

ANNUAL REPORT AND ACCOUNTS 2024–25



**Preventing cancer.
Saving lives**



In 2024/2025, cancer prevention faced a noisy, crowded world of competing headlines, misinformation and growing pressure on public health.

World Cancer Research Fund met that challenge with what matters most: **trusted evidence, practical guidance** and the determination to turn our world leading cancer prevention and survival research into action for people.

CONTENTS

Overview

- 4 Foreword
- 5 Who we are
- 8 What we wanted to achieve in 2024/2025
- 10 Our year in numbers

Strategic report

- 11 The latest research
- 21 An informed public
- 28 Influencing for big-picture change
- 32 Widely used health information and support
- 40 Engaged supporters and partners
- 47 Financial information

Trustees report

- 50 Governance information
- 54 Statement of responsibilities of the Trustees of World Cancer Research Fund
- 55 Independent auditor's report to the members of World Cancer Research Fund
- 58 Statement of financial activities
- 59 Balance sheet
- 60 Statement of cash flows
- 61 Notes to the financial statements
- 76 Legal and administrative details

FOREWORD

Welcome to World Cancer Research Fund's Annual Report and Accounts for 2024/2025.

At a time when the burden of cancer continues to grow in the UK and around the world, the case for prevention has never been clearer.

And yet prevention research remains underfunded, making up only 5.5% of all cancer research funding.

As the leading charity in the UK focused on prevention, we know that there is a critical need to increase this investment, as stopping cancer before it starts is one of the most powerful ways to reduce its toll. It is the best way to ensure that fewer people and families have to hear the words "you have cancer".

Global cancer cases are continuing to rise, yet cancer prevention remains significantly underfunded compared with investment in cancer treatment and care, despite strong evidence that many cancers are preventable through modifiable lifestyle factors.

It has never been more important to back the science that can prevent cancer and to help people find clear, evidence-based information in a world crowded with confusing and conflicting health information.

That is why the work and evidence that World Cancer Research Fund has built over the past 35 years matters so much, and why this year has been such an important one for our supporters and stakeholders.

With your support, we funded seven excellent new science projects in five countries, and a further three projects through our INSPIRE Research Challenge for early-career researchers. Together, they are helping answer urgent questions in prevention and survivorship, and strengthening the evidence that shapes care, practice, policy and advice.

We were also proud to launch CANDO, our most ambitious science programme in years, to better understand how analysing nutrition, body composition and lifestyle can make breast cancer care much better and kinder for every patient. It is exactly the kind of practical, ambitious research we believe can change lives, and with your support we can continue to grow CANDO and achieve the most through its network of participating hospitals.

Just as importantly, we worked tirelessly to get trusted information into your hands. Our relaunched website reached 1.37 million unique visitors – a growth of 52% – and our communications generated more than 8,500 mentions in media, including strong growth in our TV, radio and quality print newspaper coverage.

Demand for our publications rose to 77,000, our public Cancer and Nutrition Helpline responded to almost 1,000 enquiries, and our workshops, classes and professional education helped translate evidence into support for people before, during and after cancer. Behind every one of those interactions is a person looking for clarity, reassurance or help to live well.

We campaigned hard this year to change public policy to help protect people from cancer. For our Cancer Prevention Action Week, we convened and led a coalition of more than 25 organisations that raised awareness of alcohol's role in cancer and helped secure a renewed UK Government commitment on mandatory alcohol health warning labels. That momentum will now carry into an ambitious three-year plan for Cancer Prevention Action Week beginning in June 2026, tackling the vast challenge of misinformation about cancer.

None of this would have been possible without our incredible supporters. In a challenging economic climate, your generosity enabled us to raise almost £12 million to invest in research, information and education. More than that,

it enabled us to keep prevention on the agenda and to keep building a future in which fewer lives are changed by cancer. We are deeply grateful for that trust.

As we look ahead, we do so with determination and hope. The challenge is urgent, but so is the opportunity.

In the year ahead, we will keep funding prevention research, strengthening the support we offer, and making the case for prevention where it matters most.

This year showed what is possible when evidence, partnership and public support come together behind a clear purpose – and it has strengthened our belief that there is much more we can achieve together to prevent cancer and save more lives.



Roderick Power
Chair



Rachael Hutson
Chief Executive Officer

WHO WE ARE

Our vision is to live in a world where no one dies of a preventable cancer.

World Cancer Research Fund has been part of the UK charity landscape since 1990 and we are proud to belong to a global network that has funded life-saving research and shaped public health policy for over 40 years.

Every day in the UK, about 1,100 people are told they have cancer. Yet research shows that around 40% of these cases could be prevented if we maintain a healthy weight, eat a healthy diet and move more.

While the search for cures continues, we focus on prevention and helping people live longer, healthier lives, free from the devastating effects of cancer.

We explore how diet, body weight and physical activity affect the risk of developing and surviving cancer. We fund research and turn it into clear, practical guidance and information for people to act on. And we use that evidence to push for wider change, helping to create environments that make healthier choices easier for everyone.

Our mission is to look at how diet, body weight and physical activity affect the risk of developing and surviving cancer, and share the evidence with the public, health professionals and policymakers.

Charitable information

World Cancer Research Fund (WCRF) is a charitable company limited by guarantee and was established on 3 September 1990. The charity was registered by the Charity Commission on 30 October 1990. It is governed by up to 10 Trustees in accordance with the Articles of Association.

Public benefit

In reviewing our aims and objectives, and planning future activities, the trustees have taken into account the Charity Commission’s general guidance on public benefit. The trustees always ensure that the activities undertaken are in line with the charitable objectives and aims of World Cancer Research Fund (WCRF).

WCRF was established “to promote, fund, support and encourage research as to the causes and treatment of cancer for the general benefit of the public”. We do this by focusing on how diet, body weight and physical activity affect the risk of developing and surviving cancer. We fund research and provide clear and practical guidance and information, so people can make informed choices about their health. We also use our evidence to push for wider change, helping to create environments that make healthier choices easier for everyone.

- More research is crucial to helping people prevent and survive cancer.
- We need more education about cancer risk, to empower society to make evidence-based health decisions.
- We must work with decision makers to recognise that prevention is better than cure.
- We want everyone to take steps to help prevent and survive cancer by improving their diet and exercising.
- Cancer prevention is underfunded. We need to raise and seek more money to tackle the issue.

These core beliefs inform our strategy and are the foundation to our work. By working as part of an International network of charities, led by World Cancer Research International, we achieve much more than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so that our supporters can be confident in getting excellent value for the support they give.

The World Cancer Research Fund Network

World Cancer Research Fund is a member of a network of cancer prevention charities with a global voice. For over 40 years, the World Cancer Research Fund Network (WCRF Network) has advocated the vital need for cancer prevention measures to be taken through a healthy diet, physical activity and being a healthy weight.

Being a member of a network, led and unified by World Cancer Research Fund International (WCRF International), we achieve much more working together than we can alone. We access and support research around the world, share resources to influence policymaking and reach more people with our cancer prevention health information.

Collaboration means we can fund more research, share evidence, pool expertise and use our resources efficiently so you can be confident you are getting excellent value for the funds you donate to us to help prevent cancer.

Our Science and Research programmes are delivered by World Cancer Research Fund International (WCRF International), these are funded by and for the benefit of all WCRF Network members.

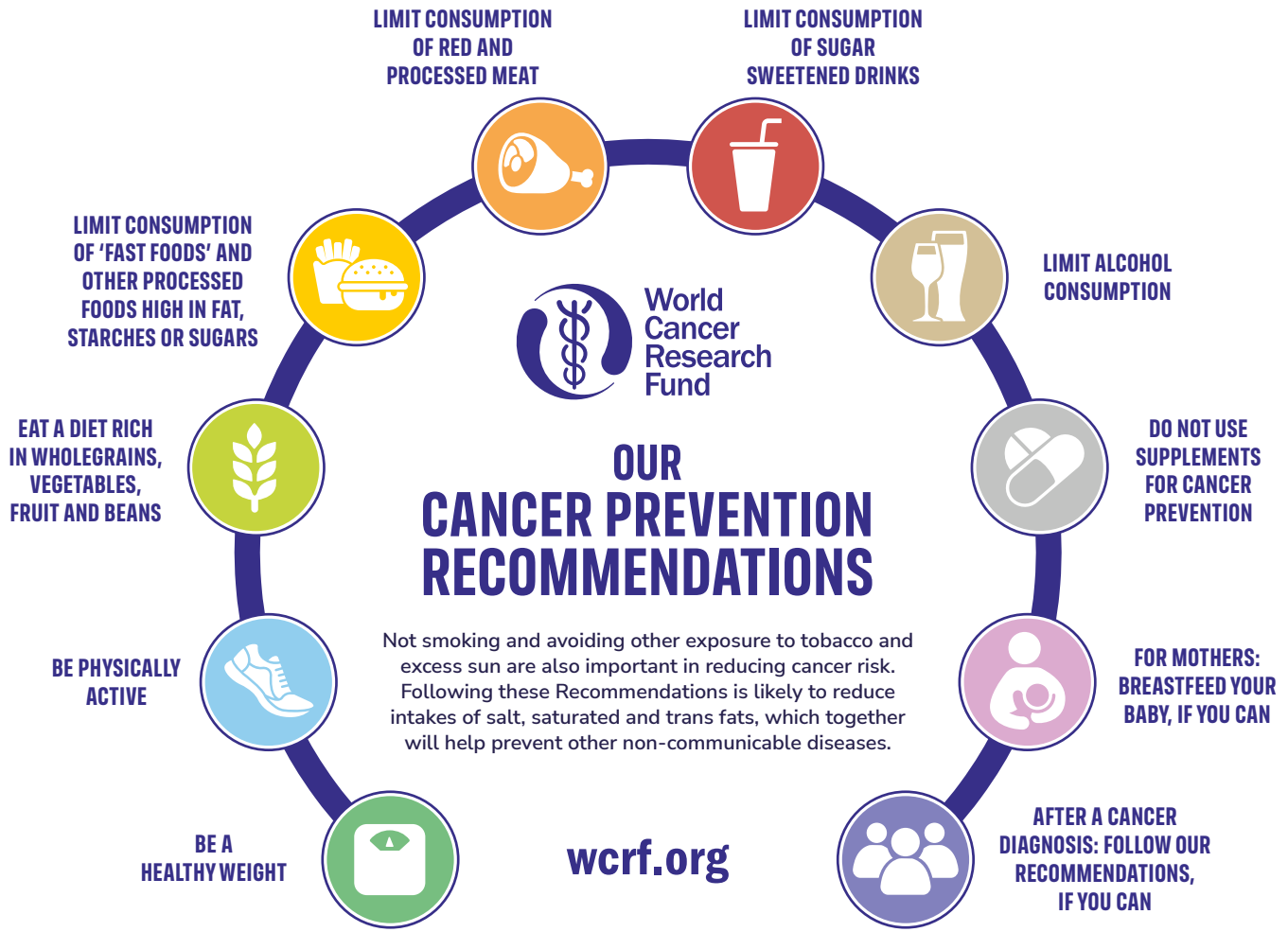
Our Cancer Prevention Recommendations

Many cases of cancer don’t need to happen. From massive population studies to laboratory research, the evidence suggests that around 40% of cancer cases could be prevented if people followed our Cancer Prevention Recommendations and if governments created environments where it’s easier to live healthily. This is what makes awareness of our Recommendations so critical.

Our Recommendations have been developed by experts and rigorously tested by independent scientists. They are a blueprint for individuals and societies to determine how they can reduce cancer risk and they are vital within our strategy, guiding our work to achieve our mission.

Our Recommendations can help people prevent and survive cancer, ultimately saving people’s lives.

Read more about the science behind our Recommendations:
wcrf.org/evidence-for-our-recommendations



What we wanted to achieve in 2024/2025

2024/2025 was a year of strategic transition for World Cancer Research Fund in the UK. Building on our Theory of Change (in place since 2020), we used the month of March 2025 to shape our strategic plans for the next five years. Our strategic direction is driven by our determination to provide a solution to the core issue.

We have a series of core beliefs developed using our evidence base that drive everything that we do. These are summarised below and link to each of the outcomes we want to achieve.

OUR VISION
is to live in a world where no one dies of a preventable cancer

CORE ISSUE: We believe too many people are dying every year from preventable cancers. And the problem's only getting worse.



Read our strategy online: wcrf.org/strategy

We believe the cancer burden can be reversed – but it will take all of us; governments, health professionals and individuals, pulling together. Our work is organised around five strategic pillars that move us towards our goal.



Our year in numbers

122,502
of you supported us with a donation
Thank you!



We raised almost **£12 million**
to invest in lifesaving research, information and education

In 2024/2025, we invested around **£9.4 million**
in vital research, education, and collaborations with health professionals



World Cancer Research Fund in the UK awarded **7 new grants**
totalling **£1.2 million**



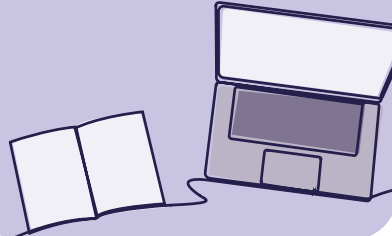
We had **925 enquiries**
to our Cancer & Nutrition Helpline

1.37 million
unique visitors to our relaunched website

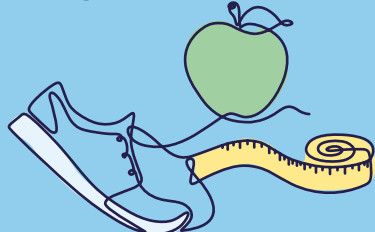
24 incredible supporters
ran the London Marathon, raising **£84,000**



77,000 people
requested our free health information resources



3,070 people
signed up for Activ8 – our 8-week behaviour change email programme



8,755
mentions in newspapers, TV and other media

We could not achieve all of this without our incredible supporters who keep our vital work moving forwards and ever closer to achieving our mission

STRATEGIC REPORT

Strategic outcome 1 THE LATEST RESEARCH



Since inception, the World Cancer Research Fund network of charities has invested £165 million (2023/2024: £160 million) in research worldwide. Because cancer is complex, we fund everything from laboratory studies to large-scale evidence reviews, including our authoritative Global Cancer Update Programme (CUP Global). We then turn that evidence into guidance for scientists and Cancer Prevention Recommendations for policymakers and the public.

Our wider science and research programmes are delivered by World Cancer Research Fund International (WCRF International), which is funded by and for the benefit of all World Cancer Research Fund network members, including World Cancer Research Fund (WCRF) in the UK.

Grants funded by World Cancer Research Fund in 2025

In 2024/2025, via the grant programmes, World Cancer Research Fund in the UK funded 7 new grants in 5 countries (UK, France, Italy, Australia and Denmark), totalling £1.2 million, in addition to a further £1 million on existing projects.

Our grant programmes are managed by WCRF International on behalf of WCRF. We fund three different types of grants: Investigator Initiated Grants and Pilot and Feasibility Grants as part of our Regular Grant Programme and INSPIRE grants as part of our INSPIRE Research Challenge.

Our Regular Grant Programme accepts applications from anywhere in the world except the Americas (North America, Central America including the Caribbean, and South America), and the INSPIRE Research Challenge accepts applications from anywhere in the world, including the Americas. From 2026, both programmes will have no geographical restrictions.

Investigator Initiated Grants are powerful studies that tackle the most interesting and urgent questions in cancer prevention and survivorship.

In 2024/2025, examples of the studies we funded to further build our evidence base include:

Do cooking methods create harmful DNA building blocks that may increase bowel cancer risk? (Prof Skirmantas Kriaucionis, University of Oxford, UK)

If successful, this research can:

- Clarify how cooking practices influence DNA changes linked to bowel cancer.
- Support evidence-based guidance on healthier cooking and food preparation.

Does selenium influence biological pathways linked to lung cancer? (Prof Paolo Ceppi, University of Southern Denmark, Denmark)

Selenium is a trace mineral found naturally in foods and also in supplements.

If successful, this research can:

- Clarify how selenium influences pathways linked to lung cancer.
- Help determine whether selenium intake is protective, neutral or harmful.

Pilot and Feasibility Grants are an important way of testing ideas, methodology and interventions to see if a larger trial is possible.

Can exercise be safely delivered to people receiving immunotherapy for melanoma? (Dr Eva Zopf, Australian Catholic University, Australia)

If successful, this research can:

- Show whether exercise is a safe and realistic option during immunotherapy.
- Strengthen lifestyle guidance to improve cancer survivorship and quality of life.

Do different fatty acids change how lung tumours respond to immunotherapy? (Prof Chiara Riganti, University of Torino, Italy)

If successful, this research can:

- Reveal how specific fatty acids impact immunotherapy effectiveness.
- Inform future strategies that combine diet with treatment to improve outcomes.

Regular Grants Programme 2025

Cancer types

SKIN 25%	BOWEL 25%	LUNG 50%
-------------	--------------	-------------

Research themes

SURVIVORS 50%	PREVENTION 50%
------------------	-------------------

Exposures

PHYSICAL ACTIVITY 25%	DIET/NUTRITION 75%
-----------------------------	-----------------------

LONG-TERM IMPACT FINDINGS

How a lifetime of data provides lifelines for cancer research

The UK Women's Cohort Study (UKWCS) celebrated its 30th anniversary in 2025. Led by **Prof Janet Cade** at the University of Leeds, it is one of the UK's largest cohort studies exploring diet and cancer. It includes over 35,000 middle-aged women with a wide range of different eating patterns and follows them over time to examine how food and nutrient intake relates to long-term health, including cancer and coronary heart disease.

The first survey was funded by World Cancer Research Fund and the data produced from this research showed that:

- A high consumption of processed meat and total meat was associated with an increased risk of breast and endometrial cancer.
- A high intake of tomatoes and dried fruits was associated with a reduced risk of breast and endometrial cancer.
- Women, both pre- and post-menopausal, who consumed the most meat had the highest risk of breast cancer.

The study's impact has continued through collaboration with Dr Aurora Perez-Cornago from the University of Oxford, as part of our funded project on vegetarian diets. Researchers combined UKWCS data with information from other large cohort studies examining vegetarian diets and cancer risk, creating the largest global dataset so far for analysing vegetarian dietary patterns.

This strengthened the evidence supporting the importance of fruit and vegetable intake in cancer prevention.



The UK Women's Cohort Study was established in the very early days of World Cancer Research Fund. This funding has allowed us to develop one of the largest, longest studies of diet in relation to health in the UK. This investment is bearing fruit almost 30 years later.

Prof Janet Cade

Supporting future research leaders and innovating in cancer prevention and survivorship

Our INSPIRE Research Challenge helps promising early-career researchers to turn their bold ideas into real progress. By funding work that might not otherwise receive support, INSPIRE grants make space for fresh thinking and fast-moving innovation in cancer prevention, treatment and survivorship, while building capacity in nutrition and cancer research and supporting the next generation of leaders in the field.

In 2024/2025, WCRF funded three early-career scientists with the aim to answer the following questions:

Which blood proteins reveal early metabolic dysfunction linked to cancer risk? (Dr Komodo Matta, IARC, France)

If successful, this research can:

- Reveal new biological pathways linking metabolic dysfunction to cancer.
- Highlight potential early markers or targets for prevention.

Which inflammatory proteins link unhealthy body fat to myeloma development? (Dr Lucy Goudswaard, University of Bristol, UK)

If successful, this research can:

- Identify key body composition features that promote inflammation linked to myeloma.
- Provide clearer insights into how unhealthy body composition leads to cancer.

Does childhood intake of ultra-processed foods increase cancer risk later in life? (Dr Sherly (Xueyi) Li, Murdoch Children's Research Institute, Australia)

If successful, this research can:

- Provide strong evidence connecting childhood UPF intake with lifetime cancer risk.
- Shape earlier dietary guidance and policy to reduce UPF consumption in children.

INSPIRE Research Challenge 2025

Cancer types

HAEMATOLOGICAL
33%

MIXED CANCER TYPES
67%

Research themes

CANCER PREVENTION
100%

Exposures

DIET/NUTRITION, PHYSICAL
ACTIVITY, BODY COMPOSITION
33%

DIET/NUTRITION, EARLY LIFE
EXPOSURES
33%

BODY COMPOSITION,
IMMUNE FUNCTION
34%

AN INSPIRE SUCCESS STORY: USING AI TO PROVIDE CANCER SUPPORT



In 2024, **Dr Micah Skeens** from The Research Institute at Nationwide Children's Hospital, US, was awarded a grant of £75,000 by WCRF through our INSPIRE Research Challenge. This was to fund the development of an AI chatbot called DAPHNE to support families of children with cancer by reducing the stress experienced by caregivers and enhance their overall wellbeing.

Aims and objectives

DAPHNE was created to give families caring for a child with cancer quick, supportive help with the social and emotional challenges that can otherwise build up between appointments. The aim was to reduce caregiver stress and support wellbeing through timely, practical guidance.

Methods

Researchers co-designed DAPHNE with healthcare professionals, social workers, parents and community advocates, then tested it with 40 caregivers. Participants used the chatbot, completed usability surveys, and took part in interviews to share what worked, what didn't and what would make it more helpful.

Key findings

Caregivers rated DAPHNE highly for accessibility (83%), ease of use (83%), and usefulness (78%). Many described it as valuable (68.3%), praising its clear structure, quick responses and the way it recognised and responded to their needs.

Impact

Overall, the study indicates DAPHNE is an acceptable, user-friendly AI tool for supporting families with the social and emotional pressures of paediatric cancer. Larger studies will help confirm effectiveness and explore wider rollout.

This transformative project represents a significant step forward in our ongoing fight against cancer, ensuring that the youngest among us receive the holistic care they deserve. We extend our heartfelt gratitude to World Cancer Research Fund for their unwavering dedication to this project and countless others that serve as a beacon of hope for enhancing the care of individuals battling cancer.

Dr Micah Skeens

The impact of our research – highlights from the year



In 2024/2025, results from **Professor Christopher Millett's** research at Imperial College London highlighted a link between food processing and bowel cancer risk.

Using data from over 450,000 participants and 6,155 bowel cancer cases, researchers classified foods by how processed they are and found that consuming more processed and ultra-processed foods was linked to a greater the risk of bowel cancer. A higher intake of unprocessed foods was linked to a lower risk.

The findings underline the potential value of choosing minimally processed foods as part of bowel cancer prevention.



Dr Emma Vincent at the University of Bristol published findings on how fat distribution affects the risk of obesity-related cancers.

Higher fat levels in the abdominal area

increased the risk of endometrial, liver and oesophageal cancer, while fat stored around the hips and thighs was linked to a lower risk of breast cancer and meningioma (a type of brain cancer). The study also found that fat stored in the liver and deep abdominal area increased liver cancer risk.

These results show why body fat distribution matters – not only overall body weight – when thinking about cancer prevention.

Our global impact

We strengthened our global reach by welcoming **Professor Anne Lee** as our new Hong Kong Ambassador, representing WCRF International in Hong Kong and across Asia.



Her appointment extends our reach and shines a light on how diet, nutrition, physical activity and body weight relate to cancer prevention.

We shared our science at major international conferences, raising our profile and distributing key resources such as executive summaries of the **Dietary and lifestyle patterns** report and our cancer survivorship guidance.



23rd International Congress of Nutrition, Paris, France, August 2025



Chinese Congress on Holistic Integrative Oncology(CCHIO), Xi'an, China, November 2024



Creating powerful connections at a local level

For the first time we have connected our grant holders with the MP in their constituency.

MP for Newcastle upon Tyne Central and West **Chi Onwurah** met **Associate Professor Jill McKay**, **Professor Dianne Ford** and **Dr Jessica Saville** from Northumbria University, to discuss their groundbreaking cancer prevention research.

In 2022, World Cancer Research Fund awarded the team a £347,000 grant to investigate whether folate levels in expectant mothers are linked to the development of leukaemia in their children. Some studies suggest folic acid supplementation during pregnancy may help prevent childhood leukaemia; however, findings are not yet clear.

The researchers and MP discussed the study's potential to influence nutritional guidelines during pregnancy, reduce the risk of childhood leukaemia, and support earlier diagnosis. As Chair of the Science, Innovation and Technology Committee, Chi Onwurah MP was particularly interested in hearing about the study's progress, upcoming publications, and its future following its completion.

Rates of childhood leukaemia are slowly rising, which suggests some things in our environment may be contributing to this disease developing. Learning more about what factors can affect leukaemia and how they influence underlying biology can help us know which lifestyle changes we can make to aim to prevent and predict childhood leukaemia. However, none of this will be possible unless we liaise with policy makers, so we are delighted to meet with Chi today to share our exciting research.

Assoc Prof Jill McKay
Principal investigator, Northumbria University



Dr Jessica Saville and Assoc Prof Jill McKay, Northumbria University



The Global Cancer Update Programme (CUP Global)

CUP Global is the flagship research project of the World Cancer Research Fund network.

It is managed by WCRF International and funded by WCRF and the other members of the network. It provides a highly authoritative, independent assessment of how diet, nutrition, physical activity, and body composition affect cancer risk and survivorship.

Using transparent and rigorous methods, teams at Imperial College London and other world leading universities review the evidence, and an independent international panel convened by WCRF International judges its strength. Their influential conclusions underpin our Recommendations, inform policy and guidance worldwide and highlight gaps for future research.

CUP Global's report on Dietary and lifestyle patterns and cancer risk

In April 2025, WCRF International launched a major report demonstrating the importance of combined dietary and lifestyle behaviours, rather than single behaviours for cancer prevention. This represents a major step forward for understanding the key role that healthy lifestyle habits play in preventing cancer.

There was extensive media coverage in broadsheets and television. Since its launch, the report was downloaded over 1,200 times in April and the website news piece had 2,100 views and was the most engaged content on LinkedIn, Instagram and X (formerly Twitter).

Here, we make a major contribution to scientific understanding, spread our message to the public and raise the profile of the network.



Publications from CUP Global on lifecourse and colorectal cancer

In May 2025, CUP Global published its latest scientific paper in the International Journal of Cancer – the first to systematically review and formally assess the evidence across multiple early-life stages. The CUP Global Panel found strong evidence for a causal link between higher early-life body size and later colorectal cancer risk, underlining how early body weight can shape cancer risk decades later.

The publication generated strong international interest, with around 175 media mentions worldwide and more than 900 LinkedIn engagements. It will also contribute to future CUP Global guidance.

CUP Global continues to attract significant media attention, showing how scientific findings can travel beyond journals to have real world impact. Significant examples include:

- Dr Helen Croker was interviewed by Just Food on ultra-processed foods (UPF), reflecting strong public interest in this topic and reinforcing our position as a leader in evidence-based dietary guidance.
- Dr Giota Mitrou was quoted in media coverage on the link between processed meat, including ham and bacon, and cancer risk. This referenced World Cancer Research Fund's Cancer Prevention Recommendations and was picked up by prominent news outlets such as the Guardian.

Why it matters

This contributes to societal understanding and impacts policy and future research. It also ensures our own guidance and public messaging is based on scientific evidence.

Future research priorities in CUP Global

The CUP Global Panel met in January 2026 to discuss and assess the strength of the evidence on soft drinks, juices and sedentary behaviours and cancer risk. This enabled us to agree public recommendations where appropriate, and identify priorities for future research.

A further in-person meeting in July 2026 will review soy, tea/coffee and ultra-processed foods. Together these reviews will form future WCRF Recommendations so scientists, health professionals, policymakers and the public have access to the latest evidence on how these factors influence cancer risk.



A trusted voice in research

Our science teams ensure that we fund and support science to the highest quality. We work closely with expert Grant Panels to uphold these standards and maintain scientific rigour in the research we fund.

The Panels and Scientific Advisory Groups assess the scientific quality, novelty and relevance of proposals and recommend which projects to fund – supporting both our grant funding programmes and our wider research collaborations.

We collaborate with world-renowned independent experts spanning a variety of fields and expertise, to make sure that all our work is impartial and rigorous, and to challenge us to achieve the best results possible. More information on the names of experts we work with are detailed on our website: wcrf.org/experts-we-work-with



Regular Grant Programme Panel meeting
London, June 2025



CUP Global Panel Meeting
London, January 2026

PERSONALISING BREAST CANCER TREATMENT: ADVANCING RESEARCH TO IMPROVE LIVES

The **CANDO (Cancer: Nutrition and Dietary Origins)** programme in Southampton that we proudly fund was launched in October 2025 to a fanfare of media coverage on the BBC and across all the region's media.

This work is run by a research team at the University of Southampton and led by Professors Ramsey Cutress and Ellen Copson. The progress of this work is continuously reviewed by an external group of six scientists and clinicians, joined by our internal WCRF International science experts Dr Giota Mitrou, Dr Helen Croker and Dr Julia Panina.



The CANDO programme investigates how body composition (the distribution of our muscle and fat) influences how patients respond to cancer treatments and the side-effects they experience. This study will include measures for nutrition and lifestyle for those diagnosed with early or secondary breast cancer and undergoing different types of treatment. Rather than moving towards a single “discovery moment”, this exciting programme is built as

an ongoing collaboration – one that is evolving as scientists and patients explore its full potential together.

This research provides an opportunity to develop and share evidence-based recommendations that we hope will optimise treatment outcomes and support long-term survivorship for people with breast cancer. Ultimately, it could help clinicians offer more tailored advice and support – making treatment more kind and effective.

Next, we will strengthen our ties with professionals at University Hospital Southampton to support patients with information and guidance. Work with the CANDO Patient Reference Panel will help us understand what information patients find most useful and shape future collaboration.



Why it matters

Every year the advances we make in research strengthen the evidence behind cancer prevention and survivorship. Supporter-funded programmes like CANDO can help clinicians tailor advice, reduce side-effects and support people to live well during and after breast cancer.

Strategic outcome 2

AN INFORMED PUBLIC



Our communications, health education programmes and campaigns aim to enable a better understanding of the links between diet, weight and physical activity and cancer.

We encourage behaviour change to reduce the occurrence of preventable cancers and to support people living with and beyond cancer to live well after their diagnosis.

Our high digital impact in numbers

People use their phones and computers to search for health information, so our digital reach is vital. In 2025, we treated our website and social media channels as a core public health service: a place to translate evidence into practical guidance people can return to, share, and act on.

At the end of 2024, we brought our previously separate UK and International websites together into a single wcrf.org domain, migrating all our information to one place. In 2025, 1.37 million unique visitors used the relaunched website – a 52% increase versus the combined traffic of the previous sites – and people engaged more deeply too with an engagement rate increase of 6.8%.

Increasingly, people are using websites where Artificial Intelligence has compiled information from a number of sources for them, so this is a great success in the face of these new pressures.

Our strategy focuses on a need to make sure we are where people are discovering and discussing health information. Therefore, we grew our presence where they are increasingly doing this – on social media. LinkedIn and Instagram – our two biggest channels – grew by 35% and 30% respectively.

On LinkedIn, our engagement rate reached 13.3% (well above typical charity benchmarks), showing that our content isn't just being seen – it's prompting people to read, click, react and share.

We used LinkedIn more strategically as an influencing tool by publishing thought leadership opinions from World Cancer Research Fund (WCRF) experts that help position us as a credible prevention voice with relevance to policy and global health conversations – not just day-to-day lifestyle advice.

Our digital channels also helped campaigns travel further and last longer than a single news cycle

During Cancer Prevention Action Week, the attention generated by broadcast and national press translated into people actively seeking out our evidence and guidance online. Visits to our campaign landing page rose by more than 120% week-on-week, and traffic to our alcohol and cancer information increased by 25%. On social, sharing surged too – particularly on Instagram, where shares jumped by more than 900% compared with the previous week. That matters because sharing is how prevention messages reach people who weren't looking for us in the first place.



Why it matters

This year our website visitor numbers increased more than 50%. As our evidence travels further online, it cuts through the noise of misinformation and helps people live safer, healthier lives.

Audience growth

LinkedIn
+35%
Instagram
+30%

LinkedIn engagement rate

13.3%
(vs ~3% sector benchmark)

Unique website visitors

1.37m
(+52% and +6.8% engagement rate)

Cancer Prevention Action Week

+120%
website campaign visits week-on-week

+25%
alcohol page traffic

+900%
Instagram shares

Keeping cancer prevention in the news

Every day, people are bombarded with health related headlines and it can be hard to know what to trust. Our Communications and Engagement team works with our internal experts to make sure that the public, healthcare professionals, scientists and policymakers have access to evidence-based information.

This year, we focused on growing recognition of World Cancer Research Fund as the leading charity on preventing and living with cancer through diet, body weight and physical activity.

We did that by telling clear, human stories grounded in science: from the everyday choices that can reduce risk, to the research discoveries that are shaping healthier futures. In the UK especially, but also globally, we keep prevention on the national agenda – through proactive media work, standout campaigns, and stronger digital storytelling.

8,755
media mentions

230
TV/radio mentions

25% increase in print stories in broadsheet newspapers such as The Guardian, The Times and The Telegraph

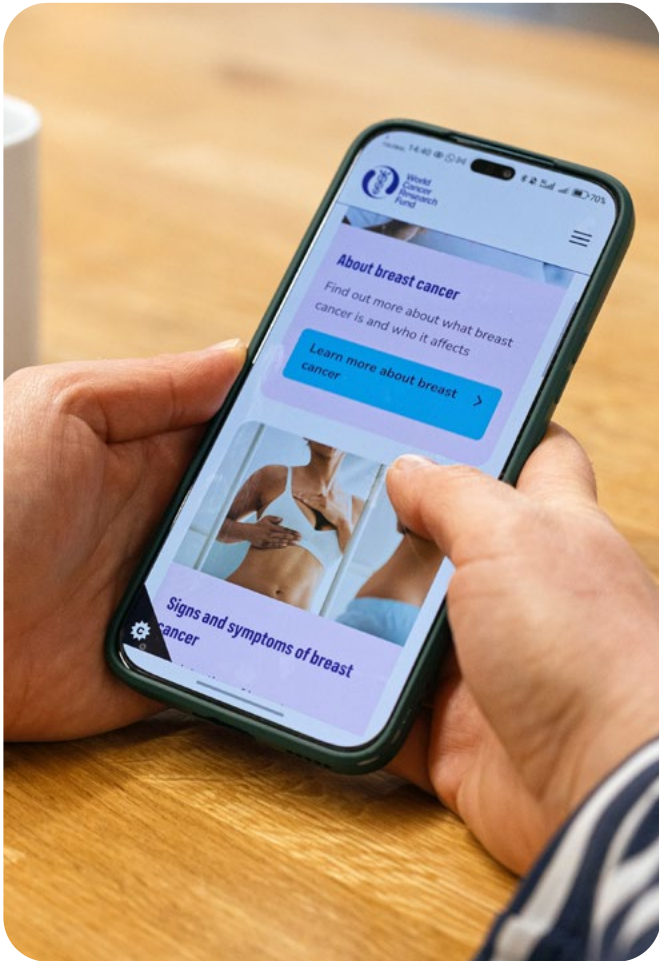


Research making the headlines

A good research finding can change what scientists understand. But a great piece of communication can change what the public and other decision makers do with that understanding.

This year, some of our biggest moments came when our research “broke out” of the research world and into everyday conversation – on breakfast radio, in national newspapers, on regional TV, and across local news outlets that reach people where they live.

The following are three examples of campaigns we delivered to publicise important research that was only made possible due to the generosity of our incredible supporters.



Dietary and lifestyle patterns and cancer risk: a landmark study

The launch of the WCRF International landmark CUP *Global Dietary and lifestyle patterns and cancer risk* report in April became one of the strongest communications moments of the year for WCRF. In just the first few days, the report pages rose into our most-visited content and drove hundreds of downloads, while our LinkedIn post became our most engaged of the year so far.

The story achieved real cut-through in high-quality UK media, including full articles in The Guardian, The Times and others, backed by a wave of broadcast mentions across ITV regional news and Times Radio. Much of the coverage spotlighted an especially important finding – that any amount of alcohol increases breast cancer risk – but many outlets also carried its comprehensively wider recommendations about breast and colorectal cancer prevention.

- Over 1,200 downloads of the report in April
- Website news piece had 2,100 views
- LinkedIn: rapidly achieved 2,000+ engagements and 41 shares (88% engagement rate)
- 25 broadcast mentions (ITV regional news and Times Radio)

The work by World Cancer Research Fund's Global Cancer Update Programme in reviewing and synthesising the literature on the role of dietary and lifestyle patterns in relation to colorectal cancer risk and mortality represents an immense step forward in how healthy lifestyle habits are key to prevention of cancer.

Prof Edward L Giovannucci,
Professor of Nutrition and Epidemiology,
Harvard School of Public Health

Waistline and exercise combined: grant-funded and high impact

One of our grant-funded research projects highlighted the combined benefit of managing both our waistlines and physical activity together. Our experts worked with the Press Association Newswire to ensure this benefit was communicated widely and accurately to the public, and the result was one of our strongest 'all-at-once' media moments of the year.

We appeared across seven national newspapers – including The Independent, The Guardian, The Daily Mail, The Sun, The Metro and The Mirror, and we were picked up by almost 200 local newspaper sites across the UK.

On broadcast, our senior scientist Dr Helen Croker spoke live on LBC radio and across other popular radio stations. Millions of people were reached by research you funded, which highlighted why a crucial combination of both exercise and weight control (not one or the other) was needed to best reduce cancer risk.

- Featured in 7 national newspapers and Metro (print)
- Expert broadcast: LBC live and Sky News Radio interview syndicated to major stations



Childhood/young adult weight and colorectal cancer risk

The CUP Global Panel found strong evidence for a causal link between body size in childhood and young adulthood and colorectal cancer risk later in life. The findings were published in May in the International Journal of Cancer.

In the UK, we promoted it in a powerful one-day wave of coverage, with more than 160 mentions including high-profile national outlets such as The Times, alongside wide pickup across regional media (more than 40 outlets). The story also travelled internationally (for a total of 175 articles globally), with coverage in specialist and health-focused platforms including Triage Cancer and Oncology News Today, and further mentions across countries including the USA, Canada, Greece, Argentina and Romania.

Just as importantly, the coverage handled a sensitive topic responsibly. Working closely with media, we helped ensure reporting stayed accurate and balanced – explaining the significance of the findings without causing unnecessary alarm for families. The research also generated strong engagement on LinkedIn (more than 900 engagements), showing how supporter-funded science can reach both public and professional audiences.

Why it matters

More than 8,000 news articles and strong growth in TV, radio and quality print newspaper coverage – means decision makers can act on our evidence and the public are better informed about health.

CANCER PREVENTION ACTION WEEK: FROM MESSAGE TO IMPACT

Cancer Prevention Action Week (CPAW) 2025 was our most visible UK advocacy moment of the year. Building on years of evidence that alcohol causes seven types of cancer, we convened and led a coalition of more than 25 public health, cancer and civil society organisations behind a clear ask: a National Alcohol Strategy for England, with mandatory cancer warning labels emerging as the pressing issue.

At Westminster, we combined parliamentary engagement, public mobilisation, and media advocacy. We secured a dedicated parliamentary debate on alcohol and cancer, with 11 MPs speaking and a further 25 engaging through parliamentary activity, social media or direct correspondence. Cat Smith MP tabled an Early Day Motion calling for stronger action on alcohol harm, attracting support from MPs across parties, while Lord Krebs, Chair of WCRF's CUP Global Expert Panel, submitted five questions in the House of Lords to maintain pressure on Government.

Alongside parliamentary activity, WCRF coordinated a public-facing petition calling for action on alcohol labelling. Signed by more than 2,700 people, the petition – supported by campaigner, social influencer

and breast cancer surgeon Dr Liz O'Riordan – was delivered directly to 10 Downing Street, reinforcing the strength of public support for change.



The campaign achieved a significant policy outcome too, with the UK Government reiterating its commitment to introduce mandatory alcohol warning labels. While progress remains slow, this public recommitment represents a meaningful step forward and provides a platform for continued advocacy.

Importantly, CPAW also demonstrated our ability to work across the UK's devolved context. In Scotland, Alcohol Focus Scotland supported



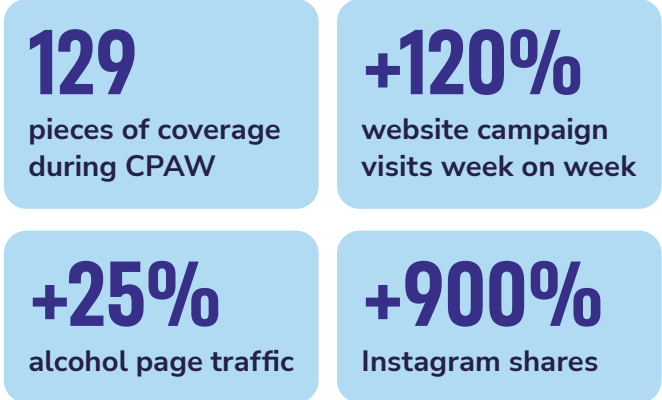
parallel activity at Holyrood, including a photo call and the tabling of a Motion in support of CPAW, considered by MSPs. This extended the reach of the campaign and reinforced the relevance of alcohol policy as a UK-wide cancer prevention issue.

Achieving media coverage is vital for such an important campaign if we want to really drive change. We secured major national press coverage for CPAW including The Guardian, The Telegraph and The Times, while also reaching people through TV and radio such as Channel 5's Vanessa and Jeremy Vine, BBC 5 Live and LBC. The campaign also had a strong presence across radio, helping our message travel across regional stations and reach people in their everyday routines – not just those actively seeking health news.

Equally important, the coverage increased the campaign's momentum. Our Guardian exclusive on alcohol warning labels helped trigger a wider "snowball effect", with follow-on reporting and broadcast debate, while Telegraph features gave space for more nuanced public-health storytelling including different angles on alcohol risk for men and women. In other words, CPAW didn't just



create headlines – it encouraged a fuller national conversation, with WCRF positioned as a trusted source of evidence and context.



GOVERNMENT COMMITMENT: mandatory health warning labels on alcohol

This has been complemented by guest blogs published on partner platforms, including the Alcohol Health Alliance and the Institute of Alcohol Studies, maximising reach and reinforcing WCRF's position as a global leader on alcohol and cancer prevention.

CPAW 2025 also had impact beyond the UK. Learnings from the campaign have been captured in an international case study, developed to support cancer prevention and alcohol control advocates globally.

Why it matters

People deserve honest information about cancer risk. This year we helped push alcohol labelling further up the agenda achieving a real Government commitment on health warning labels.

Turning knowledge into care

Our Health Information Team developed support specifically aimed at UK health professionals. During CPAW a live CPD-accredited webinar for professionals co-delivered by our Health Information and Policy Teams explained the science behind alcohol and cancer risk, unpicked common myths and provided tips for professionals to pass on to help patients and clients reduce their drinking as well as outlining our UK policy position on alcohol. The webinar attracted strong engagement with 130 live attendees. All survey respondents said that it improved their awareness of the link between alcohol and cancer risk.

We also launched a short guide to help professionals hold supportive conversations with patients about alcohol use. It was produced in collaboration with Scottish Health Action on Alcohol Problems and gained the endorsement of the Alcohol Health Alliance.



Why it matters

This year the power of prevention climbed higher up the agenda of policymakers. Through campaigns, media and digital channels, we helped trusted advice cut through the noise and reach people with practical, evidence-based information they can act on.

Strategic outcome 3

INFLUENCING FOR BIG-PICTURE CHANGE



Our wider Policy and Public Affairs work is delivered by World Cancer Research Fund International, based in the UK and funded by World Cancer Research Fund (WCRF) and the other World Cancer Research Fund network members. This work includes activities in the UK but also around the world.

Influencing change at UK and global levels

In 2026, World Cancer Research Fund International (WCRF International) will have been in official relations with the World Health Organization (WHO) for 10 years. This privileged status is granted to civil society organisations who engage with and support WHO following a strict application procedure, allowing us to contribute to and influence the development of global public health policy relevant to cancer prevention.

Expanding our influence in the UK

Over 2024/2025, the Policy and Public Affairs team significantly strengthened WCRF's profile, credibility and influence within the UK policy landscape. Building on the publication of our *Policy Priorities to Prevent Cancer* ahead of the 2024 General Election, we shifted from agenda-setting to sustained political engagement across Parliament, Government and the wider public health ecosystem.

We maintained a consistent parliamentary presence through engagement with MPs from across parties, attendance at key political and policy events, and rapid, evidence-led responses to emerging policy developments. This included eight direct MP meetings across Labour, Conservative and Liberal Democrat benches – including an alcohol policy roundtable – enabling us to position WCRF as a trusted source of cancer prevention expertise at a time of significant policy change.

At the Labour Party Conference we spoke to MPs and public health organisations and explored the UK Government's prevention plans in more detail.

At the Association of Medical Research Charities (AMRC) Parliamentary Showcase we highlighted WCRF's contribution to the UK life sciences sector and shared grant funding information with MPs whose constituencies include research institutions receiving funding from WCRF.

In February, we joined the Obesity Health Alliance's parliamentary showcase event, where we presented our international diet and nutrition policy expertise to 11 MPs and 3 staff members, including the former Prevention Minister. We followed up with a letter to the new Prevention Minister, Ashley Dalton, to introduce our work and stress the importance of prevention.



Partnership and collaboration

Our partnerships were central to expanding our UK influence. Throughout the year, we worked closely with coalitions including the Obesity Health Alliance, Alcohol Health Alliance, Food Foundation, Health Equals and One Cancer Voice, ensuring that cancer prevention perspectives were embedded in collective advocacy.

These partnerships enabled WCRF to amplify its voice, align messaging across the sector and exert greater influence than would be possible alone.



Our collaboration with the Obesity Health Alliance was particularly impactful, including shared consultation responses and template submissions on food, diet and obesity policy.

WCRF’s expertise continued to be recognised through strategic partnerships and invitations to contribute at the highest levels. Engagement at the World Cancer Leaders’ Summit, collaboration with International the Agency on Research on Cancer and Union for International Cancer Control, and contributions to the Joint Action Prevent Non-Communicable Disease consortium reinforced WCRF’s position as a trusted partner for integrated cancer and NCD prevention.



Our Policy Advisory Group entered a new three year term, expanding its geographic and thematic expertise. We also contributed to the European Code Against Cancer, 5th Edition, both from a scientific and policy perspective.

Across 2024/2025, WCRF worked in close collaboration with UK coalitions, international agencies, academic institutions and civil society partners. These collaborations were critical to amplifying WCRF’s influence, strengthening policy coherence and ensuring UK and international work were mutually reinforcing.

The benefit to the UK was clear: stronger prevention narratives, increased political traction for cancer prevention, and greater visibility of WCRF-funded research within national and global policy debates.

Strengthening UK policy knowledge

Alongside external engagement, we strengthened our UK policy intelligence and responsiveness. Over the year, we submitted seven formal consultation responses, with further submissions in development on alcohol labelling and healthy food standards. These included responses on the National Cancer Plan for England, the Men’s Health Strategy, the Food and Weight Management Inquiry, the 10-Year Health Plan and licensing and planning reforms.

We also published 15 rapid responses to UK policy developments, bringing WCRF’s evidence and analysis into public debate at critical moments – including the House of Lords Food, Diet and Obesity Committee; The National Food Strategy; The CMA infant formula market study; The Spending Review and Autumn Budgets; Minimum Unit Pricing in Wales; The Soft Drinks Industry Levy; free school meals and junk food marketing restrictions; commercial baby foods guidelines; and the Health and Social Care Committee’s report on the first 1,000 days.

This steady, evidence-led cadence reinforced WCRF’s role as a go-to authority on cancer prevention policy in the UK.

What next for UK policy work?

Looking ahead, we will deepen our influence where decisions are being made. Priorities include holding the UK Government to account on alcohol labelling commitments; helping to shape the implementation of the National Cancer Plan and 10-Year Health Plan; strengthening work on early-life nutrition, infant feeding and ultra-processed foods; and deepening engagement with Select Committees and Ministers. We will also keep strengthening the link between WCRF-funded research and UK policymaking and supporting the non-commercial research ecosystem.



of the Political Declaration, with the final version recognising cancer as a global priority and supporting expanded multisectoral action and ongoing prevention efforts.

We continued to engage with the World Health Organization, with our attendance at the two annual governing body meetings. At the WHO Executive Board in February, we met with Member States and WHO departments. We delivered policy statements on key health issues in both February and May’s Assemblies, and we had our official relations status renewed for three years. This allows us to sustain engagement in global policy processes.

Knowledge in action

We turned our Recommendations into practical tools for policymakers. The **Policy Blueprint for Cancer Prevention**, launched in January 2025, brings together our evidence-based recommendations across key risk factors. It has been widely shared, with over 1,300 downloads and new collaboration opportunities, including a blog on human rights and cancer prevention. It was presented at the European Congress on Obesity in May 2025 and the International Conference on Nutrition in August 2025.



Advocacy leadership for prevention

We help set the agenda for prevention in the UK, but it's also important that we do this globally because it impacts our work in the UK. In 2024/2025, WCRF International played a prominent role in shaping global cancer prevention policy too through sustained engagement across the United Nations, the WHO and international cancer and Non Communicable Disease communities.



In 2024/2025, WCRF International also played a leading role in global cancer prevention policy, engaging with the UN, WHO and the NCD community, particularly around the 4th UN High-Level Meeting on NCDs and Mental Health, and shaping advocacy through its Advocacy Brief and partnerships with organisations including UICC and the McCabe Centre. Several of its recommendations were reflected in early drafts

Strategic outcome 4

WIDELY USED HEALTH INFORMATION AND SUPPORT



Behind every booklet, web page and hour of training lies one aim: making cancer prevention feel personal, realistic and achievable. This year our Health Information team inspired thousands of people with messages rooted in our Cancer Prevention Recommendations.

Our health information brought our evidence to life in plain English, with practical ideas to fit our daily routines. Our care and expertise helped people living with cancer through challenging times. And our training empowered the professionals who support us to make healthy changes simple to start and easy to sustain.

Prevention resources for all

Publications

We updated our *Weight matters* booklet and created a simpler *The facts about weight* factsheet, so more people can use our guidance with confidence – including people with lower literacy.

We updated *Budget bites*, *Family flavours* and *Everyday eating* and created our second budget cookbook; *Budget-friendly recipes*. Registered Nutritionist Zoe Griffiths developed the recipes, alongside an introduction to our Cancer Prevention Recommendations. Over 4,400 copies were sent out.

// Thank you for my recently received cookbook, which is so attractively photographed, with ingredients and cooking methods so clearly laid out for healthy, tasty inspiration.

Pauline, *Budget-friendly recipes* user



More people reached for our resources this year and put them to work. Demand for our booklets, factsheets, cookbooks and posters reached

77,000

(up 9% on 2023/2024)

61,000

copies were sent out and

16,000

were downloaded

Digital information and support

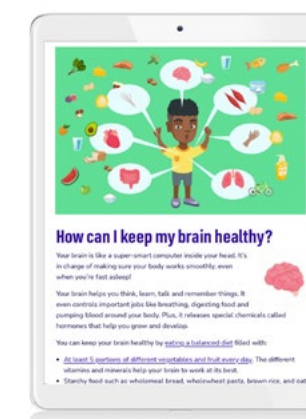
Online, we made support easier to find and act on. We reshaped our breast cancer pages into a clear hub on causes, ways to reduce risk and living well after diagnosis, and we expanded our recipes so it's quicker to find healthy meals and snacks for everyday life.

For 7–11-year-olds, our *Eat Move Learn* website added four new junior-cook recipes, plus new pages answering common questions about healthy living.

Since its launch in 2023, 3,070 people have signed up for *Activ8*, our eight-week behaviour change email programme – to build healthy habits that lower cancer risk. Three months after completing the programme, 80% told us they had stuck with their healthy habits.

Future plans for our prevention programmes

Next, we'll refresh our physical activity content in print and online. We've listened to people who face barriers to moving more – especially groups most affected by health inequalities – so our updated guidance reflects real life. We'll also update our popular *Men's health guide* and launch an updated *Changing behaviours* guide for health professionals.



// Just brilliant! A great resource to have at my fingertips. I have a strong family history of breast and other cancers so *Activ8* was just what I needed to motivate me to be proactive regarding my health. I have saved all your emails and will return to them to retain my motivation.

Josephine, *Activ8* subscriber

Working with health professionals

We equip health professionals with clear, evidence-based tools for cancer prevention and clinical conversations. That way, our guidance reaches far beyond our own channels.

We ran 11 live CPD accredited cancer prevention workshops, blending evidence on diet, physical activity and weight with practical behaviour change techniques. Almost 300 health professionals attended. Afterwards, over 90% reported increased awareness of lifestyle-related cancer risk factors, and over 85% felt more confident giving cancer prevention advice.

Workshop participants said:

This training has given me the confidence to promote health and wellbeing information relating to cancer in my daily practice.

It was very informative regarding potential carcinogens and how to mitigate their impact with healthy lifestyles – this will be very helpful in my clinical practice.

We also piloted our first in-house workshop for a local authority public health team with very positive feedback. Next, we're preparing to scale up our workshops with freelance nutritionist trainers and to deliver more in-house workshops – helping embed cancer prevention into standard practice in a cost-effective way.

Why it matters

Our resources for health professionals are accredited for Continual Professional Development (CPD), the ongoing training that keeps their skills up to date. CPD accreditation adds credibility and helps us reach more professionals, so more patients can benefit from our Cancer Prevention Recommendations.



Conference attendance

To raise awareness of our offer and connect with professionals working in cancer prevention and support, we exhibited at the UK Oncology Nursing Society Annual Conference in Manchester, Nursing in Practice in London and the British Society of Lifestyle Medicine Annual Medical Conference in Brighton. In our first speaking slot at Nursing in Practice, we shared a platform with an experienced general practice nurse, together speaking on 'Cancer prevention and survivorship: evidence into clinical practice'.

We kept professionals up to date with the latest evidence through our quarterly Informed newsletter and monthly e-newsletters. This year we focused on making our support easier to find and use – many professionals tell us they value it and wish they had known about it earlier. Next, we'll work with professional bodies and NHS Trusts so World Cancer Research Fund support becomes a go-to part of how different roles build knowledge and improve practice.

Future plans

Looking ahead, we'll run further free CPD-accredited webinars, responding to requests for deeper training on specific areas of cancer prevention. We'll also explore how to adapt practical healthy living advice for our diverse communities and provide clearer overviews of our guidance for people living with and beyond breast and colorectal cancers. Working in partnership will strengthen our expertise and widen the reach of our education.



Supporting people living with cancer

We strengthened trusted support during treatment. Collaborating closely with the British Dietetic Association (BDA) Oncology Specialist Group, we updated *Eat well during cancer* – our most popular booklet – and sent out 6,200.

This is a valuable resource that is evidence based and peer reviewed, and will benefit many patients undergoing cancer treatment... It will be utilised by many oncology dietitians.

The British Dietetic Association

The booklet answers common questions about diet during cancer and treatment, covering side effects such as weight changes, mouth problems and nausea. It offers practical ways to manage these challenges and shares recipes designed to help people enjoy food again.



In June, we exhibited at the Royal Surrey Hospital Community Open Day, showcasing resources like *Eat well during cancer* and raising awareness of our support for people living with cancer.

Professionals have told us they use the booklet as a handout and value how it lands with patients:

I ordered these booklets as a shared resource for staff here where we run an oncology support service for the county.

Huge amount of positive feedback for professional, glossy presentation, easy wording and able to digest information given in a clear and concise way.

I have a table displaying all the leaflets and staff are able to look through the resources to familiarise themselves with them to know which particular resources patients would benefit from.



Future plans

Next, we'll make our support even more accessible. We'll update our website FAQs so our nutrition information works for people living with cancer from different backgrounds, working closely with the BDA Oncology Specialist Group and the NIHR Cancer and Nutrition Collaboration Patient and Public Involvement group. Building on growing evidence about staying active after diagnosis, we also plan a new booklet to help people be as active as they can during treatment.

Cancer and Nutrition Helpline

Our **Cancer and Nutrition Helpline** helps people living with and beyond cancer manage treatment-related side effects, through a free phone and email service staffed by Oncology Specialist Dietitians. We responded to 925 enquiries: most people were seeking support for themselves, and around a quarter of people wanted advice to help support a spouse or partner.

Almost 100% of survey respondents rated the service 'excellent or good overall' and said they felt 'more or much more confident' managing their diet, or treatment-related side effects. Many told us how much the helpline mattered to them:

Without your helpline, it could have been up to 10 weeks before I got help from a dietitian. You've saved me weeks of stress and worry about how much weight I've been losing and what I can do to stay healthy during my treatment.

Clinicians trust the service and refer patients to it. More than 40% of helpline users tell us they were signposted to the helpline by a health professional and NHS Trusts such as the Royal Marsden include the helpline in patient information. We are also working with NHS Greater Glasgow and Clyde to provide essential nutrition information to their newly diagnosed bowel cancer patients.



We are planning to grow professional support for the helpline throughout the oncology and primary care workforce. We have ambitious plans to expand the number of people living with cancer that we can help, especially as access to specialist dietetic support can be very limited:

We have found referring to the dietitian helpline very beneficial for our patients struggling to access local resources.

Cook Through Cancer classes

We brought practical, confidence-building support into people's kitchens. We ran two series of monthly online **Cook Through Cancer classes** designed to help people living with cancer manage issues such as taste changes, appetite loss and nausea, and make food more palatable. Led by a professional chef and supported by an Oncology Specialist Dietitian, the classes taught simple, specially-designed dishes, shared practical tips and gave participants the chance to ask an expert questions about nutrition and cancer.



People living in the remote Scottish Highlands and Islands and other areas with limited access to cancer support were among 120 people who benefitted from our Scottish series, kindly funded by James Sim Trust.

A breast cancer-focused series, funded by Walk the Walk, supported 160 people. 97% rated their overall experience 'excellent or good' and 91% felt more confident managing their diet and side effects afterwards. We promoted the classes with NHS organisations, oncology staff groups and Future Dreams, and many people found them so useful they chose to attend more than one class.

We continue to run Cook Through Cancer classes for people with any cancer, anywhere in the UK. We're also planning on-demand cooking videos, so we can support more people to have easier, nutritious mealtimes.



I like the combination of a chef and dietitian. It provided a tasty, nutritional approach to food. I also liked the flexible approach they took suggesting changes and alternatives. I can cook well and I take an interest in the latest, science-based nutritional research, but I still learnt and benefited from the workshop. Thank you.

Elizabeth, Cook Through Cancer class participant

925
people used
our Cancer and
Nutrition Helpline

280
people took part in
our Cook through
Cancer classes

Medical education

We helped close a gap in medical training. Supported by the NIHR Cancer and Nutrition Collaboration, we worked closely with Lincoln Medical School to develop teaching materials that address the lack of nutrition in undergraduate medical training, building on the Association for Nutrition (AfN) Undergraduate Curriculum in Nutrition for Medical Doctors (launched in 2021).

We created ready-to-teach slide sets (with lecturer notes) and short videos featuring scientific and clinical speakers, including Sir Michael Marmot, Professor Ellen Copson and Dr William Bird.

The materials are due to be ready for use in Lincoln from Autumn 2026. Next, we'll develop undergraduate materials for independent study with the University of Southampton. Much of this content will also be relevant for educational resources for a wide range of practising health professionals.

External assurance strengthened our credibility further. We achieved AfN Content Assurance for a new stand-alone educational resource; a webinar on our Cancer Prevention Recommendations with assessment questions. We are one of the first organisations to gain this accreditation, endorsing the webinar as suitable to help medical schools incorporate the AfN Undergraduate Curriculum into their own courses.



Why it matters

The 9% increase this year in people's use of our resources means more people are being supported before, during and after cancer.

NIHR CANCER AND NUTRITION COLLABORATION

We expand our reach by working with the people who shape and deliver care. Our strategic partnership with the **National Institute for Health and Care Research (NIHR) Cancer and Nutrition Collaboration** strengthens understanding of nutrition, activity and lifestyle in cancer prevention and treatment – through knowledge exchange, capacity building and collaborative multidisciplinary research. It also helps ensure a consistent, credible voice for information and training.

We contribute across many workstreams, including Charities and Prehabilitation and play an active role in the Health Professionals workstream. This supports a workforce with the knowledge, skills and competencies to deliver nutrition advice and care as part of cancer prevention and management.

Through this, we built a network across healthcare disciplines who are keen to promote our information and support. We also co-badged new guidelines to improve prehabilitation services for people living with cancer:

Prehabilitation for people with cancer: Clinical and implementation guidelines.

As the NIHR brings cancer charities together to provide better support, we help to ensure collective resources on nutrition, physical activity and psychological support reach more people living with cancer – and that charities learn from each other's practice. This is already helping each organisation support its beneficiaries more effectively.

Prevent and Thrive event

During Cancer Prevention Action Week 2025, World Cancer Research Fund and NIHR brought together 100 leaders from healthcare, academia and the third sector to encourage innovative ways of working together for the benefit of patients. Chaired by Professor Alan Jackson, our panel of speakers comprised oncologist and Move Against Cancer Co-founder Dr Lucy Gossage, International Agency for Research on Cancer Director Dr Elisabete Wiedepass, Emeritus Professor of Supportive and Palliative Medicine, Sam Ahmedzai, and NIHR Collaboration Chair Dr Vicky Coyle.

Hosted at the Royal College of Nursing in London, delegates explored three key priorities: workforce development, evidence-based support, and sustainable partnerships. Feedback highlighted the value of cross-sector networking, fresh approaches and new collaboration. The event helped reset shared goals and strengthened awareness of the role of nutrition and physical activity in cancer care.



Why it matters

This year, WCRF helped push prevention higher up the agenda. By bringing evidence into policy conversations in the UK and globally, we worked to make healthier choices easier for more people and shape a healthier environment for all.

Strategic outcome 5

ENGAGED SUPPORTERS AND PARTNERS



Supporter generosity powers everything we do. Building long-term income and growing awareness of our Cancer Prevention Recommendations were key strategic focuses in 2024/2025.

By understanding our supporters better and speaking to what matters most to them, we're able to fund life changing research and deliver practical health information at scale.

Advancing our mission, powered by your support

With thanks to the incredible generosity of our supporters we have raised almost **£12 million (£11,937,144 (2023/2024: £12,679,739))** this year to invest into our cancer prevention and survivorship research and health education programmes.

Despite a challenging fundraising environment, we saw continued growth across our legacy and in memory giving, as well as our digital and events income streams. Looking ahead, pressures linked to the geopolitical climate, the cost-of-living crisis and rising demand on community services may continue to affect charitable giving. In response, we are testing new fundraising products, strengthening our messaging, and embracing technology and new channels – so we can grow sustainable income and keep reaching the people who need our work most.

Direct marketing

Direct marketing helps the public engage directly with our charity and support. It remains one of our largest and most successful income streams helping us share clear practical cancer prevention information and raise essential funds while strengthening awareness of World Cancer Research Fund (WCRF).

In 2024/2025, we focused on making our direct mail more relevant, engaging and supporter-led. We reviewed our current supporters and people we believe may be interested in supporting us, using campaign insights to understand what resonates most. This helps us share the information supporters value, and grow this income stream sustainably.

hundreds of ideas and the overall message was 'more of the same, please'. Healthy You helps ensure people stay connected with our work and brims with science, lifestyle and nutrition information to say thank you for their support.

Growing our supporter base

We grew our community of supporters. This year 22,000 donors supported us through direct mail for the first time (2023/2024: 22,687) and 563 direct mail donors became regular committed givers (2023/2024: 555).

Christmas continues to be a time of the year when people remember those they have lost and in December 2024, 1,185 supporters donated to our Christmas bauble appeal raising £22,997.

We received gifts from 158 people who generously included a gift in their Will after providing for family and friends. In total 3,172 supporters have shown an interest in leaving a gift, or have told us they have already done so. Gifts in Wills help us plan ahead and protect the future of our life-changing work – a lasting legacy for cancer prevention that benefits us all.



In August 2025 we conducted our reader survey in our Healthy You newsletter, which goes to 105,000 supporters' letterboxes each quarter. More than 1,000 readers gave hand-written responses describing their enjoyment of this magazine and our work, as well as offering



Together we make prevention possible

We held three supporter events in 2024/2025. It's a real privilege to be able to thank our committed supporters in person, share what we've achieved and explain our priorities – and it helps supporters see the impact of their generosity. We plan to do more of this in 2026, with a further four events planned.



We offer our supporters a free Will writing service and track performance and inclusion rates against sector averages. Wills written by WCRF supporters include an 81% gift inclusion rate, compared with a sector average of 74%.

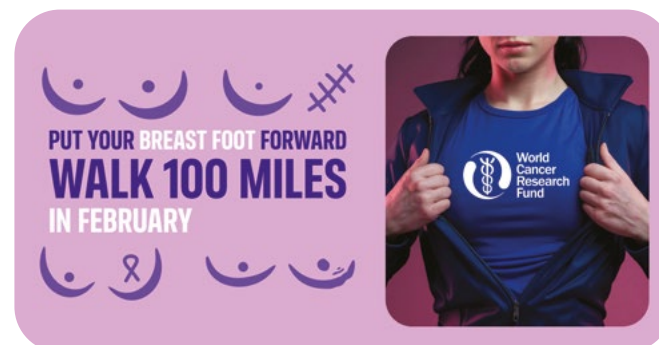
One of our most popular events has been the London Marathon. In 2024/2025 this was no exception with our team proving once again that this is a key income stream for us. Our team of 24 runners raised more than £84,000. The success of this event has led us to look at other Marathon Majors including the Chicago and Sydney Marathons which are also proving to be incredibly popular. We will continue to offer opportunities for our supporters to fundraise through these bucket list events and are delighted to have been able to secure additional places in the 2026 London Marathon which will increase the number of places we have available to supporters to 48.



Our Fundraising Ambassador and advocate, James Radford, began fundraising for WCRF when he joined our London Marathon team eight years ago. He has taken part in countless events since and raised over £15,000 in that time. In June we were delighted to welcome James and his wife Becky to our offices to thank him for his ongoing support.

Creating new fundraising products to appeal to new audiences

We have tested new approaches to donor recruitment in our direct mailing programme. In July 2025, we engaged a telephone marketing agency, Unity 4, to trial a telephone fundraising campaign aimed at recruiting new regular donors. The test began in August 2025 and will continue into the next financial year, when results will be fully evaluated. Early indications suggest this could be scaled up into an important new income stream.



To attract new audiences we have continued to embrace the trend for virtual challenges and have invested in developing this income stream. January 2025 saw our most successful iteration of our signature digital challenge: Walk 100 Miles in February.

The campaign implemented learnings from previous campaigns and had much bolder messaging which would appeal to the target audience of women aged 35 to 65. It also focused on a specific area of our work, raising money for CANDO – our breast cancer research programme in Southampton.

We will continue to look at how we can engage new audiences with different and innovative ways of raising money for our work.

Embracing technology

In June 2025 we launched a new fundraising platform on our website called Funraisin'. Automated event registration and supporter journeys are already helping us manage participants more effectively. We hope gamification features will support people with their fundraising and enable them to raise more.

Our in-memory campaigns are supported online through a mobile-first remembrance page, and our direct mail appeals always include an option to donate online.

We use a range of social media platforms to promote our campaigns and have launched a self-referral free Will writing service on our website. This removes the need for a paper-based process and helps supporters access local solicitors more quickly.

Growing higher value and multi-year partnerships to secure longer-term, restricted funding and ensure a sustainable future for WCRF

In a highly competitive fundraising climate, competition for funding has increased. For example, some Trusts and Foundations are disbursing smaller amounts or tightening criteria, which can make charities ineligible to apply.

Despite this, we were delighted to secure significant gifts from the Greendale Charitable Foundation and PF Charitable Trust towards the CANDO project.

In November 2024 we received a generous gift from Schecter guitars, who in conjunction with the band – The Cure – auctioned off a set of limited edition guitars in aid of WCRF.

We continue to engage with companies and actively explore opportunities for partnership to further our work.

If you're interested in partnering with us, taking part in an event or raising money for World Cancer Research Fund, we'd love to hear from you. Please contact the team at fundraising@wcrf.org



Working collaboratively and transparently

We collaborate with our cancer prevention community to share the stories behind supporters' impact. Research grant holders attend supporter engagement events to present their findings and answer questions. Feedback shows that supporters value seeing the full scope of their contribution – and the chance to speak directly with the researchers and scientists their support makes possible.

We work closely with our research and health information colleagues to make sure our fundraising activities are tied to the latest insight into our work and demonstrate the value of donations.

Through our stewardship programme, we work with supporters who choose to share their stories – helping inspire others and bring our impact to life. Expanding our library of case studies remains a priority, because real stories help show what supporters' generosity makes possible.



Ian, who is remembered by his partner, children and their families, through gifts in his memory and through a legacy gift included by his partner

I believe that the more awareness we raise about the links between physical activity, diet, weight, and cancer, the more people will make positive changes to protect their health.

Helen, Legacy supporter

Supporting our supporters

Our dedicated Supporter Services team responds to enquiries and feedback from our supporters, the public and health professionals every day. In 2024/2025 they answered 8,842 telephone calls from our generous donors.

To get in touch supporters can call our team on 020 7343 4205.

Why it matters

In a challenging fundraising environment, supporter loyalty and strong partnerships makes progress possible. Your support powers the research, information and influence that run through every chapter of this report.

With thanks to...

In alphabetical order:

- Basil Samuel Charitable Trust
- JTC Group
- PF Charitable Trust
- Schecter Guitars
- ShareGift
- The Cure
- Walk the Walk

If you are interested in partnering with us email partnerships@wcrf.org

SUPER STRENGTH, SUPER CAUSE

Our amazing supporter John Steventon has raised over £2,000 by undertaking HYROX races. But facing a skin cancer diagnosis has proved to be one of his biggest challenges.

John is our very own superhero. In 2024/2025, he completed 3 HYROX challenges and ran The Grid competition dressed as comic book character Wolverine.



HYROX combines both running and functional workout stations, where participants run 1km, followed by one functional workout station – such as rowing, sled pulling and weighted lunges – repeated eight times. The Grid is an equally challenging race-based team sport.

John says: "Everything I've done in life, I've wanted to share with others. As a DJ, I taught aspiring musicians and even wrote DJing for Dummies. In my TV career, I mentor new editors. When I was racing in indoor rowing, I launched the RowAlong YouTube channel to help home rowers stay motivated. So, when I started competing in HYROX, I wondered how I could use this platform to make a difference."

"I knew I'd never be a podium finisher, but after my skin cancer diagnosis, I found a purpose: racing as Wolverine to raise money for World Cancer Research Fund. The response from the HYROX community has been incredible – not just in donations, but in the conversations I've had. Nearly everyone I meet has been touched by cancer in some way, whether personally or through friends and family."

Even though the doctor said, "Don't worry", when I heard the words "That's skin cancer" the last hope that I was indestructible fizzled away. I'd always thought I was invincible – after all, I like to dress up as Wolverine – but skin cancer reminded me that none of us are."

John's diagnosis helped him become more aware of the importance of cancer prevention. "I remember being 7 years old, resisting my Mum's attempts to put sun cream on me. I often opted for the lowest SPF possible, thinking sunburn was just a fast track to a tan. Coming from Scotland, where sunshine is a rarity, I've always craved the sun's warmth. But now, I never go without factor 30 or 50. If only I had learned that lesson earlier."

The guidance from the World Cancer Research Fund has been invaluable in helping me understand the importance of proper nutrition and lifestyle choices in cancer prevention and overall health. Exercise alone isn't enough – we need to fuel ourselves properly and protect ourselves from preventable risks like excessive sun exposure.

How we fundraise

We are deeply grateful for the support we receive. Without our supporters' generosity, we could not deliver our life-changing work. We are registered with the Fundraising Regulator (FR) and are open about how we raise our funds. We continually strive to adhere to the Code of Fundraising Practice and the Fundraising Promise and we are also a member of the Direct Marketing Association (DMA).

Partnership working is a crucial route to achieving our mission. We have safeguards in place internally and with our partners to ensure that we do not compromise any of our independence.

Some of our fundraising activity is conducted on our behalf by carefully selected fundraising agencies who ask people if they would like to make a regular donation.

We work to ensure our current agency Unity 4 (CIOF Corporate Member) represents our work and our organisation to the very highest standards. We monitor agencies regularly to ensure that everyone working on our behalf adheres to our high standards.

Our website outlines our complaints process. In 2024/2025, we received no complaints about our fundraising. We ensure that we resolve issues, learn from them and take action to prevent problems happening again. We report the number of complaints we receive each year to the FR.

We work in accordance with our Child and Vulnerable Adult Safeguarding Policy.

Opt-out instructions are included in all direct marketing communications, giving supporters an easy way to easily stop receiving messages should they wish. We are also signed up to the Fundraising Preference Service, enabling people to tell us they do not want to receive fundraising communications. We received 89 requests via this service last year.

The Board receives regular reports on our plans and any compliance issues, alongside close oversight of our financial performance.

Financial information

Management of risk

The Trustees recognise that effective risk management is essential to achieving the charity's objectives and safeguarding its beneficiaries, staff, volunteers, reputation, assets and finances. The Trustees have overall responsibility for ensuring that appropriate systems and controls are in place to identify, assess and manage the principal risks facing the charity.

A formal risk management framework is maintained and reviewed regularly by the Trustees and senior management team. Risks are assessed according to their likelihood and potential impact, and mitigating actions are identified and monitored. The risk register is reviewed periodically throughout the year and updated to reflect changes in the charity's operating environment and strategic priorities.

The principal risks identified by the Trustees include financial sustainability, fundraising performance, regulatory compliance, cyber and data security, operational resilience, reputational risk, and the recruitment and retention of skilled staff. The Trustees also consider external risks arising from economic conditions, changes in public policy, and developments affecting the wider charitable sector.

To mitigate these risks, the charity maintains appropriate financial controls and reserves policies, monitors income and expenditure closely, invests in staff training and governance, and operates robust policies and procedures relating to safeguarding, data protection, health and safety, and internal controls. The charity also maintains appropriate insurance cover and business continuity arrangements.

The Trustees are satisfied that the systems and procedures in place provide a reasonable level of assurance that the major risks facing the charity are being appropriately managed and mitigated.

Principal sources of income

The charity's principal sources of income during the year were voluntary donations from members of the public, grants and contributions from corporate partners and charitable trusts, and income received from affiliate organisations. These funds were applied in furtherance of the charity's objectives and to support the delivery of its charitable activities and operational costs.

The Trustees continue to monitor and diversify the charity's income streams to support its long-term financial sustainability.

Grant Making Policy

World Cancer Research Fund awards scientific research grants only following a formal and rigorous application process designed to ensure that funding is directed towards high-quality research that supports the charity's objectives.

The grant application and assessment process is managed by WCRF International on behalf of the World Cancer Research Fund network and its member organisations, including WCRF in the UK. Applications are subject to a comprehensive independent peer review process involving expert scientific reviewers and advisory panels with relevant specialist knowledge and experience.

Funding decisions are based on a number of factors, including scientific quality, relevance to the charity's mission, potential public health impact, value for money, and the ability of the proposed research to advance understanding of cancer prevention and survival through diet, nutrition, physical activity and weight management.

The Trustees are satisfied that appropriate procedures and controls are in place to ensure that grants are awarded fairly, transparently and in accordance with the charity's charitable objectives.



Use of volunteers

The charity benefited from the support of two volunteers during the year. Their contribution assisted the organisation in delivering its charitable activities and supporting day-to-day operations. The Trustees recognise the valuable role volunteers play in helping the charity achieve its objectives and are grateful for the time, skills and commitment they provided.

Financial review

Income

Total income in 2024/2025 decreased by £742,595 to £11,937,144 (2023/2024: £12,679,739). Legacies were £2,439,070 (2023/2024: £2,772,208) a decrease of £333,138. Donations from individual donors decreased by £219,846 to £5,388,721 (2023/2024: £5,608,567).

Our headline KPIs for the year were to raise £11,645,947 (2023/2024: £11,177,213) in income and to fund over £1 million (2023/2024: £1 million) in research grants, both of these were exceeded.

Investment income consists solely of interest earned on cash held in interest-bearing accounts.

Expenditure

In financial year 2024/2025, total expenditures increased by £538,891 to £12,108,837 (2023/2024: £11,569,496).

Expenditure on raising funds increased by £205,519 to £3,165,080 (2023/2024: £2,959,561). Charitable expenditure on research increased by £97,463 to £4,037,254 (2023/2024: £3,939,791). Charitable expenditure on information and education increased by £235,909 to £4,906,053 (2023/2024: £4,670,144).

Net income

Net movement in funds in 2024/2025 was a deficit of £461,516, a decrease of £1,570,113 (2023/2024: Surplus of £1,108,597).

Investment policy

Currently WCRF holds no investments. All reserves are held in cash, split between easy access accounts and higher interest longer term accounts.

Reserves

WCRF is a dynamic organisation relying almost entirely on voluntary giving. We need to hold adequate reserves to react both to challenging economic shortfalls and unexpected opportunities to fund research and support the educational programmes. A review of the policy and reserves is conducted each year by the Trustees to ensure adequate reserves are maintained based on the annual budget and actual results. The Trustees may from time to time spend reserves on additional programme activities based on the reserve policy having been met or exceeded.

In the interest of prudent management, WCRF aims to maintain minimum free reserves of one half of the total annual expenditures. By holding a reserve, WCRF would be able to continue its work during periods of reduced income that may result from an economic downturn or a recession. WCRF will maintain its free reserves (free reserves include investments, debtors and cash in the bank less creditors) by planning for a small surplus in the compilation of the annual budget.

As of 30 September 2025, unrestricted reserves decreased by £423,500 to £6,625,103 (2023/2024: £7,048,603). Free reserves at 30 September 2025 are £2,870,759 (2023/2024: £5,597,096). This equates to 3 months of the current year's expenditure (2023/2024: 7 months).

On 8 January 2025, WCRF purchased their office at 140 Pentonville Road, London for £3,200,000 plus £640,000 in VAT paid from free reserves. The purchase has been secured on a 999-year leasehold.

In September 2025, the Board of Trustees approved the budget for financial year 2025/2026 which included a surplus of £4,560 which will increase total free reserves to £2,875,322.

The minimum reserve target of 6 months of the budget year's expenditure equates to approximately £6 million. WCRF's goal of a minimum of 6 months of expenditures in reserve can be met by monitoring expenses if income targets fall short. As of 30 September 2025, total reserves were £6,625,103 (2023/2024: £7,086,618). These reserves have been reduced by our January property purchase.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its surplus for 2025/2026 and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. The Trustees believe that WCRF is well placed to manage the business risks successfully. WCRF was not adversely impacted by recent economic uncertainty, increased inflation and cost of living increases.

However, management is monitoring current fundraising activities, programme spending, and staff needs and making adjustments as necessary. In addition, the financial forecast for the 2025/2026 financial year and budget planning for the year 2026/2027 take into consideration the possibility of declining income due to inflation and/or economic turndown.

The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

In summary

Despite continued uncertain economic conditions, WCRF experienced another year of steady progress. WCRF will continue to strive to maximize fundraising opportunities, monitor expenditures and fund our vital work in cancer research to benefit the public.

Disclosure of information to auditor

The Trustees who held office at the date of approval of this Trustees' Report confirm that

so far as they are aware, there is no relevant audit information of which WCRF's auditor is unaware, and each Trustee has taken all steps that ought to have been taken as Trustee to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and RSM UK Audit LLP will therefore continue in office.

The Board approves the Trustees' report and Strategic Report in its capacity as company directors, signed on its behalf by:



Roderick Power
Trustee

140 Pentonville Road
London
N1 9FW

TRUSTEES REPORT

The Trustees, who are also directors of World Cancer Research Fund for the purposes of the Companies Act, present their Report and Accounts for the year ended 30 September 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice, Accounting and Reporting by Charities (Charities SORP (FRS102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019, in preparing the annual report and financial statements for the charity.

This Report of the Trustees incorporates the Strategic report and the Directors' report required under the Companies Act 2006 (Strategic report and Directors' report) Regulations 2013.

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. Consolidated accounts are not produced and WCRF (trading) Ltd produces a separate annual report and audited financial statements.

Governance information

The Trustees are responsible for the overall strategic direction and management of the organisation and for ensuring that the charity pursues its charitable objectives in accordance with its governing document and applicable law and regulation. The Trustee Board meets at least twice a year where decisions are made relating to issues affecting the charity.

Recruitment and Appointment of Trustees

Trustees are recruited on the basis of the skills, knowledge and experience required to support the effective governance and management of the charity. Potential Trustees may be identified

through recommendations, professional networks and open recruitment processes where appropriate. They are elected at the Annual General Meeting (AGM) and can hold office until the second AGM following their appointment when they are eligible for reappointment.

New Trustees are appointed in accordance with the provisions set out in the charity's governing document. The Board seeks to maintain an appropriate balance of skills and experience to meet the current and future needs of the charity.

Induction and Training of Trustees

All new Trustees receive an induction to familiarise them with the charity's activities, governance structure, strategic objectives, policies and procedures, and their legal responsibilities as Trustees. Trustees are provided with relevant key documents, including the governing document, recent annual reports and accounts, and Charity Commission guidance.

Trustees are encouraged to undertake ongoing training and development to support them in fulfilling their duties effectively and to ensure that the Board maintains appropriate knowledge of charity governance and regulatory requirements.

Our Trustees

- Mr Roderick Power (Chair)
- Prof Ashley Cooper
- Ms Antoinette Hunter
- Ms Alison Sinclair
- Ms Susan Pepper
(resigned 23 September 2025)
- Mr Graham Triefus F.C.A.
(appointed 8 May 2025)
- Prof John Mathers
(appointed 6 November 2025)
- Mr Frank Hill
(resigned 31 October 2024)

The Trustee Board delegates responsibility for the operations of the charity to the Executive staff:

- Rachael Hutson, Chief Executive Officer
- Dr Giota Mitrou, Executive Director of Research and Policy
- Vickie Gregory, Executive Director, Network Operations
- Gwen Chiteme, Director of Human Resources
- Steven Greenberg, UK Director
- Gerard Cousins, Director of Mass Giving
- Colin Smith, Director of Communications and Engagement
- Steven Hollock, Director of Finance
- Dr Helen Croker, Assistant Director of Research and Policy

Senior staff structure

The Chief Executive Officer (CEO) is responsible for the day-to-day management of the charity and reports to the President of the Network and the Board of Trustees.

WCRF has a UK Director who delivers the UK Strategy, and directly manages our Fundraising and Health Information division. This works alongside the Communications and Engagement division and UK Operations, each of whom have a director reporting to the CEO.

WCRF's staff works closely with colleagues in WCRF International, and the two organisations share office space. WCRF International provides strategic direction to all members of the global network; it guides and manages the Research and Policy programmes on behalf of WCRF, as well as providing support in the following areas: Finance, Communications and Engagement and Operations including Human Resources and IT.

Remuneration is assessed annually in accordance with WCRF's appraisal process. The appraisal process involves objective setting for each

employee and a review of performance against objectives on an annual basis. The performance against objectives is used as a basis for any variable compensation awarded. The individual salary is predominately based on the employee's professional experience and organisational responsibilities as set out by their job description and terms of employment. Salaries are benchmarked every two to three years using Cronor Rewards and XpertHR salary surveys to ensure competitiveness in the marketplace, with the latest benchmarking project completed in May 2024.

Why it matters

Strong governance keeps impact on track. This year's oversight and stewardship helped protect our mission, safeguard supporters' trust and support confident long-term decisions.



OUR STAFF AND OUR VALUES

World Cancer Research Fund aims to model best practice in governance and leadership. We do this through ensuring that our staff have the opportunity for continual development and by adopting the latest technologies available.

- **Our Values** – we have a core set of organisational values for how we work. Our values not only define who we strive to be, but also how we want to work. They apply to how we work both internally and externally, underpinning our organisational culture and brand.
- **Staff engagement and job satisfaction** are critical for us to succeed and are supported by development and rewards alongside the alignment of the organisational values.
- **An empowering and inclusive approach to staff engagement** will continuously evolve and be encouraged through different approaches.
- **Diversity, equality and inclusion** are embedded and committed to in all of our practices. We aim to establish an inclusive culture that celebrates diversity, is free from discrimination, and is based on the values of dignity and respect.
- **Best practice in governance and compliance** will be modelled by the management team and throughout our work. We are registered with the Charity Commission in England and Wales alongside all the relevant regulatory bodies including the Fundraising Regulator. We are fully committed to all our practices being open, fair, honest and legal.



OUR VALUES

EVIDENCE-BASED
We are the authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.

INCLUSIVE
Everyone counts – we value, respect and trust each other.

INFLUENTIAL
We are collaborative, engaged and focused on maximising impact in all that we do.

INNOVATIVE
We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.

EMPOWERING
We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES OF WORLD CANCER RESEARCH FUND

The trustees (who are also directors of World Cancer Research Fund for the purposes of company law) are responsible for preparing the Trustees' Report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for maintaining proper accounting records which 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. They are also responsible for safeguarding the assets of the charitable company 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 auditors are unaware; and
- 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 auditors are 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.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WORLD CANCER RESEARCH FUND

Opinion

We have audited the financial statements of World Cancer Research Fund (the 'charitable company') for the year ended 30 September 2025 which comprise the Statement of Financial Activities (incorporating Income and Expenditure account), the Balance Sheet, the Statement of Cash Flows 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 charitable company's affairs as at 30 September 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the 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 Trustees' Report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' 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 this gives rise to 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' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' 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 charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the 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.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 54, 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

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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk 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 and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the charitable company operates in and how the charitable company is complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the charitable company's governing document and Charities (Protection and Social Investment) Act 2016. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, remaining alert to new or unusual transactions which may not be in accordance with the governing documents.

The most significant laws and regulations that have an indirect impact on financial statements are those in relation to the General Data Protection Regulations. We performed audit procedures to inquire of management whether the charitable company is in compliance with these laws and regulations.

The audit engagement team identified the risk of management override of controls and the recognition of legacy income as the areas where the financial statements were most susceptible

to material misstatement due to fraud. Audit procedures performed included but were not limited to testing journal entries and other adjustments, evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates including in relation to legacy income recognition.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

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



Kelly Adams (Senior Statutory Auditor)

For and on behalf of RSM UK AUDIT LLP,
Statutory Auditor
Chartered Accountants
Third Floor
2 Semple Street Edinburgh
EH3 8BL

4 June 2026

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

for the year ended 30 September 2025

	Notes	Unrestricted funds 2025 Total £	Restricted funds 2025 Total £	Total funds 2025 Total £	Total funds 2024 Total £
Income and endowments from:					
Donations, legacies, grants and other income	3	11,536,675	206,956	11,743,631	12,415,550
Investment income		193,513	–	193,513	264,189
Total income		11,730,188	206,956	11,937,144	12,679,739
Expenditure on:					
Raising funds	4	3,165,080	–	3,165,080	2,959,561
Charitable activities	5	8,698,335	244,972	8,943,307	8,609,935
Total expenditure		11,863,415	244,972	12,108,387	11,569,496
Net losses on investments	11	–	–	–	–
Currency (loss)		(273)	–	(273)	(1,646)
Gains/(losses) on revaluation of fixed assets		(290,000)	–	(290,000)	
(Deficit)/net surplus		(423,500)	(38,016)	(461,516)	1,108,597
Transfer to Unrestricted					
Fund balances brought forward at 1 October 2024		7,048,603	38,016	7,086,619	5,978,022
Fund balances carried forward at 30 September 2025		6,625,106	–	6,625,106	7,086,619

WCRF has not recognised gains or losses other than the net movement of funds in the year.
The notes on pages 61 of 75 form part of these financial statements.

BALANCE SHEET

as at 30 September 2025

	Notes	2025 £	2024 £
Fixed assets:			
Tangible assets	10	3,754,344	266,918
Investments	11	–	–
Total fixed assets		3,754,344	266,918
Current assets:			
Debtors	12	3,557,311	2,697,143
Cash at bank and in hand		3,774,521	8,958,024
Total current assets		7,331,832	11,655,167
Liabilities:			
Creditors: amounts falling due within one year	13	(2,514,801)	(2,596,270)
Net current assets		4,817,031	9,058,897
Total assets less current liabilities		8,571,375	9,325,815
Creditors: amounts falling due after one year	14	(1,946,271)	(2,239,197)
Total net assets at 30 September		6,625,104	7,086,618
The funds of the charity:			
Unrestricted funds	20	6,625,103	7,048,603
Restricted funds	21	–	38,015
Total funds		6,625,103	7,086,618

These financial statements were approved by the board of trustees on 26 May 2026 and were signed on its behalf by:



Roderick Power
Trustee

The notes on pages 61 to 75 form part of these financial statements.

STATEMENT OF CASH FLOWS

For the year ended 30 September 2025

	2025 £	2024 £
Cash flows from operating activities:		
Net cash (used in) / provided by operating activities:	(1,531,753)	282,992
Dividends and interest from investments	193,513	264,189
Purchase of equipment PPE	(3,845,265)	(12,178)
Net cash (used in) / provided by investing activities	(3,651,752)	252,011
Change in cash and cash equivalents in the reporting period	(5,183,505)	535,003
Cash and cash equivalents at the beginning of the reporting period	8,958,025	8,423,022
Cash and cash equivalents at the end of the reporting period	3,774,520	8,958,025
Reconciliation of net Income/(Expenditure) to net cash flow		
Net expenditure for the reporting period	(461,516)	1,108,597
Depreciation charges	67,839	96,597
Dividends and interest from investments/cash	(193,513)	(264,189)
Loss (gain) on fixed assets valuation	290,000	–
(Increase) in debtors	(860,168)	(383,244)
(Decrease) in creditors	(374,395)	(274,769)
Net cash (used in) / provided by operating activities	(1,531,753)	282,992

NOTES TO THE FINANCIAL STATEMENTS

World Cancer Research Fund (“WCRF”) is a charitable company limited by guarantee, and incorporated in England and Wales, Charity registration number 1000739, Company registration number 2536180. The registered office is 140 Pentonville Road, London, N1 9FW.

1. Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements of WCRF.

Basis of preparation

The financial statements have been prepared under the historical cost accounting convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP second edition effective 1 January 2019 (FRS 102)) and the Financial Reporting Standard 102 applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

Functional and presentation currency

These financial statements are presented in British Pound, which is the Company’s functional currency. All amounts have been rounded to the nearest pound, unless otherwise indicated.

Going concern

The financial statements have been prepared on a going concern basis. The financial position of WCRF, its forecasted surplus for 2025/2026 and cash flows are set out and demonstrate the overall net cash position of WCRF and its reserves position. Due to the charity’s structure, future plans and strong cash position, the Trustees believe that WCRF is well placed to manage the business risks successfully. Management monitor current fundraising activities, programme spending and staff needs. Much of the income from individual donations comes from direct marketing and legacies, both of which show trends that can be monitored, should those trends show cause for concern, management make adjustments as necessary.

In addition, the financial forecast for the 2025/2026 financial year takes into consideration the possibility of declining income due to inflation and/or economic turndown by being conservative with income estimates and associated spending. Budget planning for the year 2026/2027 will follow a similar path. The Trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

Company status

WCRF is a company limited by guarantee and the Trustees are named on page 50. In the event of WCRF being wound up, the liability in respect of the guarantee is limited to £1 per founding member.

Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of WCRF and which have not been designated for any other purpose. Restricted funds consist of grants or donations which have been provided by donors for specific research and education projects.

Income

Donations

Donations are included in full in the SOFA when WCRF is entitled to the donation, its receipt if probable and the amount is measurable with sufficient reliability, this is normally when the donation is received.

Gift aid income recognition policy

Gift aid claims are filed approximately every other month and income is recognised in the year the original donations were received.

Legacy income

Legacies are included in the SOFA when WCRF is legally entitled to the income, it is probable that WCRF will receive the income and the

amount can be measured with sufficient reliability. Entitlement is the earlier of notification of a quantifiable impending distribution or the legacy being received. Legal and administrative costs for managing legacy income are budgeted each year and are kept to a minimum by having an in-house Legacy management team.

Investment income and interest

Investment income and interest is accrued monthly in the SOFA.

Liabilities

Liabilities are recognised on an accrual basis.

Value added tax

WCRF is not registered for VAT purposes and all costs and expenditure are inclusive of VAT where applicable.

Expenditures

Expenditures are accounted for on an accruals basis and are listed under headings that aggregate all the costs related to that activity. Direct costs are attributed directly to the activities listed. Support costs are allocated on a basis consistent with the use of the resources and include human resources, premises and other costs.

Human resource costs include salaries, payroll taxes, pension, employee benefits and recruitment expenses. Premises costs are office rent, building maintenance, utilities, telephone, and insurance. Other costs include travel, dues and subscriptions, taxes and fees and a contribution to WCRF International (see note 19).

Grants are awarded in line with WCRF's objectives and policies and are accounted for on a payable basis. Grant expense and the related liability are recognized in the year the recipient is entitled to the irrevocable use of the funds.

Tangible fixed assets and depreciation

Tangible fixed assets with a cost of more than £2,000 are capitalised and included at initially at cost and are depreciated over their estimated useful life. Tangible fixed asset purchases of less than £2,000 are written off to the Statement of Financial Activities.

Depreciation is provided to write-off the cost less the estimated residual value of machinery

and equipment, and fixtures and fittings by equal instalments over its estimated useful life of five years, except for computers which are written off over three years. Leasehold improvements are depreciated over ten years.

Cash and liquid resources

Cash, for the purpose of the cash flow statement comprises cash in hand. Liquid resources are current asset investments which are disposable without curtailing or disrupting the business and are either readily convertible into known amounts of cash at or close to their carrying values or traded in an active market.

Financial instruments

WCRF has applied the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments issues' of FRS 102 to all its financial instruments. Financial instruments are recognised in the balance sheet when WCRF becomes party to the contractual provisions of the instrument and are valued at fair value through profit or loss.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial asset classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current

liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the SOFA.

Termination benefits

Termination benefits are payable when employment is terminated and recognised when management is committed to incurring these costs.

Pension costs

WCRF operates a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. The amount charged to the SOFA represents the contributions payable to the scheme in respect of the accounting period.

Taxation

WCRF is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. The trading subsidiary, WCRF (Trading) Ltd, ceased trading operations in 2015. If operations resume in the future, the subsidiary will donate its profits by way of gift aid to WCRF. Consequently, WCRF has no liability to tax and no deferred tax.

2. Key judgements and estimations

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.

Legacy income

The preparation of the financial statements requires judgements, estimations and assumptions to be made that affect the reported values of assets, liabilities, revenues and expenses. The nature of estimation and judgement means that actual outcomes could differ from expectation. Significant areas of estimation and judgement include accrued legacy income, which is estimated based on the best information available at the balance sheet date. Management's estimate is prudent in respect of illiquid asset to be accrued.

3. Donations, legacies, grants and other income

	Unrestricted Funds £	Restricted Funds £	2025 Total £	2024 Total £
Donations	5,200,265	188,456	5,388,721	5,608,567
Legacy income	2,439,070	–	2,439,070	2,772,208
Committed giving	1,235,531	–	1,235,531	1,300,738
Gift Aid	933,064	–	933,064	1,155,850
Grants from affiliates	1,728,744	–	1,728,744	1,133,004
Grant revenue	–	18,500	18,500	445,173
Other income	296	–	296	9
	11,536,970	206,956	11,743,926	12,415,549

Restricted income in 2025 was £206,956 (2024: £222,510).

4. Expenditure on raising funds

	Direct costs £	Support costs* £	2025 Total £	2024 Total £
Fundraising activities	319,165	–	319,165	260,850
Direct mail fundraising	1,682,216	–	1,682,216	1,658,916
Human resources	–	872,772	872,772	719,068
Premises	–	53,393	53,393	140,676
Other	–	237,534	237,534	180,051
	2,001,381	1,163,699	3,165,080	2,959,561

*see note 7 for more information.

5. Expenditure on charitable activities

	Direct costs £	Support costs* £	2025 Total £	2024 Total £
Research:				
Research grants**	2,228,156	–	2,228,156	2,122,909
Other direct costs	262,202	–	262,202	218,160
Human resources	–	1,242,022	1,242,022	1,122,535
Premises	–	76,100	76,100	222,773
Other	–	228,774	228,774	253,414
	2,490,358	1,546,896	4,037,254	3,939,791
Information & education:				
Programme grants to affiliates	582,112	–	582,112	389,354
Publications	1,940,631	–	1,940,631	1,992,176
Consulting fees	368,268	–	368,268	439,319
Other direct costs	509,311	–	509,311	337,232
Human resources		1,210,536	1,210,536	1,035,459
Premises		75,185	75,185	224,018
Other	–	220,010	220,010	252,586
	3,400,322	1,505,731	4,906,053	4,670,144
Total costs of charitable activities	5,890,680	3,052,627	8,943,307	8,609,935

*see note 7 for more information.

**includes grant refunds.

Expenditure on charitable activities was £8,943,307 (2024: £8,609,935) of which £8,698,335 (2024: £8,510,970) was unrestricted and £244,972 (2024: £98,965) was restricted.

6. Grants and grants payable

The below grants were awarded in the year to 30 September 2025 to institutions:

		2025 £
University of Oxford	Modified Nucleic Acids in Diet and Bowel Cancer Risk	489,531
University of Southern Denmark	Reducing dietary selenium for lung cancer prevention	384,944
Murdoch Children's Research Institute	Ultra-processed food intake in childhood and their link to future risk of cancer	75,000
University of Bristol	Characterising the role of body composition and inflammation in multiple myeloma	74,951
International Agency for Research on Cancer (IARC)	Understanding the role of metabolic health in lifestyle related cancers through proteomics	74,100
University of Torino	Polyunsaturated fatty acids improve immunotherapy efficacy in non-small cell lung cancer	60,000
Australian Catholic University	Safety and feasibility of exercise in patients with melanoma undergoing adjuvant immunotherapy with immune checkpoint inhibitor therapy	59,519
Total research grants (new)		1,218,045
Imperial College London	Evaluation of biological mechanisms linking diet, lifestyle and cancer (extension #1)	98,000
International Agency for Research on Cancer (IARC)	Evaluation of biological mechanisms linking diet, lifestyle and cancer (extension #2)	16,000
Imperial College London	Global Cancer Update Programme	609,270
Southampton University Hospital	The CANDO Programme, Nutrition, body composition, metabolic health and clinical outcomes in breast cancer	247,610
National Institute for Health and Care Research	NIHR Cancer and Nutrition Collaboration	74,912
Total research grants (ongoing)		1,045,792
Total grants		2,263,837
Grant Refunds		(12,958)
Total grants (including refunds)		2,250,880

2023/2024 Grants total: £2,122,909.

6. Grants and grants payable (continued)

	2025 £	2024 £
Beginning grants payable	4,291,975	4,384,893
New grant funding	2,263,837	2,057,893
Grant adjustment	7,938	(22,005)
Grant payments	(2,723,487)	(2,128,806)
Ending grants payable	3,840,264	4,291,975
Due within one year (note 13)	1,893,985	2,052,778
Due after one year (note 14)	1,946,278	2,239,197

7. Support costs

	Fundraising	Information & education	Research	2025 £	2024 £
Human resources	872,772	1,210,536	1,242,022	3,325,330	2,877,062
Premises	53,393	75,185	76,100	204,678	587,467
Other	237,534	220,010	228,774	686,317	686,051
	1,163,699	1,505,731	1,546,896	4,216,325	4,150,580

Support costs are allocated based upon time spent on each function – fundraising, information and education, and research. Each employee's position is reviewed and job responsibilities are allocated by the amount of time spent on each function.

Governance costs – audit fees of £46,000 (2024: £44,000) include fees in respect of WCRF Trading Ltd of £3,200 (2024: £3,131) and board meeting expenses of £28,451 (2024: £25,745) are included in Other above.

8. Operating costs

	2025 £	2024 £
Net expenditure is stated after charging:		
Depreciation and other amounts written off tangible fixed assets:		
Owned	67,839	96,597
Hire of plant and machinery	8,377	15,359
Hire of other assets – office lease	–	364,292
Hire of other assets – office equipment leases	8,247	43,761
	2025 £	2024 £
Auditor's remuneration:		
Audit of these financial statements	42,800	40,869
Audit of financial statements of subsidiaries	3,200	3,131
	46,000	44,000

9. Human resources

	2025 £	2024 £
Salaries	2,831,690	2,469,869
Social security costs	327,265	253,851
Pension costs – defined contribution scheme	135,732	113,804
	3,294,687	2,837,524

The average number of persons employed during the year, analysed by category, was as follows:

	2025 £	2024 £
Fundraising	16	15
Research	15	15
Education	16	15
Administration	11	9
Total	58	52

The emoluments in excess of £60,000, excluding pension contributions, of staff employed by the group were within the following ranges:

	2025 £	2024 £
£60,000–£70,000	2	0
£70,000–£80,000	0	0
£80,000–£90,000	2	1
£90,000–£100,000	0	1
£100,000–£110,000	0	1
£110,000–£120,000	1	0
£140,000–£150,000	1	1

In respect to staff paid over £60,000, the pension contribution was £61,717 (2024: £72,256).

The key management personnel of the WCRF are the trustees, the President and the CEO.

The Trustees, who are considered the key management personnel, received no remuneration (2024: nil). Board meeting expenses include out-of-pocket travel, lodging, meals and room rental. Four Trustees (2024: 6) received an out-of-pocket travel reimbursement totalling £5,598 (2024: £8,749) for expenses incurred directly. In 2025 and 2024 there were no related party transactions with the Board of Trustees. The President was compensated by affiliate organisations.

10. Tangible fixed assets

	Building £	Leasehold Improvements £	Fixtures & fittings £	Machinery & equipment £	Total £
Cost					
At 1 October 2024	–	482,449	64,676	237,665	784,790
Additions	3,840,000	–	–	5,265	3,845,265
Revaluation (loss)	(290,000)	–	–	–	(290,000)
At 30 September 2025	3,550,000	482,449	64,676	242,930	4,340,055
Depreciation					
At 1 October 2024	–	248,575	60,766	208,531	517,872
Charge for year	–	49,237	1,819	16,783	67,839
At 30 September 2025	–	297,812	62,585	225,314	585,711
Net book value					
At 30 September 2024	–	233,874	3,910	29,134	266,918
At 30 September 2025	3,550,000	184,637	2,091	17,616	3,754,344

11. Investments

	2025 £	2024 £
Investment in subsidiary	2	2
At 1 October	2	2

12. Debtors

	2025 £	2024 £
Accrued legacies	2,389,128	1,296,523
Amounts owed by affiliates*	238,961	659,564
Prepayments	749,621	399,634
Amounts owed by group undertakings	6,371	6,479
Trade debtors	173,230	238,343
Other debtors		96,600
	3,557,311	2,697,143

*amounts owed by affiliates are interest free and repayable on demand.

13. Creditors: amounts falling within one year

	2025 £	2024 £
Trade creditors	328,013	265,086
Grants payable	1,893,986	2,052,778
Other creditors	230,560	71,973
Deferred Income	62,242	206,433
	2,514,801	2,596,270

14. Creditors: amounts falling due after one year

	2025 £	2024 £
Grants payable	1,946,271	2,239,197

15. Guarantees and other financial commitments

Operating lease commitments – land, building and equipment

	2025 £	2024 £
Total future minimum lease payments under non-cancellable operating leases for each of the following periods:		
– not later than one year	–	257,400
– later than one year and not later than five years*	–	1,930,500
– later than five years	–	–
	–	2,187,900

* Premises at 140 Pentonville Road were purchased by WCRF in January 2025 and the outstanding lease cancelled.

16. Pension

WCRF operates a defined contribution pension scheme. The pension costs charged for the period represents contributions payable to the scheme and amounted to £135,732 (2024: £113,804).

17. Members

WCRF is a company limited by guarantee. The liability of the members of the company is limited to £1 each.

18. Related parties

WCRF has a wholly owned trading subsidiary, WCRF (Trading) Ltd, which is incorporated in the UK. WCRF (Trading) Ltd ceased operations in 2015. WCRF (Trading) Ltd carried on trading activities to raise net revenues which are contributed to WCRF. The registered address is 1 Blossom Yard, London, E1 6RS.

Summary balance sheet is as follows:

	2025 £	2024 £
Cash	6,371	6,479
Due to WCRF:		
Beginning balance	(6,477)	(6,597)
Net value of transactions	108	120
Amounts owed by subsidiary	(6,369)	(6,477)
Total net assets	2	2

During the year, royalty fees, £20,664 (FY2023/2024: £0) were paid to the President, Marilyn Gentry, in respect of the use of her name in connection with the charity’s promotional activities. The transaction was conducted under a contractual arrangement approved by the Trustees.

19. Affiliated charities

WCRF is a member of the World Cancer Research Fund global network, which is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International AISBL (WCRF International), an umbrella association and its member organisations – national charities based in different countries. Members operate in the United States of America, American Institute for Cancer Research (AICR); the United Kingdom, World Cancer Research Fund (WCRF); the Netherlands, Stichting Wereld Kanker Onderzoek Fonds (WKOF); and in the Far East, World Cancer Research Fund Limited (WCRF HK).

Linked by a common vision and mission, each member organisation works with the strategic headquarters, WCRF International, to ensure national and global effectiveness and economies through shared analysis, publications, and best

practices. With strategically placed member organisations, the WCRF global network is able to raise awareness that cancer is largely preventable, fund innovative scientific research and stimulate new public initiatives for cancer prevention and control throughout the world. WCRF International is funded by contributions and dues from the Charity and its affiliates.

When necessary, WCRF may make sterling payments on behalf of WCRF affiliates. In turn, WCRF affiliates may make payments on behalf of WCRF to creditors requesting payments in other currencies. WCRF is reimbursed and/or will make reimbursements to the respective affiliates for these payments. The affiliate transactions described above are recorded in Amounts owed by affiliates in note 12.

The summary activity in these accounts for the years ended 30 September 2025 and 2024 is as follows:

Description	2025			
	WCRF International £	AICR £	WCRF Hong Kong £	Totals £
	£	£	£	£
Beginning balance	399,820	216,802	42,942	659,564
Net value of transactions	(287,328)	(133,274)	–	(420,602)
Amounts owed by affiliates	112,492	83,528	42,942	238,962

Description	2024			
	WCRF International £	AICR £	WCRF Hong Kong £	Totals £
	£	£	£	£
Beginning balance	492,583	(106,732)	42,942	428,793
Net value of transactions	(92,763)	323,534	–	230,771
Amounts owed by affiliates	399,820	216,802	42,942	659,564

20. Analysis of Net Assets between Funds

Description	2025				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
	£	£	£	£	£
Unrestricted funds	3,754,344	–	4,817,031	(1,946,271)	6,625,104
Restricted funds	–	–	–	–	–
Total funds	3,754,344	–	4,817,031	(1,946,271)	6,625,104

Description	2024				
	Tangible fixed assets	Investments	Net current assets	Long term liabilities	Totals
	£	£	£	£	£
Unrestricted funds	266,918	–	9,020,881	(2,239,197)	7,048,602
Restricted funds	–	–	38,016	–	38,016
Total funds	266,918	–	9,058,897	(2,239,197)	7,086,618

21. Restricted donations

In financial year 2024/2025, WCRF received donations from 71 Trusts totalling £119,662, of these £68,400 were restricted to various projects. A further £138,556 was raised via a digital campaign focussing on breast cancer. This gave a total of £206,956 in restricted funds. £187,056 was used for research projects at universities around the country, including the CANDO project at University of Southampton. The remaining £19,900 was used for health information outreach projects. In financial year 2024/2025, £38,016 was from prior year restricted donations and this was also used for health information outreach projects.

As of financial year 2024/2025, the restricted fund balance is £0 (2023/2024: £38,016).

	Balance at 1 Oct 2024 £	Income £	Expenditure £	Balance at 30 Sept 2025 £
Grants from Trusts & Foundations				
Cancer & Nutrition Helpline	–	7,800	(7,800)	–
Cancer & Nutrition Helpline – Glasgow Prehab Pilot		7,100	(7,100)	–
CANDO Project, University of Southampton		168,556	(168,556)	–
Cook Through Cancer Cookery Classes	38,016	–	(38,016)	–
Health Information Programmes	–	5,000	(5,000)	–
Research – Professor Adam Frampton, University of Surrey	–	3,500	(3,500)	–
Research – Dr Raoul Reulen, University of Birmingham	–	15,000	(15,000)	–
	38,016	206,956	(244,972)	0

22. Post balance sheet events

There were no post balance sheet events.

LEGAL AND ADMINISTRATIVE DETAILS

World Cancer Research Fund

Charity no.
1000739

Company no.
2536180

Registered office
140 Pentonville Road
London
N1 9FW
www.wcrf.org

Trustees
Mr R Power (Chair)
Ms A Sinclair
Prof A Cooper
Ms A Hunter
Ms S Pepper
Mr G Triefus (joined May 2025)
Mr F Hill (resigned October 2024)

President
Ms Marilyn Gentry

Chief Executive Officer
Ms Rachael Hutson

Secretary
Reed Smith Corporate Services Limited

Auditor
RSM UK Audit LLP
Chartered Accountants
Third Floor
2 Semple Street
Edinburgh
EH3 8BL

Bankers
Barclays Bank Plc
PO Box 288
Gloucestershire
GL1 2EH

NatWest Bank
246 Regent Street
London
W1B 3PB

Solicitors
Reed Smith LLP
1 Blossom Yard
London
E1 6RS

Bates Wells LLP
10 Queen Street Place
London
EC4R 1BE

More information and to donate

For general enquiries
Email: wcrf@wcrf.org
Telephone: 020 7343 4205

Press and media enquiries
Email: pr@wcrf.org

Partnership enquiries
Email: partnerships@wcrf.org

Sign up to our e-newsletter:
wcrf.org/newsletters

To donate

Online
wcrf.org/donate

By Phone
020 7343 4205

By post
140 Pentonville Road, London N1 9FW



Our UK strategy 2026–2030

Our strategy builds on our past and uses our strengths and uniqueness with clear goals for the future. It boldly sets out how we will significantly reduce the number of people dying from preventable cancers.

Read it online: wcrf.org/strategy





We want to live in a world where no one dies of a preventable cancer.

We look at how diet, body weight and physical activity affect the risk of developing and surviving cancer, and share the evidence with the public, health professionals and policymakers.

World Cancer Research Fund

140 Pentonville Road, London N1 9FW

Tel: 020 7343 4200 **Email:** wcrf@wcrf.org

f @WoCRF

✈ @wcrf.org

@ @wcrfuk

in [linkedin.com/company/wcrf](https://www.linkedin.com/company/wcrf)

🎵 @worldcancerresearchfund

[wcrf.org](https://www.wcrf.org)

Preventing cancer. Saving lives

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

© World Cancer Research Fund 2026

