



Pancreatic
Cancer
UK

Our story

Annual Report and Financial Statements
for the year ended 31st March 2020



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Who we are



Our vision

Everyone with pancreatic cancer survives to live long and well



Our mission

We lead the fight against pancreatic cancer



Our values

- Compassion
- Integrity
- Determined
- Pioneering

Pancreatic cancer is a tough one.

It's tough to treat, tough to diagnose, tough to research and tough to survive.

We're here for people today, and we're demanding a better future.

Together, we can transform the future for everyone affected by pancreatic cancer.



A momentous year

Looking back on 2019/20, whilst in the midst of the coronavirus pandemic, is challenging and somewhat surreal. We are having to adapt to our new working patterns and adjust to the ongoing impact on our work and the lives of people affected by pancreatic cancer. It is essential that we do not let the current healthcare crisis steer us off course for the future, nor to dampen the successes we have had in this last year.



Our income jumped to

£6.5m

an increase of

28%

We are extremely proud to report that 2019/2020 was a momentous year for Pancreatic Cancer UK in terms of reach, impact and growth and we are making great strides towards achieving all the objectives in our current strategy "Pancreatic cancer: Taking it on together". We have had a fantastic and really exciting year - it has been a privilege to jointly lead the charity through such a fast pace of growth, together with our incredibly dedicated staff, trustees and volunteers.

Thanks to the passion and dedication of all our supporters our income jumped to £6.5 million, a substantial 28% increase. This growth enabled us to make some key investments in expanding our services to support more people than ever before; to raise our voice louder and achieve greater change in healthcare policy and engagement in our work across the UK; and to fund truly innovative research that will lead to more breakthroughs in diagnosis and treatment in the future.



A key
milestone of
£8m
invested in
pancreatic cancer

It has been a year of milestones, awards and putting markers in the sand for our next strategy to transform survival for people affected by pancreatic cancer. We were honoured that the quality and impact of our nurse-led support services was recognised by Ruth May, the Chief Nursing Officer at **NHS England** with the prestigious Silver Award for invaluable service to people with pancreatic cancer.

Winning the **Charity Times award for Campaigning Team of the Year** also recognised the vital role and achievements of our policy and campaigning work in demanding more and better for people with pancreatic cancer and their families, wherever they live in the UK. The funding of both the **Future Leader's Academy** and the **Clinical Pioneer's Award** helped us achieve a key milestone of £8 million invested in pancreatic cancer research to date, recognised in the invitation to join the **National Cancer Research Institute** (NCRI) as a key funder of pancreatic cancer research.



It has been a year of milestones, awards and putting markers in the sand for our next strategy to transform survival for people affected by pancreatic cancer.



This year an
amazing
81,958
people became
new supporters

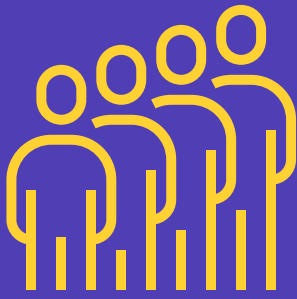
We were incredibly excited to be chosen as Charity of the Year for both the **Bank of England** and for **2020 Prudential RideLondon**. These coveted partnerships will both bring ongoing support and a higher profile for the charity and the cause over the next few years that we would not otherwise achieve.

We are extremely grateful to all our supporters and volunteers. This year an amazing 81,958 people became new supporters of the charity, dedicating their time or raising funds for the cause. It is your generosity and commitment to improving pancreatic cancer that has enabled all of our work and the progress achieved so far. And it is your ongoing support through the current coronavirus crisis and the years ahead, that will ensure we can continue to make such transformational change. We know that the immediate future is less certain than we could ever have imagined but we have built a strong foundation. Together, we have created a powerful community and a charity that will not stop - even in a pandemic - in our mission to ensure that everyone with pancreatic cancer in the United Kingdom survives to live long and well. Although we cannot build upon this past year in the ways we had planned, these successes will, in time, give us an excellent chance to bounce back and become stronger than ever. We are here for you and we will continue to demand a better future for everyone affected by pancreatic cancer.

Together, we are stronger. Together, we are taking on pancreatic cancer.

Lynne Walker, Chair of our Board of Trustees and
Diana Jupp, Chief Executive

Highlights from the year



Our nurses supported over

2,000 people

836,646

people accessed our
information online –

15%

more than last
year – and

376

people joined our
online forum



We awarded

£834,311

in research grants



Since 2015/16, we've invested

£7.2m

in pancreatic cancer research

We
helped



3 regional
Cancer
Alliances

strengthen their work to
improve outcomes for people
with pancreatic cancer

Over

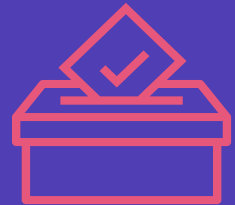
60,000

people signed
our petition
to Demand
Survival Now



During the general
election campaign

95%



of parliamentary candidates
received our campaign message to
Demand Survival Now



We raised an incredible

£6.5m

to help take
on pancreatic cancer

Our **CEO Diana Jupp**
was elected

to the Steering Group of the World Pancreatic Cancer Coalition



Our website received over

1.8m

visits. 20% more than in 2018/19

Trustees' Report

Taking it on, together

People affected by pancreatic cancer are at the heart of everything we do.

By working as a pancreatic cancer community – including people affected by the disease, research scientists and healthcare professionals – we're here for people today and we're building hope for the future. None of us could do this alone. Our strength is in our combined expertise, action and power.

Together, we provide support and information services to help people understand and cope with all aspects of pancreatic cancer. Together, we are able to invest in ground-breaking research to improve diagnosis and treatment.



None of us could do this alone. Our strength is in our combined expertise, action and power.



Together, we foster knowledge and collaboration among research and healthcare professionals to drive up standards in care. Together, we make our voices heard and campaign to bring about better, faster treatment. And, together, we raise the funds to deliver all of this work.

The next section outlines progress in 2019/20 towards our strategic objectives. As we approach the end of our five-year strategy, 'Taking it on together', we're proud of our collective achievements. But there's still a lot to do.



During the year, we started to develop our strategy for 2020–24. We aim to extend the approaches we're already taking – convening, empowering and amplifying the pancreatic cancer community to drive real change, and embracing new ways to increase our reach.

This strategy isn't just ours – it's for everyone who's passionate about changing the course of pancreatic cancer.

We're taking it on, together.

Coronavirus (Covid-19)

During the coronavirus pandemic, we've been working harder than ever to support both people affected by pancreatic cancer and the healthcare communities who care for them.



We continued to run as many of our support and information services as possible, to help people at a particularly worrying time. Movement restrictions made our online and telephone services more vital than ever – calls to our Support Line increased dramatically. We rapidly created new resources to help people manage the emotional and practical impacts of coronavirus. These include up-to-the-minute information, and support and advice for people affected by delayed or cancelled treatment and clinical trials.

Fast access to treatment and surgery is essential for people with pancreatic cancer. We've been involved in discussions with **NHS England**, the **Cancer Policy Team** in **Scotland**, and the UK Parliament's **Health and Social Care Committee Inquiry** into NHS services to ensure that diagnosis and treatment can continue wherever possible during the pandemic.

We established **The Pancreatic Cancer Treatment During Covid-19 Network** to help healthcare professionals share information and solutions. This includes webinars for consultants, mapping surgery capacity across the UK and strategies on ways to minimise risk.

When we had to postpone some **Living with Pancreatic Cancer Support Days**, a crucial source of support for people with pancreatic

cancer and their loved ones, we offered people support from our specialist nurses.

We cancelled our **Annual Summit**, which gathers hundreds of members of the pancreatic cancer community – from people living with the disease to healthcare professionals, scientists, policymakers and other charities. However, we have found new digital ways to bring our community together and we will continue to address key issues, share new knowledge and best practice and build relationships online.

In the coming year, many events organised by us and our supporters will not be able to go ahead as planned. Despite this, our supporters took up opportunities to fundraise in new ways, meaning that we can continue to do everything we can to build a brighter future for people affected by pancreatic cancer.

Growing our support

Objective

01

Significantly grow our specialist support and information services for patients, families and friends

We want to support everyone with pancreatic cancer. While we're not there yet, we are achieving significant growth in this area. In 2019/20, our specialist services reached more people than ever with the practical information and emotional support they need.



Specialist nurse support

In 2019/20, our expanded team of **6 nurses** provided personalised, high-quality support to **2,019** people through our free national **Support Line** and **Living With Pancreatic Cancer Support Days**. Many people call or email our nurses multiple times over a period of weeks, or months, and this practical and emotional support helps families to cope with very difficult circumstances.

Our nurses won a prestigious **Silver Award** from NHS England's Chief Nursing Officer – the first time a charity team of nurses has received this honour. This acknowledges their extraordinary efforts to both support people affected by pancreatic cancer and work with health professionals to improve their quality of care.

**Expanded
our team to**

6  **nurses**

**Provided personalised,
high-quality support to**

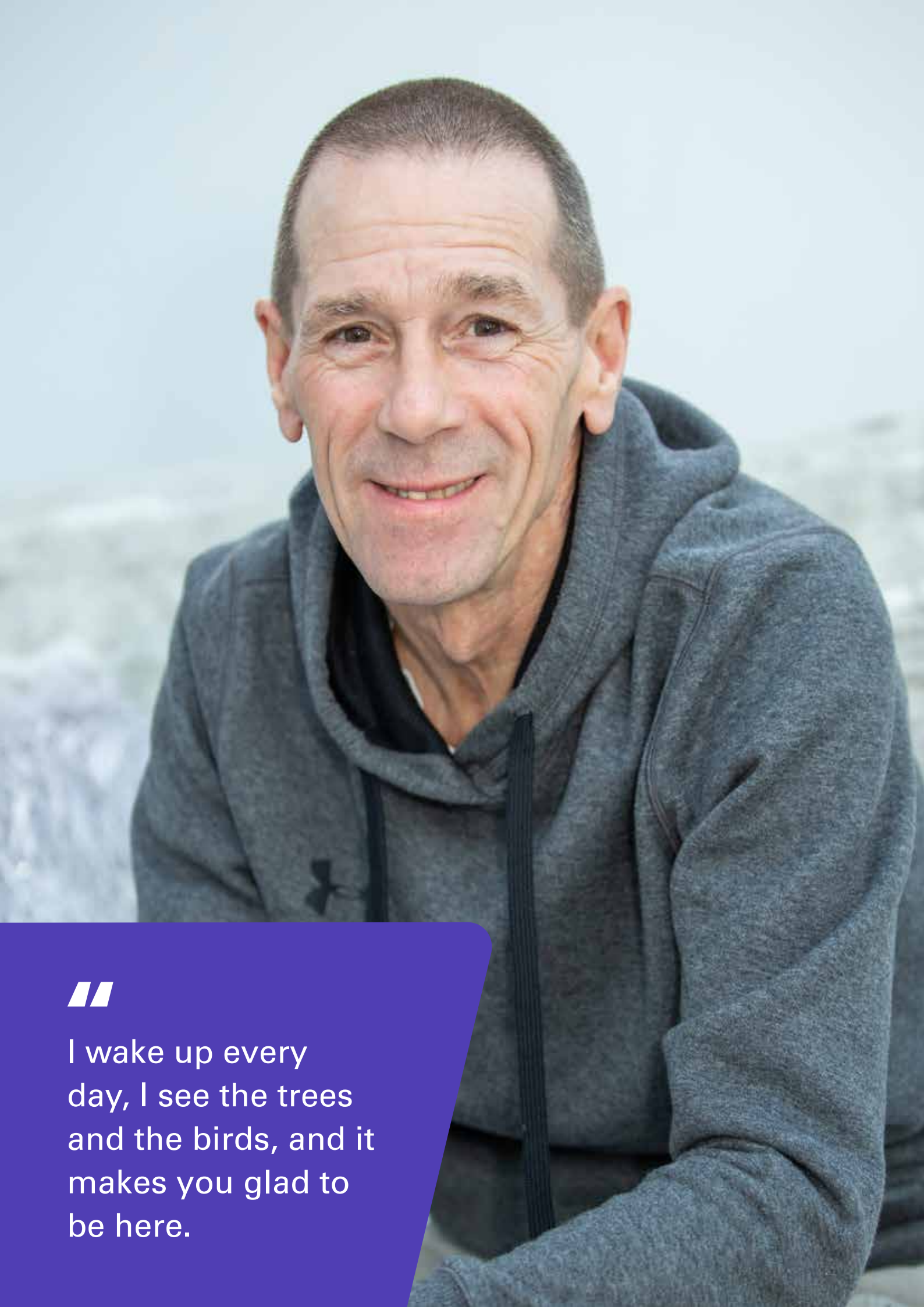
2,019
people



↑ Living With Pancreatic Cancer Support Day, Blackburn

// We left the hospital after diagnosis of stage 3 pancreatic cancer without any support, advice or care plan. Thank goodness we had your brilliant service to guide us through this nightmare.

– Service user



//

I wake up every day, I see the trees and the birds, and it makes you glad to be here.

CASE STUDY



Dave from Wigan

Dianne, one of our Specialist Pancreatic Cancer Nurses working on our free Support Line, has provided Dave and his wife Sue with practical and emotional support since 2015.

Dave: "I was diagnosed with pancreatic cancer in 2015, and I'm still here!

When you've given a terminal diagnosis, there's nobody to turn to. Sue did a bit of research and ended up ringing Dianne. She's indispensable.

I wake up every day, I see the trees and the birds, and it makes you glad to be here. I sometimes wonder would this have been the case if I hadn't had Dianne to pick up the phone to. I'm more than grateful for that.

If I came across someone who had a pancreatic cancer diagnosis, even before treatment, I would recommend the Support Line. Get some practical advice, some emotional support. Because, believe me, you're going to need it. And they're the people to give it to you."

Peer-to-peer support

We enable people with experience of pancreatic cancer to support each other online, over the phone and in person, so that each person can access support in the way that best suits them. People with the disease tell us this is invaluable, as nobody else can fully understand their situation.

Across many areas of work, we're increasing our digital resources to help us reach more people in cost-effective ways. Our **online forum**, moderated by our nurses, became bigger than ever, attracting **376** new members.

At our **Living With Pancreatic Cancer Support Days** across the UK, people facing pancreatic cancer meet others in similar situations, to help them share experiences and manage their symptoms. These events, including our first event in Wales, supported **263** people – more than ever. We're delighted that **92%** of people said they would recommend the day to others.

Our telephone-based service, **Side by Side**, lets people who are facing, or recovering from, pancreatic cancer surgery speak to a trained volunteer who has been through a similar experience. In 2019/20 this service supported **20** people, helping them to talk about their experience and understand what to expect.

Information

Our information continues to empower people affected by pancreatic cancer to understand and manage their health. These resources cut through medical jargon to explain key issues for people with pancreatic cancer and their loved ones.

In 2019/20, our information was easier than ever for people to access in various ways. As a result, it benefited an impressive **836,646** people – 15% more than last year.

We broadened the content and reach of our information to meet more people's needs. We launched **easy read booklets**, featuring simple words and pictures, for people who struggle with written information. These complement our accessible resources available in large print, audio formats and Braille.

Acting on our survey findings that many people with pancreatic cancer find **fatigue** challenging, we developed a booklet to help them understand its causes and learn new tips to manage it.

Our three **Community Coordinators** ran **135** information and awareness stands across the UK, reaching **2,027** people. These stands enabled us to support **285** people while they received treatment. We're grateful to the



We broadened the content and reach of our information to meet more people's needs.

↓ Lisa, one of our Support Line specialist nurses



10 **Information Volunteers** and those who help them to staff these stands for helping people affected by pancreatic cancer to ask questions and access information.

We want to be there for people with pancreatic cancer every step of the way, whatever their circumstances. We piloted **Information Points** in **5 hospitals**, to help people access information immediately after diagnosis.

In just six months, people accessed **966** publications through this service. **Clinical Nurse Specialists** have welcomed these resources.

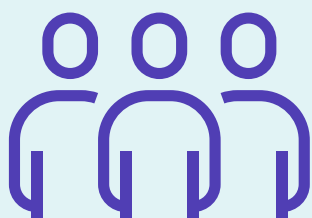


We want to be there for people with pancreatic cancer every step of the way, whatever their circumstances.

Our end of life information has become the most used information on our website, accessed by **294,689** people in 2019/20. People find this information valuable in helping them and their loved ones prepare for the future.

Our

3



Community Coordinators

ran

135



information and awareness stands across the UK

reaching

2,027

people



Improving treatment and care

Objective

02

Drive up NHS standards and improve care



Engaging with health professionals

We engage with health professionals to improve outcomes for people with pancreatic cancer. We're expanding and deepening this area of work, making sure that clinical standards and practice reflect patients' needs and the latest research.

In 2019/20 our training events increased skills and knowledge relating to pancreatic cancer among 620 health professionals. Our **National Study Day** informed healthcare professionals about the latest developments in pancreatic cancer treatment and care, increasing their knowledge by **24%**. Our two **Regional Nurses** were extremely effective in improving health professionals' knowledge about pancreatic cancer. They facilitated **nurse forums** in East Anglia and Manchester where professionals shared best practice in caring for people with pancreatic cancer.

They delivered **detailed training** to more than **100** healthcare staff. These included district, palliative care, chemotherapy and acute oncology nurses, as well as GPs –

those on the front line of pancreatic cancer care. And they contributed to best practice among specialists through their ongoing involvement in **pancreatic cancer forums** in Greater Manchester and the West Midlands.



The diabetes session was outstanding and I have taken such a lot from it.

– Dietician who attended our first training session on diet and pancreatic cancer in Leeds

Our 2018 survey of people living with pancreatic cancer found that they have particular unmet needs around diet and emotional support.

To address this, one of our Regional Nurses piloted pancreatic cancer-specific **education and training for dieticians** in Leeds, in partnership with NHS colleagues. Participants



↑ Pancreatic Cancer UK National Study Day 2019

evaluated the course so highly that teams in Manchester and Newcastle want to deliver similar courses to benefit people with pancreatic cancer.

We also piloted a workshop to help nurses provide **emotional support** to people with pancreatic cancer. We will refine, and bring this training online in 2020/21 to increase our digital offering and ensure that more people than ever with pancreatic cancer get the support they need.

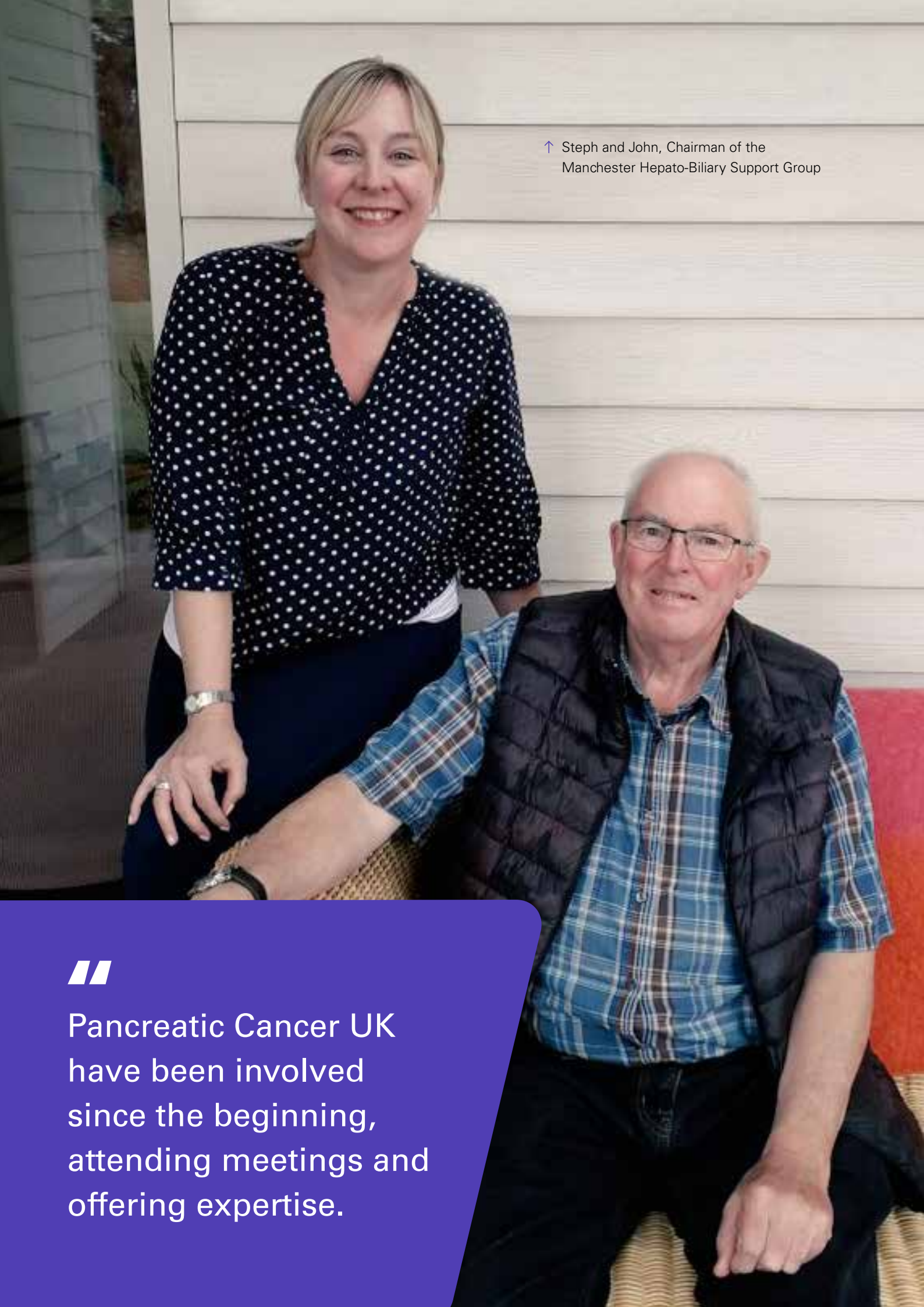
Improving healthcare practice and treatment

We're building hope for people affected by pancreatic cancer by supporting best practice in emerging areas of medicine.

In 2019/20 we supported two exciting new opportunities through our **Promoting Innovative Practice Education Grant**.

Working with the **National Cancer Research Institute** and the **Royal College of Radiologists**, we enabled 40 clinicians to develop a way of combining precision radiotherapy and surgery to treat some people with pancreatic cancer. We also supported the first national clinical symposium "Improving Outcomes in Elderly Patients with HPB malignancies". At the symposium we gave a talk on 'Patient Reported Outcomes in Cancer: The Patient Perspective' and subsequently submitted a journal article on the same topic.

Our innovative work is having a tangible impact in improving how health professionals treat people who have pancreatic cancer.

A photograph of a woman and a man sitting outdoors. The woman, on the left, has blonde hair and is wearing a dark blue top with white polka dots and a dark skirt. She is smiling and has a watch on her left wrist. The man, on the right, is older, has white hair, and wears glasses. He is wearing a blue and white plaid shirt under a dark quilted vest and dark trousers. They are sitting on a light-colored wicker chair against a background of light-colored horizontal wooden slats.

↑ Steph and John, Chairman of the
Manchester Hepato-Biliary Support Group

//

Pancreatic Cancer UK
have been involved
since the beginning,
attending meetings and
offering expertise.

We're proud that our project with **University Hospital Birmingham** to fast track pancreatic cancer surgery won first prize in the **NICE Shared Learning Awards**. As well as speeding treatment by 46 days, this reduces complications associated with treating jaundice and saves the NHS money. Twelve of the UK's 29 pancreatic cancer centres are now introducing similar approaches to improve treatment for people with pancreatic cancer.

↑ Driving up standards

We're a force for positive change in pancreatic cancer. Our **policy and advocacy** work has led to regional Cancer Alliances improving local pancreatic cancer outcomes. In 2019/20, we held positive discussions about optimising pancreatic cancer pathways and educational improvements for health

professionals with **three cancer alliances** covering Greater Manchester, much of Yorkshire and North Derbyshire.

We worked closely with NHS England and Cancer Alliances on rolling out **Rapid Diagnostic Centres** and were delighted that national guidance highlighted pancreatic cancer. These centres could potentially speed up diagnosis of pancreatic cancer – a vital step in ensuring more people survive the disease. During the year, **Public Health England** published its first **dataset** specifically on pancreatic cancer. The data highlighted different survival outcomes for the two subtypes of pancreatic cancer (PDAC and PNET), as well as national survival rates based on their cancer stage when people are diagnosed. This knowledge provides invaluable insights for research to help improve outcomes for people with pancreatic cancer.

CASE STUDY

Steph from Stockport



Steph is a Clinical Nurse Specialist in hepato-pancreato-biliary (HPB) diseases of the pancreas, liver and biliary system. We provide her team with professional training and up-to-date information to help them deliver appropriate services to people with pancreatic cancer.

"[Pancreatic Cancer UK Specialist Nurse] Lynne offers educational support and information on how to get the most out of Pancreatic Cancer UK's services for our patients, and she acts as a sounding board in how to run our support groups. She has extensive knowledge relating to pancreatic cancer. That is a great benefit to our team and our patients.

Our regional support group was set up in 2017. Pancreatic Cancer UK have been involved since the beginning, attending meetings and offering expertise.

The way our service collaborates with Pancreatic Cancer UK has made us feel part of something bigger – we know what [HPB] work is going on around the country."

Supporting research breakthroughs

Objective

03

Achieve a UK research investment position where game changing breakthroughs will lead to transformation

We're committed to funding pioneering research projects that will lead to breakthroughs in early testing, diagnosis and treatment for people with pancreatic cancer. This is vital to improve people's chances of surviving the disease.

Since 2015/16, we've invested **£7.2 million** in pancreatic cancer research, meaning we're on track to meet our target. The research we fund has a multiplier effect, driving breakthroughs in knowledge and best practice to create a more positive future for people affected by pancreatic cancer. For example, our **Early Diagnosis Research Alliance (EDRA)** has brought in over **£4 million** of additional research investment since it began in 2018.

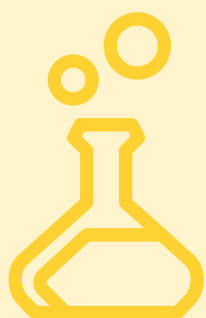


Investing in the future

One of the reasons why pancreatic cancer is so tough to treat and so tough to survive is that pancreatic tumours are very complex. Research into the disease has been underfunded for decades, so we haven't seen the advances in treatment that people need and deserve. We're changing that.

To achieve the breakthroughs people need, we're investing in the careers of future leaders in pancreatic cancer research. To date, amazing levels of fundraising and support among the pancreatic cancer community have enabled us to invest nearly **£1.4 million** in these scientists.

In 2019/20 we awarded **£625,000** to our latest **Future Leaders Academy**, which will be announced in 2020/21. Building on the success of our first academy at the Beatson Cancer Research Institute in Glasgow (see case study), our new academy will give PhD students focusing on pancreatic cancer access to state-of-the-art facilities and support from leading experts. These resources give leading scientists the best chance to identify new ways to prevent, manage and treat pancreatic cancers, transforming the future for people affected by the disease.



We've invested

£1.4 million

in pancreatic cancer researchers

We awarded

£625,000

to our latest Future Leaders Academy





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This place is at the
forefront of cancer
research – it's
world class.

CASE STUDY



Declan from Glasgow

Declan is studying for a PhD in pancreatic cancer at The Beatson Institute for Cancer Research. He's a member of our first Future Leaders Academy, which develops the careers of pancreatic cancer researchers.

"I'd seen the Future Leaders Academy programme, and thought it looked amazing. I knew that pancreatic cancer was one of the most severe types, [with] a very low survival rate.

I love working here. You can do absolutely anything in terms of research. Everything's here, every machine that you may need. World-leading experts on cancer research are based in this building. To have access to that knowledge is incredible and invaluable.

This place is at the forefront of cancer research – it's world class. Hopefully my future will be in pancreatic cancer. It's so interesting and survival rates haven't changed in 50 years, which is crazy. It's important to research cures for this particular cancer, to ensure that people survive."

Interview courtesy of Glasgowlive



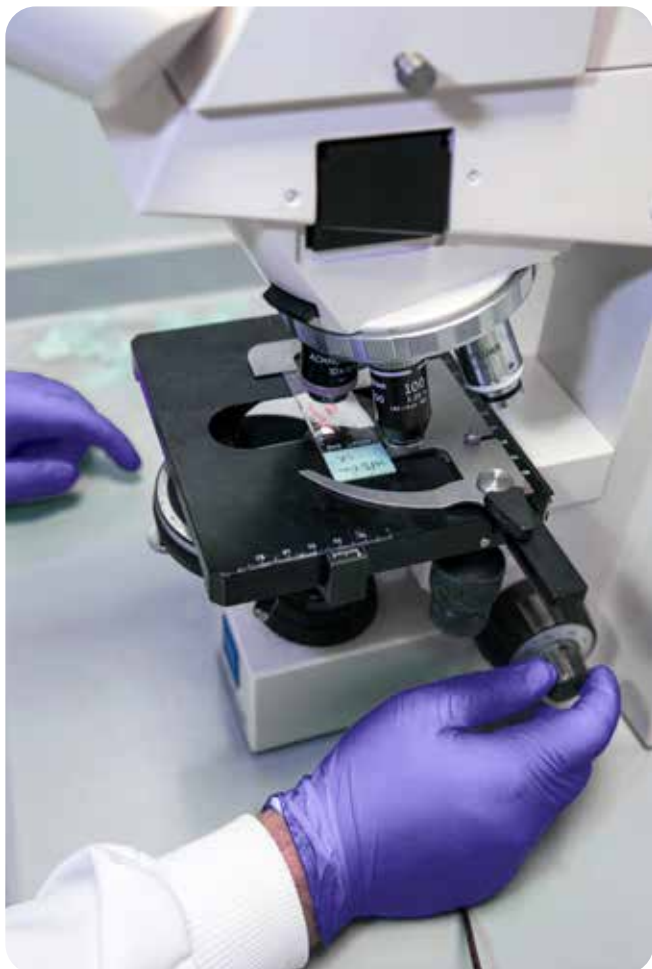
Research support today

We're determined to ensure that everyone in the UK affected by pancreatic cancer receives the best standard of care, treatment and support now, not just in the future. In 2019/20 we continued our **Clinical Pioneer Awards** scheme, to fund innovative clinical or community projects to improve outcomes for people living with pancreatic cancer. This initiative has already funded two projects that aim to make rapid improvements to the quality of NHS care, to improve people's quality of life.

We awarded **£48,886** to Keith Roberts at **University Hospitals Birmingham** to analyse extensive data from people affected by pancreatic cancer. Our investment will enable the team to guide a UK-wide quality improvement programme to ensure that everyone with pancreatic cancer receives a high standard of care.

We provided Declan Dunne of **Liverpool University Hospitals NHS Foundation Trust** with **£48,109**. His team will use this to explore how personalised diet and exercise plans can help people with pancreatic cancer become strong enough to undergo, and recover from, surgery and chemotherapy, as well as support their mental wellbeing.

This new approach involves pancreatic cancer specialists from The Royal Liverpool Hospital and Clatterbridge Cancer Centre, and will initially support **75** people who have pancreatic cancer.



Early diagnosis research

Early diagnosis is key to saving the lives of people with pancreatic cancer, and improving their quality of life. That's why we make significant investments in research into early diagnosis.

In 2019/20, our researchers continued to make great progress through the **Early Diagnosis Research Alliance**, led by Professor Steve Pereira. Launched in 2018, this Alliance represents the UK's single biggest investment in the early diagnosis of pancreatic cancer (£750,000).

38 leading researchers are progressing different approaches to developing and implementing a simple test to diagnose pancreatic cancer at an earlier stage:

- Equipping GPs to make accurate decisions
- Enhancing the sensitivity and accuracy of tests
- Providing evidence for using tests
- Mapping out a diagnostic process

The additional **£4 million** of investment generated by the EDRA and its researchers demonstrates that other leading research funders recognise the value of the projects we develop. More importantly, this wider investment provides real hope for families affected by pancreatic cancer.

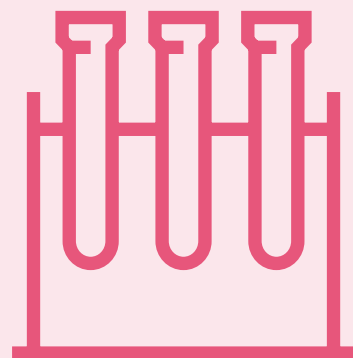


↑ Professor Steve Pereira

More than

40 leading
researchers

are progressing different approaches to
developing and implementing a simple
test to diagnose pancreatic cancer



Driving change in policy and practice

Objective

04

Deliver an enhanced programme of targeted campaigning to drive significant change in health policy and NHS practice

We amplify the voices of people affected by pancreatic cancer. Together, we're a force for change.

In 2019/20, we engaged people affected by pancreatic cancer and the general public in compelling new campaigns for better policy and practice. These campaigns gained wide support, putting pressure on policymakers to make positive changes for people with pancreatic cancer.

We were delighted to be named **'Campaigning Team of the Year'** at the 2019 Charity Times Awards for our 2018/19 Demand Faster Treatment campaign. This recognised the campaign's impact in inspiring over 100,000 people to get involved.



Demand Survival Now campaign

Pancreatic cancer survival rates in the UK have remained shockingly low for 50 years. In October, we worked with the pancreatic cancer community to campaign to **Demand Survival Now**.

Over **60,000** people from across the UK signed our petition and more than **1,700** wrote to their general election candidates, asking them to support pancreatic cancer survival. This message reached an impressive **95%** of parliamentary candidates, really putting pancreatic cancer on the map.

Despite having to cancel a parliamentary event due to the coronavirus pandemic, we made sure our petition was seen and heard by those in power. Henry Smith MP handed our petition to the Prime Minister's Office. We also handed it in to the devolved governments in Scotland, Wales and Northern Ireland.

In 2020/21, we'll continue working with parliamentarians and policymakers to improve survival rates for people with pancreatic cancer; and we'll keep running campaigns to bring people together to show the strength of feeling about the change that is needed.



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It's 2019 and we're in the UK. We really ought to be able to do better than this.

↑ Lynne Walker, our Chair of Trustees. Last year, Lynne celebrated the rare milestone of becoming a 10 year survivor of the disease along with Carole Challen, a fellow trustee.



Over

60,000

people signed our Demand
Survival Now petition



//

He called me one day from work and said, 'I'm feeling very, very unwell, can you take me to hospital?'

CASE STUDY



Ann from Sandhurst

Ann's son Robert was diagnosed with pancreatic cancer when he was 26. Ann now campaigns for early diagnosis to help more people survive this disease.

"The doctor said, 'I can't save Robert. We've just got him too late.'

Robert was a fun-loving young man. During his A-levels he never felt 100% – he was always very tired. He would go to the GP at least once a month. They couldn't find anything wrong with him. There were no tests. They just thought it was anxiety, stress.

He called me one day from work and said, 'I'm feeling very, very unwell, can you take me to hospital?' That was when we found out about Robert having pancreatic cancer.

After years of bringing Robert to the doctor, it took four months for him to die. This has got to stop. Diagnosis, some sort of test, is needed as soon as possible."

Unite-Diagnose-Save Lives campaign

In 2019/20, nearly **35,000** people signed our **Unite-Diagnose-SaveLives** petition to make early pancreatic cancer diagnosis a reality to save people's lives. To underline the importance of early diagnosis, Ann shared the heartbreaking story of her son Robert. His story resonated with many people with no previous connection to pancreatic cancer.

Nearly
35,000



people signed our
Unite-Diagnose-
SaveLives petition



Working with others to improve policy and practice

We spearhead the **All-Party Parliamentary Group on pancreatic cancer**, which highlights key issues relating to the disease among all political parties in Westminster. It also brings together politicians and healthcare representatives to improve outcomes for people with pancreatic cancer. As the group's Secretariat, we arrange meetings, help to design its work plan and ensure that its activities reflect the needs of people affected by pancreatic cancer.

In 2019/20, the group reviewed new insights into UK-wide variations in care outcomes for people with pancreatic cancer. It planned an inquiry to help tackle these variations and improve people's treatment and care.

In April we secured a Westminster Hall debate in support of our **Demand Faster Treatment** campaign. MPs from a range of parties highlighted the importance of fast treatment in improving people's survival and quality of life. Health Minister Jackie Doyle Price acknowledged the need to address this.



In April we secured a Westminster Hall debate in support of our Demand Faster Treatment campaign



We have built strong support within the cancer sector for the need to drive improvements in pancreatic cancer.

We're an active member of the **Less Survivable Cancers Taskforce**, which raises awareness of challenges relating to pancreatic cancer and other particularly tough cancers. The Taskforce's work led to the cancer sector's **One Cancer Voice** UK and Wales manifestos including a focus on these cancers. This demonstrates that we have built strong support within the cancer sector for the need to drive improvements in pancreatic cancer.

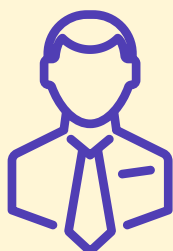


Campaigning in the devolved nations

In 2019/20, we increased our impact among **politicians**, and our input into new **cancer strategies**, in Scotland, Wales and Northern Ireland to benefit people right across the UK.

During Pancreatic Cancer Awareness Month, 50 Members of the Scottish Parliament (MSPs) joined our photocall to show solidarity with people affected by pancreatic cancer. MSPs also held a parliamentary debate on the disease, raising awareness of the disease and leading to us working closely with the Scottish Government on its cancer strategy.

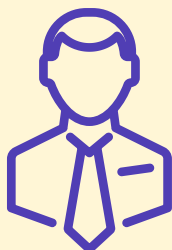
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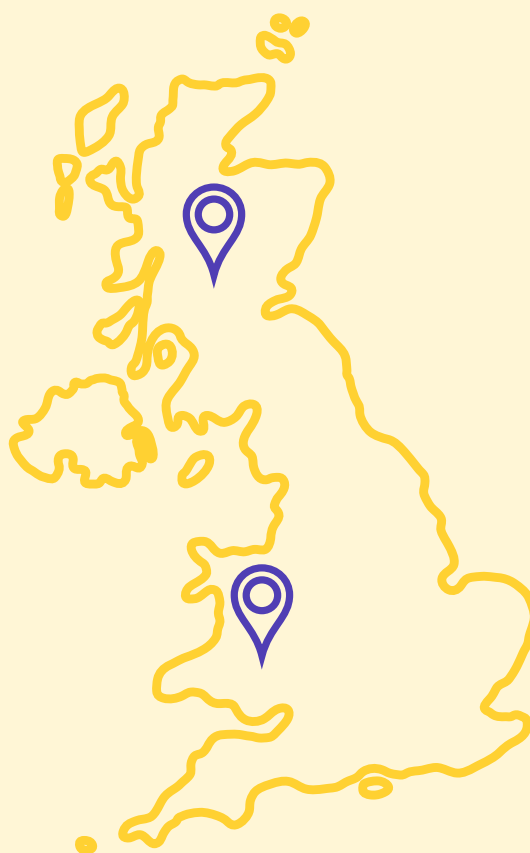
Members of the **Scottish Parliament** (MSPs) joined our photocall to show solidarity with people affected by pancreatic cancer.

In **Wales**, we shone a spotlight on pancreatic cancer by meeting

22



of the **60 Welsh Assembly Members (AMs)**



In Wales, we shone a spotlight on pancreatic cancer by meeting **22** of the 60 Welsh Assembly Members (AMs). During the **Welsh Assembly's** first debate on pancreatic cancer, AMs talked movingly about their personal experiences.

In **Northern Ireland**, we worked hard to ensure that the nation's new cancer strategy takes into account the particular challenges faced by people with pancreatic cancer. This included meeting the **Permanent Secretary of the Department of Health**.

We also joined several official groups to advise on specific elements of the strategy – treatment, diagnosis, palliative and end of life care, and emotional support – to help improve outcomes for people with pancreatic cancer.



Record-breaking fundraising

Objective

05

Aim to raise £10 million sustainable income year on year by 2022

In 2019/20 we significantly increased our fundraising income, profile and reach. Together, we raised an incredible **£6,524,630**, thanks to the generosity and commitment of so many supporters and funders. Thank you.

People affected by pancreatic cancer are at the heart of everything we do – and without them, none of our work to support people today and invest in research for the future would be possible.

However, we also know that we cannot achieve the change and raise the funds that are needed without making the wider public aware of pancreatic cancer and the urgent need for support. It is inspiring to see that our campaigns have brought in hundreds of thousands of people who may not have been personally affected but are determined to help address the injustice of the long neglect of pancreatic cancer.

Thank you.



Thanks for the work you put into making it all run so smoothly for participants!

– James, one of our 2019 London Marathon runners



Major donors, trusts and foundations, and corporate partners

We're deeply grateful to all our major donors. We also thank our ambassadors and members of our **Development Fund Board**, who use their time, knowledge and contacts to help us access sustainable fundraising income. Special thanks to **Robin Phillips, Stuart and Trish Fletcher, Remony and Grahame Millwater, Deborah Brown, Robert Ware, Alison Mackintosh, Keith Porritt, Ekrem Sami, Marion Pugh-Morgan, and Jonathan Harper** and the team at **Spencer Stuart** for their support. Our thanks

also to **Simon and Simone Collins** for their longstanding commitment to taking on pancreatic cancer.

Thank you to all of the charitable trusts and foundations that enabled us to progress our ambitious programme of research and support this year. We're grateful to long-term partner **Oak Foundation** for supporting our research and data intelligence teams. We appreciate **The Steel Charitable Trust's** grant towards the Early Diagnosis Research Alliance, and **The Avast Foundation** for supporting **Living with Pancreatic Cancer Support Days** for people who have the disease.

An amazing **165 organisations** helped us take on pancreatic cancer through workplace fundraising, sponsored events and sporting tournaments. We'd particularly like to thank our colleagues at **the Bank of England** who chose Pancreatic Cancer UK as one of their two charity partners for 2020.

Thank you to our industry partners **Angiodynamics, Bristol-Myers Squibb, Celgene, Erytech, Immunovia, myTomorrows, Oncosil** and **ViewRay** for continuing to help us be there for people facing pancreatic cancer.



Community fundraising and events

Our community and events-based fundraising enjoyed unprecedented success in 2019/20. Community fundraising generated over **£1 million (30% more than last year)** and events generated **over £2 million (26% more than 2018/19)**.



Community fundraising generated over

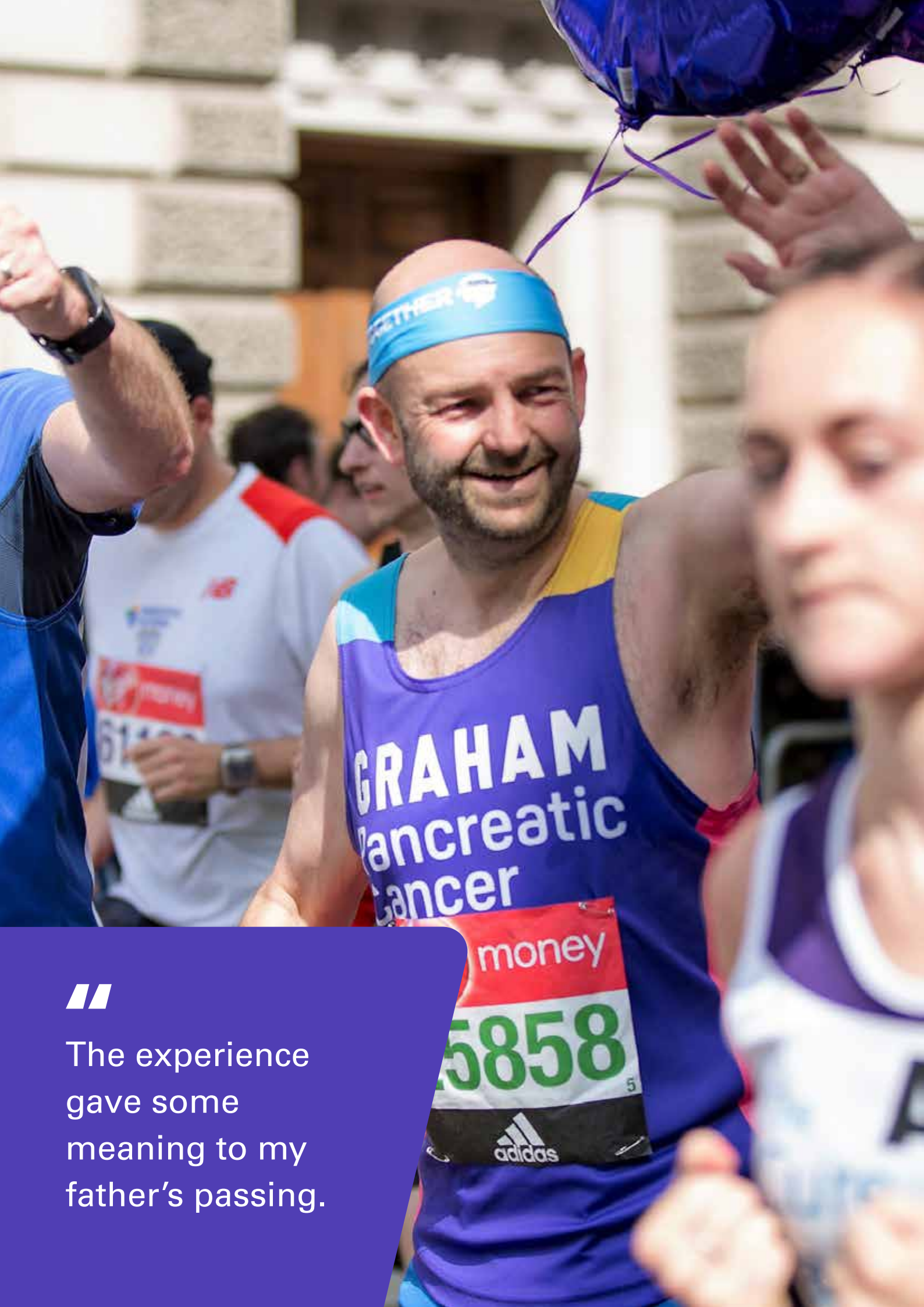
£1m



and **events** generated over

£2m

This success was a result of more individuals and organisations than ever putting their energies into transforming the future for people with pancreatic cancer. For example, **978** supporters got involved in our Pancreatic Cancer Awareness Month **Take It On** fundraising initiative, almost doubling the previous year's income. And we fielded our largest ever **London Marathon** team, supported by experienced marathon runner Graham (pictured on the next page) as part of our new Ambassador programme.



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The experience gave some meaning to my father's passing.

We were delighted to become the official **charity of the year for the Prudential Ride London-Surrey 100**, our first large partnership of this type. Over three years, this partnership was set to generate invaluable income and publicity, enabling us to expand our support services.



Unfortunately, due to the coronavirus pandemic, the event was cancelled, but we are working closely with RideLondon to find ways to continue delivering impact for people affected by pancreatic cancer through this partnership.

Many supporters are motivated by having lost someone to pancreatic cancer. These include **Rosebery School**, which raised significant funds through events held in memory of teacher **Alan Celine**, respecting his wish to “support Pancreatic Cancer UK to fund research into this particularly aggressive cancer”.

Spurred on by a friend’s experience, **Steve Martin** walked all 625 miles of the Ulster Way, raising an amazing amount for people affected by pancreatic cancer. His determination is an inspiration.

CASE STUDY

Graham from Bedfordshire



After joining his local running club, our supporter Graham got seriously into running. In 2019, he became only the fifth person in the UK to complete all six of the world’s major marathons in one year, while fundraising for us.

“In 2016 my father was diagnosed with pancreatic cancer. He battled through 15 months of treatment. I decided to run the London Marathon and raise money for Pancreatic Cancer UK. The fundraising galvanised our family and gave my father another outlet to focus on. Pancreatic Cancer UK were amazing and supportive.

On 22 April 2017, my father passed away. 10 hours later, I was at the start line of the London Marathon. The experience gave some meaning to my father’s passing.

Running the six world major marathons – Tokyo, Boston, London, Berlin, Chicago and New York – my aim was to raise £30,000, but we’re at over £32,500.”

Individual, in memory and legacy giving

Losing a loved one to pancreatic cancer is heartbreaking. But many people find comfort in knowing that something positive can come from a donation **in their memory** or leaving a **gift in their Will**. We're extremely grateful to every supporter who does this, to help fund research and other initiatives to take on pancreatic cancer.

In 2019/20, thanks to people's incredible generosity, we raised over **£1 million** through individual giving (**20%** more than last year), and over **£1 million** from legacy donations (**165%** more than 2018/19).

Sian Kennedy spent her life helping others as a district nurse. Tragically, Sian died from pancreatic cancer in 2018. By leaving us a gift in her will, Sian's legacy will bring hope for countless others. With her family's kind permission, we were able to share her story in 2019 to show the impact that leaving a gift in your will can have, and encourage others to consider doing the same.

Many regular givers also help us to transform the future for people with pancreatic cancer. During 2019/20, our **regular giving** community more than doubled to **2,400**. Many of these people signed up to support our work following our Unite-Diagnose-SaveLives and Demand Survival Now campaigns, demonstrating that our advocacy work strikes a chord with people and achieves more than policy change.

↓ Sian Kennedy





We raised over

£1 million

through individual giving

and over

£1 million

from legacy donations



Leading pancreatic cancer in the UK

Objective

06

Continue to be the UK's leading specialist pancreatic cancer organisation



Empowering the pancreatic cancer community

As the UK's leading specialist pancreatic cancer organisation, we enable the amazing pancreatic cancer community to take on the disease in a number of ways. We help to bring individuals and organisations who are concerned about pancreatic cancer together, to share their expertise, make their voices heard and increase their impact.



Collaborating for success

Taking on pancreatic cancer is tough, and we can't do it alone. We partner with other leading organisations to achieve positive change for people with pancreatic cancer.

We're committed members of cancer coalitions including **One Cancer Voice, Cancer 52**, the **Wales Cancer Alliance**, **The Scottish Cancer Coalition** and the **World Pancreatic Cancer Coalition**, learning and sharing best practice to demand better outcomes around the world. In 2019/20, our CEO Diana Jupp was honoured to be elected to the World Pancreatic Cancer Coalition Steering Group.

Anna Jewell, our Director of Support, Research & Influencing, chairs the **Less Survivable Cancers Taskforce**. In 2019/20 the Taskforce launched **Less Survivable Cancers**: the next research priority, a **report** on barriers to research into 'neglected' cancers. The Taskforce also met policymakers and funders to progress the report's recommendations. On World Cancer Day, Taskforce representatives attended parliament and spoke to **57** MPs to lobby on behalf of people affected by pancreatic cancer, and other less survivable cancers, and build hope for the future.

During the year, we formed new partnerships to create a step change in pancreatic cancer research. We joined the **National Cancer Research Institute**, enabling us to influence policy and collaborate on research initiatives alongside other leading cancer charities and funders, as well as NHS England.

Our new partnership with **Cancer Research UK** and the **Engineering and Physical Sciences Research Council** will bring together researchers who may not otherwise consider focusing on pancreatic cancer,



↑ Anna Jewell representing the Less Survivable Cancers Taskforce on Sky News

such as mathematicians. Over three days in 2020/21, researchers will take part in workshops to identify innovative ways to diagnose pancreatic cancer, the first step in improving outcomes for people who have the disease.

All of this work is underpinned by support and first-hand knowledge from people affected by pancreatic cancer, to ensure that others don't have to go through the same tough experiences.

Putting pancreatic cancer on the map

We make sure the needs and experiences of people affected by pancreatic cancer are heard loud and clear, to improve treatment and care.

In 2018, we commissioned Oxford Brookes University and The Picker Institute to survey people living with pancreatic cancer. In 2019/20, survey findings were published in BMJ Open and presented at the **National Cancer Registration and Analysis Service and Public Health England conference** on less common cancers.

Results showed that psychological and physical support are the biggest care gaps perceived by people with pancreatic cancer. We're using this knowledge to develop our services, and working with clinical specialists and NHS commissioners to close these care gaps quickly. Our **Unite-Diagnose-SaveLives** and **Demand Survival Now** campaigns galvanised support among the public and policymakers across the UK for the earlier diagnosis and faster treatment that people with pancreatic cancer need so urgently.



“

By campaigning with Pancreatic Cancer UK, I hope I'm living up to my promise.

Pancreatic Cancer

93% of people with pancreatic cancer die within 5 years of diagnosis

...demanding survival

Growing our presence in Scotland

We appointed our first **Head of Scotland**, Dawn Crosby. This will help us tailor our work to meet the needs of the pancreatic cancer



↑ Dawn Crosby

community in Scotland, while enabling that community to increase its reach and impact.

Under Dawn's leadership, we're building relationships with the NHS and other charities in Scotland to ensure that everyone who needs them can access our support and information services.

We responded to a consultation on the **Scottish Cancer Strategy Refresh** to ensure that this important strategy reflects the voices of the pancreatic cancer community.

Our director Anna Jewell chaired a workshop on less survivable cancers at the **Scottish Cancer Conference**. She also met with colleagues to discuss opportunities to focus on pancreatic cancer in the next Scottish Cancer Strategy, to transform the future for people affected by the disease.

CASE STUDY

Kim from Edinburgh



NHS worker Kim campaigns tirelessly to raise awareness of pancreatic cancer and improve treatment – helping us to build hope for people in Scotland. Like many of our supporters and volunteers, Kim's family has had first-hand experience of this tough disease.

"Sadly, I've lost two loved ones to pancreatic cancer, my great uncle William and my Nana Mary. They died 20 years apart but little progress had been made in treating the illness over that time. In this day and age, it's shocking that nothing has really changed. I made a promise to my Nana, who died in 2012, that no other family affected by pancreatic cancer will suffer like our family. By campaigning with Pancreatic Cancer UK, I hope I'm living up to my promise. We've been making a difference via the Scottish Parliament, support groups, family support... We need more awareness and research, and that's why I do what I do."



Increasing engagement

Objective

07

To increase engagement in the charity and our activities.



Engaging the pancreatic cancer community

The growing community of people who care about pancreatic cancer helps us to take on this tough disease.

Our digital channels are central in enabling us to engage new and existing supporters and people who may need support from us. In 2019/20, our **website** received over **1.8 million** visits – **20%** more than in 2018/19.

Most visitors access the site's comprehensive information and support section, to help them understand and cope with pancreatic cancer.

Our **social media** communities on Facebook, Twitter, Instagram and LinkedIn also grew, totalling **60,863** followers across all channels - a **15%** increase from last year. Many supporters shared our posts online – significantly increasing our reach, especially during our Unite-Diagnose-SaveLives and Demand Survival Now campaigns.

Face-to-face contact with our supporters helps them convey their needs to us, and gives us a chance to thank them personally.

That's why as many of our staff and volunteers as possible attend our fundraising events. This year, we were delighted to organise a **special celebration** for some of our most active fundraisers at the National Theatre.

Many people fundraise or campaign to improve pancreatic cancer outcomes, or support people facing the disease. We endeavour to help them achieve as much as possible. Our annual **Purple Star Awards** let us recognise people who've gone above and beyond in this respect. Unfortunately, we had to postpone the ceremony due to the coronavirus crisis. But we look forward to announcing and celebrating these exceptional people soon.



Many people fundraise or campaign to improve pancreatic cancer outcomes, or support people facing the disease





Pancreatic Cancer Awareness Month

Every November, **Pancreatic Cancer Awareness Month** is a fantastic opportunity for the pancreatic cancer community to raise the profile of the disease, fundraise – and light up the UK in purple. These activities will help to achieve better outcomes for people affected by pancreatic cancer, now and in the future.

Our **Community Coordinators** were extremely busy all month, holding **56** events and speaking to **1,110** people in Northern Ireland and the North West of England. Throughout the month. Purple Lights for pancreatic cancer, a collaboration of UK charities, supported by those affected by the disease, enabled the lighting up of 128 landmarks and 35 homes across the UK. Prominent purple buildings included the **Bank of England, the National Theatre, Blackpool Tower** and **Brangwyn Hall in Swansea**.



Once again, we partnered with **St Pancras International** to rebrand the iconic station '**St Pancreas International**' on **World Pancreatic Cancer Day**. With assistance from **Popchoir**, we raised nearly **£3,000** on the day.

We achieved **significant media coverage** during the month, helping to increase awareness of the need for better diagnosis and treatment for people with pancreatic cancer. This included articles in the *Financial Times*, *The Daily Mail* and *The Sun*. Our new

Ambassador, actor **Olivia Williams**, shared her unique survival story with *Vogue*, *The Daily Mail* and *The Times*.



Involving people with lived experience of pancreatic cancer

The experiences of people who have lived with, or been affected by, pancreatic cancer underpin all of our work. In 2019/20, people generously gave their time and expertise to influence our activities more than **230** times.

Our **Patient and Carer Advisory Board** continues to represent people affected by pancreatic cancer. During the year, the board contributed to our strategy development, campaign planning and how we communicate with specific groups.

Members of our **Research Involvement Network** shape the scientific research we fund at every stage by sharing insights from their experience of pancreatic cancer. In 2019/20, the network filled a position on the steering committee for the **UK-Early Detection Initiative**, which is exploring the link between diabetes and early pancreatic cancer diagnoses. Members also reviewed patient information for a Research Innovation Fund project on unexplained weight loss. And they refined a proposal for a clinical trial for people with secondary pancreatic cancer.



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“I’ve got a year left. I intend to live every day to the full.

CASE STUDY



Stuart from Salisbury

Stuart is a retired specialist paramedic and cancer care coordinator. He has pancreatic cancer and is a member of our Patient and Carer Advisory Board. Stuart's cancer was detected early, partly because of his professional knowledge, but its position means it is inoperable.

"I've got a year left. I intend to live every day to the full.

After the shock of diagnosis had worn off, I became determined not to just sit there. Pancreatic cancer is the forgotten cancer, in terms of public awareness and research funding. I am determined to do all I can to redress the balance.

I've found the support and common goals of members of the Patient and Carer Advisory Board enriching. Working as part of such a dedicated team makes me certain that the next generations of pancreatic cancer patients will have better outcomes than it looks like I'll have. I've found a voice. And the biscuits are good."

Annual Summit

Our **Annual Summits** bring together health professionals, people affected by pancreatic cancer, researchers, policymakers and charities to inspire progress in pancreatic cancer outcomes. This year's summit would've been our biggest ever, with over 370 delegates and speakers. With the theme **Improving Outcomes Now**, we planned to focus on three areas with potential for rapid, positive changes: improving access to chemotherapy, nutritional care and speeding up treatment. While we couldn't hold the event because of the coronavirus pandemic, we continue to bring together, support and collaborate with the pancreatic cancer community to drive positive change.



The people behind the charity

Our charity is made up of passionate and hard-working people who are dedicated to changing the future for people affected by pancreatic cancer.

In 2019/20, as well as supporting our staff wellbeing and development, we changed some ways of working to increase our efficiency, agility and impact. We also continued to adapt systems and tools so we are better able to understand, and meet the needs of, our partners, supporters and service users.

We continued to grow steadily from 59 to 72 employees. To support our people, we strengthened our HR capacity and occupational health provision, simplified our appraisal process and developed a new flexible working policy. Our salaries and benefits remain competitive, and our new premises provide more space within the same building at a lower overall cost.

To support staff best practice and employee wellbeing, we continued to provide mandatory training on General Data Protection Regulation (GDPR) compliance, equality and diversity, and manual handling. We also formed an Internal Communications Working Group to enhance our staff communication.



We took several steps to facilitate more flexible and remote working, including migrating our IT network to the cloud and using laptops instead of desktop PCs. This and our flexible working policy helped us immediately adapt to home working during the coronavirus pandemic.

We progressed work on our next five-year strategy by reviewing our mission and objectives, with comprehensive input from the pancreatic cancer community. At the end of the financial year, we began refocusing our strategy in response to the significant challenges posed by the coronavirus pandemic.

Structure, Governance and Management



Organisational Structure

The organisation is a charitable company limited by guarantee, incorporated on 19th December 2005 and registered as a charity on 13th January 2006. The company was established under a Memorandum of Association which established the powers and objects of the charitable company and is governed under its Articles of Association of the same date.

The directors of the company are also charity trustees for the purpose of charity law and under the company's Articles are empowered to manage the business of the company.

The Board comprises eight Trustees, who are also directors of the company, including one co-opted Trustee. The Trustees who served during the period and to the date of signing this report are listed on page 82. The Board meets four times a year. The Trustee

Board takes overall responsibility for ensuring that the financial, legal and contractual responsibilities of the charity are met, and that there are satisfactory systems of financial and other controls. All decisions are currently ratified by the Board.

The Trustees have a Finance, Risk and Planning Committee that robustly oversees the finances of the charity, considers risk management and ensures the charity is working in accordance to the range of compliance measures in regard to fundraising and data. There is also a Remuneration Subcommittee which annually assesses staff salaries against the charity's approved Pay Policy. The Pay Policy was last reviewed in 2019 and includes a salary banding system which has been benchmarked against other organisations within the sector.



The Board comprises
eight Trustees

The charity has a Scientific Advisory Board (SAB) that helps direct the work of the charity by providing expert advice to the Chief Executive Officer (CEO) and Trustees on:

- Development of the charity's research strategy and grant giving programme
- External referees for applications ('peer reviews')
- Assessment of and final recommendations for research grant applications

The SAB also provides advice and support for the charity on reporting and dissemination of research results.

The day to day management of the charity is delegated to the CEO who works with the Senior Management Team; Anna Jewell, Director of Services, Research and Influencing, Sue Collins, Director of Fundraising & Marketing, and Angela Davis, Director of Finance and Corporate Services, along with a team of staff to fulfil the charity's objectives.

Trustee Induction and Development

All new full and co-opted Trustees are inducted by the CEO and the current Board in line with the charity's Trustee induction policy.

Each year Trustees undertake a Skills Audit which helps the planning for trustee development. There is also an annual review of board effectiveness utilising the Charity Governance Code and informed by the Nolan Principles of Public Life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Risk Statement

The Trustees have considered the major risks to which the charity may be exposed. Among other normal risks the Trustees considered that the special risks that we face in the charity are:

- a) that our comments or opinions might be understood to be offering medical or other advice which we are not qualified to provide. The charity notes that it does not and cannot offer "advice" and therefore takes extreme care with the language used in its communications, most especially on its website to avoid any possible misunderstanding in this regard.
- b) that we might choose to allocate funds to programmes of work that are unlikely to succeed or are, at worst, fraudulent. The advice of the Scientific Advisory Board is always sought on significant research expenditure.
- c) that we may not meet our annual income targets and not be able to resource our planned activities. To this end the Charity develops an annual budget in support of its operational plan which is approved by Trustees.

This forms the basis for financial monitoring. Management accounts and financial forecasts are reviewed monthly by the Treasurer and Chair, and accounts are reviewed by the full board of Trustees on a quarterly basis. The Charity also holds sufficient reserves to off-set income risks.



Our vision for the future is a world where everyone with pancreatic cancer survives to live long and well.

- d) that we might lose key members of staff. The Board has a succession plan, and staff contracts ensure sufficient notice periods to allow recruitment and handover.
- e) that action in response to the the coronavirus pandemic will materially reduce the charity's annual income from 2020 onwards, and adversely impact on staff health and wellbeing. Since February 2020, the charity has been revising its budgets and determining contingency plans to mitigate this impact, in collaboration with other sector organisations. All staff have been working from home, with a programme of measures in place to support staff safety and wellbeing, and trustees and senior staff have been meeting more frequently to monitor the situation and progress contingency actions.

The charity has a Risk Register which has been approved by the Board and is reviewed every three months. New or emerging risks are escalated to the Board as they are identified in the intervening periods.



Public Benefit

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Commission in determining the activities undertaken by the charity. The Trustees' Report section on performance against our objectives sets out how the charity addresses the public benefit requirement.



Charity's Aim

Our vision for the future is a world where everyone with pancreatic cancer survives to live long and well. To do this, we lead the fight against pancreatic cancer. Pancreatic cancer is tough to diagnose, tough to treat, tough to research and tough to survive, and for too long this disease has been side-lined.

We're here for people affected by pancreatic cancer today, and we're demanding a better future.

- We provide expert, personalised support and information via our Support Line and through a range of information and support activities
- We fund innovative research to find the breakthroughs that will change how we understand, diagnose and treat pancreatic cancer
- We campaign for change; for better care, treatment and research, and for pancreatic cancer to have the recognition it needs.

Together we can transform the future for everyone affected by pancreatic cancer.



We want to make sure that everyone affected by it gets the help they need.



Our approach to fundraising

As a supporter-focused charity, we recognise that the progress we make for people affected by pancreatic cancer would not be possible without our supporters' generosity and passion. That is why our Fundraising Promise remains at the heart of how we fundraise.

If you choose to support us, you can be certain that we will:

- never put you under pressure to donate
- be clear with you about our charity's aims and objectives
- respect your choices to opt in or out of our fundraising communications
- never share or sell your details to other charities or third parties for their own marketing purposes
- comply with all relevant data protection laws
- listen and learn – you can provide feedback about our fundraising at any time
- communicate with you in a way that suits you best

[View our fundraising promise in full.](#)

We are registered with the regulatory body for fundraising in the UK, the Fundraising Regulator, and pay an annual levy to support its work. We adhere to the standards outlined in the regulator's Code of Fundraising Practice (the code).

We fundraise in diverse ways to tell as many people as possible about our work. Our fundraising activities currently include direct mail, email direct marketing, sponsored running, challenge and community-led events, and cash collections. We also host fundraising gala dinners and other social activities.

We review all of our fundraising campaigns to ensure they fully comply with the code, do not place an unreasonable intrusion on anyone's privacy or put undue pressure on them to donate. Our fundraising activities are also closely monitored by our internal Finance Risk and Planning Committee, which reports to our Board of Trustees.

We work with carefully selected partners to deliver some fundraising activities. Before doing so, we ensure they are fully compliant with the code and all applicable laws, including those on data protection. We also monitor their activities through regular quality assurance checks to ensure they treat our supporters fairly and have the necessary safeguards in place to protect vulnerable people.

We encourage and learn from feedback from our supporters. In accordance with disclosure guidance from the Fundraising Regulator, we received 22 complaints relating to our fundraising activity in 2019/20.



Governance

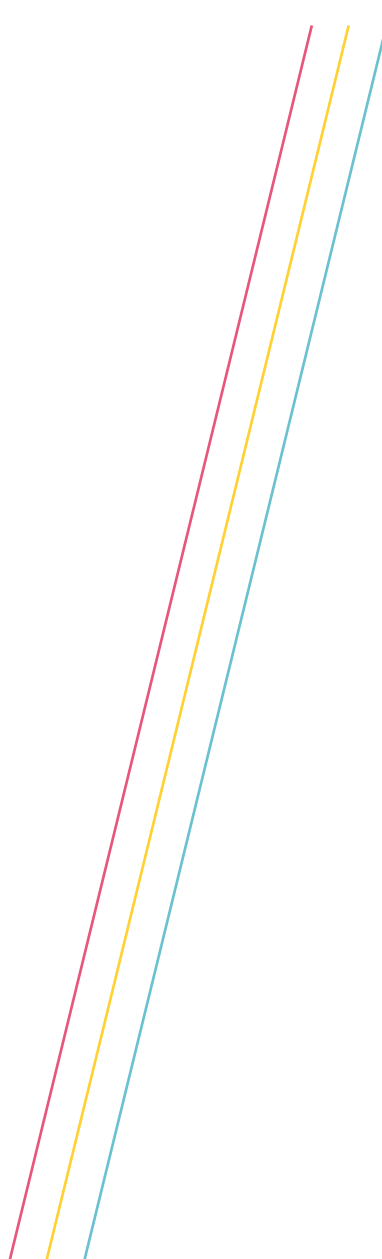
It is especially important at the time of writing (during the coronavirus pandemic) that we have an established team of Trustees with a wide range of professional expertise whose counsel of and close working relationships with senior staff are key to our future. As Trustees we have great confidence in our charity, but we know we face some serious challenges, as indeed does the whole sector, but in pancreatic cancer we know all about tough challenges and we will continue to work together to try to overcome them.

The Trustees have continued to undertake robust oversight of the work of the charity and as we develop our next five-year strategy the Board has had extra time together devoted to forward planning. In line with our desire to develop our team we continue to review our performance and in the coming year we plan an external review of our work. All Trustees have made valuable contributions to the success of Pancreatic Cancer UK this year to help us achieve significant change for those that matter the most – people affected by pancreatic cancer and their loved ones. We have also successfully concluded our search for a new Trustee based in Scotland.

The staff as a whole, ably led by our excellent CEO Diana Jupp and a very high-quality leadership team, have worked tirelessly on our behalf and we, as Trustees, are extremely grateful to them and all the staff for their energy, ideas and passionate commitment.



In pancreatic cancer we know all about tough challenges and we will continue to work together to try to overcome them.



Financial Review

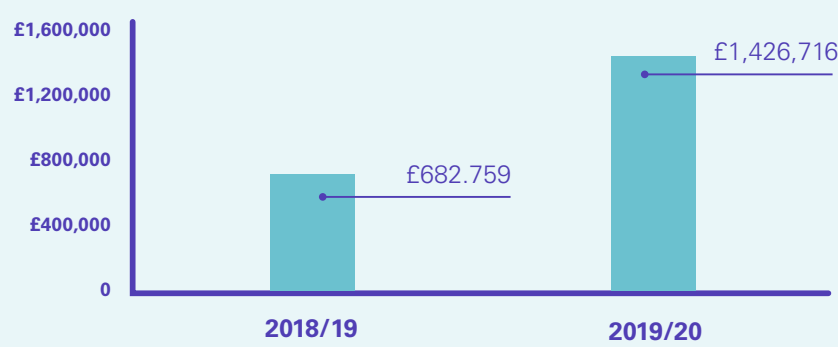
Our total income for the year was **£6,524,630** (2018/19: £5,110,517). This was an extremely successful fundraising year for us, and represents growth of **28%** over the previous year, despite the challenges being generally experienced in the fundraising charity sector.

The charity received **£2,848** from the **Nicki's Smile Fund** (2018/19: £17,424). This is a restricted fund set up in memory of Nicki Blake, which is aimed at research into early diagnosis.

Costs of generating income were **£1,784,947** for the year (2018/19: £1,345,061) reflecting our continuing investment in building capacity and efficiency for longer term income growth, which is already taking effect as demonstrated in this year's results. These costs represented **27%** of our total income for the year and 30% of our total expenditure.



Research grant awards paid in cash



Research grants

New grants are charged to the accounts in full at the date they are awarded, which is when the charity is committed to payment for the duration of the grant. During 2019/20, the charity awarded new grants amounting to **£834,311** (2018/19: £1,457,488) and paid **£1,426,716** (2018/19: £682,759) in cash in respect of grant awards made in 2018/19 and earlier, funding 22 projects, and we have ongoing grant funding commitments of £2,048,306 shown as a creditor on our balance sheet. Expenditure on research in 2019/20 included costs of managing our research programme, including working with research institutions and other funders, gathering data, promoting grant investment opportunities, working with our Scientific Advisory Board, and co-ordinating reviews ahead of making grant awards for following years. Proposals for new grants undergo a robust process of review before being awarded, which can take over a year, and grant awards normally have a duration of 1-3 years.



Proposals for new grants undergo a robust process of review before being awarded



Our services and support costs

In addition to providing vital research funding, we have also continued to invest in building our professional staff team and recruiting regional staff, including specialist nurses, increasing our campaigning and profile raising work and growing our information and support activities. This continues to broaden our reach and significantly increase the services we can provide for people with pancreatic cancer and their loved ones.



Reserves

Free reserves comprise the total reserves available to the charity, less amounts where uses are either restricted or designated for specific purposes.

Total reserves at the beginning of 2019/20 were **£2,587,784** (2018/19: £3,106,623) of which **£51,447** were restricted reserves. At 31 March 2020, total reserves were **£3,078,600** (2018/19: £2,587,784), of which **£53,925** were held in restricted funds. Of the balance, the Trustees have designated a total of **£482,689** to fund future research into the diagnosis and treatment of pancreatic cancer and expand the reach of our services, in line with the charity's strategic objectives.

The Trustees undertook a review of the charity's reserves policy during the year and have determined a level of free reserves to be held sufficient to provide an operating cost contingency of **£1,192,000** which would fund 3 months' salaries, 12 months' rent and approximately one month of all other costs. In light of the coronavirus crisis, Trustees will hold our contingency provision under constant review.

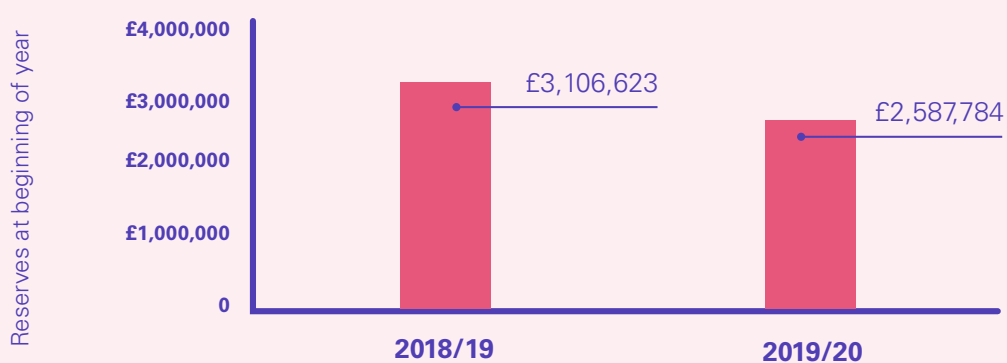
Utilisation of the charity's reserves at 31st March 2020 is summarised below:

	£'000
Restricted Funds	53
Designated funds: future research and expansion	483
Free Reserve:	
Operating contingency	1,192
Other	1,351
Total Reserves	3,079

The Trustees continue to review the charity's reserves policy on an annual basis.



Reserves





Plans for the future

Since the launch of our 5-year strategy Taking it on Together in 2015/16, we have built capacity and seen significant growth in our campaigns and charitable activities, as well as having invested over **£7.2 million** in research. Our activities are having a tangible effect on pancreatic cancer and we are committed to continuing to deliver our strategy.

We are operating in a challenging environment as a charity that is fully reliant on being able to raise voluntary income, made even more challenging now by the coronavirus pandemic. However, beyond recovery from this crisis, our future plans continue to be to growing income across our whole portfolio, with increased capacity and a focus on building sustained supporter relationships.

We will continue to grow our leadership role in the pancreatic cancer community and fight to make a positive impact on the outcomes for people with pancreatic cancer: through funding research into early diagnosis, care and treatment; by supporting people affected by pancreatic cancer with our Support Line and information; and by continuing to campaign and raise awareness.

We will not stop until every pancreatic cancer patient survives to live long and well.

Our Taking it on Together strategy is available on our website, and our progress against our individual strategic aims is discussed in pages 8 to 45 of this report.



Responsibilities of the Trustees

The Trustees, who are also directors of Pancreatic Cancer UK for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company and charity law requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, including 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 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that 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, the Charities and Trustee Investment

(Scotland) Act 2005 and the Charity Accounts (Scotland) Regulations 2006 (as amended). 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.

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.

The Trustees refer to the Charity Commission's guidance on public benefit when reviewing the charities aims and objectives and planning for the future.



Provision of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- there is no relevant audit information of which the 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.

Signed on behalf of the Board of Trustees by:

Lynne Walker, Chair of Trustees
Dated: 17th June 2020





Independent Auditor's Report

Independent Auditor's Report to the Trustees of Pancreatic Cancer UK for the year ended 31st March 2020

Opinion

We have audited the financial statements of Pancreatic Cancer UK Limited for the year ended 31st March 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31st March 2020 and of the charitable company's net movement in funds, including the 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

and the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 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 charity 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.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 55, 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.

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information.

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 for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Report has 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 Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charity Accounts (Scotland) Regulations (as amended) require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company 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.

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, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 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.

(leave space for signature)

Kathryn Burton, Senior Statutory Auditor
Date: 17th June 2020

For and on behalf of haysmacintyre LLP,
Statutory Auditors

10 Queen Street Place London EC4R 1AG



Financial Statements

Statement of Financial Activities (Incorporating Income and Expenditure Account) For the year ended 31st March 2019

	NOTES	UNRESTRICTED FUNDS 2020 £	RESTRICTED FUNDS 2020 £	TOTAL 2020 £	TOTAL 2019 £
INCOME FROM:					
Donations and Legacies		5,524,197	924,102	6,448,299	5,044,519
Other trading activities: Merchandise income		28,282	-	28,282	46,491
Investments		29,649	-	29,649	19,507
Total Income		5,582,128	924,102	6,506,230	5,110,517
EXPENDITURE ON:					
Raising funds	3	1,784,947	-	1,784,947	1,345,061
Charitable activities					
Information and support		1,629,340	109,203	1,738,543	1,422,282
Campaigning and awareness		1,240,228	20,000	1,260,228	1,039,018
Research	5	960,817	289,220	1,250,037	1,822,995
Total Expenditure	2	5,615,332	418,423	6,033,754	5,629,356
Net (expenditure) income		(33,204)	505,680	472,476	(518,839)
Funds openign balance		2,536,338	51,447	2,587,785	3,106,623
Transfers between funds		511,179	(511,179)	-	-
Funds closing balance	11	3,014,313	45,947	3,060,261	2,587,785

All of the above results are derived from continuing activities.
There were no other recognised gains or losses other than those stated above.

The notes on pages 65 to 80 form part of these financial statements.

Full comparative figures for the year to 31 March 2019 are shown in note 14.

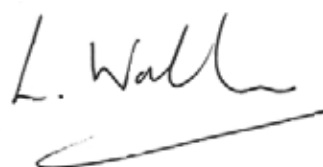
Financial statements

Company Number 05658041 Balance Sheet

As at 31st March 2020

	NOTES	2020 £	£	2019 £	£
FIXED ASSETS					
Tangible assets	7		333,263		25,480
CURRENT ASSETS					
Debtors	8	1,289,064		987,335	
Cash and cash equivalents		3,895,457		4,600,144	
		5,184,522		5,587,479	
CREDITORS: amounts falling due within one year	9	(1,287,133)		(1,829,952)	
Net current assets			3,897,389		3,757,527
CREDITORS: amounts falling due after more than one year	9		(1,170,392)		(1,195,225)
NET ASSETS			3,060,260		2,587,783
FUNDS					
Unrestricted funds					
General funds	11		2,531,623		1,219,338
Designated funds	11		482,689		1,317,000
Restricted funds	11		45,948		51,447
TOTAL FUNDS			3,060,260		2,587,785

Approved by the Trustees and authorised for their issue on the [date]
and signed on their behalf by:



Lynne Walker, Chair of Trustees

Dated: 17th June 2020

The notes on pages 65-80 form part of these financial statements.

Financial statements
Company Number 05658041 Balance Sheet
As at 31st March 2020

	NOTES	2020 £	2019 £
Cash used in operating activities	A	(408,739)	224,577
Cash flows from investing activities			
Interest income		29,649	19,507
Purchase of tangible assets		(325,596)	(29,938)
Cash used in investing activities		(295,948)	(10,430)
Increase (decrease) in cash and cash equivalents in the year		(704,687)	214,148
Cash and cash equivalents at the beginning of the year		4,600,144	4,385,997
Total cash and cash equivalents at the end of the year		3,895,457	4,600,144

A. Reconciliation of net movement in funds to net cash inflow from operating activities

	2020 £	2019 £
Net income / (expenditure)	490,876	(518,839)
Depreciation charge	17,813	48,457
Investment income	(29,649)	(19,507)
Decrease (increase) in debtors	(320,130)	(241,629)
Increase (decrease) in creditors	(567,651)	956,096
Net cash used in operating activities	(408,740)	224,577

B. Analysis of changes in cash and cash equivalents

	At 01-Apr 2019 £	Cashflows £	At 31-Mar 2020 £
Cash and cash equivalents	2,068,804	1,826,653	3,895,457
Deposit accounts	2,531,340	(2,531,341)	-
	4,600,144	(704,688)	3,895,456

Notes to the financial statements

As at 31st March 2020

1. Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with 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 2017) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Pancreatic Cancer UK meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Preparation of accounts on a going concern basis

The financial statements are approved during a period where there is much uncertainty as a result of the emergence and international spread of a coronavirus. The ultimate impact of the coronavirus pandemic is still unclear, but trustees are modelling scenarios in expectation of a material effect on income, and expenditure plans are also being reviewed as a result of this.

However, having reviewed the funding facilities available to the charity together with the expected future cash flows, the

trustees have a reasonable expectation that charity has adequate resources to continue its activities for the foreseeable future and consider that there were no material uncertainties over the charity's financial viability. Accordingly, they also continue to adopt the going concern basis in preparing the financial statements.

Income

All income is included in full in the statement of financial activities when the charity is entitled to the income, it is probable that income will be received and the amount of income receivable can be measured reliably.

Third party platforms, such as Just Giving and Virgin Money provide convenient mechanisms for donors to send funds to the charity. All donations from these sources are received net of charges for card transactions, gift aid claims (where relevant), agency fees and VAT thereon where charged. These donations are grossed up for accounting purposes with the gross donations including gift aid shown as voluntary income and the related card charges, fees and VAT shown as fundraising costs. Donations are recorded within the charity's accounts based on the time of processing and dispatch to the charity by the agency rather than the date of the individual donations. All gift aid and related fees for donations are accounted contemporaneously with the donations whether or not they have been remitted/charged.

Gift Aid claimable on donations received directly by the Charity are recorded as donation income in the accounting year when the donation is recorded. The outstanding amounts of such gift aid are recorded as a debtor until settlement of the claim is completed.

Investment income received from interest on deposits is included in the accounts on an accruals basis.

Expenditure

Expenditure is recognised in the year in which they apply to. Expenditure includes attributable VAT which cannot be recovered.

The costs of generating funds relate to the costs incurred by the charity associated with attracting and processing the donations received as well as merchandising costs.

Charitable activities expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Grants payable are charged to the accounts in full in the year awarded, as the charity is committed to payment for the duration of the grant.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity are apportioned based on staff time attributable to each activity.

Governance costs include the costs of governance arrangements which relate to the general running of the charity, including strategic planning for its future development, external audit, any legal advice for the trustees, and all costs of complying with constitutional and statutory requirements, such as the costs of Trustee meetings and

of preparing the statutory accounts and satisfying public accountability.

Employee benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received. Termination benefits are accounted for on an accrual basis and in line with FRS 102.

The charity makes pension contributions based on 4-6% of salary to staff personal pensions. The assets of these schemes are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions payable under this arrangement by the charity to the funds. The charity has no liability other than for the payment of those contributions.

Financial instruments

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost of each asset over its expected useful life. Depreciation is charged on a straight line basis, with the following expected useful life:

Computer equipment and software: 5 years

Office furniture and fittings: 10 years

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate that

their recoverable value may be less than their carrying value.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

assumptions are reviewed on an ongoing basis. In the view of the Trustees, the recognition of liabilities for future grant commitments and the split of these between amounts due in less than and more than one year is an area of judgement significant to the accounts. There are no other areas of judgement or estimation that are likely to result in a material adjustment to the accounts in the next financial year.

Critical judgements and estimates

In the application of the accounting policies, Trustees are required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2. Expenditure

	DIRECT COSTS £	GRANTS AWARDED £	SUPPORT COSTS £	TOTAL 2020 £	TOTAL 2019 £
Raising funds	1,422,695	-	362,252	1,784,947	1,345,061
Charitable activities					
Information and support	1,368,662	-	369,881	1,738,543	1,422,282
Campaigning & awareness	876,227	-	384,001	1,260,228	1,039,018
Research	73,741	834,311	341,985	1,250,037	1,822,995
	3,741,325	834,311	1,458,119	6,033,754	5,629,356

Support Costs

	STAFF COSTS £	PREMISES & OFFICE COSTS £	OTHER COSTS £	TOTAL 2020 £	TOTAL 2019 £
Cost of raising funds	1,422,695	-	362,252	1,784,947	1,345,061
Charitable activities					
Information and support	216,496	88,466	64,918	369,881	305,883
Campaigning & awareness	230,616	88,466	64,918	384,001	303,017
Research	188,600	88,466	64,918	341,985	280,530
	844,580	353,866	259,673	1,458,119	1,181,360

Support costs have been allocated on the basis of staff time spent on each activity. Governance costs of £19,877 (2019: £23,366) are within support costs. See note 4 for further analysis.

3. Cost of Raising Funds

	2020 £	2019 £
Staff costs	659,554	472,350
Fundraising events	643,347	132,311
Merchandise	55,419	80,433
Collection agency fees and charges	64,375	76,106
Support costs (as above)	362,252	291,930
	1,784,947	1,053,131

Collection agency fees and charges are classified as support costs.

The increase in fundraising event costs relates to the number and cost of event places, which in turn generated additional income. This cost in 2018/19 was lower as two years' London Marathon event place costs had been purchased in the preceding year (2017/18). The increase in fundraising event costs relates to the number and cost of event places, which in turn generated additional income. This cost in 2018/19 was lower as two years' London Marathon event place costs had been purchased in the preceding year (2017/18).

4. Governance Costs

	2020 £	2019 £
Audit & Accountancy fees	10,050	15,617
Trustees expenses and meetings	9,827	7,748
Other costs		
	19,877	23,366

Governance costs have been included within support costs.

5. Grants Payable

	2020 £	2019 £
Reconciliation of grants payable:		
Outstanding commitments at 31 March 2018	2,640,711	1,868,273
Grant commitments made in the year	834,311	1,457,488
Grants paid during the year	(1,426,716)	(682,759)
Outstanding commitments at 31 March 2019	2,048,306	2,640,711

All grants above were made to hospitals, medical schools and other institutions furthering research into pancreatic cancer. There were no grants to individuals in the year to 31 March 2020 (2019: none). Of the outstanding commitments £877,913 are due within one year and £1,170,392 after one year.

6. Staff Costs and Numbers

	2020 £	2019 £
Staff costs were as follows:		
Staff Salaries	2,528,764	1,992,450
Social security costs	266,223	207,181
Pension contributions	210,936	165,008
	3,005,922	2,364,638

No employees earned between £60,000 and £69,999 (2019: 2). One employee earned between £70,000 and £79,999 (2019: 0). One employee earned between £80,000 and £89,999 (2019: 0). One employee earned between £90,000 and £99,999 in the year (2019: 1). Employer pension contributions in respect of these employees were £24,853 (2019: £22,354).

Key Management remuneration

The total employee benefits of the key management personnel of the charity was £388,627 (2019: £343,642).

	NO.	NO.
The average number of employees during the year was as follows:		
Employees	67	55
Temporary staff	3	3
	70	58

7. Tangible Fixed Assets

	OFFICE FITTINGS £	OFFICE FURNITURE £	ACCOUNTING SYSTEM £	WEBSITE £	COMPUTER EQUIPMENT & SOFTWARE £	TOTAL £
Cost						
At 31 March 2019	-	-	-	63,820	193,990	257,810
Additions in year	181,822	4,803	39,550	44,834	54,589	325,596
At 31 March 2020	181,822	4,803	39,550	108,654	248,578	583,406
Depreciation						
At 31 March 2019	-	-	-	63,820	168,510	232,330
Charge for the year	6,224	911	2,397	4,283	3,998	17,813
At 31 March 2020	6,224	911	2,397	68,103	172,508	250,143
Net book value						
At 31 March 2020	175,598	3,892	37,152	40,551	76,070	333,263
At 31 March 2019	-	-	-	-	25,480	25,480

All tangible fixed assets are used to fulfil the charity's objects.

8. Debtors

	2020 £	2019 £
Other debtors	100,002	114,009
Prepayments and accrued income	1,189,062	873,325
	1,289,064	987,335

Included within accrued income is legacy income of £732,268 (2019: £252,751) being the estimated value of legacies which were notified to the charity prior to the year end.

9. Creditors: amounts falling due within one year

	2020 £	2019 £
Accounts payable	249,983	154,426
Other taxation and social security	78,290	53,114
Deferred Income (see below)	3,000	125,428
Accruals	35,834	27,231
Other creditors	42,113	24,265
Grants payable	877,913	1,445,487
	1,287,133	1,829,952

Amounts falling due after one year

Grants payable	1,170,392	1,195,225
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Analysis of deferred income:

Balance at 1 April	-	4,633
Amount released to income	-	(4,633)
Amount deferred in the year	3,000	-
	3,000	-

Deferred income relates to funds specified by donors to be spent in the next financial year.

10. Analysis of Net Assets between Funds

	GENERAL FUNDS £	RESTRICTED FUNDS £	TOTAL FUNDS £
Tangible fixed assets	333,263	-	333,263
Net current assets	2,681,049	45,948	2,726,997
Net current assets	3,014,312	45,948	3,060,260

11. Movement in Funds

	AT 31 MARCH 2019 £	INCOME £	EXPENDITURE £	TRANSFERS £	AT 31 MARCH 2020 £
Unrestricted funds:					
General funds:					
Operating Contingency	1,192,000				1,192,000
Unrestricted reserves	27,337	5,582,128	(4,781,021)	511,179	1,339,623
Total General Funds	1,219,337	5,582,128	(4,781,021)	511,179	2,531,623
Designated Funds:					
Future research and expansion	1,317,000		(834,311)		482,689
Total General Funds	1,317,000	-	(834,311)	-	482,689

Funds are retained in unrestricted reserves to underwrite forecast losses and risk due to the impact of the coronavirus pandemic on the charity's income in the following year.

11. Movement in Funds (continued)

	AT 31 MARCH 2019 £	INCOME £	EXPENDITURE £	TRANSFERS £	AT 31 MARCH 2020 £
Restricted funds					
Nicki's Smile	43,100	2,848			45,948
Future Leaders Fund General	-	26,500		(26,500)	-
Future Leaders Fund Oxford	-	7,500		(7,500)	-
Future Leaders Academy Beatson	-	42,014		(42,014)	-
Future Leader - D Whyte	-	22,500		(22,500)	-
General Research	-	70,740	(70,740)		-
Grand Challenge	-	129,048		(129,048)	-
Living with Days in SE		1,513	(1,513)		-
Less Survivable Cancers Taskforce		20,000	(20,000)		-
Restricted Northern Ireland	-	1,960	(1,960)		-
Research Innovation Fund (RIF)		5,120		(5,120)	-
RIF2019 Paulkin		139,000		(139,000)	-
Ride London100 Expanding Services		22,448	(22,448)		-
Ruth Metcalfe Research Fund		218,000	(218,000)		-
Support and Information Service	-	74,934	(74,934)		-
Support - Easy Read Publications	8,347	-	(8,347)		-
UCL - Early Diagnosis Project	-	113,252		(113,252)	-
Early Diagnosis	-	26,245		(26,245)	-
Europak	-	480	(480)		-
Total Restricted funds	51,447	924,102	(418,423)	(511,179)	45,948
Total Funds	2,587,784	6,506,230	(6,033,754)	-	3,060,260

Funds are retained in unrestricted reserves to underwrite forecast losses and risk due to the impact of the coronavirus pandemic on the charity's income in the following year.

Transfers from restricted funds represent repayment of sums paid out from unrestricted funds ahead of receipt of restricted donations.

Full comparative figures for the year to 31 March 2019 are shown in note 19.

Purpose of designated funds:

Early Diagnosis Project

Funding for a multi disciplinary research project to create an environment for experts working in different research fields to explore ways of working together to solve a major problem. The project's aim is to bring the research community together with the common aim of identifying new biomarkers and approaches to enable quicker diagnosis.

Research Innovation Fund

The Research Innovation Fund (RIF) was created to spur creative and cutting edge ideas and approaches in pancreatic cancer research including those successful in other areas of cancer research that have justifiable promise for pancreatic cancer. The awards are intended to support pilot work that will put the researchers in a better position to apply for larger grants to take their work to the next stage.

Future Research and Expansion

Funds designated to support future research grants and develop UK regional based support services, together with developing the charity and building capacity to support growth and expansion in our next strategic phase.

Purpose of restricted funds:

Nicki's Smile Fund

The fund relates to amounts donated by the Nicki's Smile Appeal and is to be used as recommended and agreed by the Trustees.

Future Leaders Fund General

The fund relates to amounts donated towards our Future Leaders programme but not designated to a specific leader or research.

Future Leaders Fund Oxford

Funds for a Pancreatic Cancer Future Leader at the University of Oxford.

Future Leaders Academy Beatson

Funds for four PHD students to be Pancreatic Cancer Future Leaders at the Beatson Institute's Future Leaders Academy.

Future Leader - A Thapar

Funds for Pancreatic Cancer Future Leader A Thapar and her research at the University of Oxford.

Future Leader - D Whyte

Funds for Pancreatic Cancer Future Leader D Whyte and his research at the Future Leaders Academy, Beatson Institute.

General research

The fund relates to amounts donated towards our research programme but not allocated to a specific project.

Grand Challenge

Funds towards the Grand Challenge Award given to Barts Cancer Institute for Developing advanced CAR-T cell-based immunotherapies to improve the outcome of patients with pancreatic cancer.

Living with Days in SE

Funds towards all our Living with Pancreatic Cancer Support Days in the South East of England. Living with Pancreatic Cancer Support Days allow people to meet a specialist nurse, other people with pancreatic cancer and their families.

Less Survivable Cancers Taskforce

Funds toward our work as part of the Less Survivable Cancers Taskforce. The Less Survivable Cancers Taskforce is made up of six charities and is committed to improving survival rates for people affected by cancer of the brain, lung, liver, stomach, pancreas and oesophagus.

Restricted Northern Ireland

The fund relates to amounts donated towards our support and information services work in Northern Ireland.

Research Innovation Fund (RIF)

The Research Innovation Fund (RIF) was created to spur creative and cutting edge ideas and approaches in pancreatic cancer research including those successful in other areas of cancer research that have justifiable promise for pancreatic cancer. The awards are intended to support pilot work that will put the researchers in a better position to apply for larger grants to take their work to the next stage.

RIF2019 Paulkin

Funding for a Research Innovation Fund (RIF) award given in 2019 to Dr Paulkin at Oxford University for work on early detection of pancreatic ductal adenocarcinomas.

Ride London100 Expanding Services

Pancreatic Cancer UK was named Charity of the Year for 2020 Prudential RideLondon-Surrey 100. All funds from this being put to use expanding our services including more specialist nurses who provide vital support and information to people affected by pancreatic cancer when they need it the most.

Ruth Metcalfe Research Fund

Funds given in memory of Ruth Metcalfe to be put towards research into pancreatic cancer.

Support and Information Service

The fund relates to amounts donated towards our support and information services work.

UCL - Early Diagnosis Project Fund

The fund relates to amounts donated by various donors to fund a University College London (UCL) project in to the early diagnosis of pancreatic cancer.

Early Diagnosis

Funding from various donors toward all research projects on earlier diagnosis of pancreatic cancer.

EUROPAC

Funding toward the running of the European Registry of Hereditary Pancreatitis and Familial Pancreatic Cancer (EUROPAC).

12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

13. Related Party Transactions

Aggregate donations of £13,194 (2019: £85,722) were received from the Trustees in the year.

14. Operating Lease Commitments

At the year end, the charity was committed to the following future minimum lease payments in respect of operating leases:

	LAND AND BUILDINGS		OFFICE EQUIPMENT	
	2020 £	2019 £	2020 £	2019 £
In less than one year	202,495	133,414	649	2,657
In two to five years	302,910	66,707	-	649
	505,405	200,120	649	3,306

15. Comparative (Prior Year) Statement of Financial Activities

	UNRESTRICTED FUNDS 2019 £	RESTRICTED FUNDS 2019 £	TOTAL FUNDS 2019 £
INCOME FROM:			
Donations and legacies	4,529,884	514,635	5,044,519
Other trading activities: Merchandise income	46,491	-	46,491
Investments	19,507	-	19,507
Total income	4,595,882	514,635	5,110,517
EXPENDITURE ON:			
Raising funds	1,345,061	-	1,345,061
Charitable activities			
Information and support	1,366,786	55,496	1,422,282
Campaigning & awareness	1,039,018	-	1,039,018
Research	1,337,237	485,758	1,822,995
Total expenditure	5,088,102	541,254	5,629,356
Net income/(expenditure)	(492,219)	(26,619)	(518,839)
Funds opening balance	2,506,272	600,351	3,106,623
Transfers between funds	522,286	(522,286)	-
Funds closing balance	2,536,338	51,447	2,587,784

16. Comparative (Prior Year) Expenditure

	DIRECT COSTS 2019 £	GRANTS AWARDED 2019 £	SUPPORT COSTS 2019 £	TOTAL 2019 £	TOTAL 2018 £
Raising funds	1,040,092	-	304,969	1,345,061	1,200,854
Charitable activities					
Information and support	1,116,399	-	305,883	1,422,282	1,267,912
Campaigning & awareness	736,001	-	303,017	1,039,018	902,223
Research	84,977	1,457,488	280,530	1,822,995	344,295
	2,977,469	1,457,488	1,194,399	5,629,356	3,715,284

Comparative (Prior Year) Support Costs

	STAFF COSTS 2019 £	PREMISES & OFFICE COSTS 2019 £	OTHER COSTS 2019 £	TOTAL 2019 £	TOTAL 2018 £
Cost of raising funds	216,281	88,688	-	304,969	296,610
Charitable activities					
Information and support	170,013	88,688	47,182	305,883	301,069
Campaigning & awareness	167,147	88,688	47,182	303,017	318,606
Research	144,660	88,688	47,182	280,530	276,223
	698,101	354,752	141,546	1,194,399	1,192,507

Support costs have been allocated on the basis of staff time spent on each activity. Governance costs of £23,365 (2018: £46,314) are within support costs.

17. Comparative (Prior Year) Analysis of Net Assets between Funds

	GENERAL FUNDS 2019 £	RESTRICTED FUNDS 2019 £	TOTAL FUNDS 2019 £
Tangible fixed assets	25,480	-	25,480
Net current assets	2,510,857	51,447	2,562,304
Net assets at 31 March 2019	2,536,337	51,447	2,587,784

18. Comparative (Prior Year) Movement in Funds

	AT 31 MARCH 2018 £	INCOME £	EXPENDITURE £	TRANSFERS £	AT 31 MARCH 2019 £
Unrestricted funds:					
General funds:					
Operating Contingency	1,192,000	-	-	-	1,192,000
Unrestricted reserves	-	4,595,882	(3,938,102)	(630,443)	27,337
Total General Funds	1,192,000	4,595,882	(3,938,102)	(630,443)	1,219,337
Designated Funds:					
Early Diagnosis Project	380,000	-	(380,000)	-	-
Research Innovation Fund 2018-19	770,000	-	(770,000)	-	-
Future research and expansion	164,272	-	-	1,152,728	1,317,000
Total Designated Funds	1,314,272	-	(1,150,000)	1,152,728	1,317,000

	AT 31 MARCH 2018 £	INCOME £	EXPENDITURE £	TRANSFERS £	AT 31 MARCH 2019 £
Restricted funds					
Nicki's Smile	325,676	17,424	(300,000)	-	43,100
CPA Andrew Miller - UCL	24,000	-	-	(24,000)	-
CPA Roberts - Birmingham Hospitals	-	5,000	-	(5,000)	-
Future Leader Cambridge	63,842	8,250	-	(72,092)	-
Future Leaders Fund General	142,527	75,424	-	(217,951)	-
Future Leaders Fund Oxford	10,813	19,500	-	(30,313)	-
Future Leaders Academy Beatson	-	25,000	-	(25,000)	-
Future Leader - A Thapar	-	5,000	-	(5,000)	-
Future Leader - D Whyte	-	22,500	-	(22,500)	-
General Research	353	23,365	(23,718)	-	-
Grand Challenge	-	76,313	-	(76,313)	-
Jo Tod Southampton Project	11,373	-	-	(11,373)	-
Precision Panc Project	250	-	-	(250)	-
Restricted Northern Ireland	-	1,460	(1,460)	-	-
RIF - Chen & Holmes	11,329	13,665	-	(24,994)	-
Support and Information Service	158	40,951	(41,109)	-	-
Support - Easy Read Publications	-	14,974	(6,627)	-	8,347
The Christie Nutritional Therapy	-	2,000	-	(2,000)	-
West Midlands General	-	6,300	(6,300)	-	-
UCL - Early Diagnosis Project	10,030	152,010	(162,040)	-	-
Early Diagnosis General	-	2,500	-	(2,500)	-
Europak	-	3,000	-	(3,000)	-
Total Restricted funds	600,351	514,635	(541,254)	(522,286)	51,447
Total Funds	3,106,623	5,110,517	(5,629,356)	-	2,587,784



Legal and Administrative Details

Status

The organisation is a charitable company limited by guarantee, incorporated on 19 December 2005 and registered as a charity on 13 January 2006.

Governing Document

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Company No.

05658041

Charity No.

1112708 (England & Wales) SC046392 (Scotland)

Registered Office

Westminster Tower,
3 Albert Embankment,
London SE1 7SP

Trustees

Mr Timothy Allsop
Mr Daniel Benjamin (Treasurer)
Mrs Claire Cardy
Mrs Carole Challen
Mr Stuart Fletcher
Dr Naureen Starling
Professor Stephen Smith (Co-opted)
Ms Lynne Walker (Chair)

Principle Staff

Diana Jupp, Chief Executive

Bankers

HSBC Bank plc, 8 Canada Square, London E14 5HQ

Barclays Bank plc, 3-5 King Street, Reading, RG1 2HD

Auditors

Haysmacintyre LLP, 10 Queen Street Place, London EC4R 1AG



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Pancreatic Cancer UK Limited

a Charitable Company, Limited by Guarantee
Company No. 5658041 Charity No. 01112708 Registered in England and Wales
Scottish charity number SC046392