward Prevention

The Eve Appeal is the leading gynaecological cancer charity.

Our aim is to **prevent** gynae cancers from developing in the first place, but if they do develop, we want to make sure they're detected early so more people survive their diagnosis.

To make our goals a reality, we fund **research** in four key areas: uncovering the causes of gynae cancers, predicting a person's risk of developing them, identifying how people can reduce their risk, and improving their detection and diagnosis.

We **educate** people about gynae health, from knowing their anatomy, what's normal and what's not, and when to seek help. We aim to increase awareness of the signs and symptoms of gynae cancers and what people should do if they spot anything they're worried about.

Through our Ask Eve nurse service, we **answer people's questions** about their gynae health, gynae cancers and provide vital reassurance. This free, confidential and expert support is available over the phone, via email and through our website.

Developing our new strategy – the next five years, the journey to 2030

We will focus on six core strategic areas during 2025:

1. Reviewing our organisational strategy and creating a roadmap to take us to 2030.
2. Funding a new 3 year research fellowship and awarding research funding to the rare gynaecological cancers.
3. Building our fundraising partnerships programme to continue to grow the income that we have seen in this area.
4. Expanding our Ask Eve and outreach services so that we can address identified health inequalities around gynaecological health.
5. Internationalising our research and policy work so that we can share Eve's expertise and explore future funding opportunities.
6. Investing in our team to ensure resilience and sustainability and augmenting resources with digital solutions alongside training and investment.

Goals 2025

Invest in innovation and discovery

We will unlock new and better ways to understand gynae cancer, through seed-funding innovation and moonshot research programmes. We will explore new avenues to fund our researchers, including commercial opportunities that arise from research. We will streamline the way we work and engage to help achieve our mission. A specific focus will be in supporting a womb cancer detection test which has resulted from Eve funded research, being evaluated and moving into mainstream healthcare.

Engage and translate

We will accelerate our research findings into clinical practice, by sharing impact with the broadest range of policy, public, academic, lived-experience and clinical stakeholders. We will seek out those who need access to our health information and ensure it is shared in a way that is accessible and relevant to them. We will be investing in our 'Eve Voices' network of clinical, research and expert by lived experience during the year.

Drive support for our vision through collaboration

We will work across disciplines, across boundaries and connect in meaningful ways with all of our new and existing stakeholders, with the aim of raising the funds necessary to achieve our mission. Building our research co-funding across the charity sector and with other partners will be our focus.

Influence the new NHS 10 Year Plan

Making prevention and early detection central to delivery and ensure that we can support the development and implementation of delivery so that it reaches all parts of the community.

Priorities & Plans

The Eve Appeal team have made excellent progress against the action plans in the 3-year strategy. The following actions have been identified to ensure we meet the ambitious targets set two years ago:

Research and Advocacy

- **Continue advocating for gynaecological cancer research funding** by working with policymakers, funders and key stakeholders to highlight the need for more research on risk prediction and early detection of the five gynae cancers.
- **Continue to develop partnerships with research charities** to fund collaborative programs and campaigns.
- **Issue an open call for a third joint-funded fellowship** in 2024 across all five gynae cancers, to continue our support of early career researchers.
- **Launch a new Small Grants funding call** to kick-start innovation and build connections with the broader research community.
- **Strengthen international research networks** by increasing stakeholder engagement and participation with European and international counterparts.
- **Develop connections with research institutions and universities in the UK** to build our profile and network within the research community and build a pipeline of future applicants.

Ask Eve Priorities

- **Support development of technical interventions** to address increasing service demands.
- **Review and update Ask Eve evaluation systems** to enhance impact measurement and reporting.
- **Pilot the introduction of experienced volunteers to support the service** by developing the systems and processes within Ask Eve and the wider charity to train, support and recognise volunteer contributions.

Outreach & Awareness Priorities

- **Embed the brand refresh** by ensuring staff and stakeholders consistently use updated branding across all platforms and use the refresh as an opportunity to engage new audiences.
- **Health information development.** Continue to review existing material and develop new health information for audiences with the greatest barriers to access.
- **Continue to develop Eve Voices.** Complete the consultation process and implement practical steps for engaging and supporting volunteers and advocates.
- **Continue to fill the gap left by the closure of Jo's Cervical Cancer Trust.** Develop a 2025 plan to prioritise content updates and specifically to ensure both public and healthcare audiences have access to comprehensive information on cervical cancer, screening and HPV.

Strategic Planning

Develop a new adaptive strategy in consultation with key stakeholders to address priority areas and ensure Eve is meeting its ambition, goals and charitable objectives.

Governance and People

- **Consolidate the new governance structures** within the Board of Trustees and support continued functioning of the Finance and Audit Committee, Research Committee and the creation of a new Development Board.
- **Continue embedding the equity, diversity and inclusion workplan** across all our activity, focusing on co-production and working with patients and other groups to ensure that everything we produce meets the needs of the communities who would benefit from our information and services.
- **Complete the revision of all workplace policies and procedures** (from cyber security to enhanced parental leave) and roll out training to all staff. This will ensure the team is supported and can operate effectively and ensure that the charity is operating to best practice in all areas.

Fundraising

- **Continue with our test-learn-optimize approach** across our fundraising programme to ensure we continue to improve our overall fundraising programme.
- **Continue our strategic focus on growing our income** from businesses and specifically multi-year partnerships to better diversify our income sources.
- **Launch our new Development Committee** with a focus on raising the restricted income we need to fund our research programmes.
- **Undertake a complete review of our fundraising programme** and resources to ensure they are fit for the future.

Financial Management

Given the size of the charity, we have a lean financial management but significantly efficient structure. Key highlights of financial management structure includes:

- Producing monthly management accounts with summary explanation to the Senior Management Team.
- Annual review of all finance processes, policies and procedures as set out by the Charity Commission.
- Quarterly Financial reporting to the Board of Trustees and Finance and Audit Committee for regular monitoring of financial matters.
- Annual budget and reforecast with cashflow reporting to the Board of Trustees and Finance & Audit Committee.
- Dual authorisation system of banking transactions.
- Annual statutory audit carried out by a firm of chartered accountants.
- Reporting to statutory bodies including Charities Commissions and Companies House.
- Reviewing and restructuring our investment policy to increase returns.
- Working closely with our Treasurer and Trustees to review our risk management and mitigation processes.

Objectives and Activities

Introduction

Originally founded as the Gynaecology Cancer Research Fund in 1984 by Professor Ian Jacobs, The Eve Appeal was established in 2002 to raise awareness and funds into the research of the five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

Every day in the UK, 60 women and people with gynae organs are diagnosed with a gynaecological cancer and 21 will die. Improving these grim statistics will take targeted investment in preventative research, but only 5% of UK cancer research funding goes on prevention and a tiny percentage of the total on the gynaecological cancers. One in three people can't name a gynae cancer and one in four have felt not listened to in a gynae health appointment.

The Eve Appeal was set up to save lives by funding ground-breaking research; since 2015 we've awarded over £3m to research focused on developing new screening, risk prediction and early detection methods. The research we fund is ambitious and challenging, while our razor-sharp focus means our funding leverages further funding from other sources. Alongside research, we also raise vital awareness of signs and symptoms, break down taboos and stigma and offer a free, nurse-led information service, where anyone can ask anything.

The case for investing in gynaecological cancer research has never been more needed. As a research charity, we are proud to have been able to continue our research impact by investing new funds this year and not pausing or reducing any previously awarded research funds.

Gynaecology Cancer Research Fund, trading as The Eve Appeal, is a company limited by guarantee and a registered charity. In its memorandum and articles of association (last updated 2 February 2022), the Charity's objects are outlined as follows:

- To advance and fund research into gynaecological cancers and disseminate the results of such research;
- To advance public education and thereby raise the profile and awareness of gynaecological cancers, their signs and symptoms and risk factors (including BRCA and inherited risks);
- To relieve the needs of women affected by the gynaecological cancers and inherited risk factors (including genetic mutations) by providing information and support services for these women, their families, friends and health and social care professionals.

Aims and Vision

There are five gynaecological cancers, which are womb, ovarian, cervical, vulval and vaginal cancer.

The world-leading research that we fund is ambitious and challenging but our vision is simple: A world where all gynaecological cancers are prevented or detected at an earlier stage.

Public Benefit Statement

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

Achievements and Performance

Research

In the final year of our three-year strategy, we have made significant progress on our objectives set in 2023:

- Establish The Eve Appeal Fellowship Programme
- Support early career researchers
- Fund research across all five gynaecological cancers
- Support our heritage core programmes
- Strengthen and support the Research Advisory Committee
- Capture and share impact of research activity across the organisation
- Develop patient engagement with research.

Establish The Eve Appeal Fellowship Programme – supporting early career researchers and engaging the patient voice in review

With limited funding, and uncertain pathways, the challenges for researchers working in gynaecological cancer are numerous. In 2023, our Board of Trustees agreed to continue our legacy of investing in the next generation of gynaecological cancer research stars through a fellowship scheme. The aim was to attract and retain researchers in the field, by providing substantial financial assistance, resources, network, support and opportunities.

After the successful launch of the fellowship programme in 2023 and the development of a solid partnership with North West Cancer Research, our inaugural fellow, Dr Kelechi Njoku from the University of Manchester, was chosen. Dr Njoku and his team are working to develop a gentler test to diagnose womb cancer using proteins in the vaginal fluid.

In 2024, with funds available in a restricted funding pot for ovarian cancer, our second fellowship call was launched. We received several strong applications from across the UK.

We solidified our review processes and incorporated the voice of the lived-experience community, to ensure that their views on research priorities were heard. Drawing on the support of the volunteers in Ovarian Cancer Action's Research Network, we engaged with 16 women with lived experience to provide written feedback and participate in a focus group and discussion on the applicants and their projects. Their input was hugely valued, insightful and important. Feedback from this panel was shared with all applicants, to inform any future applications they make.

After rigorous external peer review, lived experience review and scrutiny from our Research Advisory Committee, Dr Neil Ryan from the University of Edinburgh was awarded our second fellowship. Dr Ryan is working to develop a blood test to detect ovarian cancer at its earliest stages.

Fund research across all five gynaecological cancers – active grants 2024

The Eve Appeal is the only UK charity funding research across all five gynaecological cancers.

Rare Gynae Cancer Research Fund

Research on rare gynaecological cancers is limited, leading to later diagnoses and fewer treatment options. For patients with even rarer subtypes, there may be no active research at all. Recognising this need, The Eve Appeal, supported by dedicated donors impacted by these cancers, now supports four pioneering projects to deepen understanding and improve outcomes for those affected.

Advances in Early Detection for Vulval Cancer and Pre-cancerous Conditions

Professor Maria Kyrgiou's team at Imperial College London is pioneering a new approach to diagnosing and treating vulval cancer. Vulval cancer is a rare form of cancer affecting around 1,400 women in the UK each year. Diagnosing and treating vulval cancer is challenging as symptoms can mimic other conditions and surgery often requires multiple procedures which causes significant physical and psychological impacts.

Maria's team is developing an innovative diagnostic technology called Laser-Assisted Rapid Evaporative Ionisation Mass Spectrometry (Laser-REIMS). This technology uses a laser to sample tissue, generating a vapor that can instantly identify whether the tissue is healthy or precancerous/cancerous. Initial studies using Laser-REIMS in other gynaecological cancers, like ovarian and cervical cancer, show promising results and Maria's team aim to extend this technology to vulval cancer.

By identifying affected areas in real time, this approach could reduce the need for repeat surgeries, minimise the removal of healthy tissue and improve outcomes for patients by ensuring that cancerous tissues are completely removed in a single surgery.

Their work has already received recognition, with Dr. Maria Paraskevaidi, a lead researcher, presenting findings at major international conferences and winning multiple awards.

New Research Focused on Understanding and Detecting Mucinous Ovarian Cancer

Mucinous ovarian cancer is a rare and hard-to-treat type of ovarian cancer, accounting for only 2-3% of ovarian cancer cases. Professor Sudha Sundar and her team at the University of Birmingham are investigating five specific hormone markers they identified as being linked to mucinous ovarian cancer. They will use "3D organoids" — mini tumour replicas grown from actual cancer cells — to help mimic real tumour behaviour in the lab.

This project is co-funded by the Birmingham Women's Global Health Research Programme. It has also gained matched funding, allowing the team to expand their research collaborations nationally and internationally. The team has worked with diverse communities to make this research accessible, translating information into multiple languages and engaging with patients directly. Through this innovative approach, Sudha and her team are working to uncover new insights into mucinous ovarian cancer that could not only improve detection but also explore possible treatment options and make a real difference for women with this disease.

Research on Vulval Cancer Aims to Identify Risk Factors for Women with Lichen Sclerosus

Many women with vulval cancer also have a noncancerous skin condition called lichen sclerosus, which causes persistent inflammation and affects the vulva and anal area. Although only a small percentage (5%) of those with lichen sclerosus go on to develop vulval cancer, the reasons why some do and some don't remain unknown.

Dr Jason Yap at the University of Birmingham will examine whether specific genetic changes, or mutations, in cells could explain why vulval cancer develops in some women with lichen sclerosus. His team will analyse biopsies from women with lichen sclerosus and those with both lichen sclerosus and vulval cancer to look for these changes. By identifying any patterns, Jason hopes to uncover who may be at higher risk, allowing doctors to better monitor and support those individuals. For those at low risk, it could mean less frequent check-ups, which could ease anxiety and improve their quality of life.

New Research to Improve Diagnosis of Uterine Sarcomas

Uterine sarcomas are a rare and aggressive type of cancer that affects the womb. They account for around 3 in every 100 uterine cancers and are challenging to diagnose accurately because they share many symptoms and imaging features with common, non-cancerous growths called fibroids. Currently, only about one-third of uterine sarcomas can be detected through standard biopsies of the womb lining. This can lead to delayed diagnosis, which may worsen outcomes for affected women.

Dr. Esther Moss and her team at the University of Leicester are developing a blood test to help identify uterine sarcomas early and reliably. This test will be based on circulating tumour DNA (ctDNA) – tiny fragments of DNA shed by cancer cells into the bloodstream. This project is particularly important for Black women, who are at higher risk of both fibroids and uterine sarcomas. Early and accurate diagnosis will allow for more tailored and safer treatment, improving outcomes for women with this rare type of cancer.

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Uterine sarcomas are rare cancers that can have potentially devastating impacts on patients and their families. It is fantastic that The Eve Appeal is supporting this project which aims to make a real-world impact on women who are suspected of having, or diagnosed with, a uterine sarcoma.
- Dr Esther Moss

Vulval Cancer Research Fund

New Hope in Vulval Cancer Research Through Innovative Early Detection Approaches

Dr. Jackie McDermott and her team at Imperial College London are working to develop our understanding of vulval cancer, a condition that affects over 1,400 women in the UK annually. Working with the advocacy group Visible Vulvas, Jackie's research is exploring the genetic changes that occur in two types of pre-cancerous lesions – those linked to HPV infection and those associated with non-HPV inflammatory conditions, like lichen sclerosus.

The research team uses a powerful technique called spatial transcriptomics, which allows them to map gene activity within sections of vulval tissue. This approach provides a detailed view of how healthy skin can progress to pre-cancerous or cancerous states. By visualising this process at the genetic level, they hope to uncover early warning markers that could lead to earlier diagnoses, more targeted treatments, and potentially reduce the need for disfiguring surgeries.

Small Cell Ovarian Cancer Research Fund

Research Advances for Rare Ovarian Cancer SCCOHT, Bringing New Hope to Young Women

With support from The Eve Appeal, Dr William Foulkes and his team at McGill University, Canada, have been working to understand and ultimately treat Small Cell Carcinoma of the Ovary, Hypercalcemic Type (SCCOHT)—a rare but aggressive ovarian cancer that affects young women and adolescents.

Driven by variations in the SMARCA4 gene, SCCOHT is challenging to diagnose and treat. Many of these gene variations, known as variants of uncertain significance, create difficult decisions for patients and doctors. To address these challenges, Will and his team have created the SCCOHT & SMARCA4 Registry and Biobank—a global resource where data and biological samples are gathered to help researchers worldwide understand SCCOHT better.

The registry has become an essential hub for scientists, doctors, and advocates working together to increase awareness, improve diagnosis and develop treatment options for this disease. Donor support through The Eve Appeal has been essential, enabling this life-changing research to move forward and giving hope to young women with SCCOHT.

Small Research Grants Scheme

Supporting New Horizons in Cancer Detection for Women with Lynch Syndrome

The Eve Appeal has funded critical research at UCLH to explore early detection methods for womb cancer in women with Lynch syndrome. Women with Lynch syndrome are at increased risk for multiple cancers, including womb cancer, and face tough decisions about risk-reducing surgery. For those who choose to delay or decline surgery, having a reliable surveillance option is crucial—yet existing guidelines don't currently recommend any standard gynaecological screening. Leaving these women with limited alternatives.

This project aims to change that by investigating whether specific changes in DNA repair proteins within the womb lining can indicate the early onset of cancer in women with Lynch syndrome. This effort could ultimately guide more personalised surgical timing, giving women the option to delay surgery until it's genuinely needed.

The funding has been a catalyst, helping the team secure additional resources to expand the study with DNA methylation analyses—a promising avenue for future surveillance testing.

Increasing Awareness of Gynaecological Cancer in Young Women in University

The key to detecting cancer early is lifelong awareness, where people have an understanding of the signs and symptoms, are looking out for them and any changes to their body and going to medical professionals to get checked.

Dr. Trish Holsch and her team at Leeds Beckett University have developed an innovative educational programme aimed at increasing awareness of gynaecological cancers among university students. Participants reported gaining a greater understanding of gynaecological cancers and increased confidence in recognising and addressing symptoms. The study also found that participants felt more open discussing gynaecological health, which helped reduce stigma. This initial success suggests that the programme could be expanded to universities across the UK, helping more young people become proactive about their health.

The Endometrial Cancer Audit

The Eve Appeal are working together with the British Gynaecological Cancer Society, the British Association of Gynaecological Pathologists (BGAP) and Peaches Womb Cancer Trust to establish the Endometrial Cancer Audit. Focused on womb cancer, the audit has a few aims: to raise the profile of the disease, to assess regional variation in management and outcome and to promote the call for a fully commissioned publicly funded national audit. The pilot was launched at the BGCS annual conference in August 2024, with Helen Hyndman MBE from The Eve Appeal on the steering committee.

Support our Heritage Core Programmes

Following several years of strategic support, a final set of research grants are being awarded to Professor Martin Widschwendter's team at University College London to ensure the continued momentum of his Eve-supported portfolio of research as he works to secure long-term funding from other sources.

Professor Widschwendter's team has been generating new data on epigenetic tests used in the early diagnosis of breast and gynaecological cancers. Their focus has been on early detection of womb cancer with the simple PCR-based WID-qEC test. The team delivered a study – the EPI-SURE study – evaluating the test in a real-life setting at UCLH within Professor Davor Jurkovic's gynaecological rapid access clinic. Results of the study were published in the *Lancet Oncology* in November 2023: the WID-qEC outperformed imaging at ruling out womb cancer and could save nearly 90% of peri- and post-menopausal women with abnormal bleeding from needing invasive surgical biopsies.

With The Eve Appeal's support, the team examined whether the WID-qEC test could be used to identify womb cancer during routine surveillance of women with a genetic predisposition for the disease (Lynch syndrome). They also examined the performance of the test with Black women in the UK.

After many years of support, it is exciting to see that the team's efforts move closer to being accessible for all women and people with gynae organs in the UK on the NHS.

Strengthen and Support the Research Advisory Committee

The Research Advisory Committee is an external group of research experts and people with lived experience who advise the Board of Trustees and the Senior Management Team on research matters at the charity, including the following responsibilities:

- To provide expert scientific advice and intelligence to The Eve Appeal.
- To assist the Head of Programmes, Research Committee and Board of Trustees with strategic planning and prioritisation, in light of current knowledge and activity in gynaecological cancer research and make recommendations on the allocation of available research funds.
- To provide an external peer review function to assess research project proposals and identify and recommend the most appropriate projects for financial support.
- To assess ongoing research programmes and report findings to the Board of Trustees, advising on any necessary course of action or additional information requirements.
- To review evaluation of completed projects to assess impact.
- To ensure compliance with Association of Medical Research Charities guidance on peer review.

In 2023, a new Chair, Professor Emma Crosbie was appointed, and she started in position in January 2024. Three additional new members joined in early 2024. Professor Anne Lanceley, Dr Garth Funston and Professor Raji Ganesan.

The Research Committee – which is a Board sub-committee - continues to work effectively and fulfils a number of important functions at The Eve Appeal. This includes research strategy and planning; providing assurance about the peer and Research Advisory Committee review process (including handling any challenges or conflicts of interest that arise); scrutiny of research project budgets, overseeing research financial commitments and managing risk and associated mitigations arising from research activity.

Capture and Share Impact of Research Activity Across the Organisation

The Eve Appeal produced its first Research Update report in 2024, which shared details on all current funded projects and the impact our legacy projects have had. This document has been invaluable not only for donors and supporters to understand active projects and what they hope to achieve, but for staff and trustees to understand The Eve Appeal's journey over the last 23 years and the impact of the research funded during this time.

More work on legacy project impact will be undertaken in 2025.

Ask Eve – Nurse-Led Information Service

Our Ask Eve service continues to be a vital service for anyone concerned about their gynaecological health. Ask Eve is essential in promoting early diagnosis, encouraging preventative action for those at risk and supporting those diagnosed and their loved ones at all stages of the pathway and beyond. We also provide information to health care professionals who have questions about patients under their care, enabling them to offer correct, evidence-based information and guidance.

The ongoing NHS pressures and the sad, unexpected closure of Jo's Cervical Cancer Trust in May 2024, has led to an unprecedented increase in demand for Ask Eve over the last 12 months. There has been a 676% increase in cervical related queries, 155% increase in other contacts alongside significant increase in the complexity of contacts. Many people concerned about symptoms and experiencing significant delays in appointments, investigations and treatment contact Ask Eve for information, signposting, and support. Despite this huge increase, Ask Eve has maintained a 100% "extremely satisfied" rate from service users.

To address the growing pressure on the service, funding has been secured and a scoping exercise undertaken to develop an AI tool to enhance efficiency, expand capacity, and improve accessibility. The tool will help triage and manage simple queries, allowing our Ask Eve specialist nurses to focus on more complex cases, ultimately improving the quality and timeliness of support provided to individuals concerned about their gynae health.

Ask Eve is accessed by phone, email, on-line contact form, or Teams calls under specific circumstances. Bi-monthly online drop-in sessions were held through 2024, linked to cancer awareness weeks, months, campaigns and service user feedback. Ask Eve continues to offer immediate access to translation services, BSL and easy read materials to support accessibility.

Service users value the opportunity to talk through their concerns in detail and receive the individualised information and support they need, as well as empowerment so they can advocate

for their own gynae health. The average time spent on a simple phone or email response is 19 minutes, twice as long as a GP consultation. The average time spent on a complex phone or email response is 42 minutes, four times longer than a GP appointment.

In April 2024, our Ask Eve Co-ordinator attended Windsor Castle for her MBE Investiture and in November 2024, was runner-up in the Helplines Partnership, Employee of the Year category.

Information and Awareness

Information and Awareness is a key pillar of our work at The Eve Appeal. Across the whole year our gynae health information webpages had over 148,700 views. Our social posts, which contain vital gynae health information, reached over 750,800 people. We also ran ads across social media and google to try increase awareness of gynae cancers which were seen over 1,495,000 times.

The Eve Appeal was mentioned in the media 981 times in 2024, 66% more than in 2023. The titles we were mentioned in have a potential reach of 16.1 billion. These articles shared key gynae health information, how people can get support from our Ask Eve Nurses and commented on key stories in the news. Key outlets include BBC Online, Mail Online, Guardian Online, The Independent, The Sun Online, Telegraph, Express, Mirror Online, Metro, Cosmopolitan Online, ITV Online, Yahoo! News UK & Ireland, and Women's Health UK Online.

2024 Public Awareness and Education Campaigns

Cervical Cancer Prevention Week

This year we shared new informative illustrations showing what to expect from each stage of the cervical screening journey- from the screening test, colposcopy through to LLETZ. We also shared our information and tips for cervical screening in Easy Read. Across the week our social media posts reached over 85,000 people. The UK's leading charity for people with a learning disability, Mencap, also published our Easy Read guides on HPV and cervical screening on their website. This will help our information reach people with a learning disability and help support them to attend cervical screening.

Ovarian Cancer Awareness Month

This Ovarian Cancer Awareness Month we launched Easy Read information on ovarian cancer to help people with a learning disability or where English isn't their first language access life-saving information.

Get Lippy Campaign

This Get Lippy our survey (YouGov) found that less than half of the women we surveyed would get bleeding after the menopause checked by a doctor (45%). We also created tips to help women and people with gynae organs look after their health. The campaign reached 1.25M people on social media- a record year!

Cervical Screening Awareness Week

For Cervical Screening Awareness Week we shared tips on how to make yourself feel more comfortable during a cervical screening test, especially if you have any barriers that make the test particularly difficult. We worked with many partners to create tailored content for our mutual audiences such as The Survivor's Trust, Vaginismus Network and the Endometriosis Foundation. Our information was seen 649,000 times over the week across our website and social media. We also had adverts in 70 GP surgeries across the country.

Gynaecological Cancer Awareness Month

This Gynae Cancer Awareness Month we focussed our information on helping people know what was normal for their body, so that they are better able to spot when something changes that might need checking by a doctor. We also launched a self-check monthly text reminder service to remind people to check their vulva, along with information on how to check yourself and what to look out for. Nearly 2,000 people signed up to our text reminder service. Over 502,200 people saw our information on our social channels, and it was in the media 280 times, including in: inews, BBC, The Independent, Cosmopolitan and The Sun.

Outreach

Following our 2023 pilot outreach with South Asian Communities in London, Birmingham and Manchester, we began a new pilot outreach reaching Black Communities in the UK. The project was designed to be community-led, co-produced, and flexible to accommodate the diverse needs and preferences of different communities.

We ran a total of nine workshops with over 50 women across London and Manchester, delivered by doctors who work across women's health and gynaecology.

After the sessions 87% of participants rated themselves as having a "good" or "very good" understanding of the topics. On average participants increased their knowledge by 37%. Since our pilot project, our Ask Eve nurse information service has seen 167% increase in contacts from the Black communities.

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Feeling very confident and comfortable in knowing what to look for and what to ask doctor when need be.

In May, in partnership with NHS Cheshire and Merseyside Cancer Alliance and Improving Me, a Women's Health and Maternity Programme based in the area, gynaecological cancers and gynae health information sessions were delivered to South Asian women in Liverpool. Of the women who answered our feedback questionnaires, 30% felt they had a good or a very good understanding of the topics before the session, which rose to 89% after taking part in the workshop!

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There need to be more of these sessions within the community.

North East London Outreach Programme - You Need to Know

In 2023 we ran a joint local campaign with the North East London Cancer Alliance to raise awareness of abnormal bleeding as the red flag symptom of womb cancer in Black and south Asian women across the North East London boroughs. In 2024 the campaign won Bronze at the PM Society Awards for Diversity and Inclusion in Creative Comms.

The campaign has also been taken up by the South East London Cancer Alliance and in 2024 we ran our first session with them, with more planned for You Need to Know in 2025.

Health information

We know that not having access to appropriate information is one of the barriers preventing underserved communities access timely healthcare, leading to a later diagnosis of gynae cancer and sadly, worse outcomes. We are a PIF TICK approved health information provider and have a clear focus on addressing health inequalities by providing engaging and easy to understand information for the people who need it most. In 2024 we launched a brand-new website, with accessibility at its heart. We revamped all of our health information on the website, making it easier to find, easier to understand and easier to get further support or information.

We also launched Easy Read information on each of the five cancers. These guides will help people with a learning disability, or people where English isn't their first language, access and understand our life-saving information.

We also worked with GSK to translate our joint Be Gynae Aware guides into four languages: Bengali, French, Urdu and Arabic. These guides share key information for people to know their body and the key signs and symptoms of the five gynae cancers, as well as practical tips to get the most out of a GP appointment.

Fundraising

From the General Public

We are overwhelmed by the continued support of all those who choose to donate and fundraise towards our work during the year and the difference they are making.

Whether taking on virtual challenges, running marathons or donating in response to our appeals, generous people across the UK and beyond continued to pull together and do what they could to help stop gynaecological cancers before they start.

Gifts from the general public account for the vast majority of our income and so it is only thanks to these inspiring and generous individuals that we can fund world-class research, our cancer information service Ask Eve and our vital awareness raising work.

We are also touched by the incredible supporters who chose to include a gift to The Eve Appeal in their Will. These gifts make a real and lasting difference that will benefit all those affected by gynaecological cancers for generations to come. It's an incredible legacy to leave.

From Businesses

We are truly thankful for the ongoing support of our long-term corporate partners, including Tesco, Cosmetic Executive Women UK (CEW), League Manager's Association and Saks Hair and Beauty Salons, who continue to support The Eve Appeal in so many ways.

We are also incredibly grateful to all of those businesses that chose to support us during 2024, and especially to Daish's and Boux Avenue who selected us as their Charity of the Year and to MSD UK and Hologic for their ongoing partnerships.

From Trusts, Foundations and Statutory Funding

2024 was the final year of our funding from the Department of Health and Social Care to deliver our Every Woman Promise workplace programme to Small and Medium Size Enterprises (SMEs). This programme has made a huge difference to those in these companies and we are extremely grateful for the opportunity to deliver this programme of work.

We would like to thank all Trusts who supported us during 2024, and especially St James' Place for their multi-year funding, bringing stability and security to our Ask Eve service.

Impact

Despite the many challenges of capturing the impact as a small medical research and advocacy charity, we continue to support real change – in transformative research discovery, clinical practice, accessing appropriate care, developing a broader understanding about gynaecological health, reaching women who are not supported, and in breaking down the barriers that women face managing their health.

Impact can be difficult to judge through numbers alone; success can mean a single call encouraging someone to attend a cervical screening appointment or feasibility funding to a small-scale research project.

Our relatively small research investments have enabled our researchers to leverage significant follow-on funds from national and international funding bodies. New awards made in the past 12 months provide the foundations of novel research that could make quicker diagnosis and ultimately improve treatment outcomes. It is particularly gratifying for all of our stakeholders to see that riskier research, supported in the early days, has many years later led to important changes in clinical practice.

This was a significant year for Eve, for recognition and honouring leadership in the research and advocacy sector:

- Awarded the Dacey Scroggins Distinguished Advocacy Award at the International Gynaecologic Cancer Society Conference in Dublin in October 2024.
- Our Ask Eve nurse service coordinator, Helen Hyndman receiving an MBE in recognition of her services to those affected by gynaecological cancers.
- Receiving the Health Education Visionary Award, along with our Communications Manager, Lydia Brain, receiving a Special Commendation for Excellence in Social Media Health Advocacy at the Cura-H awards, honouring exceptional women doing pioneering work in the healthcare industry.

Changing Clinical Practice

In 2024 the NICE guidelines on identifying and managing familial and genetic risk for ovarian cancer were updated. This marks a transformative moment in healthcare and The Eve Appeal's research contributions were pivotal in their development. Spearheaded by Professor Ranjit Manchanda, an Eve fellow, and with board member Professor Adam Rosenthal on the committee.

The guidelines lower the threshold for offering risk-reducing surgery, a change that could save lives by identifying at-risk individuals earlier. This shift is expected to have a substantial impact on the NHS. Many of The Eve Appeal-funded studies not only contributed background data but provided key evidence supporting specific recommendations. These guidelines represent a major step forward in ovarian cancer prevention and risk management, and they are a testament to The Eve Appeal's long-standing dedication to improving outcomes for women at risk of ovarian cancer.

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The small grant funding from The Eve Appeal made this work possible, enabling representation of many individuals from across the community. This study has influenced public policy around the publicity and recruitment to the NHS England pilot Jewish population BRCA genetic testing programme. This will help ensure all members of the public who are eligible for this programme are considered, including hardly reached and traditionally under-served communities. - Professor Ranjit Manchanda

The impact of The Eve Appeal's seed funding has been transformative, creating a powerful multiplier effect that accelerates research progress in gynaecological cancers.

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We are deeply grateful to The Eve Appeal, who were the first to believe in and financially support our vision for a dedicated research resource for small cell ovarian cancer. The progress made in the five years since has been noticeable to us, with awareness and recognition of small cell as a distinct form of ovarian cancer growing visibly throughout the medical community. There is still a lot of research work to be done to improve the outcomes of this deadly disease, but with more healthcare providers aware, and more willing research participants, research progress is accelerating. We can look forward to a day when we achieve our goal to develop effective treatments and save lives for small cell ovarian cancer patients, and we are grateful that we can rely on the support of The Eve Appeal and their dedicated donors until we get there.
-Professor William Foulkes, McGill University

Information and Awareness Impact

Year-on-year our impact and reach is continuing to grow thanks to our wonderful supporters and community. With hundreds of thousands of views to our website and millions of views across the media and our social media channels, The Eve Appeal has become the 'go-to' source for honest, trusted, health information and support.

As we continue to grow our pool of information and work hard to get it to the people who need it most, we are grateful for the support of our partner organisations who help us reach their communities who currently face barriers to healthcare. From other charities, grass roots community organisations, faith groups, and our wonderful medical advocates, women and people affected by gynae cancers, ambassadors, and supporters - everyone who has helped worked with us or share our information is helping to realise our vision of a world where all gynaecological cancers are prevented or detected at an early stage.

Ask Eve Nurse Service Impact

The increasing number of contacts to Ask Eve and feedback obtained from our service user satisfaction questionnaire clearly demonstrates the impact and value. People are often signposted to us from GP's, practice nurses, specialist gynae nurses, other health professionals, charity organisations, family members and friends. Ask Eve is a reputable, trusted source for evidence based gynae health information and support.

With empathy, understanding, compassion and care, Ask Eve has helped many facing extraordinary challenges, providing a lifeline to those concerned about gynae health and facing long waits for care. The testimonials from service users attest to this.

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I cannot tell you how much it has meant to have been listened to and shown such great compassion. Your passion shows in how you treat patients and families, and your organisation are very fortunate to have such a wonderful Nurse Coordinator. Thank you again. You have helped me and my daughter when we needed it, and I will be forever grateful.

Ask Eve is meeting the needs of its users at a time when service demand is the highest it has ever been. The implementation of our AI tool and volunteer support will enable the continued delivery of a high quality, accessible and inclusive service, reaching and meeting the needs of as many people as possible whilst continuing to demonstrate impact.

We are grateful to everyone who supports Ask Eve and contributes to its development and success. The added value of Ask Eve is summed up by one of our users:

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Nothing but praise and thanks for the accessibility to a very informative and valuable service that could save or change people's lives.

Structure, Governance and Management

Organisational structure and decision making

The Charity is governed by a Board of Trustees who are members and also directors of the Charity for the purposes of the Companies Act. The Board sets the strategic direction of the Charity, ensuring that the charitable purposes of the Charity are met. Day-to-day running of the Charity is delegated by the Board to the Chief Executive Officer.

The Eve Appeal considers each of the Trustees to be independent in character and judgement and understands that they have no relationships that are likely to affect, or could appear to affect, their judgements with regard to the Charity. Declarations of interest are required from new Trustees upon appointment and every meeting of the Board requires that any new interests are declared. No remuneration is provided except for reasonable travel and subsistence costs; in 2024 this figure was £0.

There are two Committees which make recommendations to the Board: the Finance & Audit Committee and the Research Committee.

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

The Research Committee provides scientific research advice and works on the recommendations of the external Research Advisory Committee for new funding decisions. These recommendations are viewed in light of the charity's mission, charitable objectives and financial position, and the committee makes recommendations and provides advice to the Board of Trustees.

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

In 2021, in recognition of the Charity's support for key support programmes, the Principal Investigator, Professor Martin Widschwendter, gifted The Eve Appeal shares in a company, Sola Diagnostics GMBH, which will be taking forward innovative diagnostic tests which are at an early stage of development. Any profits arising from the venture will be fed back into academic medical research programmes. In 2023 Sola Diagnostics GMBH had yet to make a profit.

Trustee appointment, induction and training

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

Trustees and staff consider the skills gaps formed by departing Trustees and both openly advertise for and nominate appropriate individuals with skills to match before recommendation to Board for appointment. References are taken before appointment is formalised and prospective Trustees are then proposed and appointed at the AGM.

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

The Trustees who served in the period under review were:

Melanie Richards CBE (Chair of Trustees)	(Resigned, 07/02/24)
Tamara Box	(Appointed 01/07/2020) (Chair of Trustees effective 08/02/2024)
Sarah Clark	(Appointed 04/11/2019)
Ian Drew	(Resigned 05/02/2025)
Dr Christine Ekechi	(Appointed 26/10/2020)
Prof Ian Jacobs	(Appointed 29/05/2022)
Sidonie Kingsmill	(Resigned 25/01/24)
Sarah Morris	(Appointed 19/12/2019)
Marion O'Hara	(Appointed 27/10/2021)
Cathy Pittham-Wiley	(Appointed 04/11/2019)
Prof Adam Rosenthal	(Appointed 26/10/2020)
Sally Bailey	(Appointed 18/10/2023)
Dee Brecker	(Resigned 23/01/2025)
Emma Dean	(Appointed 18/10/2023)
Helen Byrne	(Appointed 05/02/2025)

Declaration of Interests

All Trustees and staff are required to declare their interests, and any payments (including, but not limited to, benefits in kind such as gifts, hospitality shopping/travel concessions, preferential treatment, etc) received in connection with their role in The Eve Appeal where such interests would, or might, conflict with, or otherwise influence their decision-making in respect of the Charity's activities.

Research Advisory Committee

With thanks to all members of the Research Advisory Committee:

Name	Occupation and Organisation	Date of appointment
Professor Emma Crosbie (Chair)	Professor of Gynaecological Oncology Manchester University	January 2024
Mrs Rhea Crighton	Lead Gynae Oncology Clinical Nurse Specialist Royal Devon University Healthcare Trust Lay/Community Representative	January 2021
Dr Helen Howie	Lay/Community Representative	January 2021
Professor Sudha Sundar	Professor of Gynaecological Cancer, University of Birmingham	June 2019
Professor Anne Lanceley	Emeritus Professor of Women's Cancer Care, Institute for Women's Health, University College London	June 2024
Dr Garth Funston	Senior Lecturer, Primary Care Cancer Research, Wolfson Institute of Population Health, Queen Mary University of London	June 2024
Professor Raji Ganesan	Honorary Professor, Institute of Cancer and Genomic Sciences, Birmingham University; Consultant Gynaecological Pathologist	June 2024
Professor James Brenton	Professor of Ovarian Cancer Medicine in the Department of Oncology, University of Cambridge	May 2025

Staff

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

The Eve Appeal has 20 permanent members of staff and the Trustees record their appreciation of the efforts of the staff, who have again made an enormous contribution to the success of The Eve Appeal and its mission during the year.

Volunteers and Advocates

Volunteers and advocates play an essential role in shaping and driving The Eve Appeal's mission. They share their personal experiences, support our research, review our health information, engage with the media, support fundraising and act as medical advocates across a range of activity. Their contributions ensure that our work remains patient-centred, impactful and far-reaching.

As we grow, we are committed to fostering a more structured and inclusive approach to volunteer engagement, recognising the vital role that Eve Voices play across our research, awareness and outreach efforts. By embedding meaningful involvement into our work, we aim to build a strong, empowered network that contributes to research, health education and advocacy in a way that benefits both the charity and those involved.

We are hugely proud of our many advocates and their passion and engagement in the charity. We are also proud of our support of these volunteers to date and the close community that we have fostered. We are working to build on this strong foundation and develop clear frameworks to support, train and recognise our volunteers, ensuring that their time and expertise are valued.

By strengthening our systems for engagement and impact measurement, we will continue to build a charity that not only listens to its community but thrives because of it. Our volunteers and advocates are the heart of our work, and their voices will shape the future of gynaecological cancer prevention and early detection.

Equity, Diversity and Inclusion

Equality, diversity and inclusion is at the heart of everything we do. Gynaecological cancers can have a negative impact on anyone's life. That's why we make sure our research, educational campaigns and free, expert information and advice are focused on helping everyone who could be affected by a gynaecological cancer.

We want to prevent every single case of gynaecological cancer possible. To do that we know that addressing health inequalities is central to our mission. We work with diverse communities across the UK to raise awareness of gynaecological cancers, to guide our research projects and our policy discussions.

We're unwavering in our commitment to foster an environment where equity is promoted, diversity is valued and celebrated, and everyone feels included. We're guided by our values and continuously learn and adapt to ensure EDI is embedded in everything we do. We invite all our partners, suppliers and supporters to join us in this work.

Safeguarding Policy

All staff and Trustees have been offered training. We have a safeguarding lead Trustee and a clear escalation process in place. Safeguarding issues and concerns are notified to the Board as part of the quarterly reporting process.

The Eve Appeal is committed to valuing diversity, preventing discrimination and achieving equality of opportunity. The Eve Appeal believes everyone has the right to live free from abuse or neglect regardless of age, ability or disability, sex, race, religion, ethnic origin, sexual orientation, marital or gender status.

The Eve Appeal will not discriminate on the grounds of domestic circumstances, educational or social-economic status, political affiliation, or trade union membership.

The Eve Appeal is committed to creating and maintaining a safe and positive environment and an open, listening culture where people feel able to share concerns without fear of retribution.

The Eve Appeal acknowledges that safeguarding is everybody's responsibility and is committed to preventing abuse and neglect through safeguarding the welfare of all adults involved. The Eve Appeal recognises that health, well-being, ability, disability and need for care and support can affect a person's resilience. We recognise that some people experience barriers, for example, to communication in raising concerns or seeking help. We recognise that these factors can vary at different points in people's lives.

Safeguarding actions taken by The Eve Appeal will be consistent with the principles of adult safeguarding ensuring that any action taken is prompt, proportionate and that it includes and respects the voice of the adult concerned.

Financial Review 2024

Transactions and Financial Position

At December 2024 year end, we reported a surplus of £470,402 (2023: £362,326) in unrestricted reserves to carry forward into 2025. This surplus comprises funds of £290,402 above our agreed operating reserves level of £180,000.

In 2023 we introduced a Research Fellowships Programme, supporting our legacy programme with Prof. Martin Widschwendter, as well as holding a research open call. We have an ambitious programme for 2025 grant awards.

Ending 2024 with substantial unrestricted reserves places The Eve Appeal in a position to meet our award ambitions.

In summary, we begin 2025 in a cautious but stable position with £470,402 in unrestricted funds. This leaves £290,402 in free reserves. Free reserves are the unrestricted funds balance minus the operating reserves level of £180,000. At end of 2024 overall cash balance was £1,060,129.

Funding

Fundraising policy Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. The legislation defines fundraising as 'soliciting or otherwise procuring money or other property for charitable purposes'. Such amounts receivable are presented in our accounts as 'donations and voluntary income'.

We confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. We have received no complaints in relation to fundraising activities.

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

Risk Management

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

The current Risk Register pays particular attention to the risks around the current fundraising environment and the on-going economic crises on income and operations, research not reaching intended objectives, fundraising targets being missed, loss of key individuals, IT failure (including cyber security risk) and incorrect information being provided on a health issue.

The integrity of medical information provided by the Charity is managed by agreed peer-reviewed protocols, with information standards applied across all materials and channels. A balanced portfolio of fundraising activity spreads risk to reduce any potential impact. Regular financial planning, including re-forecast of fundraising income and expenditure, ensures early interventions can be made.

Reserves Policy

The 2024 annual review of the reserves policy determined that no adjustments was required to the figure set in 2023 of £180,000. The figure is set by the Board as a target of holding £180,000 in free reserves. This target is based on the contingency for wind up finds, calculated to satisfy all the Charity liabilities in the event of closure. In real terms, £180,000 represents just under three months' budgeted expenditure, excluding expenditure on research grants and restricted charitable activities.

We begin 2025 in a cautious but stable position with £470,402 in unrestricted funds. This leaves £290,402 in free reserves which is in addition to operating reserve level of £180,000.

The Board will continue to review the reserves policy annually to ensure it remains appropriate to the needs of the Charity in the context of the economic climate.

Going Concern

The Trustees have reviewed the Charity's financial position, taking into account the levels of reserves, cash, committed income included in the accounts, future plans and its systems of financial and risk management. The Trustees believe that the Charity is well placed to manage operational and financial risks successfully. Accordingly, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operation for the foreseeable future and consider that there are no material uncertainties about the group's ability to continue as a going concern.

Grant Making Policy

The policy of the Trustees is to fund world-class medical research that will make the biggest impact in saving women's lives from gynaecological cancers, including funding proof-of-principle work to enable the award of future funding. As a member of the Association of Medical Research Charities, we have developed a strategy and funding decision-making processes that meet strict awarding criteria and review, and recommendations are made by independent experts in the research field.

Statement of Trustees' Responsibilities

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

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

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP (FRS 102);
- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

In so far as the Trustees are aware:

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

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

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

On behalf of the Board:

Tamara Box

Tamara Box, Chair

14/05/28

Date:

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

Opinion

We have audited the financial statements of Gynaecology Cancer Research Fund ('the parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2024 which comprise the Group Statement of Financial Activities (including the Group Summary Income and Expenditure Account), the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland Regulations 2006 (as amended) and the Charities Act 2011.

Basis for opinion

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

Conclusions relating to going concern

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2001 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 financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the trustees' annual report and from preparing a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 27, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the audit of the financial statements

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

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

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

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

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of

detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

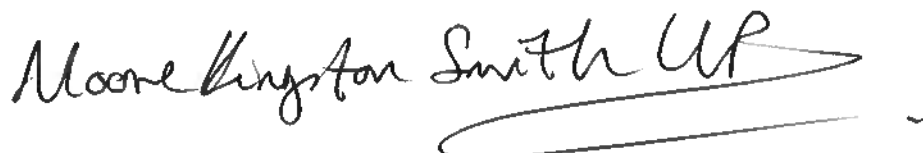
- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK tax legislation.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006; and to the Charity's Trustees, as a body in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements, in accordance with Chapter 3 part 8 of the Charities Act 2011.

Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in black ink, reading "Moore Kingston Smith LLP". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

James Saunders, FCCA, DCHA (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP, Statutory Auditor

6th floor
9 Appold Street
London
EC3A 2AP

Date: 16 May 2025

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

Consolidated Statement of Financial Activities (incorporating an income and expenditure account) for the year ended 31 December 2024

	Notes	Unrestricted £	Restricted £	2024 £	2023 £
Income					
Donations and legacies	3	1,231,010	427,576	1,658,586	1,241,205
Other trading activities	4	101,550	-	101,550	87,901
Investment income		22,702	-	22,702	15,474
Other income		-	-	-	278
Total		1,355,262	427,576	1,782,838	1,344,858
Expenditure					
Raising fund	5	584,374	84	584,458	594,756
Charitable activity	5	662,812	434,984	1,097,796	1,005,524
Total		1,247,186	435,068	1,682,254	1,600,280
Net income/expenditure		108,076	(7,492)	100,584	(255,422)
Transfers between funds		-	-	-	-
Net movement in funds		108,076	(7,492)	100,584	(255,422)
Reconciliation of funds					
Total funds brought forward		362,326	319,461	681,787	937,209
Total funds carried forward		470,402	311,969	782,371	681,787

All the above amounts relate to continuing activities.

Consolidated and Charity Balance Sheet as at 31 December 2024

	Notes	Group		Charity	
		2024	2023	2024	2023
		£	£	£	£
Fixed assets					
Intangible fixed assets	14	2,662	3,461	2,662	3,461
Tangible fixed assets	15	10,607	17,981	10,607	17,981
Investment	16	7,431	7,431	7,432	7,432
		<u>20,700</u>	<u>28,873</u>	<u>20,701</u>	<u>28,874</u>
Current assets					
Debtors	17	201,221	191,025	157,861	180,863
Cash at bank and in hand		<u>1,060,129</u>	<u>928,895</u>	<u>1,029,414</u>	<u>841,477</u>
		<u>1,261,350</u>	<u>1,119,920</u>	<u>1,187,275</u>	<u>1,022,340</u>
Creditors: amounts falling due	18	<u>(499,679)</u>	<u>(467,006)</u>	<u>(530,095)</u>	<u>(455,056)</u>
Net current assets		761,671	652,914	657,180	567,284
Net Assets		<u>782,371</u>	<u>681,787</u>	<u>677,881</u>	<u>596,158</u>
Funds					
Restricted	20	311,969	319,461	311,969	319,461
Unrestricted	19	<u>470,402</u>	<u>362,326</u>	<u>365,912</u>	<u>276,697</u>
Total Funds		<u>782,371</u>	<u>681,787</u>	<u>677,881</u>	<u>596,158</u>

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure and related notes.

These financial statements were approved by the Board of Trustees and authorised for issue on 14 May 2025 and were signed on its behalf by:

Tamara Box

Tamara Box, Chair

Company No. 4370087

Consolidated Statement of Cash Flows for the year ended 31 December 2024

	2024 £	2023 £
Cashflow from operating activities		
Cash provided by operating activities	109,820	(151,812)
Cash flows from investing activities		
Interest income	22,702	15,474
Purchase of tangible fixed assets	(1,288)	(9,384)
Net cash used in investing activities	21,414	6,090
Change in cash and cash equivalent in the period	131,234	(145,722)
Cash and cash equivalents at 1 st January	928,895	1,074,607
Cash and cash equivalents at 31 st December	1,060,129	928,885
Reconciliation of net income/expenditure/ to net cash flow from operating activities:		
Net income/(expenditure) for the period	100,584	(255,422)
Adjustment for:		
Investment income	(22,702)	(15,474)
Depreciation	8,662	3,564
Amortisation	799	799
Decrease/(increase) in stock	-	250
Decrease/(increase) in debtors	(10,196)	95,406
(Decrease)/increase in creditors	32,673	19,065
Net cash provided by/used in operating activities	109,820	(151,812)
Analysis of cash and cash equivalent and net debts		
Cash in hand and at bank		
Opening balance	928,895	1,074,607
Cash flows	131,234	(145,722)
Closing balance	1,060,129	928,885

Notes to the Financial Statements For the Year Ended 31 December 2024

1. GENERAL INFORMATION

Company information

Gynaecology Cancer Research Fund, operating as The Eve Appeal, is a public benefit entity, a charity registered in both England and Wales (registered charity number 1091708) and Scotland (SC0462612), and a company limited by guarantee (company number 04370087), registered in England. The registered office and its principal place of business is The Eve Appeal, 10-18 Union Street, London, SE1 1SZ.

2. ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

The financial statements are prepared in sterling, which is the functional currency of the company.

Monetary amounts in these financial statements are rounded to the nearest £1.

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

(b) Going Concern

The Trustees have assessed whether the use of going concern is appropriate and have considered events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The Trustees have given due consideration to the current economic uncertainty and have reduced the risk with income spread across different stream of activity.

Having reviewed forecasts prepared by management the Trustees are confident that the Charity and the group will continue to meet its obligations as they fall due and that therefore the going concern basis continues to be appropriate.

Notes to the Financial Statements For the Year Ended 31 December 2024

(c) Group Financial Statements

These financial statements consolidate the results of the Charity and its wholly owned subsidiary, The Eve Appeal Limited, on a line-by-line basis. The subsidiary company has the same year end date of 31 December 2024.

(d) Fund Accounting

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

Designated funds are unrestricted funds which are earmarked for a particular purpose.

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

(e) Income

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

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

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

(f) Expenditure & VAT

Expenditure is accounted for on an accruals basis and is inclusive of irrecoverable VAT. Grants payable are charged to the Statement of Financial Activities when authorised by the Board of Trustees and communicated to the recipient.

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

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

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

Notes to the Financial Statements For the Year Ended 31 December 2024

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

(g) Tangible Fixed Assets and Depreciation

Tangible Fixed assets are recorded at cost less depreciation and impairment. Depreciation is provided on all tangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted for Fixtures and Fittings @ 25% on cost.

(h) Intangible Fixed Assets and Amortisation

Amortisation is provided on all intangible fixed assets in order to write off their cost by equal annual instalments over their expected useful lives. The rate adopted for trademarks @10% on cost.

(l) Investments

Unlisted investments comprise the following: -

- investments in subsidiaries which are measured at cost less impairment.
- investments in a joint venture acquired in the year under review.

Under the charity SORP this is measured using the equity method of accounting.

The equity method of accounting requires the associate to be initially recognised at its cost (the transaction price paid), including any cost incurred making the investment (transaction costs).

Using the equity method, the carrying amount of an investment in an associate is subsequently adjusted through the SoFA to reflect the investing charity's share of the associate's results. The carrying amount thereby reflects the investor's share of the post acquisition change in the net assets of the associate.

(j) Stock

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

(k) Cash and Cash Equivalents

Cash at bank and in hand includes deposits which can be withdrawn within 24 hours without penalty and short-term deposits which have a maturity period of 4 months or less and are not subject to significant risk of changes in value.

(l) Tax Status

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

Notes to the Financial Statements For the Year Ended 31 December 2024

(m) Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the period of the lease on a straight-line basis.

(n) Pensions

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

(o) Financial Instruments

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

(p) Significant Accounting Estimates and Judgements

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

(i) Gifts In kind

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

Notes to the Financial Statements

For the Year Ended 31 December 2024

3. Income: donations and legacies

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Individual giving	335,650	14,494	350,144	328,189
Community	376,039	26,462	402,501	358,871
Trust and foundations	48,632	274,370	323,002	237,700
Major donors	20,524	66,250	86,774	37,671
Corporate	230,527	6,000	236,527	108,278
Legacies	28,866	40,000	68,866	55,870
Gifts in kind	190,772	-	190,772	114,626
Total	1,231,010	427,576	1,658,586	1,241,205

In 2024 £1,141,788 (2023: £880,855) of donation and legacies related to unrestricted funds and £427,576 (2023: £325,956) was attributable to restricted funds. Income from donation and legacies include donated services worth £190,772 (2023: £114,626)

4. Income: from trading activities

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Community	-	-	-	-
Trading subsidiary (see note 16)	101,550	-	101,550	87,901
Total	101,550		101,550	87,901

Notes to the Financial Statements For the Year Ended 31 December 2024

5. Analysis of expenditure

	Direct costs £	Support costs £	Governance cost £	Total 2024 £
Expenditure on raising funds (Notes 6,8,9)	458,128	96,970	29,360	584,458
Expenditure on charitable activities (Notes 7,8,9)	960,614	105,299	31,882	1,097,795
Charity expenditure on raising funds	1,418,742	202,269	61,242	1,682,253
Consolidated	1,418,742	202,269	61,242	1,682,253

	Direct costs £	Support costs £	Governance cost £	Total 2023 £
Expenditure on raising funds (Note 6,8,9)	495,588	80,336	18,832	594,756
Expenditure on charitable activities (Note 7,8,9)	850,381	126,894	28,249	1,005,524
Charity expenditure on raising funds	1,345,969	207,230	47,081	1,600,280
Consolidated	1,345,969	207,230	47,081	1,600,280

Expenditure relating to raising funds in 2024 was £584,374 unrestricted (2023: £594,007) and £84 restricted (2023: £751). Expenditure on charitable activities in 2024 was £662,812 unrestricted (2023: £667,337) including donated services worth £190,772 (2023: £114,626) and £434,984 from restricted (2023: £338,187).

6. Direct cost of generating donations and legacies

	2024			2023
	Unrestricted £	Restricted £	Total £	£
Individual giving	46,842	75	46,918	48,183
Community	89,473	9	89,482	73,112
Trust and foundations	469	-	469	3,264
Major donors	4,152	-	4,152	727
Corporate	12,937	-	12,937	381
Legacies	-	-	-	16,152
Central	304,170	-	304,170	353,769
Total	458,044	84	458,128	495,588

Notes to the Financial Statements For the Year Ended 31 December 2024

7. Direct costs of charitable activities

		2024		2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Research grants (note 10)	27,071	207,131	234,202	248,861
Ask Eve - Nurse-led information service	18,426	57,344	75,770	76,776
Every Women Promise – DHSC	11,822	142,876	154,698	182,275
Information and awareness	225,838	-	225,838	232,151
Outreach	-	17,262	17,262	-
Research	62,073	-	62,073	48,969
Gifts in kind	190,772	-	190,772	61,349
Total	536,002	424,612	960,614	850,381

8. Direct costs of governance

		2024		2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Group - audit fees	17,256	-	17,256	16,679
Group - non audit fees	6,832	-	6,832	-
Directors indemnity insurance	2,869	-	2,869	1,157
Insurance	-	-	-	1,356
Trustee costs	77	-	77	72
Staff and contractor costs	33,785	-	33,785	27,738
Other costs	423	-	423	79
Total	61,242	-	61,242	47,081

9. Analysis of support costs

		2024		2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Rent, service charges and utilities	13,445	2,239	15,684	13,644
Insurance	423	-	423	306
IT, phone, and internet	27,665	6,621	34,286	35,245
Staff and contractor costs	106,695	-	106,695	139,282
General corporate services	43,670	1,511	45,181	18,753
Total	191,898	10,371	202,269	207,230

Notes to the Financial Statements

For the Year Ended 31 December 2024

10. Research grants awarded by institution

Included in Charitable Activities were the following research grants:

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
University College London	22,250	17,750	40,000	167,026
University of Birmingham	-	-	-	89,700
AMRC Fellowship	-	44,249	44,249	-
Ovarian Cancer	-	56,126	56,126	-
Rare Gynae	1,942	89,006	90,948	-
BGCS Audit	5,000	-	5,000	-
Grant commitments reclaimed	(2,121)	-	(2,121)	(7,866)
Total	27,071	207,131	234,202	248,861

11. Staff costs

	2024	2023
	£	£
Wages and salaries	718,591	722,297
Social security costs	70,230	69,819
Staff pension	31,697	27,653
	820,518	819,769
Costs of contracts	44,937	71,499
Total staff costs	865,455	891,268

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

	2024	2023
£70,000 - £79,999	1	1
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1
Average staff numbers:		
Charitable activities	10	11
Fundraising and support	8	9
	18	20

Notes to the Financial Statements For the Year Ended 31 December 2024

The key management personnel of the parent charity comprises the Chief Executive, the Director of Fundraising, the Head of Programmes and the Head of Finance. The total employee benefit of the key management personnel in the year were £309,683 (2023: £277,417).

12. Trustees remuneration and expenses of benefits in kind

None of the trustees received any remuneration during the year (2023: None).

During the year £2,869 (2023: £1,157) was paid in respect of trustees' indemnity insurance.

No trustees claimed for any expenses during the year (2023: none).

13. Net movement in funds

	2024	2023
	£	£
Net movement in funds is stated after charging:		
Auditors remuneration - current year	17,256	15,579
Amortisation	799	799
Depreciation	8,662	8,011
Amounts payable under operating leases:		
Land and buildings	38,433	46,747

Notes to the Financial Statements For the Year Ended 31 December 2024

14. Intangible fixed assets - Group and Charity

	Trademarks £
Cost at 1 st January 2024	7,988
Amortisation:	
At 1 st January 2024	4,527
Charge for the year	799
At 31 st December 2024	<u>5,326</u>
Net book value at 31 st December 2024	<u><u>2,662</u></u>
Net book value at 31 st December 2023	<u><u>3,461</u></u>

15. Tangible fixed assets

	Fitting & Equipment £
Cost:	
At 1 st January 2024	113,038
Additions	1,288
Disposal	<u>(80,876)</u>
At 31 st December 2024	33,450
Depreciation:	
At 1 st January 2024	95,057
Charge for the year	8,662
Depreciation on disposals	<u>(80,876)</u>
At 31 st December 2024	22,843
Net book value at 31 st December 2024	<u><u>10,607</u></u>
Net book value at 31 st December 2023	<u><u>17,981</u></u>

Notes to the Financial Statements For the Year Ended 31 December 2024

16. Investments held as fixed assets – charity

	2024 £	2023 £
Shares in subsidiary undertaking at cost	1	1
Shares in Joint Venture at fair value	7,431	7,431
	<u>7,432</u>	<u>7,432</u>

Joint Venture

The charity has a share in Sola Diagnostics GmbH, an Austrian company. Shares (which will decrease over time) were gifted to the Charity from Professor Martin Widschwendter. The carrying amount of the investment was £7,431 at the year end, which is deemed to be its fair value.

Subsidiary

The charity has wholly owned subsidiary incorporated in England, Eve Appeal Limited, which raises funds through activity including cause related marketing and sales of goods. The company pays its profit under Gift Aid to the Gynaecological Cancer Research Fund. A summary of its trading results (included with "Other trading activities") for the period ended 31 December 2024 is as follows:

	2024 £	2023 £
Profit and loss		
Turnover	101,550	87,901
Administration expenses	2,940	(2,270)
Net profit before tax	104,490	85,631
Taxation	-	-
Net result	<u>104,490</u>	<u>85,631</u>
Profit and loss reserves		
Brought forward at 1st January	85,631	26,653
Net result in period	104,490	85,631
Distribution to Gynaecology Cancer Research Fund	(85,631)	(26,653)
	<u>104,490</u>	<u>85,631</u>
Summary Balance Sheet		
Current assets		
Debtors	74,845	28,339
Cash at bank and in hand	30,715	87,420
Total current assets	<u>105,560</u>	<u>115,759</u>
Current liabilities		
Creditors - amounts falling due within one year	(1,069)	(30,129)
Net current assets	<u>104,491</u>	<u>85,630</u>
Total assets less total liabilities	<u>104,491</u>	<u>85,630</u>
Capital and reserves		
Share capital	1	1
Profit and loss accounts	104,490	85,631
Total	<u>104,491</u>	<u>85,632</u>

Notes to the Financial Statements For the Year Ended 31 December 2024

17. Debtors

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	65,696	34,239	22,337	5,896
Amount owed by group undertakings	-	-	-	18,181
Prepayment and accrued income	133,053	146,163	133,053	146,163
Other debtors	2,472	10,623	2,471	10,623
	<u>201,221</u>	<u>191,025</u>	<u>157,861</u>	<u>180,863</u>

18. Creditors

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Grants payable	447,286	418,838	447,286	418,838
Trade creditors	16,363	15,631	9,625	9,021
Amount owed to group undertakings	-	-	38,223	-
Accruals	25,888	20,450	24,820	15,250
Taxation and social security	1,251	160	1,250	20
Other creditors	8,891	11,927	8,891	11,927
	<u>499,679</u>	<u>467,006</u>	<u>530,095</u>	<u>455,056</u>

19. Unrestricted funds – Group

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
General funds	182,326	1,355,262	(1,247,186)	290,402
Emergency fund	180,000	-	-	180,000
	<u>362,326</u>	<u>1,355,262</u>	<u>(1,247,186)</u>	<u>470,402</u>

Emergency fund

The reserves policy for the charity, as agreed by the Trustees, is to maintain a minimum of three months budgeted expenditure, excluding expenditure on research grants. Further information on this and the rationale for this can be found in the reserves section of the Trustees Report.

Notes to the Financial Statements For the Year Ended 31 December 2024

Unrestricted funds - Charity

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
General funds	96,697	1,339,342	(1,250,127)	185,912
Emergency fund	180,000	-	-	180,000
	<u>276,697</u>	<u>1,339,342</u>	<u>(1,250,127)</u>	<u>365,912</u>

20. Restricted Funds - Group

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
Ask Eve	-	109,497	(57,427)	52,070
BRCA Research	15,995	50	(1)	16,044
Vulval Cancer	-	1,445	-	1,445
Awareness	78,093	1,317	-	79,410
HPV Resources	678	-	-	678
Rare Gynaecology Research	66,167	22,840	(89,006)	1
Ovarian Cancer Research	60,245	99,057	(56,126)	103,176
UCL Strategic Research Funding	12,750	6,000	(17,750)	1,000
Every Women Promise	66,886	143,121	(153,247)	56,760
Outreach	18,587	-	(17,262)	1,325
Fellowship	60	44,249	(44,249)	60
	<u>319,461</u>	<u>427,576</u>	<u>(435,068)</u>	<u>311,969</u>

Restricted Funds:

Ask Eve: The nurse let information service providing free, confidential, gynae information via phone or email.

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

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

Notes to the Financial Statements For the Year Ended 31 December 2024

Awareness: This fund is restricted to raising awareness of gynaecological cancers and communication work around certain campaigns such as Gynae Cancer Awareness Month.

HPV Resources: This project works to embed a deeper and more nuanced public understanding of HPV, seeing to reduce disease risk, promote preventative behavioural change, and improve patient outcomes for HPV and related disease across the board.

Rare Gynaecological Cancer Research: Less than 5% of the 21,000 women diagnosed with gynaecological cancer in the UK are diagnosed with the rare form. The low number of new cases of these rare cancers mean individual doctors are unfamiliar with symptoms, too often resulting in a late diagnosis, with treatment that may not be optimal for the disease type and subsequent progression of the disease. More research to advance and improve the early diagnosis and prevention rare gynaecological cancers.

Ovarian Cancer Research: In the UK nearly 7,500 people are diagnosed with ovarian cancer every year. The symptoms are not always obvious, and it is often diagnosed in a late state, Research into early detection, risk prediction and prevention is needed.

UCL Strategic Research Funding: Focusing on Prof. Widschwendter's research continuing at UCL. The Clinical Assessment & work up of the WIDqEC test in women at high risk for Endometrial (Womb) Cancer.

Every Women Promise: This project supports and educates women in the workplace, to report symptoms and seeks advice on gynaecological health issues and makes employers aware of the issues. The aim is to both improve the health chances for each woman but to improve to corporate environment, through engagement at a corporate ownership and management level.

Outreach: This project addressed the disparities in gynaecological health outcomes among Black women by improving awareness, access to information, and confidence in seeking medical care for gynae cancers and overall health. This funding enabled us to deliver tailored education, develop new partnerships, and create sustainable resources that will benefit communities beyond the initial grant period.

Fellowship: We appointed our first inaugural fellow: Dr Kelechi Njoku from the University of Manchester, who is using his fellowship to develop a simpler and kinder test for detecting womb cancer. We received a large grant from the AMRC towards this programme.

Notes to the Financial Statements

For the Year Ended 31 December 2024

21. Analysis of Net Assets between Funds - Group

	2024			2023
	Unrestricted	Restricted	Total	
	£	£	£	£
Fixed Assets	20,700	-	20,700	28,873
Current Assets	949,381	311,969	1,261,350	1,119,920
Creditors: amounts falling due within 1 year	(499,679)	-	(499,679)	(467,006)
Total	470,402	311,969	782,371	681,787

22. Legal Status of the Charity

The charity is limited by guarantee and therefore does not have share capital. The liability of the members is limited to the sum of £1 per member, and the number of members was 13 (2023: 13).

23. Ultimate Controlling Party

Eve Appeal Limited is a wholly owned subsidiary of Gynaecology Cancer Research Fund, which is the ultimate controlling party. The ultimate controlling party of Gynaecology Cancer Research Fund are the Trustees.

24. Related Party Transactions

During the year under review, the charity received income totalling £18,070 in donations from 9 Trustees, both current and resigned in the period, including partners (2023: £20,254 from 7 Trustees including partners).

Reed Smith LLP provided pro bono legal services and other support to the charity totalling £80,116 (2023: 14,989). Tamara Box, a partner at Reed Smith LLP is also chair of board of trustee of the charity.

25. Commitments under operating leases

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

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Land and buildings:				
Within one year	10,675	10,657	10,675	10,675
Between one year and five years	25,357	36,090	25,357	36,090
	<u>36,032</u>	<u>46,747</u>	<u>36,032</u>	<u>46,765</u>
Equipment:				
Within one year	£840	-	£840	-
Between one year and five years	£1,561	-	£1,561	-
	<u>£2,401</u>	<u>-</u>	<u>£2,401</u>	<u>-</u>
Total Commitments	<u>£38,433</u>	<u>£46,747</u>	<u>£38,433</u>	<u>£46,765</u>