NO CHILD SHOULD SUFFER
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3,460 CHILDREN REACHED IN 2014
2014 was another successful and eventful year for World Child Cancer as we continued in our quest to help children with cancer in low- and middle-income countries. Since I took up Chairmanship in April 2014, much has happened and I would like to express my thanks on behalf of staff, trustees, supporters and children with cancer to Gordon Morrison, our outgoing Chairman, who has led the charity since its inception back in 2007.

World Child Cancer’s mission continues – improving diagnosis, treatment and care for children with cancer in the developing world – and in 2014 we were able to help 3,460 children. We did this through providing improved training for 1,000 healthcare professionals, funding for drugs, improved facilities, development of child cancer registries, support for families and awareness campaigns.

This year we secured financial and voluntary medical aid income of £1,955,734 during the year thanks to the help of our growing number of supporters, donors and volunteer doctors and nurses, which is an impressive 55 percent increase compared to 2013. The result is that we were able to provide financial support and voluntary medical aid of £1,483,641 to our projects.

In 2014, we continued with our vital work in Malawi, Cameroon, Ghana, Colombia, the Philippines and Bangladesh and, in addition, started two new projects in Myanmar and a multi-country collaborative project on Wilms’ tumour in Africa. The hugely successful partnership with the Financial Times came to an end in 2014 but we are grateful that not only did this raise valuable funds, it also generated interest in our work and the plight of thousands of children across the developing world.

We have been successful in securing funding from the UK government through its UK Aid Match funding programme and through its Global Poverty Action Fund. These funds will support our projects in Ghana, Bangladesh and Myanmar.

We are also indebted to our corporate supporters such as Celgene, which has made a valuable contribution to our work, and we are thrilled to be one of Deutsche Bank’s two charities of the year in 2015. We look forward to working with them all. In addition to these supporters, we are grateful to organisations from around the world, including child cancer parent support groups, trusts, schools, universities and individuals. There are too many to individually list but we are so grateful to all of you!

We look forward to 2015 being an even more successful year where every child, no matter where they are born, has the chance to fight cancer.

Anu Vedi CBE
Chairman
2014 was an amazing year for World Child Cancer. Through the support of our fundraising family, the UK government and our new corporate partners, we were able to achieve a step change in addressing the inequality of treatment for childhood cancer globally. We have made significant progress supporting projects in 16 countries, which make a very real contribution to the life chances of children with cancer in places like Myanmar.

In reaching out to over 3,400 children worldwide last year, we helped nearly twice as many children than were diagnosed with cancer in the UK. We did this through training healthcare professionals, funding drugs, improving facilities, developing child cancer registries and supporting families and awareness campaigns. Our model is built around successful twinning partnerships that provides mentoring and assistance to each of our projects by bringing them together with one or more hospitals in the developed world.

The fact is that over 80 percent of children suffering from cancer live in the developing world, where diagnosis and treatment is hard if not impossible to access and so few of those children will survive this terrible disease unless we step up our efforts. That crisis in care makes the work we do to support medical teams vital. The more we do, the more children will go on to lead full and productive lives.

It is my great pleasure to thank all those who support our work, the heroic doctors and nurses, the fearless challenge eventers, the generous donors, the trailblazing companies, the dedicated trustees and the inspired staff team. Delivering solutions to the lack of treatment for childhood cancer in low- and middle-income countries is complex and urgent and only possible with every one of those elements of support.

World Child Cancer makes a difference. World Child Cancer supporters save lives.

Our sights are now set on increasing the awareness of childhood cancer in the poorest countries in the world and doing more to address that imbalance. Every day, over 600 children worldwide are diagnosed with cancer – some of those children live in developed countries where cure rates can be as high as 90 percent, but most do not. With your help we want to be there for them all.

Allison Ogden-Newton
Chief Executive

£1.5m
£1.5m spent on our projects in 2014
Treating children with cancer worldwide

World Child Cancer offers hope to children that they might have a chance of a future.

Over 200,000 children develop cancer worldwide each year. 80 percent of those children live in low- or middle-income countries where less than 10 percent will survive compared to 80 percent in high-income countries.

Poor diagnosis, along with too few specially trained doctors and nurses and the mistaken belief that childhood cancer is too difficult to cure, combine to create very low survival rates.

In fact childhood cancer is curable even in resource-poor countries. It’s possible to save the lives of 50–60 percent of children with easily treatable malignancies using relatively simple and inexpensive drugs and procedures that have been known to doctors for decades.

Put simply, we treat children with cancer not fortunate enough to live in the developed world. And where treatment isn’t possible, we provide effective pain relief.

What we do

- Increase access to curative childhood cancer treatment for the world’s poorest children;
- Improve survival rates in the hospitals in which we work;
- Increase the availability of palliative care for children with incurable cancers;
- Build capacity among healthcare professionals in low- and middle-income countries in the treatment of childhood cancer and improve treatment facilities;
- Improve the collection of data on the problem of childhood cancer in resource-poor countries;
- Raise awareness about childhood cancer and its curability in resource-poor countries and among international healthcare funders;
- Ensure the sustainable development of our projects.
Where we work

Ghana
Bangladesh
Myanmar
Philippines
Cameroon
Malawi

Wilms' tumour project

Ghana

Cameroon

Malawi

Bangladesh

Myanmar

Philippines
When I have to go to the hospital, I have to get up very early in the morning. The journey there on the bus takes a long time and I often feel quite sick. I travel with my mum but there are lots of people and it’s crowded. I’m scared of the bus. And the hospital smells funny. I wish I could stay at home. Being sick is hard because it takes my time and stops me doing the things I would like to do.

I really like Dr Khaing and I know that the team works very hard and does everything it can. But I still find it boring and it’s not very nice. When I speak with Dr Khaing, my mum is always there and they do lots of checks. My mum sometimes asks questions so she can understand.

I wanted to get an award at the school. But I missed it because I got this disease. I want to be a teacher. But my illness is affecting my school work. When I am waiting at the hospital I do not have much to do but I can watch cartoons. The treatment is very painful and takes away my energy for a long time. It is horrible hearing the other children who are in pain but I got used to it.

Burmese literature is one of my favourite school subjects. I do like the poem ‘To the top’. I want to be in school to learn more, be with my friends and have a normal life.

Dally

Child cancer patient at our project in Myanmar
WE WORK IN
A doctor's story

"World Child Cancer has allowed us to expand our reach across Mindanao so that more children with cancer will have access to care. Through the Mindanao Pediatric Cancer Care Network, our paediatric oncology team at Southern Philippines Medical Center is able to create satellites of healthcare professionals and generate local support in key areas of Mindanao. Our patients can have some or all of their treatment delivered closer to their homes, mothers can continue to care for other children and fathers can continue to work, which empowers families and helps sustainability of treatment. This in turn improves chances of survival and optimises use of limited resources.

Dr Mae Dolendo
Paediatric Oncologist and World Child Cancer Project Lead at Children’s Cancer and Blood Diseases Unit, Southern Philippines Medical Center"
Our special volunteer speakers addressed 39 organisations around the UK this year, sharing our vital work and raising valuable awareness.

We were extremely excited that Rotary International in Great Britain and Ireland welcomed World Child Cancer onto the Opportunities to Serve list this year.

A warm thank you to all of our friends who joined the fight against childhood cancer inequality by taking part in fundraising challenges, events and awareness raising by joining our family in 2014.

196 of our loyal supporters took part in various challenge events both here in the UK and overseas through which an astounding £146,000 was raised.
We had eight schools fundraise for us, raising £10,000 between them.

Price Bailey’s charity day in October involved dressing up, eBaying, cake sales, quizzes, car washing and lots of fun!

A warm thank you to Mount Anvil for supporting our Christmas Carol Service once more. A special thank you to Holy Trinity Church, and our readers and performers; Kevin Whately, Susannah Harker, David Thomas, Sarah Labram, St James Senior Girls’ School pupils (seen above), Helen Brackenbury and Dulwich College Chapel Choir.

In 2014 Sacha Gauchi Remembrance Fund reached its target of £38,000 through fundraising efforts by the family and friends of Sacha in respect of our project in Malawi.

It has been a privilege to raise funds for World Child Cancer via my son’s remembrance fund. My local community, my family, friends and colleagues all stepped up to support a wide range of fundraising activities surrounding my ‘1000km for Sacha’ challenge (half marathons, training kilometres, the London Marathon and Europe’s toughest long distance trek across the mountains of Corsica). They all did a fantastic job helping to support the paediatric oncology unit in Malawi and the team at World Child Cancer were so helpful in helping us to achieve our targets. The past year has been difficult but also so worthwhile given the knowledge of all the good that has been done in Sacha’s memory.
On the 18 May 2013 we belatedly realised that the bruising that was affecting our daughter Mili (then 22 months) pictured above, was not normal. We took her to the local hospital in Swaziland in Southern Africa (where we were living and working) for a blood test. Something was wrong.

Within 24 hours Mili was airlifted to one of the best hospitals in South Africa where she was diagnosed with leukaemia. Within five days she was escorted by a consultant anaesthetist to the UK where she began chemotherapy. Mili is receiving the best care we could have hoped for, mainly as a result of being a UK citizen. She has a team of oncologists, nurses, dieticians, physiotherapists and social workers, all working together to ensure she has the best care and treatment.

A Swazi child would be very unlikely to have even made it to their nearest hospital and would have no access to cancer diagnosis or treatment. This is the same for most children in Africa and developing countries. World Child Cancer is virtually the only charity that is addressing this deficit and building capacity in cancer care in developing countries and we are proud to be supporting its vital work.

Dr James Elston
I first heard of World Child Cancer when Allison Ogden-Newton asked if I would take up a charity place in the inaugural Prudential RideLondon–Surrey 100. I am a keen cyclist, but up until that point most of my cycling had been commuting to and from work on a daily basis, so the prospect of riding 100 miles in one go was somewhat daunting. But, not one for turning down a challenge, I thought I’d give it a go.

The event itself was amazing! I exceeded all my expectations and posted a very respectable sub-five-hour time over the course and raised £2,300 through the generosity of my family, friends and a £1,000 pound-for-pound contribution from my employer, Deutsche Bank.

By doing that event, I came to better understand what World Child Cancer does for children in deprived regions of the world and how they go about it. It is a small charity with big aspirations to provide care for children with cancer who would otherwise suffer and die, which led me to want to do more for them in whatever way I could.

I immediately nominated World Child Cancer for Charity of the Year 2014 at Deutsche Bank, which sadly was unsuccessful. However, undaunted, I re-nominated it for Charity of the Year 2015, and, after much touting among my friends and colleagues at DB, we were successful in securing the Global Charity position. Deutsche Bank has a strong social conscience, which is a product of the employees’ understanding of global issues and how they affect the individual. Through the selection process, it became obvious what World Child Cancer can do for children on a global scale and that resonated with those people who supported us. This was a very rewarding experience for me personally and will be a huge boost for World Child Cancer in 2015.

Since then I have helped collecting in the lead-up to Christmas at Euston Station and the Royal Albert Hall, where the public generosity was humbling. But it also gave me the opportunity to meet other members of the World Child Cancer volunteer family, a group of selfless individuals who want to do the very best for this much loved and deserving charity and, most importantly of all, for the children it supports.

There is one word to describe the World Child Cancer team, and that is ‘inspirational’.

Andrew Lewin

Sixteen cyclists pictured, covered 450km of Malawian terrain and raised an inspirational £44,712 in September 2014.
Our corporate partnerships

In 2014 World Child Cancer launched its corporate team with the headline of winning the Financial Times Seasonal Appeal. Since then we have gone from strength to strength culminating in being chosen as Deutsche Bank’s charity of the year 2015. We work with 11 companies that share our desire to support children with cancer in the developing world. We would like to thank them for a fantastic year of cake making, cycling, running and in kind support. We look forward to fun and making a difference in the year to come!

FT staff chose World Child Cancer as the partner for our 2013/14 seasonal appeal because of the striking impact the charity has on the lives of some of the world’s most vulnerable children and the evident professionalism of its staff. Our reporters, who visited World Child Cancer’s projects in Myanmar, Ghana, Colombia and elsewhere, were struck by the commitment of the charity’s staff to stopping preventable deaths from cancer in the developing world and the imagination with which they went about their work.

John Thornhill,
Deputy Editor, Financial Times

Beazley is passionate about making a difference in our global communities and last year our Charity Committee decided to review our charity partnerships. We’d agreed one of our new focus areas would be cancer and shortlisted three charities, for our employees to select one we’d partner with. World Child Cancer were the clear winner.

Right from the start they impressed us and a year into the partnership, we’re thrilled about how we’ve been able to work together to make a difference. They have a wide range of fundraising opportunities for employees to get involved with, so it’s easy to keep your employee engagement high – from cycling to walks. They’re proactive in coming up with ideas and being clear on how we can support them further.

We’ve also appreciated their professional approach in getting to know our business and our people so they tailor their approach to the partnership.

We have no hesitation in recommending World Child Cancer as a charity partner.

Pippa Vowles
Head of Internal Communications, Beazley
We have no hesitation in recommending World Child Cancer as a charity partner.
To help us allocate funds to those most in need, World Child Cancer has a project committee which comprises an international group of individuals with expertise in childhood cancer. We have a teleconference three times a year, and review reports from the projects we currently support as well as considering new applications for funding. As chairman of the committee, I was keen to visit Myanmar where we started funding a project in 2014.

Yangon is a bustling city, with queues of traffic everywhere, and seemingly no highway code! Fortunately our host, Professor Han, knew his way about town and we arrived safely at the children’s hospital. One of his ex-trainees, Dr Aye Aye Khaing, had organised the afternoon’s programme that included a presentation about how many children had been diagnosed with each type of cancer in the last 12 months. This was possible because of the provision of a computer and database by World Child Cancer. Sadly too many children start treatment, and then abscond since they often live far away and their parents struggle to stay for months of therapy in Yangon – usually sleeping on a bench beside their child’s bed. By keeping careful records, we hope to see this number reduce and survival rates improve.
Seeing the children on the ward was the highlight of the visit for me. Several wanted to demonstrate their hand-washing technique (using facilities provided by World Child Cancer) and others were playing on a mat on the floor. Those connected to chemotherapy infusions lay quietly in their beds, anxious eyes following us round the room. For about 50 patients there could previously have been as few as two nurses – now World Child Cancer is funding an extra nurse per shift, which they tell me makes a huge difference. In my oncology unit in the UK we usually had five nurses for about 12 inpatients...

I was left feeling very humble, slightly overwhelmed and yet optimistic. I have huge admiration for all the staff I met who are determined to make a difference for these sick children. If World Child Cancer can support them in simple practical ways, as well as through our twinning partners who regularly run training sessions, we can encourage them to develop their service, and gradually to reach out to, and hopefully cure, more children with cancer.

Dr Jan Kohler
Project committee chair and trustee
World Child Cancer UK
How you gave your help

Voluntary medical aid – £872k
Our twinning partners are experienced paediatric oncology healthcare professionals (doctors, nurses, pharmacists and other experts) from developed countries who donate their time and expertise for free through mentoring and training programmes funded by World Child Cancer.

Trusts and Foundations – £416k
Income from charitable Trusts and Foundations including funds received from the Department for International Development through its UK Aid match programme.

Fundraising – £282k
Fundraising activities and events held by the charity and its supporters. For example, appeals, our Christmas carol service, challenge events, dinners and collections.

Donations and gifts – £104k
Voluntary donations from our supporters whether on a regular or one-off basis.

Corporates – £258k
Income from our corporate supporters.

Investment income and Gift Aid – £24k
Income received from our bank accounts and income recovered on donations via the Gift Aid scheme.
How we helped children with cancer

Charitable expenditure – £1,484k
The cost of undertaking charitable activities. This comprises expenditure on our projects in Malawi, Ghana, Cameroon, Bangladesh, Latin America, Myanmar, Colombia, the Philippines and the collaborative Wilms’ tumour Africa project.

Cost of generating income – £179k
The cost of receiving voluntary donations, undertaking fundraising activities and attracting new supporters.

Governance costs – £50k
Costs incurred in meeting statutory and regulatory requirements.
We have seen the support for the charity grow and grow over the last 12 months. This has had a very positive effect on our finances, which puts us in a strong position to help more and more children.

James King  
Partner Price Bailey  
Trustee World Child Cancer UK

### Statement of financial activities

For the year ended 31 December 2014

<table>
<thead>
<tr>
<th></th>
<th>Restricted funds 2014</th>
<th>Unrestricted funds 2014</th>
<th>Total funds 2014</th>
<th>Total funds 31 December 2013</th>
</tr>
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<tr>
<td><strong>INCOMING RESOURCES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Voluntary income</td>
<td>365,678</td>
<td>1,590,056</td>
<td>1,955,734</td>
<td>1,161,219</td>
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<tr>
<td>Investment income</td>
<td>125</td>
<td>502</td>
<td>627</td>
<td>6,960</td>
</tr>
<tr>
<td><strong>TOTAL INCOMING RESOURCES</strong></td>
<td>365,803</td>
<td>1,590,558</td>
<td>1,956,361</td>
<td>1,168,179</td>
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</tbody>
</table>

|                           |                       |                         |                  |                             |
| **RESOURCES EXPENDED**    |                       |                         |                  |                             |
| Costs of generating funds:|                       |                         |                  |                             |
| Costs of generating voluntary income | -                     | 179,248                | 179,248          | 88,661                      |
| Charitable activities     | 268,903               | 1,214,738               | 1,483,641        | 1,167,260                   |
| Governance costs          | -                     | 49,763                  | 49,763           | 36,116                      |
| **TOTAL RESOURCES EXPENDED** | 268,903               | 1,443,749               | 1,712,652        | 1,292,038                   |

|                           |                       |                         |                  |                             |
| **NET INCOME / (OUTGOING)** |                       |                         |                  |                             |
| **RESOURCES BEFORE REVALUATIONS** | 96,900               | 146,809                | 243,709          | 123,859                     |
| Gains and losses on revaluations of investment assets | -                     | -                      | -                | 1,331                       |
| **NET MOVEMENT IN FUNDS FOR THE YEAR** | 96,900               | 146,809                | 243,709          | 125,190                     |

| Total funds at 1 January 2014 | 51,703               | 306,320                | 358,023          | 483,213                     |
| **TOTAL FUNDS AT 31 DECEMBER 2014** | 148,603               | 453,129                | 601,732          | 358,023                     |

All activities relate to continuing operations.
We are proud to be funding the collaborative Wilms’ tumour Africa project:

“Children in Africa with Wilms’ tumour can be cured. Treating them according to consensus treatment guidelines as a collaborative group will improve the outcome. Participating centres in this collaboration are in Malawi, Ghana, Cameroon, Uganda and Ethiopia.”

Dr Trijn Israels
VU University Medical Center, Amsterdam
Steering Committee of Wilms’ collaborative group
A warm thank you to all our supporters

Thank you to every supporter and donor who has supported us financially and volunteered their time and skill towards our vital work. Your generosity has helped to change the stories of thousands of vulnerable children with cancer.

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Ahimsa Trust
Allan and Nesta Ferguson Charitable Trust
Beatrice Laing Trust
Chaldean Charitable Trust
Edwina Mountbatten Trust
Golden Bottle Trust
Latin American Children’s Trust
Rangoonwala Foundation
Scots Australian Children’s Cancer Trust
Sir Halley Stewart Trust
Souter Trust
Zurich Community Trust
Beazley Insurance
Books for Health
Celgene
Censeo
Drake and Morgan
Exotix
Financial Times
GlaxoSmithKline
Hill Partnerships
Mount Anvil
Nicoll Curtin
Price Bailey
Results International
Savills
Wrenbridge

And thank you to our Board of Trustees:
Anu Vedi CBE
David Henderson
Louise Soanes
Nicky Bishop
Dr Jan Kohler
Prof. Kathy Pritchard-Jones
James King
Prof. Olle Bjork
John Perry (appointed 1 February 2015)

And thank you to our Honorary Patrons
Prof. Tim Eden
Gill Thaxter
Lady Joanna Staughton
Rhys Williams
Caitriona Balfe

Rotary International in Great Britain and Ireland were delighted to welcome World Child Cancer onto the Opportunities to Serve as an Official RIBI Supported Project in 2014. We look forward to supporting them as they strive to improve cancer diagnosis, treatment and care for children across the developing world.

Kevin Pitt,
Rotary International in Great Britain and Ireland
For more information about our work please visit our website
www.worldchildcancer.org
Or call us on +44 (0)203 176 7892