

FUTURE HOPE



How do we save lives?

In 2022, The Lancet provided an endorsement of World Cancer Research Fund's work by saying that prevention is our best hope of reducing cancer cases in the future.

Each day, 1,100 individuals in the UK face the harsh reality of a cancer diagnosis.

40%
of cancer
cases could
be prevented

Our research reveals that 40% of these cases could be prevented if people had a healthy diet, maintained a healthy weight, stayed safe in the sun and didn't smoke.

I am immensely proud of our life-saving research into the prevention and survival of cancer through diet, weight and physical activity, alongside our work with cancer survivors and health professionals.

Our vision is to halve the number of people developing a preventable cancer by 2050.

To achieve this, we need to amplify our Cancer Prevention Recommendations and expand outreach. Your generous support means we have been able to invest £10.8 million this year in vital research, education, and collaborations with health professionals.

Thanks to your continued support, together, we are rewriting the future of cancer.

Rachael Gormley, CEO
World Cancer Research Fund



THROUGH CANCER PREVENTION

Our challenge...



Globally, it is estimated that between 2020 and 2040 there will be **30.2 million** new cancer cases

1 in 2 of us will be diagnosed with cancer during our lifetime



155,000 people every year develop a preventable cancer in the UK



THE IMPACT OF YOUR DONATIONS



Our world-class research underpins all our work



In 2022/23 we awarded **19 new grants** totalling £5.1m funding cutting-edge research into the links between lifestyle and cancer

Every year we fund research around the world with an aim to fill the gaps in scientific knowledge. We continue to share our research findings with our health professional members and ensure our accredited training and literature is as up-to-date as possible.

One of the studies we funded, led by **Dr Heinz Freisling**, found that people living with breast or bowel cancer and a higher BMI (body mass index) in their early to mid-adulthood (20–50 years) have a poorer survival rate. Dr Freisling says:



// The findings from this study are significant and add to the current pool of evidence that having a healthy weight during your lifetime is vital to improving cancer survival."

Since 1990 we have invested around £145m in research. As a part of this, we created the **Global Cancer Update Programme** – the world's largest and most authoritative source of up-to-date scientific research on cancer prevention.

Every year, thousands of studies on cancer are published and World Cancer Research Fund's Global Cancer Update Programme enables scientists, research groups, health professionals and policymakers to analyse and summarise all of the relevant research.

Breast cancer is the most common cancer in the UK and in Autumn 2022 we published our review of the role of diet, weight and physical activity after a diagnosis of breast cancer. We found strong evidence that a higher body weight after a breast cancer diagnosis increases a woman's risk of death. We also found some limited evidence that doing more physical activity lowers her risk of death.

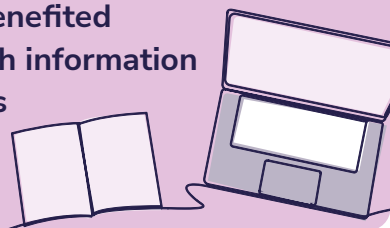


Read more about our research:
wcrf-uk.org/our-cancer-research



Our health information turns our research into practical advice and support

35,717 people benefited from our free health information resources, booklets and cookbooks



One of our long-standing supporters, **Joan Mellish**, 80, has supported World Cancer Research Fund and followed our Cancer Prevention Recommendations for 20 years. She shares with us why living by our Recommendations is important to her:



Although I was already active, after reading the Recommendations from World Cancer Research Fund, I chose to swim on a daily basis after retiring – I had always swum regularly since learning at 12 years old – and took up Nordic walking and yoga once a week. And I will not let other invitations interfere with these activities.

Many people don't realise the impact eating the right things and doing exercise can have on our long-term health. So, to be able to support World Cancer Research Fund in spreading their messages, now and in the future, makes me feel good."

5,806 health professionals are now signed up to our membership package, meaning that more doctors, nurses and health workers can support patients to reduce their cancer risk or response to cancer treatment.

Very useful seminar delivered by two very nice and knowledgeable people. Really interesting and has enhanced my knowledge around cancer prevention. Many thanks."

Really enjoyed the workshop, very insightful and lots of information I can use with the people I work with."

We launched a series of informative online **Frequently Asked Questions for people living with and beyond cancer**, designed to myth-bust the effects of diet, weight and physical activity on cancer.





100% of users are more likely to use our resources with patients and clients

100% of users felt more confident in giving advice to patients about cancer prevention

Our free cook-along classes for people affected by cancer

We know that some cancer treatments can have an adverse impact on patients' appetite and their ability to taste food, and can result in them being less nutritionally fit than is needed.



55% of people surveyed tell us that neither they nor their family member received any dietary advice after their cancer diagnosis

220 people attended one of our free online tailored cookery classes – a pilot programme providing support and information on how to enjoy food while maintaining a healthy and nutritious diet while living with or beyond cancer.

// This was amazing, it was like cooking with a celebrity chef and the dietitian session was just lovely. I'd love to come back for more of these classes if possible."

// I ended up cooking this over the weekend and the recipes are so flavourful."

Cancer and nutrition helpline

In 2022/23 we launched our **Cancer & Nutrition Helpline** which provides people living with cancer vital nutrition support and advice. Over the first six months of this pilot, the service was open four hours a week for a total of 106 hours

We received
122 enquiries
– 14 calls and
108 emails

Most people contacted us to debunk diet myths or to get the latest evidence.

We have ambitious plans to amplify our service, ensuring our Helpline reaches more people across the UK, around the clock. Our goal is to have our dedicated dietitians readily available whenever they're needed.

// I'm overwhelmed by the fantastic information from your dietitians! Mum is already noticing food tastes better thanks to your advice and this has made her feel a lot more positive. I can't thank you enough for making Mum enjoy her food again. Thank you from our whole family."

// Thank you for such an amazing service! I have all the info I need now to address the nasty side-effects I've been having from chemo."

100% of users rated both their overall experience and the information they received as excellent or good
96% of users said they felt 'much more' or 'more' confident managing their diet or any side-effects associated with cancer



OUR SUPPORTERS SAVE LIVES EVERY DAY

We are particularly grateful to top individual fundraiser of the year, **Charles Robinson**, who took on the 2022 TCS London Marathon and raised over £7,600. Charles was inspired to run the London Marathon after his uncle, Ken Paul, died from cancer.



31 runners took on the London Marathon and raised **£73,000**



Charles joined 31 other runners to participate in the London Marathon, raising an incredible £73,000. The team came from all over the world, including Australia, Kazakhstan and Denmark.



Angelique Pendrill was also part of our London Marathon team. She was diagnosed with an aggressive form of papillary thyroid cancer in January 2021. Fast forward a year, following treatment, Angelique is in remission and finally finding a new lease of life, getting back to her old self. Angelique says:

It's important to live every day as if it's your last day and if you've played it right, you can't go wrong. After having cancer my body is still recovering daily from fatigue and constant toothache, but I keep getting stronger. That's why I decided to take on the London Marathon – it was a challenge but one I was ready for."



Across the UK, **41** people have fundraised with their community, organising bake sales, attending car boot sales, hosting events, and collecting for their birthdays



154,420

of you supported us with a donation, helping to raise **£10.8m*** for our vital cancer prevention and survival work



* Pre-audited figure for 2022/23

We are incredibly grateful to the companies who have partnered with us this year, raising **£94,492.62**



A huge thank you to **Tecan**, who selected us as one of three charities their employees supported by their 'Tecan Gives Back' initiative which raised over £20k.

The incredible employees of **The Blackstone Group** raised £24k through their 'Cycle for Life' event.

Tesco Groundworks' Community Engagement Scheme awarded us a £10k gift towards our Junior Cooks Club pilot thanks to one customer's vote for us.



62 Trusts supported us with grants this year

The **PF Charitable Trust** awarded us a generous grant towards our research to understand the impact of diet in the response to chemotherapy in women with triple negative breast cancer.

A generous gift from **Love Hope Strength Foundation** enables us to translate our healthy living guide into Bengali, and promotes excellence in cancer and nutrition research and practice in Africa.

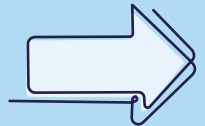
We received **£2.16m** from gifts in Wills from generous supporters, who many years earlier had included a gift in their Will to support our long-term work



We can only reach more people and reduce their risk of cancer thanks to your generous support. THANK YOU!



Beyond 2023 and what we want to achieve



We have some exciting developments to our programmes and projects over the next couple of years, and your generosity means that we can reach more people to reduce their risk of cancer and continue our life-saving work including:

- **Funding early career scientists** to find innovative ways to prevent cancer and save lives through our Inspire programme.
- **Funding global life-saving research** that will be translated into practical information and advice on how we can all reduce our cancer risk.
- **Providing specialist oncology dietitian support** for more people living with cancer through our Cancer and Nutrition Helpline.
- **Enabling people living with cancer to access our Cook Through Cancer classes** where they will learn recipes, flavour combinations and ingredients that can help them enjoy food again.
- **To be at the cutting edge of prehabilitation interventions with patients.**



Preventing cancer. Saving lives

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