



the **eve**
appeal

the gynaecological cancers charity

Closing the gaps in gynaecological cancers

Our Organisational Strategy 2026-2032



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The Eve Appeal is the UK's leading gynaecological cancer charity.

Our aim

To prevent all five 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.

Foreword



Dear Friends and Supporters,

It is my great pleasure to introduce The Eve Appeal’s organisational strategy, a bold roadmap for the coming years as we work to close the critical gaps in gynaecological cancer research, education, and awareness.

This strategy reflects our commitment to harnessing scientific innovation, championing education, and raising public awareness to ensure earlier detection, better outcomes, and more informed choices for women everywhere.

Through this strategy, we are setting a decisive course to tackle these disparities, fostering pioneering research, enhancing awareness campaigns, and empowering both healthcare professionals and the public with the knowledge they need.

The Board is committed to providing robust governance, strategic oversight, and unwavering support for the remarkable teams and partners driving this mission. Together, with our research collaborators, clinical partners, supporters, and, most importantly, the people we serve, we aim to transform the landscape of gynaecological cancer diagnosis and prevention.

I invite you to join us on this journey—through support, advocacy, and partnership—to ensure that gynaecological cancer outcomes continue to improve for all.

With sincere gratitude for your continued support.

Tamara Box
Chair of the Board of Trustees

PP We aim to transform the landscape of gynaecological cancer diagnosis and prevention. 99



A Letter from our CEO

At The Eve Appeal, we exist to save lives by preventing and detecting gynaecological cancers earlier. But right now, too many lives are still being impacted by a gynaecological cancer diagnosis.

All five gynaecological cancers are classified as ‘rare’. They are less well known than other cancers, so public awareness of their signs, symptoms, and risk factors is much lower.

Rare shouldn’t mean unfair.

Progress hasn’t been fast enough — or fair enough for the gynae cancers. Investment in research and in public education programmes has been too low. Access to trusted information is unequal. Screening and prevention programmes do not adequately address specific health inequalities and inequities. Too many gynae cancers are diagnosed late – often after either the patient or their GP hasn’t recognised the symptoms as a potential cancer, and in some cases, after visits to A&E.

Across research, innovation, and care pathways, these gaps continue to cost lives.

This has to change. Addressing the gaps in awareness, research, and in reaching all the audiences that need us most, is where we will be putting our focus, funding and efforts over the next five years.

Our strategy is focused on doing exactly that — closing the gaps that matter most. We will build on our strengths, work in partnership to go further and faster, and speak with a strong, united voice to drive the change that’s needed. Our public awareness, information, policy and research programmes will all focus where they will have the greatest impact and start to close these gaps. We will hold ourselves accountable by learning and improving every step of the way.

Athena Lamnison
Chief Executive Officer - The Eve Appeal

Our strategic focus

Gynaecological cancers remain under-researched and under-funded, and stigma and shame surrounding gynaecological health prevent people from seeking help or accessing the care they need.

Our strategy focuses on closing these gaps through research investment, awareness, prevention, early detection, advocacy and equitable care.

We are the leading voice changing how people think and talk about gynaecological health — bold, expert, and unafraid to start the conversations that matter.

Together, with our researchers, clinicians, advocates, and community, we are building a future where earlier detection and better outcomes are possible for all.



EVERY 24 MINUTES
someone is diagnosed
with a gynae cancer
in the UK.



21 WOMEN
die each day in the UK from
a gynaecological cancer.

The gaps we want to close

- Low awareness of gynae cancers, their symptoms and risk factors
- Gaps in access to trusted, accessible and inclusive information
- Inadequate screening and prevention programmes across the five gynae cancers
- Late diagnosis and variation in stage at diagnosis
- Inequities in access, pathways and outcomes
- Gaps in research and innovation focused on prevention and early detection
- Gaps in the pathway from symptoms, investigation, diagnosis and into treatment.

Our vision

**A world where all
gynaecological
cancers are prevented
or detected at
an early stage.**

Our mission



We fund research to advance the prevention and early detection of all five gynaecological cancers, which are womb, ovarian, cervical, vulval and vaginal.



We educate people about gynae health, from knowing their anatomy, what's normal and what's not, and the signs and symptoms of the gynae cancers.



We provide free, expert information and support to anyone who has questions or concerns about their gynae health or gynae cancers.



Our values

We dare to dream big

We may be a small charity but we are incredibly ambitious. We truly believe we can create a world where all gynae cancers are prevented or detected at an early stage. We will do this by funding research, educating people about gynae health and gynae cancers, and providing free, expert information and advice.

We never give up

We will not stop until we make our vision a reality: a world where all gynae cancers are prevented or detected at an early stage. To achieve this, we work tirelessly with our community of supporters, women and people affected by gynae cancers, medical professionals, scientists and partners to fund research and educate people about the five gynae cancers.

We are open and honest

We speak clearly, truthfully and with compassion.

We are here for everyone

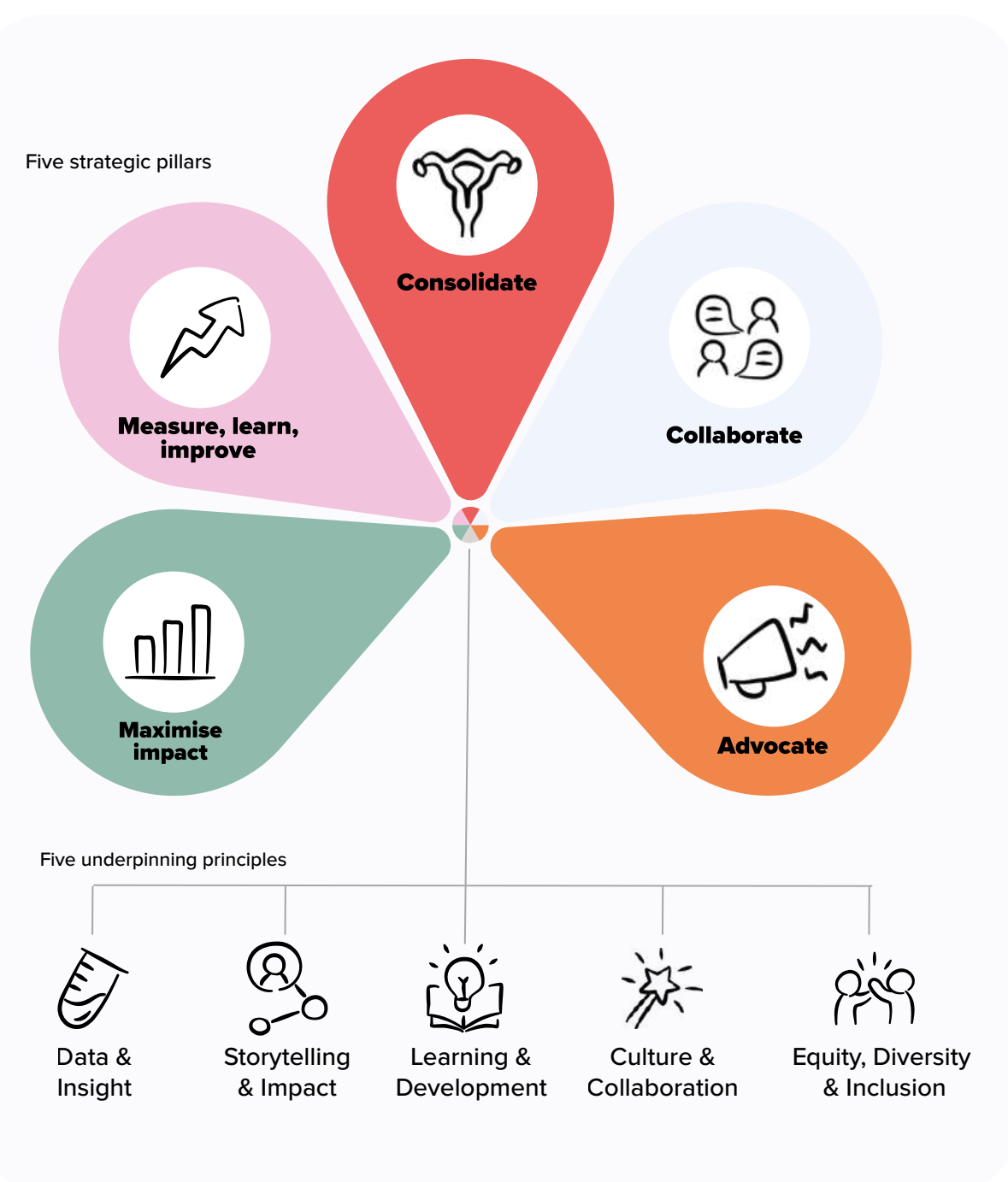
Gynae cancers can have a negative impact on anyone's life. That's why we make sure our research, educational campaigns and free, expert information and advice are focused on helping everyone who could be affected by a gynae cancer. This includes younger and older people, people with learning or physical disabilities, the LGBTQI+ community, and people from all socioeconomic and ethnic backgrounds.

We work together to achieve more

We work hard to build strong relationships that help us fund the right research, educate people about gynae health and gynae cancers, and provide expert information and support. Our vital partners that make up Team Eve include people affected by gynae cancers, our supporters, healthcare professionals, scientists and researchers, businesses and community groups.

How we will achieve it

Understanding the gaps that exist has informed how we will prioritise our work over the next six years. Our strategy is built around five strategic pillars that provide clarity, consistency and focus across the charity.



Our five strategic pillars

Consolidate and strengthen our core programmes

We will strengthen our core programmes, ensuring quality, inclusivity and sustainability.

Collaborate to build powerful partnerships

We will build powerful partnerships, to accelerate innovation and create new funding streams, educational opportunities, and shared campaigns that amplify our voice and maximise impact.

Advocate to influence policy and drive investment and change

We will influence policy and drive investment in research so earlier detection and prevention become standard care, with equitable access for all.

Measure, learn and improve

We will embed a culture of continuous improvement – measuring outcomes, learning from challenges, and ensuring every action delivers meaningful outcomes.

Maximise our impact

We will increase our impact by raising more funds and focusing efforts. We will bring the living experience voice into research and charitable activity, and work smarter to grow our reach, reputation, and representation.

Our five underpinning principles



Data and insight

We will be data-led, using dashboards, clear KPIs, evaluation and sector insights to guide our decisions, spot risks and opportunities, and continually strengthen our programmes.



Storytelling and impact

We will centre storytelling in all our work, capturing and sharing powerful stories that demonstrate our impact and inspire support.



Learning and development

We will invest in our team, building confidence and skills in digital, fundraising, advocacy and leadership.



Culture and collaboration

We will work in clear, effective, and collaborative ways, building a culture of proactivity, ambition and communication.



Equity, diversity and inclusion

We will embed equity, diversity and inclusion, ensuring that our outputs are accessible, inclusive, and reflective of the communities we serve.

Our action plans

To achieve our five strategic pillars, we worked alongside Team Eve and our community to develop action plans that will guide our efforts and deliver our strategic priorities.

Strengthening our foundations

Governance

Building a diverse, skilled, and connected board to guide The Eve Appeal confidently towards 2032, grounded in good governance, shared learning, and collaboration.

How we will meet our goals

- Recruit and support a diverse board covering all the relevant skillsets
- Implement a portal for the Board to facilitate seamless information sharing
- Develop a Trustee Handbook and training programme
- Improve data collection, analysis and communication
- Support opportunities for board and staff to connect.

Finance

Embedding best practice, improving systems, and ensuring finance is a strategic partner that supports scaling, planning, and effective delivery.

How we will meet our goals

- Work with the Senior Management Team (SMT) to scale activity to reflect fluctuations in income and shifting priorities
- Improve and develop systems where finance is seen as a critical business partner when planning expenditure
- Work with the SMT to review and improve financial procedures
- Ensure that we follow best practice as set out by the Charity Commission and the sector
- Commission and implement new SORP Guidelines.



People

Investing in, supporting, and developing our team so everyone can thrive, collaborate, and deliver their best work together.

How we will meet our goals

- Invest in the team across training, support, development, recognition and remuneration
- Ensure we are compliant with policies and updates
- Support staff to maintain up-to-date knowledge of policies and procedures
- Encourage staff to embody our culture, live our values, support an ambitious, positive, can-do working culture
- Ensure staff have the tools to work effectively, and encourage an open, approachable culture
- Continue to embed equality, diversity and inclusion across the organisation
- Focus on cross-team collaboration and communication
- Empower our staff and experts to be credible, trusted voices across the policy and health landscape.

Delivering impact

Research

Building a world-leading research programme that funds innovation, grows talent, strengthens partnerships, and champions impact.

How we will meet our goals:

- Maintain a sustained annual programme of funding opportunities
- Enhance engagement with our community of researchers
- Continue to develop support for early career researchers
- Advocate for investment in gynae cancer research
- Champion under-researched areas across the five gynae cancers
- Develop our national and international connections to enable new funding streams
- Support the foundations that enable research
- Continue the development of lived experience engagement in research
- Champion research impact and success.



Professor Sudha Sundar, Dr Tejumola Olaoye, and Lucy Beevors, who are leading the research into mucinous ovarian cancer, with actor Shalisha James Davis, Rose Gselynck and Sarah Burns who are living with mucinous ovarian cancer. Sarah and Rose helped to raise the funds that kickstarted the funding of this groundbreaking work.

Delivering impact

Communications and outreach

Expanding the accessibility, reach and visibility of our communications and outreach efforts, through multi-channel engagement, community partnerships, education, and thought leadership.

How we will meet our goals:

- Maximise digital engagement to reach as many people as possible who have active worries and concerns
- Develop and distribute leaflets and posters across the UK so that people can find our information in their communities
- Use news, print and broadcast media to reach those who aren't online
- Develop and grow a strong and sustainable programme for in-person awareness & information sessions
- Collaborate with other specialist charities, community organisations and local groups to engage with more communities and reach those most in need
- Develop our offer of training and support for healthcare professionals
- Expand our schools-based 'Know Your Body' programme to support Relationships, Sex and Health Education and educate the next generation to look after their gynae health
- Grow our standing as a thought-leader in medical research, advocacy and awareness to influence change in gynae cancer prevention and early detection across the UK
- Communicate our impact in new, creative ways to bring in more support so that Eve can continue to grow and save more lives.



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This informative session has been a life line for me! Professional advice and information was explained in an easy to understand language and the slides was easy to follow. The facilitator is amazing!

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Participant at an outreach session

Delivering impact

Ask Eve

Strengthening Ask Eve and Ask Eve Assist to deliver high-quality, inclusive information, backed by strong systems, expert advisors, and partnerships across healthcare.

How we will meet our goals

- Continue developing Ask Eve so it is inclusive and accessible for all
- Continue to develop, implement, and evaluate Ask Eve Assist to improve accessibility and maintain quality
- Develop a fit for purpose, healthcare Customer Relationship Management system to support Ask Eve
- Continue work with other organisations to develop and deliver further educational opportunities for primary and secondary care staff
- Support the NHS Cancer Programme with scoping, roll out and awareness raising of direct-to-patient pathways in clinical genetic services
- Align the role of our medical advisors with The Eve Appeal's volunteer policy.



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I spoke to Helen and she was wonderful. I felt extremely reassured and informed of the facts, much less scared about having cancer as well. Many thanks for your excellent service and help. I don't know what I would have done without it.

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Ask Eve Caller

Delivering impact

Fundraising

The Fundraising Team will focus on diversifying our portfolio, building lasting income resilience, growing overall income, strategically focussing our time.

How we will meet our goals

- Invest intelligently in fundraising activity and people to grow income and increase our ability to deliver change
- Strengthen our Partnerships, Major Giving and Community & Events income streams, whilst maintaining Individual Giving and lay the foundation for legacies as a future growth area
- Prioritise high-impact activity, say no to work that does not drive income, and improve KPIs, reporting and project management to support smarter decisions
- Improve our storytelling, use of case studies and impact reporting so all fundraising is clearly connected to real outcomes
- Embed dashboards, evaluation and regular insight cycles to drive continuous improvement across all areas of fundraising.



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We have supported The Eve Appeal in various ways over the years, including taking part in the Hadrian's Wall trek. We were keen to support again, and when we saw the Yorkshire Three Peaks trek, we thought it would be an exciting new challenge. We were truly supported throughout every stage of our fundraising journey. If you want to do something positive to raise awareness of gynaecological cancers, look no further than The Eve Appeal. They are such a great charity, and we were truly impressed by their passion, energy, and the real difference they are making.

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Siblings Piera, Luisa and Ant took part in the Yorkshire Three Peaks trek in memory of their mum.

Thank you

We would like to express our gratitude and thanks to the members of our Research Advisory Committee, the board sub-committee on Research, and our Board of Trustees.

Thanks also to the researchers, supporters and members of our lived experience community for their valuable input which has helped to shape this research strategy, and all the work we do.

In 2026*:

Research Advisory Committee

- Professor Emma Davidson (Chair)
- Dr Helen Howie
- Rhea Crighton
- Professor Sudha Sundar
- Professor Anne Lanceley
- Dr Garth Funston
- Professor Raji Ganesan
- Professor James Brenton

Research Committee

- Professor Ian Jacobs (Committee Chair)
- Dr Christine Ekechi
- Professor Adam Rosenthal
- Emma Dean

Board of Trustees

- Tamara Box (Chair of the Board of Trustees)
- Sally Bailey
- Helen Byrne
- Julia Levy
- Emma Dean
- Dr Christine Ekechi
- Professor Ian Jacobs
- Sarah Morris
- Marion O'Hara
- Cathy Pittham-Wiley
- Professor Adam Rosenthal

*Please see our website for any membership updates.



Dr Kelechi Njoku, The Eve Appeal, North West Cancer Research Fellow

Thank you to all of our donors who make our research funding possible.



the gynaecological cancers charity

The Eve Appeal is the leading gynaecological cancer charity. There are five gynae cancers, which are womb, ovarian, cervical, vulval and vaginal cancer. 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 that aims to identify the causes of gynae cancers, predict and reduce a person's risk of developing them, and improve their detection and diagnosis.

We also educate people about their gynaecological health and anatomy and the signs and symptoms of gynae cancers. And we answer people's questions about their gynae health and gynae cancers through our Ask Eve nurse service.

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   **@eveappeal**

Gynaecology Cancer Research Fund (The Eve Appeal) is a charity registered in England and Wales (1091708) and Scotland (SC042612). Gynaecology Cancer Research Fund (The Eve Appeal) is a company registered in England and Wales with company number 4370087.

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