

PREVENTING CANCER

Each day, more than 1,000 people in the UK are newly diagnosed with cancer. If current trends continue, half of us will be diagnosed during our lifetime.

Thanks to you, World Cancer Research Fund is at the forefront of research into preventing cancer before it occurs and helping those living with this often-deadly disease.

From groundbreaking research into the effects of ultra-processed foods to new recommendations for those living with and beyond colorectal and breast cancer, your support has allowed us to continue to expand into new areas of life-saving work. It has also enabled us to make high-quality health information freely available to all who need it and facilitated our work with those influencing health policy at the highest levels.



Our vision is a world where no one develops a preventable cancer, and people living with and beyond cancer are enabled to live longer, healthier lives.

Cancer diagnoses are rising in young people, and there are an estimated 30 million new cases forecast worldwide between 2020 and 2040. To achieve our vision, we need to work with partners and supporters like you to amplify our voice and expand outreach.

This year, because of your support, we have achieved significant progress towards these ambitious goals.

Rachael Gormley, CEO
World Cancer Research Fund



SAVING LIVES

30 million
estimated new cancer
cases forecast globally
between 2020
and 2040



155,000 people in
the UK diagnosed with
a 'preventable' cancer
annually



In 2024, we invested around
£9.4 million in vital
research, education, and
collaborations with health
professionals*



* Estimate for financial year ending September 2024

WE BRING SCIENCE TO LIFE

Thanks to your donations, we have invested around £150 million in research since 1990

World Cancer Research Fund brings together and promotes the latest and best scientific research on how diet, weight and physical activity affect cancer prevention and survival.

Our **Global Cancer Update Programme (CUP Global)** is the world's largest, most authoritative and up-to-date source of the scientific research on cancer prevention and survivorship. It analyses the global research undertaken and how these lifestyle factors affect cancer risk and outcomes after a diagnosis, synthesises the evidence and guides scientists, health professionals and policymakers.



In 2023/24 the World Cancer Research Fund Network awarded

19 new grants

totalling £4.1 million, funding cutting-edge research into the links between lifestyle and cancer



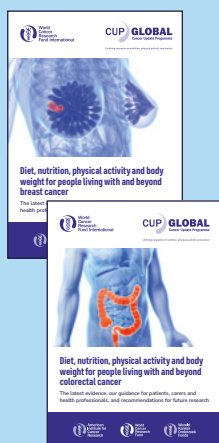
Across the World Cancer Research Fund Network we commit to funding research that will broaden our knowledge and understanding of cancer risk so that fewer people are diagnosed and those with a cancer diagnosis can live happier, healthier and longer lives. Over the past 3 years, we've funded 106 active research grants with a total value of £25 million.

In September 2024, we launched two new in-depth scientific reports that bring together the latest CUP Global evidence on how nutrition, physical activity and weight affect survival and recurrence of breast and colorectal cancers.

Uniquely, the reports offer clear guidance for patients, caregivers and health professionals so that more tailored advice and support can be given to people living with and beyond these cancer types.

Professor Andrew Renehan, Deputy Chair of the CUP Global Expert Committee on Cancer Survivorship, says:

"This substantial and significant body of work represents the best synthesis of our knowledge to date... provides guidance for oncology health professionals and people living with and beyond cancer, as well as offering a clear direction for researchers seeking to advance the field."



Dr Frankie Brown is investigating the effects of exercise on the health of patients with chronic lymphocytic leukaemia, a form of blood cancer affecting around 4,000 new people every year in the UK. Frankie, a former Scotland women's footballer, said:

"When I was finishing up my PhD, my mum died of breast cancer. That was a real trigger moment for me to look more into oncology. World Cancer Research Fund has been incredibly supportive of me as a young academic. It has provided amazing flexibility at a very uncertain time."

Read more about our research
wcrf.org/leadingresearch



WE DO THINGS DIFFERENTLY

Through an emphasis on finding new solutions to prevent cancer, we fund innovative research that benefits everyone.

This enables us ensure that health professionals have the science-backed evidence and information they need to support those in their care. Some of the work we do includes:

Transforming care for breast cancer patients

Your donations enable us to transform care and treatment for people living with and beyond breast cancer. Thanks to your support we have been able to commit to funding **£1.18 million** towards the “**CANDO**” research programme at Southampton University Hospital which will examine the effects of diet and metabolism on overall health outcomes for breast cancer patients.



This revolutionary programme will enable us to see in real time the impacts of lifestyle on how patients



respond to treatment, the efficacy of treatment and their quality of life. The aim of this life-changing project is to ensure that breast cancer patients have the best chance of survival whilst also improving how they feel during and after treatment.

Influencing policymakers

Cancer prevention is one of the most urgent and significant public health challenges of the 21st century. **Your donations help us to continue to collaborate with the World Health Organization (WHO)** and enable countries around the world to support people to reduce their risk of developing cancer.

In the UK, we are advocating for the new government to:

1. Prioritise cancer prevention across government.
2. Improve the nation's diet.
3. Get everyone moving more.
4. Reduce the nation's alcohol consumption.
5. Increase support and resources for patients, health professionals, and research.



Your support allows us to meet with parliamentarians and government ministers to discuss these 5 priorities and make the case for more action on cancer prevention. The government has already announced some important changes, so we know we are helping to make a difference.



Inspiring the next generation

We recognise that it is a challenge for early-career researchers to secure funding for their projects. That's where the **INSPIRE Research Challenge** comes in – a new grant programme for early-career researchers that funds innovative projects that might not come to light through a traditional grant programme.

Dr Micah Skeens received an INSPIRE grant to develop 'DAPHNE', an AI chatbot to provide tailored support and resources to the families of children with cancer.



CANCER DOESN'T DISCRIMINATE, NEITHER DO WE



Being able to eat and enjoy food is something most of us take for granted, but people living with cancer often experience debilitating food-related side-effects. This could be as a result of the cancer itself, the side-effects of their treatment, or sometimes both. Issues such as taste changes, nausea and loss of appetite can mean that people are struggling to eat well and aren't getting the vital nutrients they need to help recover from their cancer and improve their quality of life.

All of our services are provided to the user for free and enable and empower people living with and beyond a cancer diagnosis to take practical steps to live well and enjoy food again.

Cancer and Nutrition Helpline

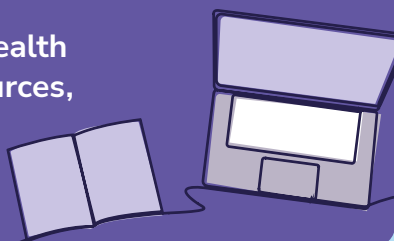
This year, over 200 people used our pilot Cancer and Nutrition Helpline. Funding enabled us to staff the Helpline for 212 hours with specialist oncology dietitians who provided expert advice to people affected by cancer. Our target is to be able to open the Helpline for at least 1,600 hours per year by 2026.

"I was amazed at the impact my diet would play before, during and after my cancer treatment. Even just the reassurance from the dietitian that I was doing so many of the right things already was a weight off my mind."

5,748 health professionals are now signed up for our membership package

2,000 took part in our webinars

62,000 free health information resources, booklets and cookbooks were sent out



Cook Through Cancer

In Autumn 2024, we launched a series of new cookery classes, hosted by a professional chef and an oncology specialist dietitian.

Thanks to generous funding from Walk the Walk, up to 300 participants over the next year will learn delicious recipes specifically tailored to those affected by breast cancer, including specific ingredient and taste combinations which combat the symptoms people can experience when they undergo chemotherapy. Anyone taking part receives a resource pack and £15 voucher to cover ingredient costs.

Over the next 3 years we aim to run 54 classes with 648 participants. We're hoping to exceed these targets with additional funding.

"I wanted to know, after pumping myself full of chemotherapy what I should be eating. These classes helped me learn, improve and develop my knowledge about nutrition."

Education, education, education

Health professionals, such as a GP or hospital doctor, are a trusted resource and the first people we turn to when faced with a potential cancer diagnosis.

As experts in cancer prevention and how nutrition and body weight impact our cancer risk it's imperative that we share our knowledge, information and specialist resources so that more people are able to receive our science-backed advice.

Your support helps us to reach even more health professionals so that they are able to support their patients to reduce their risk or improve the outcomes of their cancer treatments.

YOUR SUPPORT DRIVES US FORWARD

This year, your support has raised an astonishing £12 million towards our work

133,764 of you supported us with a donation. Thank you!



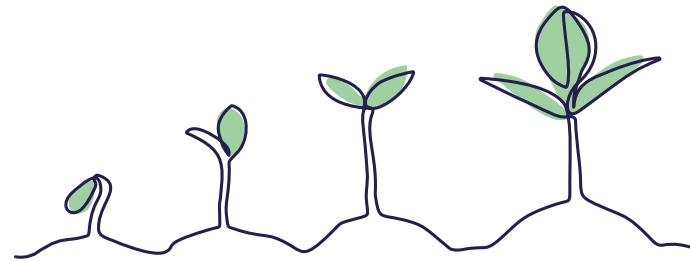
Around 20% of our work is possible thanks to amazing supporters who very kindly leave us a gift in their Will. During 2023/24, **50 supporters** told us that they have included a gift in their Will to support our long-term work. Many more of you have asked for more information about our range of free Will writing services.

We are honoured to have received **3,477** donations in memory of your loved ones



We met **Janis Galbraith**, 65, who has supported World Cancer Research Fund since it was formed in the early 1980s, in memory of her partner Ian and her dad, who both died of cancer.

“My dad died of bowel cancer in his mid 70s after several years of suffering. ... I included a gift in my Will to support the innovative science work of World Cancer Research Fund.”

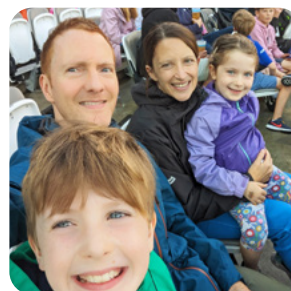


We welcomed **30 HR leaders** from different industries to hear about our work and services, including our Cancer and Nutrition Helpline, so that they can direct any employees who may need support to our resources.

We have been selected as the Charity of the Year for **Sam Akbay Real Estate Agents** in Chelsea. Sam hopes to raise £10,000 for us in the coming year through events including the Santa Run in London and a community cook-along competition.



26 runners took on the London Marathon in April and raised over £76,000



Paul Guerrieria was inspired to run his first marathon by his wife, Sarah, who is currently going through cancer for the third time in 5 years. Paul told us:

“Race day completely surpassed my expectations and I’ll never forget the sights, sounds and crowds along the course. To see Sarah, my children, and my family and friends along the way was an incredible feeling and definitely worth the hard training yards.”





We held our first skydiving day in June. **Vivek Mudholkar**, one of the brave people who took part said:

“I’ve always wanted to tick off a skydive from my bucket list – it was the most electrifying experience and I would do it all again. It was even more special to be able to raise money for an incredible charity that is close to my heart. Having lost family to cancer, I wanted to help make a difference.”

In August, we challenged you all to ‘**Dump the Junk**’ and give up your favourite ‘junk’ food for a month. Over **6,600** of you took part and felt the health benefits.

Susan Green says:

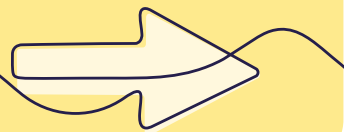
“I dumped chocolate while on a night shift and I now eat fruit as a snack. I’ve lost 6lb, I’m less tired and I can concentrate better.”



LOOKING AHEAD

There is so much more that we need to do in order to achieve our aim to halve the number of people dying from a preventable cancer by 2050. Your generosity enables us to:

- **Fund global life-saving research** that plugs the gaps in our knowledge, and which can be translated into practical information and advice on how we can all reduce our cancer risk.
- **Fund early career scientists** to find innovative ways to prevent cancer and save lives through our INSPIRE programme.
- **Provide even more specialist oncology dietitian support for people living with cancer** by extending the hours that our Cancer and Nutrition Helpline is available.
- **Enable more people living with cancer to access our Cook Through Cancer classes** so that they can learn recipes, flavour combinations and try ingredients that can help them enjoy food again.
- **Be at the cutting edge of prehabilitation interventions with patients** so that they are more resilient for their treatment.
- **Transform care for breast cancer patients to more hospitals** by expanding our work at Southampton.



We are the only UK charity dedicated to research on preventing cancer. Our life-changing work can only continue with the support of generous people like you. Thank you for all that you do.

Report published November 2024



Preventing cancer. Saving lives

World Cancer Research Fund, 140 Pentonville Road, London N1 9FW
Tel: 020 7343 4200 Email: fundraising@wcrf.org wcrf.org

Registered with the Charity Commission in England and Wales (Registered Charity No: 1000739).

