

**TRUSTEES' REPORT AND**  
**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 5 APRIL 2022**  
**FOR**  
**HEAD & NECK CANCER FOUNDATION**

Martin and Company  
25 St Thomas Street  
Winchester  
Hampshire  
SO23 9HJ

**HEAD & NECK CANCER FOUNDATION**

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**FOR THE YEAR ENDED 5 APRIL 2022**

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**HEAD & NECK CANCER FOUNDATION**

**REFERENCE AND ADMINISTRATIVE DETAILS**  
**FOR THE YEAR ENDED 5 APRIL 2022**

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<b>TRUSTEES</b>	Sir F W J Hervey-Bathurst Prof M McGurk P Kennan Dr V Patel (appointed 26.6.21)
<b>PRINCIPAL ADDRESS</b>	The Coach House Somborne Park Stockbridge Hampshire SO20 6QT
<b>REGISTERED CHARITY NUMBER</b>	1160602
<b>INDEPENDENT EXAMINER</b>	Martin and Company 25 St Thomas Street Winchester Hampshire SO23 9HJ
<b>SOLICITORS</b>	Camerons Solicitors LLP 70 Wimpole Street London W1G 8AX

# **HEAD & NECK CANCER FOUNDATION**

## **TRUSTEES' REPORT**

### **FOR THE YEAR ENDED 5 APRIL 2022**

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The trustees present their report with the financial statements of the charity for the year ended 5 April 2022. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Legal and administrative information set out on page 1 forms part of this report.

#### **OBJECTIVES AND ACTIVITIES**

##### **Objectives and aims**

The objectives of the charity are:

- i) to protect and promote the health of the public in particular by research into the nature, causes, diagnosis, prevention, treatment (including complications of treatment) and cure of head and neck cancer;
- ii) to disseminate the useful results of such research to provide information and to raise public understanding of head and neck cancer, its causes, prevention and treatment

##### **Public benefit**

The Trustees confirm that they have taken account of the Charity Commission's general guidance on public benefit. The benefits are as outlined in the Charity's objectives noted above.

#### **ACHIEVEMENT AND PERFORMANCE**

When we released our report for last year, there was a feeling that the worst was over. Little did we know that another year on, Covid-19 would still be dominating our work and our direction. This report provides an update on what we have achieved with our network and supporters with the understanding that all restrictions were lifted in December 2021.

The past year has brought out the very best in our supporters thanks to their resilience, compassion, and creativity of our charitable network the impact of the pandemic has been successfully managed. We have continued to play our part; dramatically scaling up our mission for 2021 of raising awareness and encouraging early diagnosis.

#### **Highlights for 2021**

##### **New Trustee**

In June we strengthened our Board as Vinod Patel joined us as a Trustee. Vinod is a consultant at Guys and St Thomas' NHS Foundation Trust. He is also the service lead for dental services in oncology and leads the Bone and Jaw Necrosis Clinic. Vinod is a friend of Head & Neck Cancer Foundation (HNCf) and we have worked with him previously. He is also an associate of Professor Mark McGurk. We are delighted to add his expertise to the Board.

##### **Ambassadors**

In 2021 we added to our existing Ambassadors Mark Radcliffe - BBC Radio DJ who has had an oral cancer and Ryan Reynolds - celebrity chef specialising in cancer-friendly cookery.

The first of our new Ambassadors is Ben Hobday. Ben is a celebrity world-class event rider. After his own struggle with head and neck cancer, he is on a mission to raise awareness of these cancers to encourage earlier diagnosis and better overall outcomes for patients. Ben has a huge social media profile and has made a commitment to sharing our posts. This gives us a gateway to a new sector, and one we would have otherwise found it hard to reach.

Our second new Ambassador is Vivek Gupta. Vivek is our GP Ambassador, and is working towards improving the training and awareness of head and neck cancers among GPs and dentists. He joined our team following his mother's diagnosis of head and neck cancer. Having a GP on the team, gives us direct insight to where, going forward, we can assist GP's in recognising and diagnosing head and neck cancers. To this end Professor Mark McGurk has already held a lecture to a GP consortium on the subject.

#### **Patient Case Studies**

As we broadened our base of new technologies in 2020, this year we wanted to record some new patient cases studies for our website. Both are patients who have received this treatment by Professor Mark McGurk and each recorded case study gives their perspective of their diagnosis and treatment. We know from our feedback that these 'personal story' videos greatly help newly diagnosed patients.

Alex Cosgrove received Pentoclo treatment for her cancer. Pentoclo Treatment Therapy does not involve invasive surgery. Pentoclo Treatment Therapy has a healing rate of 56%, which is a very high figure given the alternatives which can be so destructive.

Kathryn Williams received ground breaking treatment which uses 3D technology to map tumours on the Parotid Gland. This 3D model can be studied before treatment so that surgeons can accurately locate the tumour and map its proximity to the nerve. HNCf helped this research by providing the academic unit at UCL with the technology called HoloLens, this is the first team in the world to produce these three-dimensional models.

#### **Podcasts**

2021 saw the launch of our CEO monthly podcasts. These monthly podcasts are around 30 minutes long with a selection of guests which to date, have included dentists, GPs, Nutritionists and patients. Costs are kept to a minimum as the interviews are recorded live with no editing required. They are recorded via Zoom and then published. These podcasts have proven to be very successful and are part of a long-term strategy to inform and educate. They also take us into new areas of press and further into digital media and is a part of our growth in terms of brand awareness and ultimately growing our supporter base.

## **HEAD & NECK CANCER FOUNDATION**

### **TRUSTEES' REPORT**

#### **FOR THE YEAR ENDED 5 APRIL 2022**

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Michelle Vickers, our CEO, has also featured twice on the 'Word on Health' podcasts which is the longest running weekly health report on independent local radio in the UK, reaching an estimated audience in excess of 2.8 million listeners.

#### **Media**

We have continued to be prominent in the press. Numerous features in national newspapers and top lifestyle magazines led to a consistent flow of awareness-raising articles in high-readership titles. From articles covering mouth checks to insights on patient stories, our key messages were spread far and wide.

This top-tier media coverage was further supported by a large number of articles and interviews with regional, charity, and medical trade press - reaching a diverse audience spanning every discipline of media including online, podcast, print, broadcast, and social media. In addition, articles were secured in some one-off articles in titles such as Crochet Now - leveraging unique angles to reach a new audience group with life-saving information.

2021 saw our CEO (Michelle Vickers) win the Woman and Home Amazing Woman Award - reinforcing our CEO as a key voice in the sector, gaining a large amount of coverage in the press and raising our profile to open up future opportunities.

Our estimated audience reach, based on readership numbers and broadcast audience figures, in total for the period is c.128 million cumulatively.

#### **Headstart - Sentinel Node Biopsy training for surgical teams**

As knowledge among the public grows about head and neck cancers and patients' rights to opt for Sentinel Node Biopsy treatment, UK surgeons are required to learn, test, and adopt the technique in order to meet that demand. At HNCf we provide a training program for medical teams who are keen to offer this pioneering surgical technique to their patients.

Due to the difficulties in providing face to face training during the pandemic the Trustees made the decision to create an online version of Headstart. Our last Training was in June 2021 and we are hoping to launch Headstart online in the summer of 2022.

#### **Resources**

Professor McGurk continues to run a series of lectures and conferences which we host online with the Head and Neck Academic Centre at UCL. We have created a new e-commerce portion of the website where delegates pay a fee to watch the lecture, which they can purchase individually or for a reduced unit cost if subscribing to a years' worth of lectures.

#### **Conclusion**

The Head and Neck Cancer Foundation continues to be a small charity doing great things. We are devoted to driving awareness for, and the adoption of, ground breaking head and neck cancer treatment. We are a going concern, have significant reserves and although the pandemic has had an impact, the prudent approach taken throughout the life of the charity and swift action to adapt at the outbreak of the pandemic will ensure our ongoing success.

We take this opportunity to thank our donors and supporters, for the hours they have put in and the financial support they have given to us, which enables us to do what we do. For those who ran for us or cycled for us - thank you. To everyone who attended an event we organised or made a donation no matter how big or small - thank you. We are nothing without you.

## **FINANCIAL REVIEW**

### **Financial position**

At 5th April 2022 the Charity had net funds of £361,833 (2021: £373,187).

### **Reserves policy**

The Charity's policy is to keep expenditure including the management and administration costs broadly in line with the income received in the year.

## **HEAD & NECK CANCER FOUNDATION**

### **TRUSTEES' REPORT**

#### **FOR THE YEAR ENDED 5 APRIL 2022**

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#### **FUTURE PLANS**

The Charity's goal is to introduce SNB to all cancer centres in the UK. We will achieve this by collaborating with national bodies to run a UK prospective randomised trial. The introduction of SNB will revolutionise the management of mouth cancer in the UK and will set the pace for Europe and America.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity was established by constitution as a charitable incorporated organisation and registered at the Charity Commission on 23rd February 2015.

##### **Recruitment and appointment of new trustees**

New Trustees may be appointed by the existing Trustees.

##### **Risk management**

The Trustees meet once a quarter to review the charity's activities and the risks to which it is exposed and confirm that controls are in place to mitigate those risks.

Approved by order of the board of trustees on 3 August 2022 and signed on its behalf by:

Sir F W J Hervey-Bathurst - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
HEAD & NECK CANCER FOUNDATION**

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**Independent examiner's report to the trustees of Head & Neck Cancer Foundation**

I report to the charity trustees on my examination of the accounts of Head & Neck Cancer Foundation (the Trust) for the year ended 5 April 2022.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

David Barr BSC FCA  
Martin and Company  
25 St Thomas Street  
Winchester  
Hampshire  
SO23 9HJ

4 August 2022

**HEAD & NECK CANCER FOUNDATION****STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 5 APRIL 2022**

		<b>5.4.22</b>	<b>5.4.21</b>
		<b>Unrestricted</b>	<b>Total</b>
		<b>fund</b>	<b>funds</b>
	Notes	<b>£</b>	<b>£</b>
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		<b>72,613</b>	52,460
<b>Charitable activities</b>	5		
Cancer research		<b>16,875</b>	1,505
Other trading activities	3	<b>4,600</b>	-
Investment income	4	<b>790</b>	1,123
<b>Total</b>		<b>94,878</b>	55,088
<b>EXPENDITURE ON</b>			
Raising funds		<b>11,228</b>	7,893
<b>Charitable activities</b>	6		
Cancer research		<b>95,004</b>	74,095
<b>Total</b>		<b>106,232</b>	81,988
<b>NET INCOME/(EXPENDITURE)</b>		<b>(11,354)</b>	(26,900)
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<b>373,187</b>	400,087
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>361,833</b>	373,187

The notes form part of these financial statements

**HEAD & NECK CANCER FOUNDATION****BALANCE SHEET****5 APRIL 2022**

	Notes	<b>5.4.22 Unrestricted fund £</b>	<b>5.4.21 Total funds £</b>
<b>CURRENT ASSETS</b>			
Debtors	12	<b>10,995</b>	3,608
Cash at bank		<b>352,242</b>	372,024
		<b>363,237</b>	375,632
<b>CREDITORS</b>			
Amounts falling due within one year	13	<b>(1,404)</b>	(2,445)
<b>NET CURRENT ASSETS</b>		<b>361,833</b>	373,187
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>361,833</b>	373,187
<b>NET ASSETS</b>		<b>361,833</b>	373,187
<b>FUNDS</b>	14		
Unrestricted funds		<b>361,833</b>	373,187
<b>TOTAL FUNDS</b>		<b>361,833</b>	373,187

The financial statements were approved by the Board of Trustees and authorised for issue on 3 August 2022 and were signed on its behalf by:

F W J Hervey-Bathurst - Trustee

The notes form part of these financial statements

**1. STATUTORY INFORMATION**

The Head & Neck Cancer Foundation is a charity registered in England and Wales. The charity's registered number and registered address can be found in the Trustees' Report.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended practice effective from 1st April 2005 which has since been withdrawn.

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

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Grants offered subject to conditions which have not been met at the year end date are noted as a commitment but not accrued as expenditure.

**Taxation**

The charity is exempt from tax on its charitable activities.

**Fund accounting**

All funds held by the charity are unrestricted general funds which can be used in accordance with the charitable objectives at the discretion of the Trustees.

**Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**HEAD & NECK CANCER FOUNDATION****NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 5 APRIL 2022****3. OTHER TRADING ACTIVITIES**

	5.4.22	5.4.21
	£	£
Fundraising events	<u>4,600</u>	<u>-</u>

**4. INVESTMENT INCOME**

	5.4.22	5.4.21
	£	£
Deposit account interest	<u>790</u>	<u>1,123</u>

**5. INCOME FROM CHARITABLE ACTIVITIES**

	5.4.22	5.4.21
	£	£
Training in SNB	<u>16,875</u>	<u>1,505</u>
Activity Cancer research		

**6. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 7)	Grant funding of activities (see note 8)	Support costs (see note 9)	Totals
	£	£	£	£
Cancer research	<u>38,632</u>	<u>5,000</u>	<u>51,372</u>	<u>95,004</u>

**7. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	5.4.22	5.4.21
	£	£
Training in SNB	13,492	3,000
PR	18,600	21,000
Video and filming	2,880	5,820
Podcasts	1,500	-
Research data	2,160	-
	<u>38,632</u>	<u>29,820</u>

**8. GRANTS PAYABLE**

	5.4.22	5.4.21
	£	£
Cancer research	<u>5,000</u>	<u>-</u>
The total grants paid to institutions during the year was as follows:		
	5.4.22	5.4.21
	£	£
University College London Hospital Charity	<u>5,000</u>	<u>-</u>

## **HEAD & NECK CANCER FOUNDATION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 5 APRIL 2022**

#### **9. SUPPORT COSTS**

	Management £	Governance costs £	Totals £
Cancer research	<u>49,452</u>	<u>1,920</u>	<u>51,372</u>

Support costs, included in the above, are as follows:

##### **Management**

	5.4.22 Cancer research £	5.4.21 Total activities £
Wages	37,286	21,428
Social security	3,870	-
Pensions	919	534
Administration expenses	1,553	598
Consultancy	-	14,858
Website and computer	5,824	5,747
	<u>49,452</u>	<u>43,165</u>

##### **Governance costs**

	5.4.22 Cancer research £	5.4.21 Total activities £
Independent examiner's fees	<u>1,920</u>	<u>1,110</u>

#### **10. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 5 April 2022 nor for the year ended 5 April 2021.

##### **Trustees' expenses**

There were no trustees' expenses paid for the year ended 5 April 2022 nor for the year ended 5 April 2021.

#### **11. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	5.4.22 <u>1</u>	5.4.21 <u>1</u>
Management		

No employees received emoluments in excess of £60,000.

**HEAD & NECK CANCER FOUNDATION****NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 5 APRIL 2022****12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	5.4.22 £	5.4.21 £
Other debtors	-	399
Prepayments and accrued income	10,995	3,209
	<u>10,995</u>	<u>3,608</u>

**13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	5.4.22 £	5.4.21 £
Other creditors	204	1,245
Accrued expenses	1,200	1,200
	<u>1,404</u>	<u>2,445</u>

**14. MOVEMENT IN FUNDS**

	At 6.4.21 £	Net movement in funds £	At 5.4.22 £
<b>Unrestricted funds</b>			
General fund	373,187	(11,354)	361,833
<b>TOTAL FUNDS</b>	<u>373,187</u>	<u>(11,354)</u>	<u>361,833</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	94,878	(106,232)	(11,354)
<b>TOTAL FUNDS</b>	<u>94,878</u>	<u>(106,232)</u>	<u>(11,354)</u>

**Comparatives for movement in funds**

	At 6.4.20 £	Net movement in funds £	At 5.4.21 £
<b>Unrestricted funds</b>			
General fund	400,087	(26,900)	373,187
<b>TOTAL FUNDS</b>	<u>400,087</u>	<u>(26,900)</u>	<u>373,187</u>

**14. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	55,088	(81,988)	(26,900)
<b>TOTAL FUNDS</b>	<u>55,088</u>	<u>(81,988)</u>	<u>(26,900)</u>

**15. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 5 April 2022.

**HEAD & NECK CANCER FOUNDATION****DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 5 APRIL 2022**

	5.4.22 £	5.4.21 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	72,613	52,460
<b>Other trading activities</b>		
Fundraising events	4,600	-
<b>Investment income</b>		
Deposit account interest	790	1,123
<b>Charitable activities</b>		
Training in SNB	16,875	1,505
<b>Total incoming resources</b>	<b>94,878</b>	<b>55,088</b>
<b>EXPENDITURE</b>		
<b>Raising donations and legacies</b>		
Fundraising events	10,868	7,331
JustGiving subscriptions	360	562
	<b>11,228</b>	<b>7,893</b>
<b>Charitable activities</b>		
Training in SNB	13,492	3,000
PR	18,600	21,000
Video and filming	2,880	5,820
Podcasts	1,500	-
Research data	2,160	-
Grants to institutions	5,000	-
	<b>43,632</b>	<b>29,820</b>
<b>Support costs</b>		
<b>Management</b>		
Wages	37,286	21,428
Social security	3,870	-
Pensions	919	534
Administration expenses	1,553	598
Consultancy	-	14,858
Website and computer	5,824	5,747
	<b>49,452</b>	<b>43,165</b>
<b>Governance costs</b>		
Independent examiner's fees	1,920	1,110

This page does not form part of the statutory financial statements

**HEAD & NECK CANCER FOUNDATION**

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 5 APRIL 2022**

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	5.4.22 £	5.4.21 £
Total resources expended	<u>106,232</u>	<u>81,988</u>
Net expenditure	<u>(11,354)</u>	<u>(26,900)</u>

This page does not form part of the statutory financial statements