

TRUSTEES' ANNUAL REPORT & ACCOUNTS

1 April 2020 – 31 March 2021



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Introduction

The Trustees present their annual report and financial statements of the Charity for the year ended 31 March 2021. The financial statements comply with current statutory requirements, the Charity's governing document, and the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (SORP FRS 102) (edition October 2019, effective January 2019), and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

OUR VISION

A future where everyone survives bladder cancer and lives long and well.

OUR MISSION

To lead the fight against bladder cancer, driven by patient and family insights.

OUR VALUES

Patient-led
Compassionate
Action-orientated
Ambitious

OBJECTIVES AND ACTIVITIES

The Charity's objectives are set out in its constitution, as summarised below:

- a) the provision of support to patients diagnosed with bladder cancer, their families, friends, and carers
- b) the provision of information about bladder cancer, its symptoms, range, treatments, and aftercare needs
- c) promoting awareness campaigns regarding the causes, symptoms, treatments, and aftercare to the public and within the medical profession
- d) the provision of funding for research into the nature, causes, diagnosis, prevention, treatment, and cure of bladder cancer.

Fight Bladder Cancer is the voice of all those affected by bladder cancer in the UK. The charity was founded by patients and carers and will keep the patient at the heart of all our work. We are making a difference but there is still a lot more to do.

We will continue to fight bladder cancer for as long as there is a need.



Reference & administrative details

Charity Number

Fight Bladder Cancer is a registered charity in England and Wales (1157763)

Registered Office:

51 High Street Chinnor Oxfordshire OX39 4DJ

Status and Governing Document

Fight Bladder Cancer became registered as an unincorporated charity on 8 July 2014. The charity is governed by its present constitution which was adopted on 14 July 2010 and as amended on the 11 October 2015.

Governance and management

The charity is governed by its board of trustees. Its management is delegated to the principal staff, who draw on the board's knowledge and experience from time to time as needed.

The Trustees who served during the year and up to the date of signature of the financial statements were

Mr J L Hester – Appointed 11 May 2017

Mrs D J Major – Appointed 11 October 2015

Mr P J Major – Appointed 11 May 2017

Mrs V A Hester – Appointed 11 May 2017

Professor J Catto MB ChB FRCS PhD FRSB – Appointed 19 July 2017

Professor A Birtle FRCP FRCR MD DipLCM – Appointed 19 July 2017

Mrs H Baker MSc NMP BSc RN – Appointed 11 May 2017

Principle Staff

Dr Lydia Makaroff, PhD, CEO

Sue Williams, Office Manager

Bankers

Lloyds Bank
27–31 White Hart Street
High Wycombe
Buckinghamshire
HP11 2HL

Solicitors

Brian S. Regler
REGLER & COMPANY
98 High Street
Thame
Oxon OX9 3EH

Independent Examiners

Charles Ssempijja FCA
NfP Accountants Ltd
Chartered Accountants
3rd Floor, 86-90 Paul Street
London EC2A 4NE

Structure, governance & management

Status and Governing Document

Fight Bladder Cancer became registered as an unincorporated charity on 8 July 2014. The Charity is governed by its present constitution which was adopted on 14 July 2010 and as amended on 11 October 2015.

Public benefit

Our work delivers public benefit by providing information, advice, and support to anyone affected by a bladder cancer diagnosis. This information and support help people live better with their bladder cancer by reducing the isolation that can come with a bladder cancer diagnosis, clarity on their treatment options and improving quality of life with strategies to reduce the impact of treatment.

Our Bladder Cancer Awareness Month campaign reaches a wider audience, equipping people with the awareness of the signs and symptoms of bladder cancer. This empowers them to speak with their GP if they have any concerns and increases the likelihood of earlier diagnosis and effective treatment.

Our website, posters, and information booklets raise awareness of the signs and symptoms of bladder cancer among GPs and other key healthcare professionals increasing the likelihood of earlier diagnosis and effective treatment.

Our information booklets provide much-needed free information for both patients and health professionals on aspects of the bladder cancer journey, thus enhancing the care of bladder cancer patients.

The Trustees confirm that in carrying out its work, the Trustees have had regard to the guidance issued by the Charity Commission on public benefit.

Board of Trustees

The Trustees are responsible for the governance and strategy of the Charity. A minimum of 5 and a maximum of 10 Trustees at any one time are required by the Charity's Constitution.

During this financial year, all Trustee meetings were held by Zoom.

As of 31 March 2021, there were 7 Trustees, who together brought a balanced mix of skills in governance, business, healthcare, and administration. Most Trustees are bladder cancer patients or carers. No new Trustees were appointed between 1 April 2020 and 31 March 2021.

Fight Bladder Cancer supports the principles of good governance set out in the Charity Governance Code for smaller charities.

Trustees have independent control over, and legal responsibility for, the Charity's management and administration. They must: Comply with the Charity's governing document and the law; Act in the Charity's best interests; Manage the Charity's resources responsibly; act with reasonable care and skill; and ensure the Charity is accountable.

Trustees' recruitment, induction and training

To recruit new Trustees, the Chair (with support from their fellow Trustees and the CEO) identifies the skills and insight required on the board to deliver the Charity's strategy. A volunteer job specification is drafted and approved before being advertised as widely as possible. This includes Fight Bladder Cancer's social media outlets, online recruitment sites, as well as a direct approach to individuals identified as having the appropriate skill sets. Potential applicants are invited to submit a CV, and if shortlisted for interview, will be interviewed by the Chair and another Trustee.

On appointment, the new Trustees attend an induction via Zoom with the principal staff and identify areas in which they may wish to take a special interest. New Trustees are provided with an induction pack including a copy of the constitution, recent Trustee board minutes, accounts, financial reports, as well as helpful publications such as the Charity Commissions "The essential Trustee".

RELATED PARTIES

Fight Bladder Cancer Trading Ltd is a related party of the Charity. It is registered with Companies House with Company number 09988853. It is a private limited company incorporated on 4 February 2016.

The other related parties are the Trustees and those individuals connected with them including family members, business associates, and other charities in which they are involved.

Trustees' term of office is not restricted, and they receive no remuneration for their duties. They may claim reasonable expenses incurred such as travel to Trustee meetings.

Each Trustee is required to disclose potential or actual conflicts of interest to the Chair and at Trustee meetings when relevant. In line with Charity Commission guidance, details of positions held by Trustees outside of the Charity are available to the public on request from the Office Manager.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

Fight Bladder Cancer is committed to paying our staff fairly and in a way to attract and retain the skills needed to deliver our vision and mission effectively.

The Board of Trustees is responsible for setting remuneration levels for the Principal Staff. This is currently identified as the CEO and Office Manager.

Achievements & performance



This report on behalf of the Trustees covers all aspects of Fight Bladder Cancer's activities.

With an excess of 20,000 people annually diagnosed with bladder cancer, and over 100,000 living with the disease across the UK, Fight Bladder Cancer has a huge task. The following report provides a summary of ways that the Fight Bladder Cancer team have pulled together during the pandemic and delivered above and beyond expectation during 2020–21.

Fight Bladder Cancer ensures that all our work is impactful and positively influences the lives of people affected by bladder cancer.

We carefully monitor and evaluate our progress to optimise our resources and demonstrate our impact in these four key areas.

- **SUPPORT:** Giving information, guidance and advice to patients and their families and improving signposting to Fight Bladder Cancer to improve quality of life.
- **AWARENESS:** Raising awareness of this neglected cancer through campaigns to give the patients a voice.
- **POLICY:** Using patient experiences to bring about change, improve services, and eliminate inequalities of patient experience.
- **RESEARCH:** Working with patients to influence research investment and priorities.

Although a challenging year in many ways, we have been able to adapt successfully and 2020–21 has been highly productive.

JOHN LESLIE HESTER
Bladder Cancer Patient &
Chair of Fight Bladder Cancer

DR LYDIA MAKAROFF, PhD
CEO, Fight Bladder Cancer



ANN

'It's truly a wonderful charity. As a carer too, it's been such a great support over the years.'

FBC by numbers

In what has been an unprecedented year for health issues, we can be rightly proud of this statistical round-up of our activities during the year 2020–21.

WEBSITE SUPPORT

32,533

users of our website



FORUM SUPPORT

5,059 members of our private online forum

5,864 annual forum posts

606 new forum members

127,422 forum comments

308,706 forum reactions



SUPPORT GROUPS



7 online support meetings

27 people, the average meeting attendance

74 people assigned a Bladder Buddy

TELEPHONE SUPPORT

462 support phone calls received

162 support phone calls made

401 people supported by phone



CONSTITUENT RELATIONSHIP MANAGEMENT

2,707 contacts on our system

NURSE SUPPORT

A further **39** healthcare professionals received cards with an average **250** cards per person



EMAIL SUPPORT



407 support emails received

438 support emails sent

210 people supported by email

FIGHT MAGAZINE

780 print copies of Fight #9 magazine distributed, and **101** digital copies

923 print copies of Fight #10 magazine distributed, and **285** digital copies



RESEARCH



9 national and international conferences attended

9 contributions to scientific papers

AWARENESS

A further **64** people were sent free car stickers

254 GP packs sent out

100 calendars printed and sold

Team successes

Fight Bladder Cancer Chief Executive, Dr Lydia Makaroff said:

'I am so proud of everything that the team has achieved. In the face of adversity, we have built better systems internally, improved awareness, made policy change, as well as delivering amazing support for patients and carers.'



Here are some of the team's highlights and achievements of 2020–21.

Launching the Fight Bladder Cancer **Research Steering group**.

Completing 40 **interviews with people affected by bladder cancer**.

Launching of a network of **Community Champions** to raise awareness and funds

Launch and distribution of **Patient Information Booklets**

Maintaining **monthly newsletters** with supporters

Organising and driving a face-to-face meeting of the **Scottish Steering Group**

Fight magazine #9 (special feature: the workplace) and **#10** (special feature: mental health).

Chairing a Policy Expert Working Group meeting & achieving English waiting times improvements

Chairing the annual meeting of the **World Bladder Cancer Patient Coalition**

Supporting a range of issues and new members on our **Private Forum**

Achieving a successful outcome of monthly **Zoom support meetings**

Continuing Involvement in **research** and joining new clinical trial boards.

A 'charity of the week' notice in the Dr Miriam Stoppard page in the **Daily Mirror**, with a piece called 'Bust That Myth' that women can't get bladder cancer.

Pulling together the information needed to facilitate the handover of the **Wee Bookshop and Cafe** to the new owner. (The Wee Bookshop and Café was transferred to new ownership to be run separately from Fight Bladder Cancer.)



Our volunteers

Our work would be impossible without the dedicated volunteers who give up their time to support Fight Bladder Cancer with their skills, expertise, knowledge, and enthusiasm. We are hugely grateful to everyone who contributes to our work.



TRUSTEES

We are so grateful to our Trustees for the financial year 2020–21:

Alison Birtle

Hilary Baker

John Hester

Valerie Hester

Deborah Major

Jim Catto

Paul Major

CORE VOLUNTEERS

Our work would be impossible without the dedicated volunteers who give up their time to support Fight Bladder Cancer with their skills, expertise, knowledge, and enthusiasm.

They may be:

- helping with the forum
- writing articles
- doing research
- fundraising
- running support groups
- finding new funding opportunities
- giving medical advice
- supporting other patients
- or any number of other valuable jobs

Every contribution is valued, and every single one of our volunteers deserves a huge vote of thanks.



What pants are you wearing?



How we adapted to COVID-19

The COVID-19 pandemic put intense pressure on bladder cancer patients. Fight Bladder Cancer was determined to ensure that we continued to fulfil our promises to offer support, raise awareness, pursue policy change, and further research.

On top of that, we pledged to respond to the additional needs created by the pandemic.

Our COVID-specific support encompassed:

- maintaining existing services – such as the distribution of Fight magazine
- developing services to accommodate additional demand – such as the online forum
- adding COVID-19 news updates to our forum and creating a page on our website
- adapting working methods to accommodate social distancing
- introducing new online support groups
- furthering ongoing projects – such as the Patient Information Booklets
- extending our contact base of professional healthcare personnel
- conducting surveys of patient experience
- continuing to attend regular meetings of NHS England and Cancer52
- Joining the European Association of Urology COVID-19 multi-disciplinary team

Understandably, the amount of support and the kind of information we needed to provide gave us a considerably larger workload, particularly when reassuring patients and keeping abreast of news and developments.

Staff working arrangements

Fight Bladder Cancer is a small charity, only one member of staff is full time, most of the rest working three days or fewer. We took the decision in March 2020 to avoid furloughing all but one of the team. Fight Bladder Cancer Trustees felt that was not a suitable response for us. We wanted to be there for our members, we saw an immediate and substantial increase in dialogue on our private forum and requests for support. Our solution was to close our office doors and continue to work from home.

Taking advantage of technology

With everyone working from home, the team retained its momentum via telephone, email and Zoom calls as regularly as possible to share news and keep each other informed on progress. We have also continued meeting with trustees, patients, and donors via Zoom to keep as engaged with our stakeholders as possible.

DAVID

'I found the online support group very informative and great to see so many people joining in. I will be glad to attend another session. Keep fighting everybody.'

Adapting our working methods

COVID-19 particularly had a devastating and long-lasting impact on patients and their families. Our front-line team - who were providing phone and email support, as well as liaising on the forum and via the website – had to work around the clock to provide the best information and reassurance. We had to swiftly adapt our services, and made the following changes:

SUPPORT: The hub of our support services responded to a rise in calls, emails, and information requests on our private forum. We also created a dedicated COVID-19 webpage, hosted monthly online peer-support groups, and used social media and newsletters to share advice and information.

With waiting rooms cleared of information leaflets, we focused on digital distribution of our published information material, including our Fight magazine (see page 19), posters and fliers, and our new Patient Information Booklets (see page 17).



POLICY: We closely followed policy developments to give our supporters up-to-the-minute information, including a weekly COVID-19 debrief meeting with NHS England.

HEALTHCARE PROFESSIONALS:

We liaised closely with urology teams and nurses to support their local needs with regards to keeping bladder cancer networks active online.



RESEARCH: We continued with our qualitative Exemplar research interviews carried out on the phone, with recommendations launched in May 2021.

AWARENESS: Despite the pandemic and being forced to turn away from our traditional events and towards virtual activities, the charity's Awareness Month resulted in the involvement of many new fundraisers and families who had not previously joined our 'wee community'. We achieved three regional news stories – despite national news being focused on the pandemic, as well as the support of the National Health Executive.

STEVE

'I would just like to say to everyone at Fight Bladder Cancer ... Just keep doing what you do ... I feel blessed to be part of this amazing bunch of warriors - true people who show how negative vibes can be turned to a wonderful display of human kindness and heartfelt love.'

Patient experiences during the COVID pandemic

Our Support Services Manager, **Melanie**, describes below how the pandemic affected the patients' experiences.



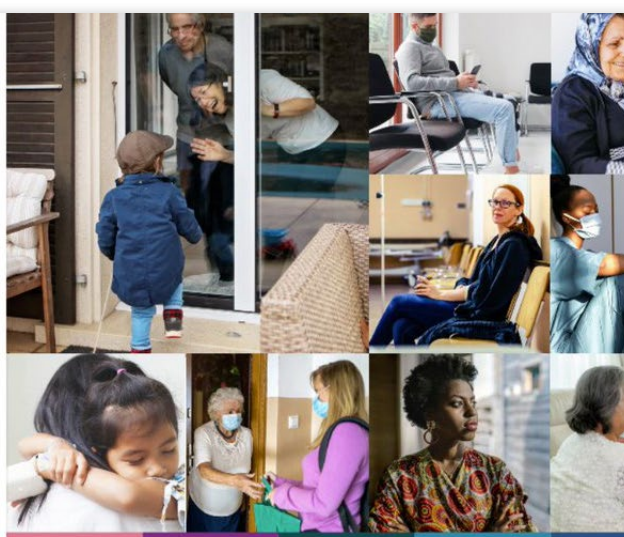
'Initially we received a flood of phone calls and messages from patients understandably scared and confused as to what would happen. We saw an increase of about 125% in requests for support. Having a bladder cancer diagnosis is hard enough in 'normal' times. With many of our patients living on their own or self-isolating, it is amazing to see the encouragement that people are giving each other. I'm so pleased that Fight Bladder Cancer has managed to stay open during this pandemic and can keep giving support to our wee community.'

Sue, our Office Manager who initially fields most phone calls and emails, reflected on our year of engagement with patients and families.



'As a team, we noticed that patients who are already aware of Fight Bladder Cancer and feel that they can "ask us anything" have been coming to us for reassurance that their extra wait for treatments and the need to self-isolate will not be detrimental to their overall ability to beat their cancer. Quite often, a quiet chat on the telephone will result in us giving the patient the confidence to get in touch with their medical team and helping to ensure that treatments move forward.'

By far the majority of respondents **80%** said that technology had helped to redefine how they connected with their community of patients and supporters in a lasting way



GLOBAL **CANCER**
COALITIONS NETWORK



COVID-19: Impact on
Cancer Patient Organisations
Worldwide in 2020

Private online forum

The group now has over 5,000 members – many are patients, but members also include family members, carers, and medical professionals. Everyone gets answers to their questions. The support from other welcoming patients and carers can be an amazing boost at a scary and often lonely time.

The numbers

As of 31 March 2021, our online private forum had 5,059 members, and is supervised by admin and 10 moderators from around the globe 24 hours a day, seven days a week. In March 2021, we had over 406 posts and over 29,600 comments and reactions. During 2020–21, the most popular time for interaction on our forum was early evening on Thursdays.

Many people who have lost their loved ones stay with us on the forum for a long period of time after their loss to support others.

JOHN

'What a relief it is to realise that there are others going through the same fears and torments. I'm one of the lucky ones so far, but the nightmare keeps recurring, although so far it gets dealt with efficiently and effectively. Thank you all so much for your help and support.'

SAM

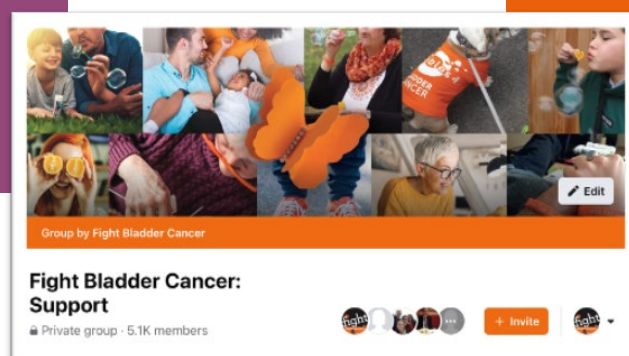
'Thank you for your email. I'm my wife's carer with respect to her bladder cancer. Your website and the Facebook forum are great for putting a bit of perspective on everything and being supportive. Keep up the excellent work!'

Questions from new patients

Patients who have been recently diagnosed can understandably be very anxious. Sometimes they have many questions – just a few examples include questions on several topics.

- waiting times for results
- next steps following diagnosis
- details about procedures
- how to prepare for operations
- how to tell family members
- research trials
- post-operative questions
- family members seeking more information

During the past year, we have used our funding to enable us to improve our processes, carry out service evaluation and monitoring activity, and grow the quality of our support service.



CAROLINE

'Fight Bladder Cancer has certainly made the scariest year of my family's life a whole lot more bearable.'

Reflections on our support services



by **Melanie Costin, our Support Services Manager:**

Family members and patients are more lonely and less involved with seeing other people – and consequently need us to spend more time reassuring them.

Two 'C' words to worry about!

Since March 2020, we have been supporting callers and forum members with the two 'unknowns' of COVID-19 and Cancer. I have also had to spend a lot more time in meetings – such as with NHS England – so that we have access to the best information to share with our patients and their families. I have learnt even more about the importance of collaboration and working as one sector.

SANDRA

'This forum was a great support to me when I was diagnosed. What a truly wonderful bunch of people you all are.'

The positives

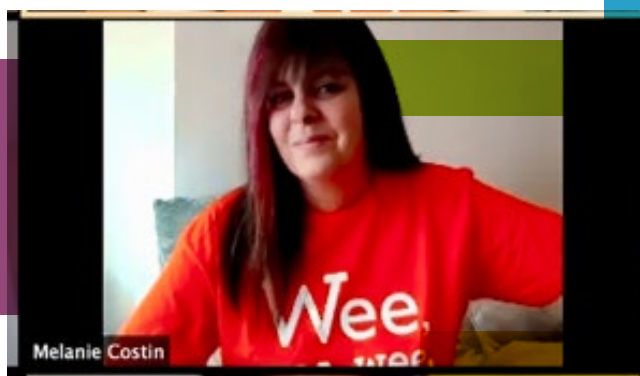
COVID-19 has brought some new opportunities. The impact of COVID-19 has been experienced differently but there have been some positives. Many patients have been "seen" swiftly by phone or video. This has a range of impacts – some good, some less so. This communication means no stressful travel, parking, or anxiety of uncomfortable waiting rooms – where women, in particular, can be intimidated by the number of men in the room.

- **CONSULTANTS:** Some are now more open to having longer meetings with patients and are prepared to spend time on video or calls.

- **MANY PATIENTS:** Particularly the harder to reach, older male group (the biggest group of bladder cancer patients) who are unlikely to have engaged in computer or technology consultations previously – have been forced to overcome technology obstacles (to order food or see their family) and as a result have learnt new ways of engaging in their healthcare.
- **KEEPING IN TOUCH:** As a result, Fight Bladder Cancer has seen an uptake in online support groups and our private forum. 2020 has given us an opportunity to be 'in touch with people' like never before. Our new virtual meetings, for instance, can be attended by people from Portsmouth, Yorkshire, Scotland and Canada – all at the same time. We are therefore able to offer an enhanced sense of humanity and global community.

ALISTAIR

'I thought the online support group was very informative and lovely to put faces to names. I will certainly join in another.'



Fight Bladder Cancer new forum members report

In 2020, the Fight Bladder Cancer private online support forum welcomed 657 new members, raising our total to 5,059 members in total.

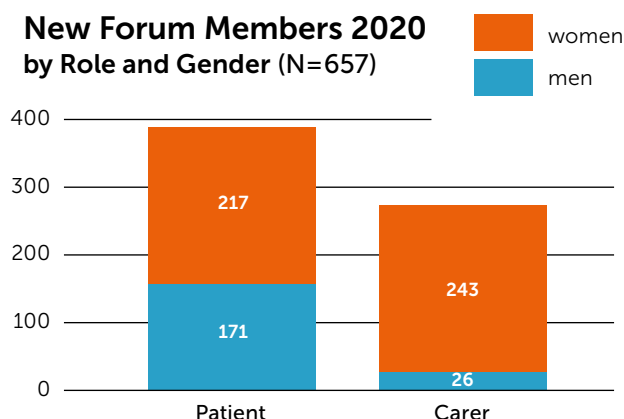
How New Members found the FBC Forum (Mar–Dec 2020)

Over half of respondents reported that they were bladder cancer patients (59%, n=388) and the rest were carers, family members or friends of someone with bladder cancer (41%, n=269). Most new members identified as female (70%, n=460). However, women were particularly over-represented within carers and 90% (n=243) of carers were women.

A quarter of new members indicated they found the forum from the FBC website (25%, n=130). Fifteen per cent were referred by a friend or relative.

How did you find us?	No. of Members	%
Fight Bladder Cancer website	130	25%
Friend/relative	76	15%
Google search	26	5%
Hospital referral	25	5%
Facebook search	13	2.5%
Nurse contact card	9	2%
Unknown	8	1.5%
Other	227	44%
Total	514	100%

New Forum Members 2020 by Role and Gender (N=657)



Why they joined

New forum members often stated that they were looking for support and information or help on how to better support a family member or friend with bladder cancer. Several stated that they were 'scared' or 'anxious' and were looking to hear from other people who have been through something similar for support or practical advice. Some stated they wanted to feel less 'alone' or with other people in the same situation.

'Non-muscle invasive bladder cancer survivor for 10 years, one surgery, many cystoscopies. To not feel so alone.'

'Awaiting TURBT biopsy results; want to join a group who know how I feel.'

'My father has advanced bladder cancer. I want to learn about options of treatment and for support for our family.'

'Advised RC (bladder removal) but not keen, previous stroke ruled chemo out. Wife a member of group.'

'Had biopsy, waiting on results. Would love to chat to others in same situation.'

'Husband has neobladder. Would like to see other experiences and share mine when possible.'

'Just had RC (bladder removal), finding it quite difficult now I'm home – would be helpful to talk to others.'

'Age 30, diagnosed just before 29th birthday. Would be good to chat to other young survivors.'

'Had ureter cancer and now bladder. I'm scared with two young kids'

'Found out Wednesday I have bladder cancer. Know life has changed forever and I'm scared and looking for support.'

How we help

LIZ

'I live alone and so the forum is like having a conversation every morning (or afternoon), especially this year which has been so hard for everyone.'

BRENT

'The best thing about the Fight Bladder Cancer forum is you can go on it day or night, and you know that someone is going to be there.'



Every May Fight Bladder Cancer Forum Members celebrate Bladder Cancer Awareness Month by blowing bubbles

Phone, email & Zoom support

In addition to the 24-hour online support, we are also there for our members via telephone, email and Zoom.

Telephone support

Our telephone support line is available from 9.30am to 4.30pm Monday to Friday on 01844 351621. As many of our staff are now working from home, this number is redirected to our mobiles if there is no one in the office. There is a voicemail for messages outside these hours.

SUE

'I want to thank you immensely for putting me in touch with a Bladder Buddy. She has been helpful to me beyond belief with my odd questions about the practicalities of living with a bag. I'm feeling so much more positive.'

Email support

We also offer support via email on our dedicated support line:

support@fightbladdercancer.co.uk.

Many such enquiries require brief responses and can lead to a phone call. Others require a detailed reply and may even need research or even consultation with a medical professional.

COLIN

'Your Support Services Manager has been a star in every way – utterly approachable, consistent, caring and treats all with dignity. PLUS, she delivers results in spades. Additionally, she is positive but realistic! She gets my vote as "simply the best".'



STEVE

'I would just like to say to Fight Bladder Cancer ... Just keep doing what you do ... I for one, feel blessed to be part of this amazing bunch of true warriors, but most of all, true people who show how negative vibes can be quickly turned to a wonderful display of human kindness and genuine heartfelt love.'

Zoom support

We held regular Zoom meetings during the year, with an average of 32 attendees per event. The meetings are held on Tuesday evenings and there's time to chat during each meeting as well as listening to guest speakers on some occasions. For instance, Alison Birtle, Consultant Oncologist and Fight Bladder Cancer Trustee, co-hosted a session on immunotherapy. We learned about the advantages and disadvantages of chemotherapy and immunotherapy, as well as the availability of immunotherapy in clinical trials, on the NHS and through the Early Access to Medicines Scheme. Another session was on Non-Muscle-Invasive Bladder Cancer with Anne Moore, Clinical Nurse Specialist.



Website & social media

We had 32,533 users of the website during the year, 53% visiting on their mobiles, 39% on their desktops, and 8% on a tablet. The most popular time to visit was Wednesdays at 3pm.

The most popular pages on our website, based on the number of visits, were:

- homepage (13%)
- real stories of people with bladder cancer (11%)
- non-muscle-invasive bladder cancer (8%)
- just diagnosed (5%)
- COVID-19 (5%)
- learn about bladder cancer (3%)
- get support (2%)

We have included a whole new Healthcare Professional page; a Get Involved section, which includes more opportunities for engagement; and a refresh of the support and information section using the latest guidance published in our Patient Information Booklets.

RICKY

'Fight Bladder Cancer has helped me immensely from diagnosis right through my journey. I do love to read and see pictures of happy positive cancer survivors. It is inspirational.'

Fight Bladder Cancer in the News

How do we meet the supportive care and information needs of those living with and beyond bladder cancer? *Frontiers in Oncology*. 8 April 2020.

Adjuvant chemotherapy in upper tract urothelial carcinoma (the POUT trial): a phase 3, open label, randomised controlled trial. *Lancet*. 18 April 2020.

Over £8,000 splashed out from Boxing Day swim to help good causes. *Tenby Observer*. 29 April 2020.

Fighting for vulnerable patients during Bladder Cancer Awareness Month. *National Health Executive*. 1 May 2020.

What is an 'awake' operation? The technique being increasingly used during the coronavirus pandemic. *Evening Standard*. 4 May 2020.

A global survey on the Impact of COVID-19 on urological services. *European Urology*. 26 May 2020.

Fife woman (83) campaigning to raise awareness of 'forgotten' cancer. *Fife Today*. 29 May 2020.

The call for a strategic framework to improve cancer literacy in Europe. *Archives of Public Health*. 23 June 2020.

Fight Bladder Cancer to Support Every UK Bladder Cancer Patient with the Launch of Innovative Booklets and a Welcome to the 'Wee' Family. *UroToday*. 9 November 2020.

Charity of the Week. *Daily Mirror*. 30 November 2020.

Bust that myth: Women and bladder cancer. *Daily Mirror*. 1 December 2020.

Limitations of cancer care in Central and South-Eastern Europe. *Journal of Health Inequalities*. 30 December 2020.

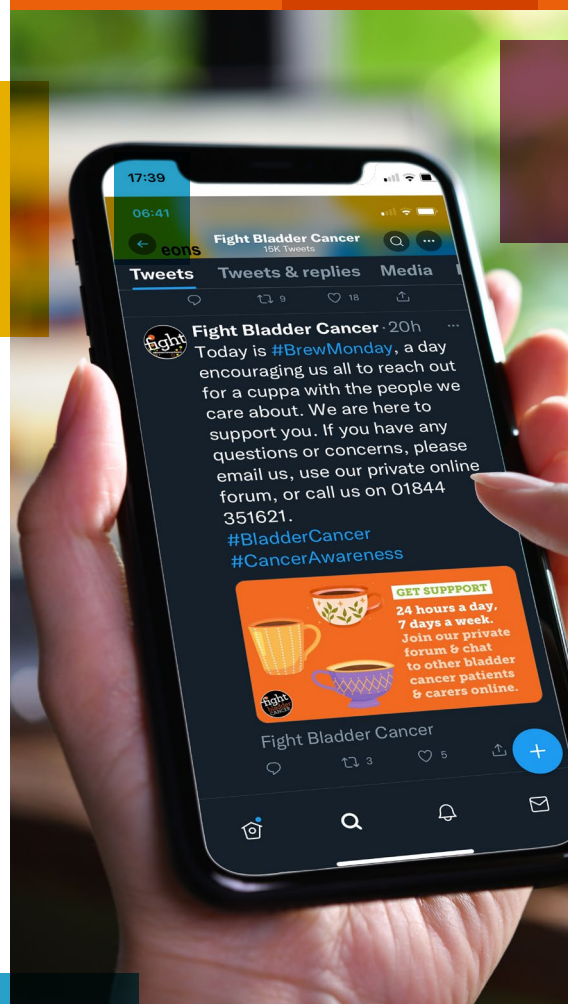
Quality of life after bladder cancer: A cross-sectional survey of patient-reported outcomes. *European Urology*. 10 February 2021.

Doctors fear young women are missing early cancer diagnosis. *The Sunday Post*. 29 March 2021.

Social media

At the end of March 2021, Fight Bladder Cancer had:

- **Twitter:**
4,590 followers
- **Facebook:**
3,994 followers
- **LinkedIn:**
467 followers.



Patient Information Booklets

– a major new initiative

From an idea suggested by our founder, Andrew Winterbottom, in 2018, a great deal of work has gone into the idea of producing patient information of a higher standard than anything previously available. During 2020–21, that work intensified, and the Fight Bladder Cancer team liaised closely with patients, carers, healthcare professionals and publishing professionals to develop, produce, launch, and distribute a suite of ten patient information booklets designed to support patients on every step of their bladder cancer pathway.

This was an ambitious project and the first of its kind in the UK.

- Tests & Investigations for bladder cancer
- What is a TURBT? Transurethral resection of bladder tumour
- Low and Intermediate-risk, non-muscle-invasive bladder cancer & your treatment choices
- High-risk non-muscle-invasive bladder cancer & your treatment choices
- Muscle-invasive bladder cancer & your treatment choices
- Living with a stoma & getting used to your new normal
- Living with a neobladder & getting used to your new normal
- Advanced bladder cancer & your treatment choices
- Surviving bladder cancer & living every moment
- Diet & nutrition for bladder cancer patients

ENDORSED BY

The British Association
of Urological Surgeons

British Association of
Urological Nurses

British Uro-Oncology
Group



MR PARAM MARIAPPAN,
CONSULTANT UROLOGICAL SURGEON

'Your recent patient information is outstanding, and it fills a gap I've been all too aware of my entire consultant life.'



REBECCA RUSHTON,
SPECIALIST UROLOGY DIAGNOSTIC NURSE

'The booklets are a great support to patients to reinforce what we tell them in the clinic.'



In contrast to existing materials, each of these ground-breaking booklets are:

- specifically for patients at a particular point in their bladder cancer pathway
- packed with practical hints, tips, and advice from existing patients
- fully endorsed by qualified medical professionals
- produced in a colourful and attractive format
- containing photographs of real-life cancer patients
- sensitive not only to the patient's physical but also their emotional needs
- outlining the support systems available from Fight Bladder Cancer

This offers a huge benefit not only to the patients but also to the clinicians, who have this ready-made resource to back up and complement their patient support systems. Feedback from patients, family members and health professionals has been amazing and 100% positive.

DARRYL

'Fight Bladder Cancer's amazing new suite of materials will be incredibly helpful and improve the care journey of thousands of bladder patients like me.'



Distribution system

A folder containing a large-format display copy of each booklet and instructions on how to order the appropriate copies for patients is available for Cancer Nurse Specialists. The Cancer Nurse Specialists can go through the booklet during their consultations, then order the appropriate booklets – either hard copy or digital – from Fight Bladder Cancer to be sent directly to the patient. Digital copies are also available via our website. Already, over 133 healthcare professionals have been supplied with folders.

Healthcare professionals can request a folder containing all patient information booklets from:

fightbladdercancer.co.uk/folder

Healthcare professionals can request specific patient information booklets to be posted to their patient at:

fightbladdercancer.co.uk/info

Patients and carers can request their own patient information booklets at:

fightbladdercancer.co.uk/patientinfo



Fight magazines

Fight #9

Fight #9 concentrated on bladder cancer in the workplace. Articles included:

- **The big care conversation:** Discussing carer qualifications.
- **Working with cancer:** Key messages on minimising stress.
- **Getting a second opinion:** Making sure you are happy with treatment options.

Fight #9 was posted to 412 households and 368 health professionals.

Fight #10

This edition focused on mental wellbeing. Articles included

- **Getting through the pandemic:** A radiologist's personal solutions.
- **Scanxiety:** A guide to reducing recurring anxiety.
- **Calming those tumultuous thoughts:** A patient's relationship with her horses aided her recovery.

Fight #10 was posted to 487 households and 436 health professionals.



LIZ

'Thank you for producing this excellent magazine in these difficult times!'

JOSIE

'Thank you! What a lovely surprise to find the magazine in my letterbox today!'

Other resources

GP pack

At the beginning of the year, we produced a free GP pack including posters about the signs and symptoms of bladder cancer and the support we offer. These can be ordered online at fightbladdercancer.co.uk/gp

Contact cards

We supply free, high-quality personalised contact cards for all medical professionals working with bladder cancer patients, which can be ordered online at fightbladdercancer.co.uk/contact



Getting together at a distance

Conference attendance

During October, as part of its plan to engage healthcare professionals, Fight Bladder Cancer hosted 'virtual' booths at an online **UK Oncology Forum** and **Urology News Patient Engagement Evenings**. Participants in these events were able to take a break from sessions and pop into our virtual booth, learn about the charity and have a chat.

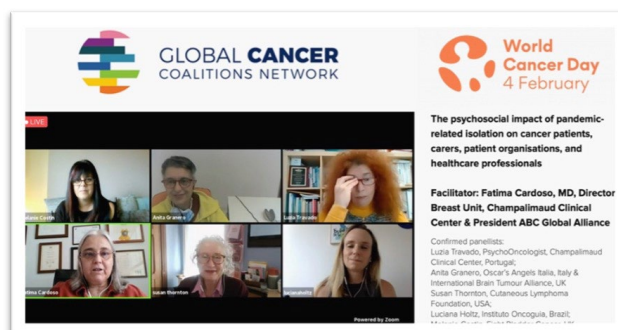
We also took part in the **British Association of Urological Surgeons online Scientific Meeting**. We were particularly pleased to have developed a series of short video conversations with patients, nurses, and clinicians with the help of our corporate partners, Olympus. James Catto, urologist and Fight Bladder Cancer Trustee gave an update on the imaging, surgery, and trials of bladder cancer.

We attended the **virtual congress of the British Association of Urological Nurses**. We hosted Zoom drop-in sessions and launched our new Patient Information Booklets and the display-copy folders for Cancer Nurse Specialists.

JANE BROCKSOM,
BRITISH ASSOCIATION OF
UROLOGICAL NURSES PRESIDENT

'Courage is inner strength and the power to respond to challenging situations. Courage is doing what needs to be done when our resources are pushed to the limit. The biggest reward is in the teamwork.'

Increasing awareness



World Cancer Day

Fight Bladder Cancer supported World Cancer Day on 4 February. We joined in a discussion about the psychosocial impact of isolation as part of the Global Cancer Coalitions Network webinar and spoke about all the ways we support our patients and family members to reduce isolation and increase a sense of community.

Clear on Cancer

We worked with the NHS to promote their Clear on Cancer campaign: ***Just a bit of blood? Just speak to your GP.*** The campaign will seek to address the barriers that are deterring people from accessing NHS services. This first phase focused on encouraging the public to contact their GP if they are worried about a symptom that could be cancer.





Bladder Cancer Awareness Month

During the month of May, Fight Bladder Cancer led the British activities for Bladder Cancer Awareness Month. Worldwide, Fight Bladder Cancer was the most active Twitter account related to **#BladderCancerAware** and had the most mentions.

Giving Tuesday and Wise Wednesdays

Three of our regular supporters – **Liz Lewis**, **Ros Bruce**, and **Deb Major** – created fabulous videos which shared their reasons for supporting the charity and released them to coincide with giving Tuesday, a new global day of giving and unity created as a response to COVID-19 with the aim of creating a wave of generosity, citizen engagement and philanthropy amidst the pandemic.

On Wednesdays during Bladder Cancer Awareness Month, we hosted a gathering of minds to get together with our supporters and enjoy some friendly company and light-hearted quizzing.

Craft and creativity

Throughout Bladder Cancer Awareness Month, we encouraged friends and supporters to get creative – everything with an orange theme, of course! Butterflies featured heavily in our design scheme for 2020, because their colour and beauty represent hope, optimism, and warm energy

Crafts shared with us included jewellery, baking, painting, drawing, and sewing in all shades of orange. Finally, gardening images show just how much thought went into Bladder Cancer Awareness Month in 2020.



Supporting research projects

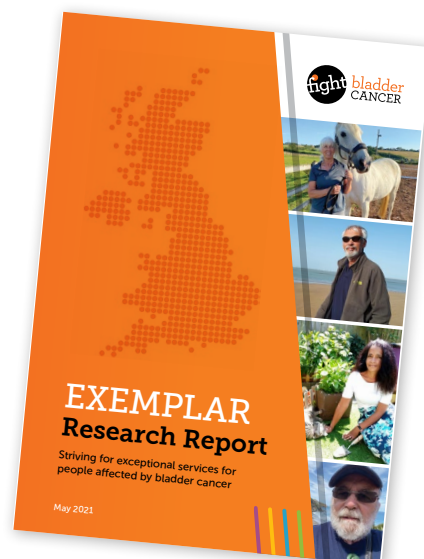
Anyone affected by bladder cancer who'd like to take part in research to improve services can contact us via our website at fightbladdercancer.co.uk/research

Using the experiences of patients and carers

In 2020 we completed 40 in-depth qualitative research interviews with patients and carers as part of our **Exemplar Study**. These interviews form part of Fight Bladder Cancer's Exemplar project, which will define what exceptional services for people affected by bladder cancer would look like.

COVID-19 Survey

We are a proud member of **Cancer52** – an umbrella organisation linking almost 100 charities supporting people with less common cancers – and co-created a survey about cancer patient experiences during the COVID-19 crisis. We found that 74% of patients had their outpatient appointments delayed, moved, or cancelled during the peak of the pandemic. Some patients found that video links with their healthcare team were helpful, and in some cases better than waiting in the hospital.



The POUT trial

Fight Bladder Cancer was part of the **POUT study** that showed that gemcitabine–platinum combination chemotherapy initiated within 90 days after nephroureterectomy (a surgical procedure to remove the renal pelvis, kidney, ureter, and bladder cuff) significantly improved disease-free survival in patients with locally advanced urothelial carcinomas of the upper urinary tract.

The results show that chemotherapy given in this way reduces the chance of cancer returning by about half, and the results were published in the Lancet.

Andrew Winterbottom, founder of Fight Bladder Cancer, contributed to the progress of the trial from 2017 until his death in 2019.



DR ALISON BIRTLE,
FORMER CHAIR OF THE NCRI
BLADDER GROUP, POUT TRIAL
CHIEF INVESTIGATOR AND FIGHT
BLADDER CANCER TRUSTEE

'No trial can or should ever begin without asking patients what the best design should be, and POUT was a trial that had patient input from conception to completion. Thanks to Andrew Winterbottom's input we made this trial a success.'

European Society for Medical Oncology

Medical oncologist and Fight Bladder Cancer Trustee Dr Alison Birtle spoke at the **European Society for Medical Oncology** and emphasised that chemotherapy remains the backbone of advanced bladder cancer treatment and, after chemotherapy, maintenance immunotherapy is currently the optimal therapy.



Quality of life after bladder cancer

Urologist and Fight Bladder Cancer Trustee Professor James Catto was a co-author on a paper about **Quality of Life After Bladder Cancer** that was published in the journal *European Urology*.

The study was a cross-sectional survey of patient-reported outcomes that found that patients living with bladder cancer often have reduced quality of life, which may be worse than that for other common pelvic cancer patients.

Age and other illnesses appear to be more important in determining the quality of life than the treatments received. Many patients have sexual problems, and many have financial worries.



Urologist training

Mr Param Mariappan, Consultant Urologist and member of our Scottish Steering Group, gave a UroToday presentation to explaining the importance of quality indicators for the TURBT procedure for taking a bladder cancer biopsy. He emphasises the importance of having a comprehensive checklist of quality indicators, and the importance of experience. He quoted Bruce Lee: 'I fear not the man who has practised 10,000 kicks once, but I fear the man who has practised one kick 10,000 times.'



Bladder cancer clinical trials

Fight Bladder Cancer maintains a list of all the **current clinical trials in the UK** to make patients aware of the opportunities available. The list is on the website and in each edition of Fight magazine.

Nurses of the year

Hilary Baker, Lead Clinical Nurse Specialist for Uro-oncology and Fight Bladder Cancer Trustee was one of the British Journal of Nursing's Nurses of the Year.



Putting in place an Exemplar pathway

Improving Waiting Times

Fight Bladder Cancer has successfully campaigned for changes in the **English National Cancer Waiting Times Monitoring Dataset Guidance** to ensure that TURBT is no longer automatically classified as a definitive treatment. We worked with other charities to produce an infographic to be distributed to hospitals in England, and we are also campaigning for similar changes in Wales, Scotland, and Northern Ireland.

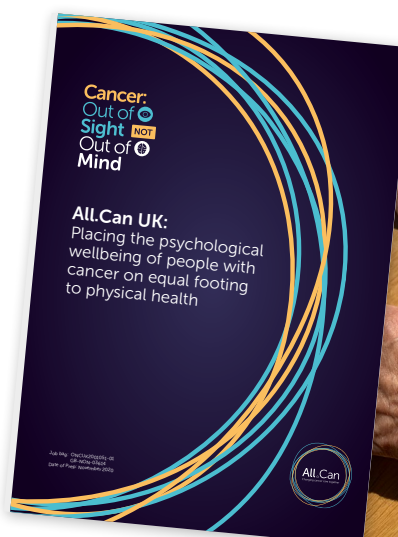
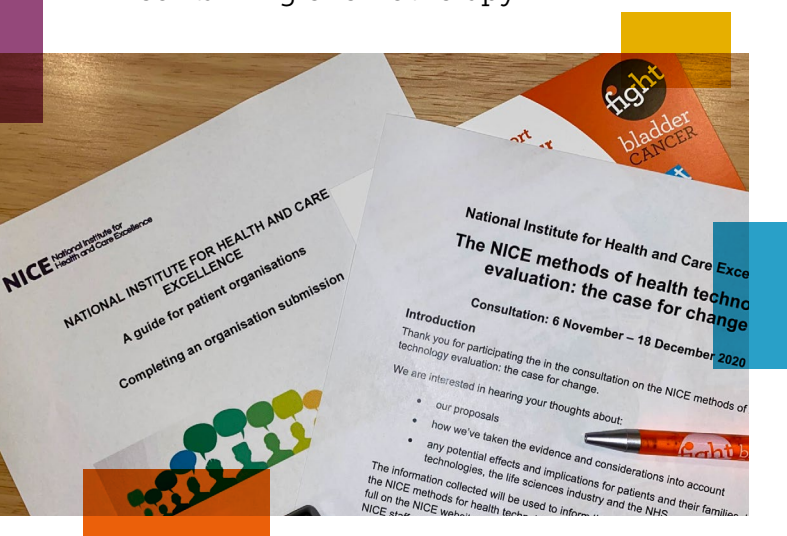
National Institute for Health and Care Excellence

National Institute for Health and Care Excellence (NICE) recently asked all charities to review the way that it decides which medicines should be available on the NHS. We submitted our response, stating that we believe that NICE should state how it uses the views of patient organisations to make its decisions. Fight Bladder Cancer shared stories of the hopes and experiences of people living with terminal bladder cancer at the recent NICE appeal of immunotherapy for treating locally advanced or metastatic urothelial carcinoma after platinum-containing chemotherapy.



Psychological well-being

We are a member of **All.Can UK** and worked with them to conduct an international patient survey which asked 4,000 patients and carers where they identified inefficiencies in their cancer care. To gain a deeper understanding of the link between mental health and cancer, and the psychological support offered to people in the UK, Fight Bladder Cancer worked with All.Can to develop a report, *Placing the psychological wellbeing of people with cancer on equal footing to physical health*, which was published at the end of 2020.



Awareness, patient support & involvement in care

My Diagnosis Counts

Previously, NICE (the National Institute for Health and Care Excellence) said there were only 10,233 cases of bladder cancer diagnosed each year, because they only counted advanced bladder cancer. Fight Bladder Cancer put together the true statistics and published the results in *Fight* magazine #6.

We sent NICE our data showing that there were 20,500 people diagnosed with bladder cancer each year, and now they have updated their statistics.



GMB Workers' Union

Fight Bladder Cancer is proud to be collaborating with the GMB Workers' Union to raise the awareness of the importance of bladder cancer in the workplace. Fight Bladder Cancer showed support on International Workers' Memorial Day, and the GBM published a statement on World Cancer Day to spotlight bladder cancer.



PENNY ROBINSON,
PRESIDENT, GMB LONDON REGION

'My Mum was lucky that her symptoms were picked up quickly and she was treated. This is not often the case, and a big problem is that the cancer isn't diagnosed until it's having a serious effect. It's why I'm working with the charity Fight Bladder Cancer.'



Improving cancer literacy

Fight Bladder Cancer were co-authors on a paper calling for a strategic framework to improve cancer literacy in Europe. Improved personal cancer literacy, combined with health literate organisations and systems can potentially improve the quality of care and health outcomes among patients with cancer.

Cancer and ageing

We contributed to an independent briefing paper written by the Economist Intelligence Unit called ***Cancer and ageing: Policy responses to meeting the needs of older people***. Multi-disciplinary teams are vital to improving outcomes, and that patient support services are of great help to those with cancer and their carers.



World Bladder Cancer Patient Coalition

We worked with the World Bladder Cancer Patient Coalition's ***Start-up guide for bladder cancer patient groups***, which is designed to promote the establishment of bladder cancer patient groups in different countries. It also provides pre-made resources and share best-practice examples for getting started. Fight Bladder Cancer was featured in a case study on our online support forum for people affected by bladder cancer.



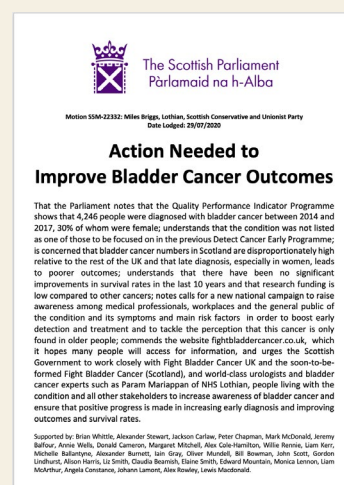
Scottish development

The Fight Bladder Cancer Scottish Steering Group is working on a Scottish Development Plan, which will enable the charity to register with the Office of the Scottish Charity Regulator and seek funding for a Scottish Development Officer.

The Fight Bladder Cancer Scottish Steering Group worked with a Member of Scottish Parliament, Miles Briggs, on a motion on bladder cancer. The motion noted that

'Late diagnosis, especially in women, leads to poorer outcomes; there have been no significant improvements in survival rates in the last 10 years... research funding is low compared to other cancers... we commend the Fight Bladder Cancer website fightbladdercancer.co.uk

It was supported by Brian Whittle, Alexander Stewart, Jackson Carlaw, Peter Chapman, Mark McDonald, Jeremy Balfour, Annie Wells, Donald Cameron, Margaret Mitchell, Alex Cole-Hamilton, Willie Rennie, Liam Kerr, Michelle Ballantyne, Alexander Burnett, Iain Gray, Oliver Mundell, Bill Bowman, John Scott, Gordon Lindhurst, Alison Harris, Liz Smith, Claudia Beamish, Elaine Smith, Edward Mountain, Monica Lennon, Liam McArthur, Angela Constance, and Johann Lamont.



In 2020–21, the charity raised £303,976 from diverse income sources; in 2019–20, it was £281,981. We are forecasting to come in on target at the end of the financial year, although sadly our growth plans have understandably been held back.

COVID-19 impact on finances

The impact of the Coronavirus on Fight Bladder Cancer's fundraising performance during this year has seen a drop in:

- **In-memory donations:** Because funeral events have been limited, at best, funeral directors and undertakers are not receiving the usual level of donations.
- **Fundraising events:** Where people would usually hold bake-sales, sporting, or sponsorship events, this has not been happening.

In the light of these challenges, we focused our efforts on:

- **Grants:** We began to invest time and capacity in grant fundraising, which we are optimistic will be an ongoing source of revenue.
- **Industry:** We maintained relationships with pharmaceutical and medical companies who have continued to support our project activity.
- **Individual donors:** New individual donors have made some generous gifts, understanding how challenging the year has been.
- **Digital fundraising:** We have also seen increased income from digital fundraising, such as Facebook fundraising.



Partnerships with pharmaceutical companies

We have good working relationships with pharmaceutical companies and device companies involved in bladder cancer. Specifically, Arquer Diagnostics, Bristol-Myers Squibb, Ferring, Janssen, Merck Group, MSD, Olympus KeyMed, Pfizer, and Roche have provided funding during 2020–21. In addition, we have provided patient organisation input to activities conducted by Janssen, Merck Group, and Roche.



Member fundraising

Some patients decide to help us with fundraising and donations because of the support they received.

Despite the pandemic, determined supporters have embarked on fundraising projects on our behalf. While group walks and gatherings were out of the question, our supporters' imagination ran riot to find safe and socially distanced ways of raising money. From head shaves and haircuts to crocheted blankets and raffles, fundraising events were as varied as ever – and even included the odd virtual marathon when restrictions allowed.

STEVE

When I was diagnosed with cancer, Fight Bladder Cancer gave me lots of useful information, which was a real support to me and my family. I've been friends with the other members of the Hill Valley Golf Society for 21 years. I was overwhelmed when they presented me with some money they had collected. I've chosen to donate this to Fight Bladder Cancer as I wanted to help a smaller charity that I've personally benefited from.'



Reserves Policy

The Trustees have forecast the level of free reserves (those funds not tied up in tangible fixed assets or categorised as restricted funds) that the Charity will require to sustain its operations over the period when it is anticipated that there may be some reduction in income. Such reduction may lead to the curtailment or cancellation (temporarily or otherwise, depending on the specific nature of the income reduction) of projects detailed in the strategic plan (whether in progress or not yet commenced). The overriding concern of the Trustees at such a time will be the maintenance of the services that provide the most benefit to people affected by bladder cancer.

The Trustees consider that the most appropriate level of free reserves to be held by the Charity should be sufficient to cover twelve months of budgeted forecast expenditure.

Whilst the current level of income generated may prove sufficient to meet identified requirements, it is the Trustees' view that there should be sufficient free reserves available to provide financial flexibility, having regard to known and anticipated future expenditure and to provide contingency funding to meet any shortfall in income generation and/or any unplanned emergency expenditure which may be required.

The policy of the Trustees, therefore, is to closely monitor the financial and operational activities of the Charity and to continue to maintain free reserves within the parameters identified above.

Exemptions from disclosure

The Charity did not undertake any grant-making activity in the year ended 31 March 2021. The Charity has disclosed all relevant key personnel details.

Funds held as custodian trustees on behalf of others

The Charity did not act as a custodian trustee for the assets of any other charity in the year ended 31 March 2021.

Income and Expenditure

The results for the year are set out in the financial statements below. The financial statements show total income for the year ended 31 March 2021 of £303,976 (year ended 31 March 2020: £281,981). There was a total expenditure of £324,283 (year ended 31 March 2020: £298,373). Combined with a gain from Fight Bladder Cancer Trading Ltd of £4,978 (year ended 31 March 2020: £0), the Charity recorded a deficit of £15,329 (year ended 31 March 2020: deficit of £16,392). Considering the issues created by the COVID-19 pandemic, the Trustees consider the results for the year to be satisfactory.

Assets

For the year ended 31 March 2021, the Charity had tangible assets of £2,263 (year ended 31 March 2020: £3,400), stocks of £3,174 (year ended 31 March 2020: £0), debtors of £69,286 (year ended 31 March 2020: £21,625), cash of £127,400 (year ended 31 March 2020: £183,102). The Charity had amounts falling due within one year of £19,380 (year ended 31 March 2020: £10,055), leaving it with net assets of £182,743 (year ended 31 March 2020: £198,072).

For the year ended 31 March 2021, the Charity had restricted funds of £38,637 (year ended 31 March 2020: £60,123), and funds remaining for general use were £144,106 (year ended 31 March 2020: £137,949).

Reserves

The reserves policy states that the Charity should have unrestricted funds equivalent to twelve months of budgeted forecast expenditure - £330,000. The unrestricted funds as of 31 March 2021 were £144,106 - equivalent to five months of budgeted forecast expenditure. As the current level of reserves was below the level in the reserve policy, the Trustees curtailed some future projects, raised additional funds, and diversified the Charity's funding base.

Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

Future plans

Fight Bladder Cancer aims to improve the quality of life of people affected by bladder cancer, through support, awareness-raising, supporting research, and improving policy. The objectives of the Charity are the provision of support to people affected by bladder cancer, the provision of information about bladder cancer, promoting awareness regarding bladder cancer, and advocating for research into bladder cancer.



Support – Fight magazine

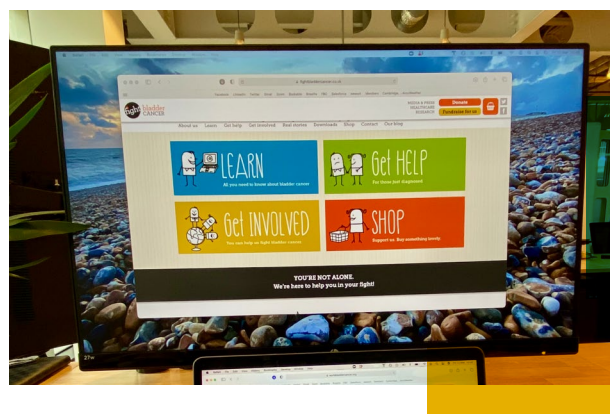
The theme for the next Fight magazine is “living well with bladder cancer”, and will include articles on intimacy, nutrition, living with a stoma or neobladder, exercise, and mindfulness. We will print this magazine and post it for free to health professionals and other stakeholders around the UK. We aim to have the magazine sitting in every urology centre around the nation, as well as available for free download on our website.



Support – Patient information booklets

We have created and published a series of 10 targeted patient booklets which offer information for each bladder cancer diagnosis and include hints and tips fresh from the voices of patients all over the UK. Over the next years,

we will launch two additional booklets – one on innovative treatments for bladder cancers and the other a booklet for carers, update and print our “questions to ask your healthcare team” leaflet, create a leaflet on sex and intimacy, and distribute our booklets to additional healthcare professionals and patients.



Support – website

The platform that fightbladdercancer.co.uk is built upon is coming to an end, so we now need to rebuild the architecture of our website from the ground up. The new rebuild will allow us to include maps and a search bar, help people with disabilities use our website, expand our online shop, deter spam bots, improve user navigation, make the website easier to use and edit on mobile phones, integrate our social media, and produce backups easily. It will also have additional information about

innovative treatment options, clinical trials, support groups, and patient information.



Support – Support groups, helpline, and online forum

Our plans for the coming years include annually moderating 6,000 forum conversations, answering 1,000 support calls and emails, welcoming 500 new members to our private forum, pairing up 50 bladder buddies, hosting monthly virtual support groups, and helping in-person support groups to restart as soon as possible.

Policy Change – Exemplar policy work

Fight Bladder Cancer is ambitious to do more to improve the policy environment across the UK for patients with bladder cancer. The Exemplar Report and Roundtable has identified numerous areas in need of policy activity.



1. **Putting in place an exemplar pathway:** Improving bladder cancer services, including delivering quicker referral and diagnosis for those with suspected bladder cancer, and encouraging a standardized pathway across the UK

2. **Growing and developing the bladder cancer workforce:** Ensuring that the whole bladder cancer workforce is sustainable, with Clinical Nurse Specialists available and supported to deliver comprehensive and high-quality holistic care
3. **Improving awareness, support, and involvement in care across the pathway:** Developing best-practice procedures and guidelines for communicating holistic and psychological support to patients, carers, and family members – ensuring that patients are empowered to make informed decisions about their care

Fight Bladder Cancer has created a policy strategy that allows Fight Bladder Cancer to deliver impactful policy engagement activities with the finite resources available to the Charity. Fight Bladder Cancer will prioritise areas where change will have the biggest impact on patients and are achievable for our small team to deliver.

A focus will be placed on:

- Issues that directly impact bladder cancer patients
- Activities where a consensus already exists on what needs to happen and/or change
- Activities that we can work on in partnership with organisations who have similar ambitions

Policy Change – Patient advocates

Fight Bladder Cancer's vision is built on the power of sharing the authentic voice of patients in the UK. We will recruit and train patient leaders, develop their experience in advocacy, and

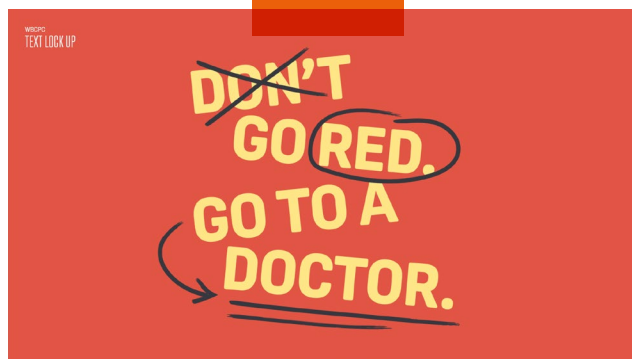


work with them as qualified ambassadors who inform research, influence policy, and represent patient experiences in multiple settings. Over the coming years, we will hold monthly meetings bringing together patient advocates and involving them in all our activities. We will encourage them to engage with their local parliamentarians and advocate for improved policy and awareness to improve the lives of bladder cancer patients and their families.



Policy Change – Scotland development

We will continue our work to support Scottish urologists to use Quality Performance Indicators to ensure that bladder cancer patients are receiving timely and high-quality treatment and share these best practices with health professionals in England, Wales, and Northern Ireland. We are converting the Charity to a Charitable Incorporated Organisation and will then register it with the Office of the Scottish Charity Regulator (OSCR).

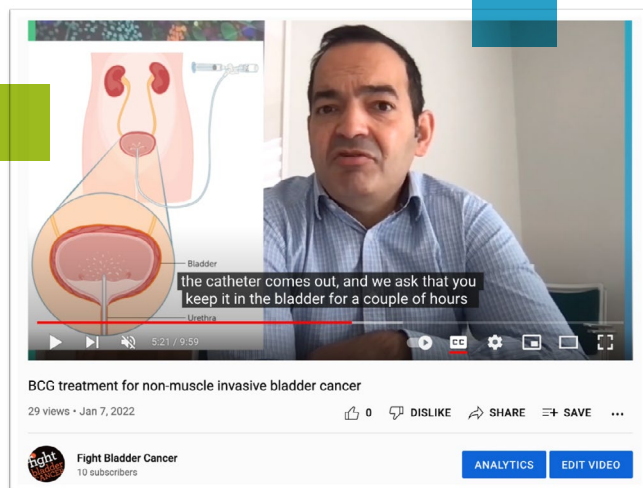


Awareness – Bladder Cancer Awareness Month

During Bladder Cancer Awareness Month, we will once again work in partnership with the Global Bladder Cancer Patient Coalition and join our friends across the world to raise awareness of bladder cancer. We hope to organise 'wee walks', we will wear orange clothes, take orange photographs, design orange-themed activities, and finish the month by blowing Bubbles for Bladder Cancer on 31st May.

Fight Bladder Cancer will lead the UK activities associated with Bladder Cancer Awareness Month in the month of May and will achieve a dynamic social media campaign, targeted traditional media coverage, and a UK-wide celebration of Bubbles for Bladder Cancer on 31 May. The international theme of Bladder Cancer Awareness Month will be "don't go red – see your doctor".

We will also collaborate with the GMB workers' union to develop awareness materials about bladder cancer risk factors, signs, and symptoms in at-risk populations, and promote occupational health.



Awareness – webinars for patients

We will produce a webinar on robotic surgery and a webinar on stoma care for patients. These resources will be available as a live webinar, and then later as an on-demand video on our website and our YouTube channel.



Research – Bladder cancer clinical trials

Fight Bladder Cancer will continue to maintain a current list of all the current clinical trials in the UK to make patients aware of the opportunities available. The list will continue to be available on the website and in each edition of Fight magazine. We will also publish lay summaries of bladder cancer research in our magazine and on our website. Seeing an increase in the quantity and quality of bladder cancer trials is another important way that Fight Bladder Cancer can increase its impact.

Foundation – Trustee training

As Fight Bladder Cancer recruits new Trustees, the new board would benefit from a session on 'What is the role of a Charity Trustee' delivered by Getting On Board or a similar agency. This will be followed by a local course provided by Oxfordshire Community and Voluntary Action and similar organisations on showing impact, development and planning, data protection, and financial responsibilities.

This would be followed by Team Building training and an operational planning workshop which sets out 3-year priorities, key performance indicators, and financial plans. These training opportunities will support the Charity board of Trustees in knowing how to plan, develop and manage the growth of a small Charity.

This Trustees' Annual Report was authorised by the Board of Trustees on 22 February 2022 and was signed on their behalf by John Hester.

John Hester
Chair of Trustees, 22 February 2022

INDEPENDENT EXAMINER'S REPORT TO THE BOARD OF TRUSTEES

For the year ended 31 March 2021

I report on the accounts of the charity for the year ended 31 March 2021.

Respective responsibilities of the Trustees and examiner

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

I report in respect of my examination of the Trust's accounts carried out under s. 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under s. 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with such records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

I understand that the financial statements have been prepared to give a 'true and fair' view, and have departed from the Charities (Accounts and Reports) Regulations 2008, only to the extent required to provide a 'true and fair view'. This departure has involved following SORP 2015 FRS102, rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 (SORP 2005), which is referred to in the extant regulations, but has since been withdrawn.

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

Charles Ssempijja, FCA

NfP Accountants Ltd

Chartered Accountants

3rd Floor, 86-90 Paul Street

London

EC2A 4NE

Date:24 February 2022.....

FIGHT BLADDER CANCER

STATEMENT OF FINANCIAL ACTIVITIES For the year ended 31 March 2021

	Notes	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
INCOME FROM							
Donations and legacies	2	192,170	84,538	276,708	178,868	93,023	271,891
Other trading activities	3	13,321	250	13,571	5,536	-	5,536
Other income		13,697	-	13,697	4,554	-	4,554
TOTAL INCOME		219,188	84,788	303,976	188,958	93,023	281,981
EXPENDITURE ON:							
Awareness		61,817	11,886	73,703	66,233	13,436	79,669
Support		40,762	54,837	95,599	37,920	48,355	86,275
Policy		31,022	2,324	33,346	30,582	5,000	35,582
Research		32,403	37,227	69,630	24,486	26,983	51,469
		166,004	106,274	272,278	159,221	93,774	252,995
Raising funds	4	52,005	-	52,005	45,378	-	45,378
TOTAL EXPENDITURE		218,009	106,274	324,283	204,599	93,774	298,373
Net expenditure before transfers		1,179	(21,486)	(20,307)	(15,641)	(751)	(16,392)
Gains/(losses) on investments: FBC Trading Ltd		4,978	-	4,978	-	-	-
Net income / (expenditure) for the year		6,157	(21,486)	(15,329)	(15,641)	(751)	(16,392)
NET MOVEMENT IN FUNDS		6,157	(21,486)	(15,329)	(15,641)	(751)	(16,392)
RECONCILIATION OF FUNDS							
TOTAL FUNDS AT BROUGHT FORWARD		137,949	60,123	198,072	153,590	60,874	214,464
TOTAL FUNDS CARRIED FORWARD		£ 144,106	£ 38,637	£ 182,743	£ 137,949	£ 60,123	£ 198,072

The annexed notes form part of these financial statements

FIGHT BLADDER CANCER
(Registered charity number 1157763)

BALANCE SHEET
As at 31 March 2021

	Notes	£	2021 £	£	2020 £
FIXED ASSETS					
Tangible assets	11		2,263		3,400
CURRENT ASSETS					
Stocks		3,174		-	
Debtors	12	69,286		21,625	
Cash at bank and in hand		127,400		183,102	
			<u>199,860</u>	<u>204,727</u>	
CREDITORS: amounts falling due within one year	13	(19,380)		(10,055)	
NET CURRENT ASSETS			<u>180,480</u>	<u>194,672</u>	
NET ASSETS			<u>£ 182,743</u>	<u>£ 198,072</u>	
FUNDS					
Restricted funds	14		38,637		60,123
General fund	14		144,106		137,949
			<u>£ 182,743</u>	<u>£ 198,072</u>	

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).

The financial statements were approved, and authorised for issue, by the Trustees on ...22 February 2022 and signed on their behalf by:-

Mr J L Hester, Trustee

FIGHT BLADDER CANCER

STATEMENT OF CASH FLOWS For the year ended 31 March 2021

	2021		<i>2020</i>	
	£	£	£	£
Cash flows from operating activities				
Net income for the period		(15,329)		<i>(16,392)</i>
Add back depreciation		1,555		<i>1,680</i>
Change in stock		(3,174)		<i>-</i>
Net cash provided by / (used in) operating activities				
(Increase)/decrease in debtors	(47,661)		<i>(3,886)</i>	
Increase/(decrease) in creditors	9,325		<i>2,139</i>	
		(38,336)		<i>(1,747)</i>
Cash flows from investing activities				
Purchase of fixed assets		(418)		<i>(1,992)</i>
Cash flows from financing activities		-		<i>-</i>
Change in cash and cash equivalents in the year		(55,702)		<i>(18,451)</i>
Cash and cash equivalents at the beginning of the year		183,102		<i>201,553</i>
Cash and cash equivalents at the year end		127,400		<i>183,102</i>

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

1. ACCOUNTING POLICIES

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following SORP 2015 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 (SORP 2005) which has since been withdrawn.

Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

Going concern

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

Income

Income is recognised when the charity has entitlement to the funds: this is when any performance conditions attached to the income have been met, it is probable that the income will be received, and that the amount can be measured reliably.

Income is only deferred when: the donor specifies that the grant or donation must only be used in future accounting periods; or for performance related grants, where these are received in advance of the performances or specific event to which they relate.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is considered all to relate to Charitable activities and includes the costs of delivering services undertaken to further the purposes of the charity and their associated support costs.

Charitable activities costs

Direct costs of charitable activities are those costs incurred by the charity and are directly attributable to the delivery of its activities. The total costs of each charitable activity also includes allocated staff and support costs.

Allocation of staff costs

Staff costs are allocated to charitable activities on the basis of staff effort, for example by reference to staff time, for each activity.

Allocation of support and governance costs

Support and governance costs are allocated between charitable in proportion to staff costs.

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.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar

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.

The charity 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Judgements and key sources of estimation uncertainty

No judgements have been made in the process of applying the above accounting policies and there are no key sources of estimation uncertainty.

Foreign currencies

The reporting currency is GBP. The Foundation operates a no loss no gains policy with regard to currency fluctuations between GBP and Kenyan Shillings. Currency fluctuation is contained within

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

Intangible assets

Intangible assets are stated in the Balance Sheet at cost less accumulated amortisation and impairment. They are amortised on a straight line basis over their estimated useful lives as follows:

Website - 20% straight line

Tangible fixed assets

Individual fixed assets cost £300 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses, calculated as follows:

Office equipment - 25% straight line

2. DONATIONS AND LEGACIES

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
Donations received	76,086	-	76,086	89,098
Donations in Memorium	3,511	-	3,511	-
Grants - Pharmaceutical donors	72,800	84,538	157,338	109,355
Grants Received - Other	4,026	-	4,026	-
Bequests and legacies	2,044	-	2,044	4,366
Fundraising activities	32,621	-	32,621	66,731
Other fundraising income	1,082	-	1,082	2,341
	£ 192,170	£ 84,538	£ 276,708	£ 271,891
<i>2020</i>				
<i>Donations received</i>	<i>89,098</i>	<i>-</i>	<i>89,098</i>	
<i>Grants - Pharmaceutical donors</i>	<i>16,332</i>	<i>93,023</i>	<i>109,355</i>	
<i>Bequests and legacies</i>	<i>4,366</i>	<i>-</i>	<i>4,366</i>	
<i>Fundraising activities</i>	<i>66,731</i>	<i>-</i>	<i>66,731</i>	
<i>Other fundraising income</i>	<i>2,341</i>	<i>-</i>	<i>2,341</i>	
	£ 178,868	£ 93,023	£ 271,891	

3. INCOME FROM OTHER TRADING ACTIVITIES

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
Sales	1,408	-	1,408	510
Magazine Sales	12	-	12	36
Fees received	9,660	-	9,660	4,990
Advertising Sales	1,900	-	1,900	-
Sundry income	341	250	591	-
	£ 13,321	£ 250	£ 13,571	£ 5,536

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

4. ANALYSIS OF EXPENDITURE

Current year	Staff / consultant costs £	Direct costs £	Support costs £	Total 2021 £	Total 2020 (Restated) £
Charitable activities					
- Awareness	33,815	23,907	15,981	73,703	79,669
- Support	29,475	52,194	13,930	95,599	86,275
- Policy	21,788	1,261	10,297	33,346	35,582
- Research	35,162	17,850	16,618	69,630	51,469
	120,240	95,212	56,826	272,278	252,995
Fundraising costs	43,568	8,437	-	52,005	45,378
Governance & support costs	21,952	34,874	(56,826)	-	-
	£ 185,760	£ 138,523	£ Nil	£ 324,283	£ 298,373

	Staff / consultant costs £	Direct costs £	Support costs £	Total 2020 £
Charitable activities				
- Awareness	36,620	33,881	9,168	79,669
- Support	38,799	37,764	9,712	86,275
- Policy	22,077	7,979	5,526	35,582
- Research	31,340	12,284	7,845	51,469
	128,836	91,908	32,251	252,995
Fundraising costs	35,311	10,067	-	45,378
Governance & support costs	18,772	13,479	(32,251)	-
	£ 182,919	£ 115,454	£ Nil	£ 298,373

Of total expenditure of £324,283, £106,274 (2020 - £93,774) was out of restricted income funds, and £218,009 (2020 - £204,599) was unrestricted.

5. TRUSTEES' REMUNERATION AND EXPENSES

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year (2020 - none).

No trustees have received any reimbursed expenses or any other benefits from the charity during the year (2020 - none).

6. OTHER RELATED PARTY TRANSACTIONS

There were no other disclosable related party transactions (2020 - the same).

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

7. STAFF COSTS AND NUMBERS

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
Salary costs				
Wages and salaries	145,630	25,664	171,294	168,222
Social security costs	9,124	2,311	11,435	12,092
Employer's pension	2,905	126	3,031	2,605
	<u>£ 157,659</u>	<u>£ 28,101</u>	<u>£ 185,760</u>	<u>£ 182,919</u>

The monthly average number of persons (including senior management team) employed by the charity during the year was 5 (2020 - 5).

One employee received emoluments of more than £60,000 (£60,000 - £70,000), including benefits, during the year (2020 - the same).

Total remuneration for key management personnel amounted £90,320 during the year (2020 - £89,574).

8. PENSIONS

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £3,031 (2020 - £2,605).

9. SUPPORT AND GOVERNANCE COSTS

	2021 £	2020 £
Governance costs:		
Independent Examiner's fee	2,100	3,249
Other fees payable to the examiner	-	440
Other governance costs	784	5,277
	<u>2,884</u>	<u>8,966</u>
Support staff costs: wages and salaries	21,952	18,772
Other staff costs	3,908	-
Premises costs	15,618	-
IT and equipment	4,999	-
Postage, printing, and communications	3,490	-
Professional fees	2,296	2,316
Marketing and publicity	58	517
Depreciation and amortisation costs	1,555	1,680
Sundry	66	-
	<u>£ 56,826</u>	<u>£ 32,251</u>

Support costs all relate to the charitable activities on the basis of staff time.

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS For the year ended 31 March 2021

10. INTANGIBLE FIXED ASSETS

	£
Website	
Cost	
At 1 April 2020 and at 31 March 2021	21,631
Amortisation	
At 1 April 2020 and at 31 March 2021	21,631
Net book value	
At 31 March 2021	£ Nil
At 31 March 2020	£ Nil

11. TANGIBLE FIXED ASSETS

	Office equipment £
Cost	
At 1 April 2020	9,537
Additions	418
At 31 March 2021	9,955
Depreciation	
At 1 April 2020	6,137
Charge for the year	1,555
At 31 March 2021	7,692
Net book value	
At 31 March 2020	£ 3,400
At 31 March 2021	£ 2,263

12. DEBTORS

	2021 £	2020 £
Due within one year		
Trade debtors	49,000	-
Due from group undertakings: FBC Trading	-	3,534
Rent deposit	8,125	8,125
Recoverable Gift Aid	5,047	3,233
Prepayments	7,111	6,730
VAT debtor	3	3
	£ 69,286	£ 21,625

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	11,126	2,701
Provision for FBC Trading Ltd	360	-
Social security and other taxes	4,011	4,479
Other creditors	-	701
Accrued expenses	3,883	2,174
	£ 19,380	£ 10,055

14. STATEMENT OF FUNDS

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers and investment gains/(losses) £	Carried Forward £
RESTRICTED FUNDS					
Patient booklets	34,005	20,000	(54,005)	-	-
Health Professional Contact Cards	26,118	-	(1,664)	-	24,454
Exemplar	-	40,000	(37,227)	-	2,773
Patient Advocates	-	10,000	(2,324)	-	7,676
Website	-	14,788	(11,054)	-	3,734
	£ 60,123	£ 84,788	£ (106,274)	£ Nil	£ 38,637
SUMMARY OF FUNDS					
General Funds	137,949	219,188	(218,009)	4,978	144,106
Restricted Funds	60,123	84,788	(106,274)	-	38,637
	£ 198,072	£ 303,976	£ (324,283)	£ 4,978	£ 182,743

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

STATEMENT OF FUNDS CONTINUED - 2020

	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers and investment gains/(losses) £	Carried Forward £
RESTRICTED FUNDS					
Patient booklets	39,500	32,360	(37,855)	-	34,005
Patient registry	4,500	-	(4,500)	-	-
Exemplar	-	15,000	(15,000)	-	-
Research	10,960	1,023	(11,983)	-	-
Kathleen Laurence Ch. Trust	2,000	-	(2,000)	-	-
Souter Ch. Trust	3,000	-	(3,000)	-	-
Bristol Myers Squibb	-	5,000	(5,000)	-	-
Support services	-	2,000	(2,000)	-	-
Health Professional Contact Cards	-	35,640	(9,522)	-	26,118
Other	914	2,000	(2,914)	-	-
	<u>£ 60,874</u>	<u>£ 93,023</u>	<u>£ (93,774)</u>	<u>£ Nil</u>	<u>£ 60,123</u>

SUMMARY OF FUNDS - 2020

General Funds	153,590	188,958	(204,599)	-	137,949
Restricted Funds	60,874	93,023	(93,774)	-	60,123
	<u>£ 214,464</u>	<u>£ 281,981</u>	<u>£ (298,373)</u>	<u>£ Nil</u>	<u>£ 198,072</u>

Description of funds

Patient booklets

A new initiative to develop, produce, launch, and distribute a suite of ten patient information booklets designed to support patients on every step of their bladder cancer pathway.

Health Professional Contact Cards

Personalised business cards for nurses and other health professionals to give to patients, with the charity's support services and their own contact details.

Exemplar

The project seeks to define what exceptional services for people affected by bladder cancer would look like.

Patient Advocates

The recruitment, training, and support of people affected by bladder cancer to share their insights and lead the work of the charity.

Website

Refreshing fightbladdercancer.co.uk to ensure that it contains current and accessible information about the diagnosis, treatment, and care of bladder cancer.

FIGHT BLADDER CANCER

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2021

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds		Restricted Funds	Total Funds
	Designated Funds	General Funds		
	£	£	£	£
Tangible fixed assets	-	2,263	-	2,263
Net current assets	-	141,843	38,637	180,480
	<u>£ Nil</u>	<u>£ 144,106</u>	<u>£ 38,637</u>	<u>£ 182,743</u>

16. OPERATING LEASE COMMITMENTS

The charity had no operating lease commitments (2020 - the same).

17. OTHER COMPANY INFORMATION

Fight Bladder Cancer is a registered non-company charity, charity commission registration number 1157763. The registered office is 51 High Street Chinnor Oxfordshire OX39 4DJ. The accounts are presented in GBP to the nearest £1.



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Fight Bladder Cancer is a registered charity in England and Wales (1157763)