



Report and consolidated financial statements for the year ended 31 December 2024

CoppaFeel!
breast cancer awareness

England & Wales Charity Number: 1132366
Scotland Charity Number: SCO45970
Company Registration Number: 06974733

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CHIEF EXECUTIVE AND CHAIR'S INTRODUCTION

SARAH PUGH (CHAIR) & NATALIE HASKELL (CEO)

“The past year has been one of change, growth and strategic progress, driven by our commitment to our mission and the continued trust of our stakeholders. We are proud that we are making progress towards our goal that 50% of young people are regularly checking their chests, aware that breast cancer can affect them. We have had much success in 2024 and couldn't have done it without our incredible supporters, volunteers, partners and the CoppaFeel! community.

Throughout the year, we remained focused on reaching young people where they are, strengthening our operations, while growing our team and diversifying our income. This report offers an overview of our financial performance, operational highlights, and the progress we've made toward our long-term goals. We invite you to explore our accomplishments and see how we continue to create positive impact and sustainable value.

2024 also marks a pivotal moment in CoppaFeel!'s history as our Founder Kris died in May. Kris' fearless spirit and unwavering commitment to early detection transformed CoppaFeel! into a leading voice in breast cancer awareness.

Kris' life mission was that CoppaFeel! would no longer need to exist, with late diagnosis of breast cancer eradicated in her lifetime. We are committed to continuing Kris' legacy and we thank everyone who has supported us over the last 15 years. We wouldn't be here today without you.



Sarah Pugh
Chair



Natalie Haskell
CEO

CELEBRATING OUR FOUNDER KRIS

DOCUMENTARY, EXHIBITION, IMPACT

In May 2024 our Founder, Friend, Colleague and Boob Chief Kris died. This had a huge impact on our organisation and broader community but we came together to celebrate the amazing life that Kris led and the incredible legacy that she created - even in her death taking the opportunity to shift the narrative around breast cancer as a battle or a fight that was lost.

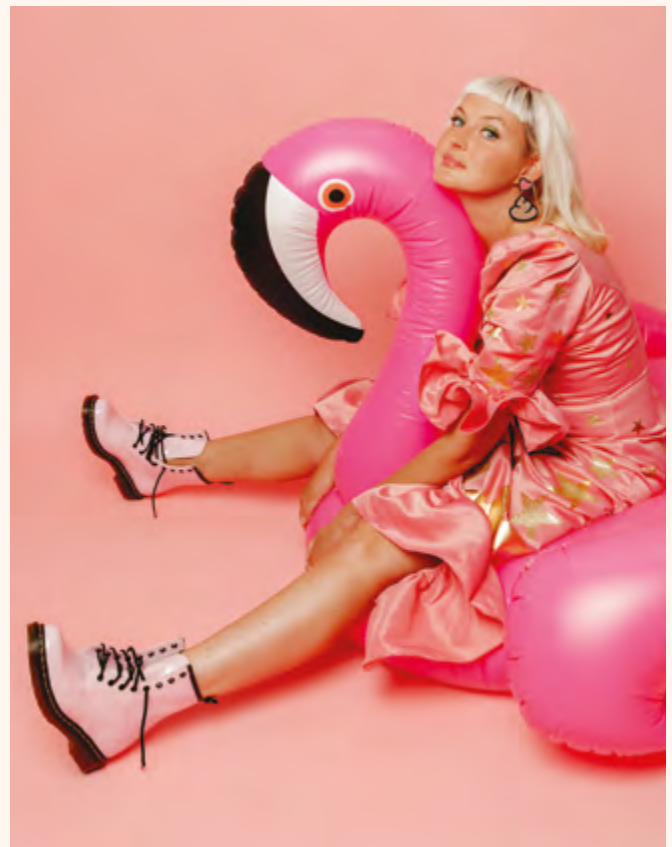
As a team we celebrated Kris with a sea dip and sauna, embracing the spirit of “being alive to do the things” and we created Festifeel boom box pinbadges for our community as a tangible reminder of Kris and CoppaFeel!’s purpose.

In October, the BBC aired Living Every Second: The Kris Hallenga Story, a documentary that Kris had been passionate about creating. The film captures her creative, fun, and fearless approach to life, offering an intimate look at her journey and the profound impact she made in changing perceptions around terminal illness and death. It is also an extension of Kris’ determination to educate people on the signs and symptoms of breast cancer, change the narrative about breast cancer, and health advocacy in young people.

The documentary demonstrates how outsized an impact that Kris continues to make.

Complementing the documentary launch , we hosted the exhibition Kris: Celebrating Life and 15 Years of CoppaFeel! at Protein Studios in London. The exhibition chronicled Kris’s journey from diagnosis to the inception of CoppaFeel!, highlighting major milestones and the charity’s evolution over 15 years, as well as Kris’ attitude towards navigating death and dying.

Kris’s unwavering spirit continues to inspire our mission, reminding us to approach life with courage, humour and a commitment to early breast cancer diagnosis.





2024 INTRODUCTION

At CoppaFeel! we want every young person to have access to our life saving message and 2024 was a year we made good progress reaching more young people than ever before.

We refreshed our brand, co-creating a new look and feel with young people to ensure CoppaFeel! is future proofed for younger generations. We collaborated with partners to co-create award winning campaigns reaching larger audiences who might not currently be engaging with breast cancer awareness messaging.

We delivered face-to-face education for young people across communities and launched a new mobile awareness vehicle, to travel across the UK, meeting young people where they are. Internally we expanded our working space as our teams grew to meet the growing needs of our charity and the second year of the fundraising growth strategy proved to be a success as our voluntary income grew once again.

OUR VALUES

The trustees review the aims, objectives and activities of the charity each year.

This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.



CREATIVITY

We're not like other charities. We are not afraid to challenge existing ways of doing things, think in unconventional ways and experiment – all for good reason. Making mistakes is the privilege of the active.



POSITIVITY

We want to be a force for positive change and create lasting impact on the world. We talk about a serious message in a light hearted, proactive and empowering way.



COMMUNITY

Collectively with our supporters, CoppaFeel! has a voice far greater than our size. We will always remember that together we are greater than the sum of our parts.



IMPACT

We believe in committed, hard work which delivers results. We are problem solvers who have proven that you can get good results from small means.



OUR VISION

To ensure all breast cancers in young people are diagnosed early and accurately.

ACTIVITIES AND PERFORMANCE

CoppaFeel! provides education, health information and healthcare engagement, volunteering programmes, engaging campaigns and events, to ensure all young people know the importance of checking their chest.

Our digital first campaigns are designed to raise awareness amongst our target audiences. EDI and youth engagement are embedded across our output.

2024 HIGHLIGHTS

147,593

Website visits across **Breast Cancer Awareness** month



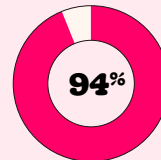
400+

Boobette volunteer talks and stalls **(+79% YoY)**



4 million

Views on our **creator led** content partnerships



Our campaigns reached **94% of 18-24s** at least once

loveisland

Our partnership with Love Island evolved, featuring **two islanders checking their chest during primetime** programming - broadcast to millions

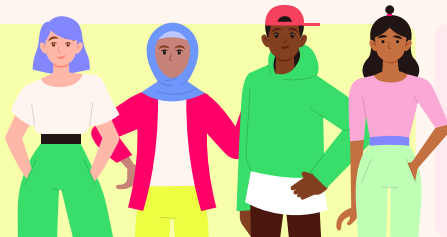


7

Healthcare conferences attended

4

New **youth consultants** recruited

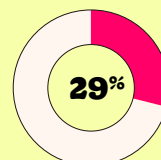


1.5 million

text reminders sent **(+7% YoY)**



The **Chest Checklist Campaign** won 4 industry awards



New **logo recognition** across 18-24s

BRAND REFRESH

When we set out on a brand refresh in 2024, the brief was clear; new look, same mission.

Driven by insights from 1,600 young people aged 16–24, we recognised that we needed to evolve our look and feel for a digital-first generation and better connect with our primary audience of 18-24s. Partnering with youth specialist agency Livity, we co-created the new brand alongside a diverse group of young people, testing the creative at each stage of the process. In addition to this, retaining the CoppaFeel! spirit was critical and so we consulted our founders and key stakeholders to ensure buy in throughout.

The result? A bold, inclusive identity designed for young people, by young people. The refresh features a refreshed logo and strapline, a vibrant colour palette, inclusive graphic furniture including newly added pec and mastectomy icons in a wider range of skin tones, a diverse brand photoshoot, and a tweaked tone of voice.

Future-proofed, authentic, representative of the communities we serve and most importantly - unmistakably CoppaFeel!.

Our latest* annual brand health research, run by the 7 Stars highlighted 29% new logo recognition - an incredibly strong start for year one.



COPPAFEEL! COMMUNITY REACTION TO THE REFRESH:

Love this! I remember the branding on bra tags but this says so much more. Love that it's geared to that younger age bracket since cancer is happening at younger ages more than ever.

Absolutely love this rebrand! Such powerful and engaging visuals!



*figures obtained January 2025.

EDUCATE - INCREASE AWARENESS AND UNDERSTANDING

57% of young people who saw a CoppaFeel! advert said they planned to check their chest as a result of seeing the ad.

CHANGING THE FACE OF BREAST CANCER

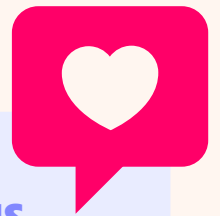
CoppaFeel! partnered with creative powerhouse adam&eve to deliver our 2024 campaign, 'Changing the Face of Breast Cancer.'

The project was designed to promote the relevance of breast cancer with younger audiences. Working with three young storytellers, all with lived experience of a breast cancer diagnosis under the age of 24, the campaign was designed to challenge stereotypes that breast cancer only affects older women.

The assets were amplified across out of home, digital audio (Spotify), paid social (Instagram, Tik Tok and Snapchat) and online video (YouTube) and mass targeted at 18-24 year olds across the UK. In addition, the campaign was upweighted in regions that identified as having lower awareness of CoppaFeel! and in areas that over-index for Black and South Asian communities (our 2024 priority EDI audiences).

The paid activity reached 94% of 18-24 year olds at least once and one in five 18-24 year olds could recall seeing a Changing the Face of Breast Cancer advert in the past 7 days when surveyed*, and 37% linked the ad back to CoppaFeel!.

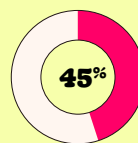
57% of young people who recalled seeing the campaign said they planned to check their chest. 67% planned to visit the CoppaFeel! website.



COMMUNITY REACTIONS TO 'CHANGING THE FACE OF BREAST CANCER'.

Excellent use of social media! I was diagnosed at 24, dismissed for so long due to my age!

So important! I was diagnosed at 28 - you're never too young.



Our website homepage saw an uplift of users by 45% YoY while the campaign was live.

*Insights provided by our research partner, The 7 stars

COPPAFEEL! CHALLENGE

In 2024 we expanded the CoppaFeel! Challenge to recruit twenty schools from three regions of the UK into a peer to peer initiative, where students created campaigns to raise awareness and understanding of breast cancer, with their networks over the course of one week.

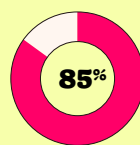
Chest checking nearly tripled from 1 in 14 pre-challenge, to 1 in 5 students after the campaign took place. There was an 85% increase in breast cancer awareness among students who participated in the CoppaFeel! Challenge, with the highest increase reported amongst South Asian young people at 94.6%.

ENGAGEMENT AND INCLUSION

In 2024 we successfully collaborated with creators and partners to spread our life saving message further. We focused specific initiatives on reaching Black and South Asian young people, who we know face greater health inequities and report lower levels of awareness and chest checking according to our research.

Continuing our work with Amaliah, a media company amplifying the voices of Muslim women, we launched a powerful campaign to highlight the relevance of breast cancer for 18-24 year old Muslim women during Breast Cancer Awareness Month. The aim was to equip the Amaliah audience with essential knowledge about the signs and symptoms of breast cancer, whilst also ensuring our messaging reflected the racial and social barriers Muslim women and women of colour can face when accessing healthcare.

Some campaign results go beyond the numbers and this year we had the privilege of speaking to Ahsen, a member of Amaliah's audience who saw our 2023 campaign and was inspired to check her chest. That simple action led to the discovery that she had breast cancer. Ahsen is now in remission and this story is a powerful reminder of the real-life impact our partnership with Amaliah has had, and will continue to have.



85% increase in breast cancer awareness among students who participated in the CoppaFeel! Challenge



ENCOURAGE - INCREASE MOTIVATION AND SUPPORT TO CHECK

34% of those 18-35 who are aware of CoppaFeel!, claim we have helped them feel more motivated to check their chest. Whilst 38% claim we have educated them on how to check their chests.

VOLUNTEER AMBASSADORS AND VOLUNTEER PROGRAMMES

We are in the business of changing behaviours, something we know isn't quick or easy. When it comes to chest checking, we know there are many factors that contribute to people feeling comfortable and willing to regularly check. That is why we have established digital and in person interactions to support young people along their journey.

Our three main volunteer programmes saw our community of supporters carry out 701 events throughout the year, signing up over 1000 people to our SMS reminder service.

We know the impact volunteering extends, and it is way beyond the numbers, as we received countless messages from people who engaged with our volunteer ambassadors. Our Boobette volunteers, many of whom have a lived experience of breast cancer, carry out free breast awareness sessions in communities across the UK and we received many messages of support this year including:



I feel a lot more confident in knowing how to check myself now, I had always been quite nervous and scared to check, but the talk has opened my eyes to how important it actually is to make sure you're checking yourself regularly, and with CoppaFeel's guidance on their leaflets etc, I know I can check myself properly.

Boobette session attendee

HEALTH INFORMATION

Our Health Information Manager conducted a full review of all our health information to ensure it remains accurate, relevant and impactful.

We worked on new areas of information such as breast pain and created resources, which will be launched in 2025. We maintained our Patient Information Forum Tick accreditation, demonstrating our continued commitment to producing accurate, evidence-based, impactful information.

EMPOWER - INCREASE CONFIDENCE AND ACTION TO CHECK

We saw more Black young people aged 18-35 stating they had ever checked, up from 62% to 75% in 2024. They also reported an increase in confidence to start checking from 67% to 73%.

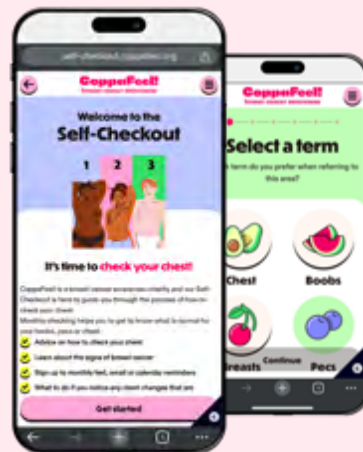
THE SELF-CHECKOUT AND TEXT REMINDER SERVICE

Our Self-Checkout tool (an online web app designed to guide people through how to check) saw 70,000 visitors in 2024, supporting them to become more knowledgeable and confident to start checking their chests. 63% of people who completed our confidence tracker, reported feeling confident to check after using the tool. Despite an increase in confidence, we know there is still more work to be done to continue to see that improve. We invested in some consultancy support to understand how the tool can be developed further to positively impact young people and meet their needs. The research completed in 2024, will allow us to refresh the Self-Checkout in 2025 to make it even more impactful.

We also saw the number of people subscribed to our free SMS service continue to grow by 10,000. In total we sent out 1.5 million reminders across 2024 and now remind over 139,000 people to check every month. Our unsubscription rate remains lower than 1%, which is below industry average.



A total of 1.5 million text reminders were sent in 2024



“ I discovered you last year and started following you. Towards the end of the year I remembered your text so I gave myself a check and a short while later... I found a lump and was diagnosed with breast cancer. I’ve had 6 months of chemo and surgery and I’m now cancer free!

Thank-you for all you do xx

INFLUENCE - IMPROVE HEALTHCARE

In 2024, over 1,200 Health Care Professionals enrolled on our breast awareness module, with a 36% completion rate. We continued to increase our engagement through specific marketing campaigns and attendance at key conferences, to encourage important conversations about breast cancer in young people.

We were the official charity of The Women's Health Professional Care conference. The event brought key learnings and insights on a wide range of challenges which affect women throughout their lives, as well as addressed gender disparities in healthcare that have traditionally been overlooked.

Our Medical Advisory Group Members Dr Beth Lynch and Sandra Smith also presented a session on "Breast cancer awareness and engaging young people in positive health behaviour.". These activities saw us grow the number of healthcare professionals on our mailing list to over 4,000.

In addition we continued to work with the University of Nottingham on important research to explore and understand breast referral behaviours in primary care in women under the age of 35 years. The research project will conclude in 2025, allowing us to publish the findings and use the learnings to better develop our healthcare engagement activity. We will also be using the results to understand where we can influence the Government and NHS to make changes to improve experiences and outcomes for young people.



It is a real privilege to get this opportunity to make a difference. The team at CoppaFeel! is doing important work and the evidence tells us that early detection in breast cancer is vital to achieve better health outcomes. We hope the findings from this project, which is exploring the experiences of women going to see their GP with breast-related health concerns, will provide us with insights that can help improve the quality of referrals to secondary care for women with suspected breast cancer.

Beth Richmond, the PhD student at University of Nottingham working on the CoppaFeel! funded research



EQUALITY, DIVERSITY & INCLUSION IN 2024

2024 was a year of action for EDI at CoppaFeel!. We embedded inclusion deeper into our culture, and took meaningful steps to ensure that our work reaches and represents the communities who need us most. There is still a long way to go, but the progress we have made this year shows what is possible when equality, diversity, and inclusion are prioritised.

This year, we introduced a more inclusive recruitment process to ensure our team reflects the diversity of young people we serve. Our approach is now more intentional and structured, ensuring fairness and accessibility at every stage. As a result, we've seen an increase in diversity within our team and received positive feedback from both successful and unsuccessful applicants, many of whom cited our EDI work as a key reason for applying.

We began a comprehensive review of our educational materials ensuring our resources are effective for neurodivergent, disabled, and time-poor audiences. By designing for those often excluded, we improve accessibility for all. This work will shape how we develop content in 2025 and beyond.

We sponsored a panel talk at the Black Ballad Weekender, featuring Leanne Pero, Dr Ronx, and one of our trustees, Sarah Adomah. It was standing-room only, proving the appetite for conversations about health advocacy in Black communities.

“ These spaces do not minimise the existence of other minoritised groups. They create space for people to come together, share experience and form a strong community.

Dr Ronx

OUR FUNDRAISING

We exceeded our fundraising target raising £5.8 million in 2024. This reflects our focus on strategic growth, ensuring the long-term sustainability of CoppaFeel!. This strong performance positions us well for continuing our life-saving chest checking message and mission for the future.

CoppaFeel! is committed to fundraising in a way that is legal, honest and open, in line with the Fundraising Regulator and the Code of Fundraising Practice. We have a committed and knowledgeable fundraising team who go the extra mile to ensure we have conversations with our supporters and fundraisers and we provide them with the guidance, advice and fundraising materials they need. We do not use any third party agencies and we received no complaints in 2024 about our fundraising practices.



The Asda Tickled Pink partnership raised £2.6 million in 2024

The partnership supports our key aims to raise money and awareness for more young people to check their chest. Asda colleagues, customers and suppliers are dedicated to the aims and objectives of the partnership and have again shown their commitment and given endless support.

Highlights include £1.45million raised at the Tickled Pink Ball with suppliers and partners of Asda contributing to a



record breaking total. CoppaFeel! supporter and Strictly Come Dancing professional Amy Dowden collaborated with George at Asda to create the 2024 official Tickled Pink t-shirt with all profits from the sales going to Tickled Pink. During Breast Cancer Awareness Month over 100 pink products appeared on shelves across Asda stores, with a percentage of sales supporting the partnership, including Walkers crisps 'check your potatties' messaging, raising an incredible £1.2million.

We are grateful to the Asda team and take pride in working alongside Breast Cancer Now to make a difference to people affected by breast cancer.

Thank you to Avon for another year of support and a big thank you to our corporate partners Abbott Lyon, Absolute Collagen, Barry M, Berryworld, Boody, Boux Avenue, Bravissimo, Eylure, JD Foundation, Lucy & Yak, OGX, Peloton, Scribbler.



COPPATREK!

In 2024 we took 120 trekkers on a 5-day CoppaTrek! with Gi in the Brecon Beacons in June, and to India in the Himalayas in November. Giovanna Fletcher, CoppaFeel! Patron, led the way with her fellow Celebrity Team Captains to steward our trekkers ensuring it was our best year yet.

In addition to our 5-day treks we held two CoppaTrek! with Gi One Day Treks inviting supporters to walk a half or full marathon.



Thank you to everyone who trekked with us in 2024 who collectively raised £1.6 million for CoppaFeel!

A big thank you to Giovanna and our Celebrity Captains who gave endless energy, time and enthusiasm to make our treks a unique and wonderful experience for our community. These treks not only raise crucial funds to support CoppaFeel!'s mission, but they also play a powerful role in spreading awareness. Through media coverage, social media, and the personal networks of every trekker involved, our message reaches further, louder and deeper, by amplifying our voice and impact.

Thank you to everyone who ran, cycled, swam, walked and took part in a challenge event in 2024. We are expanding our challenge events portfolio due to demand and have grown our challenge events team, so look out next year for much more to come and celebrate.





A VERY BIG THANK YOU

A very big thank you to our dedicated and passionate CoppaFeel! community for supporting our work. Every year, we are humbled by the lengths people go to fundraise for us. We are grateful to everyone who supported us and helped spread our message far and wide.

In 2024 we launched CoppaFeel! Lotto and Do It Yourself fundraising which were both very well received to help us reach new audiences.

Thank you to everyone, we are delighted to see our fundraising community grow.



Thank you to the many Trusts, Foundations and Grant makers who supported our work including Benecare Foundation, Roche, The Talent Set, Penguins Against Cancer, Ian Askew Charitable Trust, Theodore Maxxy Charitable Settlement and more. Thank you to the Jingle Jam whose funding in 2023 enabled us to design a new customised awareness raising vehicle launched in 2024.

Looking forward to next year we will continue to grow our fundraising income and have developed a three- year income projection, which is aligned with our three-year strategy. As we want to reach more young people with our vital message, it is important to continue growing our income, making it easy for people to support CoppaFeel! with new fundraising products and income streams.

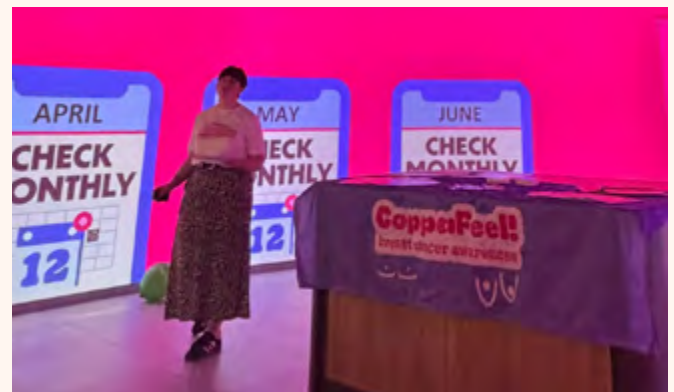
We are investing in individual giving, gaming and legacy giving.

WHAT IS NEXT?

As we look forward to 2025 we want to ensure that no young person's life is limited by a late stage breast cancer diagnosis.

We will be expanding our service delivery and increasing our reach, relevance and impact for all 18-24 year olds in the UK, especially those who we are not currently reaching and those young people who are more likely to be diagnosed late.

- * 2025 will see us launch our new youth engagement approach to include the voices of young people in everything we do, and continue our volunteer programmes to ensure they are inclusive, impactful and future proofed. We will continue to grow the CoppaFeel! Challenge in schools and expand our new volunteer roles, ensuring we have a variety of ways that our community can support us to deliver our life saving message.
- * Our partnership with the North East London Cancer Alliance will launch a captivating campaign early 2025 and we will use the success and evidence from the partnership to expand our focus across two other regions of the UK. The annual CoppaFeel! Campaign will be led by award winning agency Calling and focus on reaching more young people than ever. We'll continue to explore the world of gaming to unlock new youth audiences.
- * The new CoppaFeel! Mobile will be attending events across the country, meeting young people where they are and delivering our chest checking message in-person. Some of the events on the itinerary include London Pride and Black Pride, Wireless Festival and Birmingham Mela
- * We will be launching a new influencing strategy and planning parliamentary events, calling for change amongst policy makers, healthcare professionals and the NHS to make sure young people's health is prioritised.
- * The Asda Tickled Pink partnership and our flagship fundraising event, CoppaTrek! with Gi, will be the highlights of our 2025 fundraising calendar alongside our first legacy campaign and investment in gaming and streaming fundraising.
- * We will continue to develop our people, culture and infrastructure, rolling out and embedding our new CRM system.



OUR GOVERNANCE - HOW WE STAY COMPLIANT

The trustees present their report and the audited financial statements for the year ended 31st December 2024. Reference and administrative information set out on page 15 forms part of this report.

The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

CoppaFeel! is a company limited by guarantee and a charity registered in England and Wales as well as Scotland. The company was incorporated on the 28th of July 2009. The company was registered as a charity on the 28th October 2009. The charity is controlled by its governing document which was amended by special resolution registered at Companies House on the 20th April 2024.

OUR TRUSTEE BOARD

Sarah Pugh

Chair

Claire McDonald

Kristy Leith

Jane Vinson

Susannah Forland

Fiona Russell

Appointed 25th June 2024

Sarah Adomah

Appointed 25th June 2024

Tobi Asare

Appointed 25th June 2024

James Clews

Resigned 25 June 2024

Michael Atti

Resigned 25 June 2024

COMMITTEES OF THE BOARD FINANCE COMMITTEE

Fiona Russell

Jane Vinson

Sarah Pugh

Susannah Forland

The purpose of the Finance committee is:

- * Review the organisational budget and financial plans
- * Monitor the charity's financial performance
- * Make recommendations to the Board on financial policy matters

OUR SENIOR MANAGEMENT TEAM

Natalie Haskell

Chief Executive Officer

Chanade Bandaranayake

Director of Finance

Henrietta Atkinson

Director of Operations

Sophie Dopierala-Bull

Director of Services and Engagement

Jo MacSween

Director of Fundraising

Lindsey Cape

Director of Development

Martine O'Donnell

Director of Marketing

**Registered England & Wales
charity number:** 1132366

Company number: 06974733

Scotland: SC045970

Registered Office

Unit 4 Bickels Yard,
151-153 Bermondsey Street,
London, SE1 3HA

THE COPPAFEEL! BOARD SEEKS EXTERNAL INDEPENDENT ADVICE FROM:

Auditors:

Sayer Vincent LLP,
110 Golden Lane,
London, EC1Y 0TG

Bank

NatWest, Daventry Branch,
44 High Street, Daventry,
Northants, NN11 4HU

Investment Manager

Rathbone Brothers Plc
8 Finsbury Circus,
London, EC2M 7AZ
www.rathbones.com

Solicitors

Russell Cooke LLP
8 Bedford Row,
London, WC1R 4BX
www.russell-cooke.co.uk

BOARD EFFECTIVENESS

Each year the CoppaFeel! Board of Trustees undertakes a skills audit to ensure an appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.

We have a clear recruitment process in place for Board appointment and we actively promote Board vacancies across a variety of paid and free platforms to ensure that we encourage applications from a diverse range of candidates. Trustees will have interviews with a member of the Board and SMT, and all potential candidates will meet with the Chair and CEO before appointment.

Trustees shall serve for a term of three years starting from the date that they were first appointed.

Trustees shall be eligible for re-appointment for further terms provided that no Trustee may serve more than three terms (nine years in total). Trustee training opportunities are offered to the board and trustees are provided with an induction to the activities of CoppaFeel! based on their individual needs.

Related parties include the charity's trustees, key management personnel, and organisations with which they are connected. The charity recognises and discloses any transactions with related parties in line with the Charities SORP (FRS 102), including the nature of the relationship, transaction value, and any year-end balances.

Transactions with related parties are made at arm's length and in the normal course of operations. All Trustees volunteer their time and received no remuneration during the year. Details of Trustees' expenses are disclosed in Note 10 to the accounts, and related party transactions are outlined in Note 11.

REMUNERATION POLICY

Trustees approve the salary of the CEO and review the organisation pay structure annually. CoppaFeel! salaries are benchmarked annually with the sector and are proportionate to the complexity of each role, and in line with our charitable objectives. CoppaFeel! Is a Living Wage employer.

ORGANISATIONAL PURPOSE AND LEADERSHIP

CoppaFeel!'s Board of Trustees regularly monitors and reviews the success of the organisation in meeting its key objective of ensuring that all young people are educated and empowered to check their chests regularly with the mission of ensuring that more people are diagnosed early. The Board meets four times a year, but is dynamic and responds to the needs of the organisation by using virtual services.

SAFEGUARDING

At CoppaFeel! we want to create a culture of openness and trust so that we can create a safe environment for everyone. Whilst we do not currently work with vulnerable people (as defined by law), or have programmes where our volunteers are carrying out vulnerable activities, safeguarding is a key Trustee responsibility which is why we have appointed a safeguarding lead on the Board.

We have continued to ensure our commitment to safeguarding is upheld across all levels of the organisation. We have extended our DBS checks to roles within the team, which we feel require further verification. In addition we have introduced biannual refresher training for all staff members on safeguarding to ensure that as we grow, everyone receives regular updates and engages with our policy.

We have strengthened our induction process ensuring all new staff members have the opportunity to meet the Designated Safeguarding Lead within their first two weeks and they are introduced to our safeguarding culture from the start of their employment.

There were 2 safeguarding concerns raised in 2024. Both concerns were assessed and no further action was required. Both cases were closed promptly. Support was offered to colleagues and members of our community involved.

DECISION MAKING, RISK & CONTROL

Delivering on our promise to ensure that all breast cancers are diagnosed at the earliest stage possible, increasing our reach and optimising our impact means balancing risks and opportunities.

Our Board of Trustees and Senior Management Team identify and review how we are managing risk as we pursue our strategic objectives, looking at our impact, our financial sustainability and our governance and compliance and determine our appetite for risk. Risks are scored on the basis of likelihood and impact, and mitigations and controls listed alongside.

The top 3 risks identified for the organisation are:

Recruitment delays and the loss of key staff, impacting delivery of the strategy.

To safeguard the delivery of the strategy, projects are monitored, and proactively flagged if delayed. Our recruitment processes have been updated to support team growth, and we monitor staff satisfaction via engagement surveys and the staff forum.

People struggling to get a GP appointment / secure a referral

To mitigate this risk our plans are to expand our services over the next strategic period, increasing our work with Healthcare providers, along with the creation of a new influencing strategy.

We continue to engage with our audience to understand their feelings towards access to services.

Data breach & cyber risk.

We have made improvements to IT systems, policies, processes and staff training to work to mitigate this risk and potential impact.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

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

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

- * Select suitable accounting policies and then apply them consistently
- * Observe the methods and principles in the Charities SORP
- * Make judgments and estimates that are reasonable and prudent
- * State whether application UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in financial statements
- * Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company

and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- * There is no relevant audit information of which the charitable company's auditors are unaware
- * The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

These accounts have been prepared in accordance with the provisions applicable to companies' subject to the small companies' regime.



FINANCIAL REVIEW AND RESULTS FOR 2024

CoppaFeel! had a strong year for income, generating £5,821,402, versus £4,788,235 in 2023. The charity spent £5,631,241 on our activities (prior year £3,987,890).

73% was spent on our awareness and education work. 27% was spent on the costs of generating income.

A key fundraising cost is our trek programme, which in addition to income generation provides awareness raising and PR opportunities while engaging our community affected by breast cancer. Gifts in Kind have been recognised on the basis of what we would have paid for media and advertising support. We are grateful to our media partners who have helped us to share our campaign and source media value on behalf of the charity (value £144K).

The charity finishes the year with funds carried over of £4,334,218. The cash position is £2,018,411 (versus 2023 £2,240,233). Funds are accrued at year end from the ASDA partnership.

In 2024 a significant deficit budget (-£900K) had been approved with investment in volunteering, expanding our

areas of work and ensuring our messaging is reaching our target audience through work to refresh the brand. In addition, key areas of infrastructure has been spent in 2024, including a new digital transformation project and implementation of a new CRM system.

RESERVES POLICY AND GOING CONCERN

Free reserves comprise of the total reserves available to the charity minus any funds which have been restricted for a specific purpose.

The board of trustees determine the level of reserves to ensure uninterrupted delivery of the charity's objectives taking into consideration:

- * The working capital requirements for the organisation. At Year end there is material amount of income accrued, due to be transferred from Coppafeel Trading or owed by debtors (due to be paid in the 3-6 months following year end)
- * With a significant portion of income received during Q4 and Breast Cancer Awareness Month(October), funds are required to maintain the organisation throughout the year

The Trustees have approved a tiered methodology to the reserves, with an upper tier and lower tier. Broadly put, the upper tier is 6 months (plus committed costs) and the lower tier is 3-6 months (plus committed costs) of the following year. The senior management team is able to utilise funds between the two tiers for charitable activities as needed, however utilisation of reserves below the lower tier needs Trustee approval to draw down.

The Trustees have decided that the reserves upper limit based on the 2025 budget is £3.94 million and lower limit £3.38 million. The reserves policy is reviewed annually and the free reserves position is reported to the board on a quarterly basis.

The charity currently holds total Free Reserves of £4.1 million and one restricted reserve (£29,000).

The board has approved a deficit budget for 2025, allowing for a £280K shortfall. This will absorb the £168K surplus income of 2024 and remain above the minimum reserve threshold.

The Trustees remain confident that CoppaFeel! is a going concern as there are adequate resources available to be able to fund the activities of the charity and manage its cash flow into 2025. It is the duty of the Trustees to monitor reserves and they regularly review the reserves required to meet known and estimated expenditure in furtherance of that charity's objectives and for its administration.

RESTRICTED FUNDS

Restricted funds are received under Trust and can only be applied to defined activities. Restrictions can either arise because of a condition set by a donor/funder on how income may be applied or because an appeal raises funds for a defined area of concern/activity.

There were £191,144 restricted funds carried over from the prior year.

£222,494 of restricted income was spent in 2024 on awareness raising educational projects at CoppaFeel! At year end restricted funds stood at £29,000, and these funds are planned to be spent down in 2025 in accordance with the funding application.



INVESTMENT POLICY

CoppaFeel! holds a portion of reserves as investments to protect against their erosion through inflation in the medium to long term. Our objective is to balance income and capital return to enable us to provide services for our beneficiaries in the present and in the future, against an acceptable level of risk. Fixed asset investments totalled £140,866 which includes £1 invested in the subsidiary trading company. Our investment portfolio is managed on our behalf by investment managers Rathbones. Fixed asset investments totalled. We regularly review the performance of our investment managers to ensure they are in line with agreed benchmarks and that our approach is in line with our broader strategy and plans. Our long-term objective is to exceed inflation with our investments.

In 2024 the investment gain was £8,850. CoppaFeel! Trading Limited

CoppaFeel! Trading Ltd is the wholly owned subsidiary of CoppaFeel! Registered company number (10707836). The subsidiary was incorporated on 4 April 2017.

In 2024 it achieved income of £1,164,948 and net profit of £1,137,422. All profits generated by CoppaFeel! Trading Limited are donated to CoppaFeel! The primary source of the income received by CoppaFeel! Trading Ltd is our Corporate Partnerships. We anticipate a similar level of income for the trading subsidiary in 2025.

DECLARATION

The trustees declare that they have approved the trustees' report.

Signed on behalf of the charity's trustees on 23rd June 2025.

Sarah Pugh

Chair

Get in touch

CoppaFeel!
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151 - 153 Bermondsey Street,
London, SE1 3HA

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    @coppafeel



Independent auditor's report to the members of CoppaFeel!

CoppaFeel!
breast cancer awareness

OPINION

We have audited the financial statements of CoppaFeel! (the ‘parent charitable company’) and its subsidiary (the ‘group’) for the year ended 31 December 2024 which comprise the consolidated and parent charitable company statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- * Give a true and fair view of the state of the group’s and of the parent charitable company’s affairs as at 31 December 2024 and of the group’s and parent charitable company’s incoming resources and application of resources, including its income and expenditure, for the year then ended
- * Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- * Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the group

financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees’ use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on CoppaFeel!’s ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, other than the group financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the group financial statements does not cover the other information, and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the group financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the group financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- * The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- * The trustees' annual report has been prepared in accordance with applicable legal requirements

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- * Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- * The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- * Certain disclosures of trustees' remuneration specified by law are not made; or
- * We have not received all the information and explanations we require for our audit; or
- * The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it

exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- * We enquired of management, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - * Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - * Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - * The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- * We inspected the minutes of meetings of those charged with governance.
- * We obtained an understanding of the

legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.

- * We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- * We reviewed any reports made to regulators.
- * We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- * We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- * In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk

is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Noelia Serrano

Senior statutory auditor

Date: 7th August 2025

for and on behalf of Sayer Vincent LLP,
Statutory Auditor 110 Golden Lane,
LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2024

		Unrestricted 2024	Restricted 2024	Total 2024	Restated Total 2023
	Notes	£	£	£	£
Income from:					
Donations and legacies	3	643,337	-	643,337	377,712
Charitable activities	4	425,100	97,506	522,606	581,283
Funds raised by charity	5	3,464,360	-	3,464,360	3,020,575
Trading activities from subsidiary	15	1,164,948	-	1,164,948	787,050
Investments	6	26,151	-	26,151	14,620
Other income	7	-	-	-	6,995
TOTAL INCOME		5,723,896	97,506	5,821,402	4,788,235
Income write-backs:					
Funds raised by the charity	5a	-	-	-	(253,372)
INCOME AFTER WRITE-BACKS		5,723,896	97,506	5,821,402	4,534,863
Expenditure on:					
Raising funds	8	1,522,229	-	1,522,229	1,271,349
Charitable activities	8	3,886,518	222,494	4,109,012	2,716,541
TOTAL EXPENDITURE		5,408,747	222,494	5,631,241	3,987,890
Net income before net gains on investment		315,149	(124,988)	190,161	546,973
Net gains on investments	14	8,850	-	8,850	3,009
Net Income for the year		323,999	(124,988)	199,011	549,982
Transfer between funds		37,156	(37,156)	-	
NET MOVEMENT IN FUNDS		361,155	(162,144)	199,011	549,982
Reconciliation of funds					
Total funds brought forward		3,944,063	191,144	4,135,207	3,585,225
TOTAL FUNDS CARRIED FORWARD	20	4,305,218	29,000	4,334,218	4,135,207

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

CONSOLIDATED AND PARENT BALANCE SHEET

AS AT 31 DECEMBER 2024

		2024		2023	
		Charity	Group	Charity	Group
	Notes	£	£	£	£
Fixed Assets					
Tangible assets	13	184,231	184,231	77,402	77,402
Investments	14	140,867	140,866	128,757	128,756
		325,098	325,097	206,159	206,158
Current Assets					
Debtors	17	2,511,462	2,208,268	2,085,195	1,876,967
Cash at bank and in hand		1,710,742	2,018,411	2,025,103	2,240,253
		4,222,204	4,226,679	4,110,298	4,117,220
Liabilities:					
Creditors: Amounts falling due within one year	18	213,084	217,558	181,250	188,171
NET CURRENT ASSETS		4,009,120	4,009,121	3,929,048	3,929,049
TOTAL NET ASSETS		4,334,218	4,334,218	4,135,207	4,135,207
Funds:					
Restricted income funds	20	29,000	29,000	191,144	191,144
Unrestricted income funds:					
General funds	20	4,305,218	4,305,218	3,669,063	3,669,063
Designated funds	20	-	-	275,000	275,000
TOTAL FUNDS		4,334,218	4,334,218	4,135,207	4,135,207

These financial statements have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies' subject to the small companies' regime. They were approved, and authorised for issue, by the board of trustees on 23rd June 2025 and signed on their behalf by:

----- Sarah Pugh, Chair

Company registration number: 06974733

The notes on pages 34-51 form part of these financial statements.

CONSOLIDATED STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2024

		2024	2023
	Notes	£	£
Cash flows from operating activities:			
Net cash provided by operating activities	21	(25,361)	(135,456)
Cash flows from investing activities:			
Purchase of tangible fixed assets	13	(219,372)	(14,034)
Payments to acquire investments	14	(3,277)	(3,195)
Dividends and interest received	6	26,151	14,620
Cash movement within investment portfolio	14	17	(29)
NET CASH USED IN INVESTING ACTIVITIES		(196,481)	(2,638)
CHANGE IN CASH AND CASH EQUIVALENTS		(221,842)	(138,094)
Cash and cash equivalents at beginning of year		2,240,253	2,378,347
CASH AND CASH EQUIVALENTS AT END OF YEAR		2,018,411	2,240,253

NOTES TO THE CONSOLIDATE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1) ACCOUNTING POLICIES

a) Statutory information

CoppaFeel is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address and principal place of business is First Floor, 1-4 Pope Street, London, SE1 3PR.

b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

These financial statements consolidate the results of the charitable company and its wholly owned subsidiary CoppaFeel Trading Ltd on a line-by-line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the

charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Public benefit entity

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

d) Going Concern

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

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, 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 from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) 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.

h) 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.

i) 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 classified under the following activity headings:

- * Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- * Expenditure on charitable activities includes the costs of the awareness programmes undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

During the year the Charity deregistered for VAT on 17th August 2024. From the registration date the Charity has not been claiming any VAT and recognising the costs in full.

j) Allocation to charitable activities

We have reviewed our team activities and allocated those fundraising efforts that meet our criteria for charitable activities accordingly. Media and awareness-related costs have been assessed and allocated as charitable where they directly support our charitable objectives.

This methodology has been applied retrospectively to 2023, and the relevant costs have been reinstated in the accounts. As a result, the allocation of expenditure to charitable activities has increased from 65% to 68%.

k) Allocation of support costs

Expenditure is allocated to specific activities where the cost can be directly attributed to those activities. Support costs, which cannot be directly attributed, are apportioned across activities:

- * Costs of raising funds 40%
- * Charitable activities 60%

l) Operating leases

Rental charges are charged on a straight-line basis over the term of the lease.

m) Employee benefits

The charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

n) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £5,000 (2023:£1,000). Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. This change in capitalisation threshold has resulted in lower amounts reported under fixed assets and an increase in expenditure for the year.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The useful life is as follows:

- * Leasehold improvements Depreciated over the term of the related lease
- * Motor Vehicles 25% depreciation in years one and two, 50% in year 3
- * Computer equipment 33 months straight-line depreciation (2023:3 years)
- * Office furniture 33 months straight line depreciation (2023:4 years)

o) Investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Any change in fair value will be recognised in the statement of financial activities and any excess of fair value over the historic cost of the investment will be

shown as a fair value reserve in the balance sheet. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading “Net gains/(losses) on investments” in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

p) Investments in subsidiaries

Investment in CoppaFeel Trading Ltd, a wholly owned subsidiary of CoppaFeel is stated at cost.

q) 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.

r) 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 account.

s) 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.

2) DETAILED COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted 2023	Restricted 2023	Reinstated Total 2023
	£	£	£
Income from:			
Donations and legacies	377,712	-	377,712
Charitable activities	345,360	235,923	581,283
Funds raised by charity	3,020,575	-	3,020,575
Trading activities from subsidiary	787,050	-	787,050
Investments	14,620	-	14,620
Other income	6,995	-	6,995
TOTAL INCOME	4,552,312	235,923	4,788,235
Income write-backs:			
Funds raised by the charity	(253,372)	-	(253,372)
INCOME AFTER WRITE-BACKS:	(253,372)	-	(253,372)
Expenditure on:			
Raising funds	1,403,816	-	1,403,816
Charitable activities	2,539,295	44,779	2,584,074
TOTAL EXPENDITURE	3,943,111	44,779	3,987,890
Net income before net gains on investment	355,829	191,144	546,973
NET GAINS	3,009	-	3,009
NET INCOME FOR THE YEAR	358,838	191,144	549,982
Transfer between funds	-	-	-
NET MOVEMENT IN FUNDS	358,838	191,144	549,982
Reconciliation of funds			
Total funds brought forward	3,585,225	-	3,585,225
TOTAL FUNDS CARRIED FORWARD	3,944,063	191,144	4,135,207

3) INCOME FROM DONATIONS AND LEGACIES

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Donations	499,387	-	499,387	258,693
Gifts in kind	143,950	-	143,950	119,019
	643,337	-	643,337	377,712

All income from donations and legacies are unrestricted for the current and prior year.

4) INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Grants	16,500	67,306	83,806	267,002
Corporate partnerships	408,600	30,200	438,800	314,281
	425,100	97,506	522,606	581,283

Income from charitable activities in the prior year was £581,283 of which £345,360 was unrestricted and £235,923 was attributable to unrestricted funds.

5) FUNDS RAISED BY THE CHARITY

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Merchandise sales	4,143	-	4,143	7,058
Fundraising events	3,350,910	-	3,350,910	2,921,149
Lottery income	109,307	-	109,307	92,368
	3,464,360	-	3,464,360	3,020,575

All funds raised by the Charity are unrestricted for the current and prior year.

Note 5a: Write-backs against funds raised by charity

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
2022 Tickled Pink Ball	-	-	-	(253,372)
	-	-	-	(253,372)

6) INCOME FROM INVESTMENTS

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Bank interest	22,620	-	22,620	11,150
Income from long term investments	3,531	-	3,531	3,470
	26,151	-	26,151	14,620

All income from investments is unrestricted for the current and prior year.

7) OTHER INCOME

	Unrestricted	Restricted	Total 2024	Total 2023
	£	£	£	£
Other income	-	-	-	6,995
	-	-	-	6,995

All income received for the current and prior year is unrestricted.

8) ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Raising funds	Charitable activities	Governance costs	Support costs	Total 2024	Total 2023
	£	£	£	£	£	£
	Fundraising	Charitable	Governance	Support Costs		
Staff Costs (note 10)	376,642	1,110,860	72,050	209,578	1,769,130	1,431,115
Costs of goods sold	1,678	-	-	-	1,678	8,619
Fundraising costs	658,649	-	-	488	659,137	495,916
Subsidiary fundraising costs	5,537	-	-	-	5,537	3,520
Charitable activities direct costs	-	2,278,568	670	14,207	2,293,445	1,442,494
Staff related costs	-	-	10,924	94,225	105,149	96,561
Premises costs	-	-	-	249,833	249,833	152,219
IT & telephone costs	-	-	-	141,635	141,635	86,684
Other office costs	-	-	-	38,871	38,871	36,217
Professional fees	-	-	20,337	210,876	231,213	176,124
Depreciation	-	-	-	105,576	105,576	37,737
Bank Charges	-	-	1,954	86	2,040	2,016
Other	-	-	26,378	1,619	27,997	18,668
TOTAL	1,042,506	3,389,428	132,313	1,066,994	5,631,241	3,987,890

	Raising funds	Charitable activities	Governance costs	Support costs	Total 2024	Total 2023
	£	£	£	£	£	£
Support costs*	426,798	640,196	-	(1,066,994)	-	-
Governance costs	52,925	79,388	(132,313)	-	-	-
TOTAL EXPENDITURE 2024	1,522,229	4,109,012	-	-	5,631,241	3,987,890

*Allocation of support costs is based on a percentage stated in p35.

ANALYSIS OF EXPENDITURE (PRIOR YEAR) - RESTATED

	Raising funds	Charitable activities	Governance costs	Support costs	Total 2024	Total 2023
	£	£	£	£	£	£
	Fundraising	Charitable	Governance	Support Costs		
Staff Costs (note 9)	412,554	777,566	87,474	153,521	1,431,115	1,089,483
Costs of goods sold	8,619	-	-	-	8,619	3,821
Fundraising costs	494,500	-	-	1,416	495,916	400,724
Subsidiary fundraising costs	3,520	-	-	-	3,520	1,665
Charitable activities direct costs	-	1,410,740	-	31,754	1,442,494	1,168,131
Staff related costs	-	-	-	96,561	96,561	88,937
Premises costs	-	-	-	152,219	152,219	135,400
IT & telephone costs	-	-	-	86,684	86,684	57,136
Other office costs	-	-	-	36,217	36,217	26,924
Professional fees	-	-	16,746	159,378	176,124	113,738
Depreciation	-	-	-	37,737	37,737	34,263
Bank Charges	-	-	1,746	270	2,016	2,062
Other	-	-	18,642	26	18,668	3,074
TOTAL	919,193	2,188,306	124,608	755,783	3,987,890	3,125,358

	Raising funds	Charitable activities	Governance costs	Support costs	Total 2024	Total 2023
	£	£	£	£	£	£
Support costs*	302,313	453,470	-	(755,783)	-	-
Governance costs	49,843	74,765	(124,608)	-	-	-
TOTAL EXPENDITURE 2023	1,271,349	2,716,541	-	-	3,987,890	3,125,358

9) NET INCOME FOR THE YEAR

This is stated after charging:

	Total 2024	Total 2023
	£	£
Depreciation	37,737	34,263
Operating lease rentals: Property	96,668	94,899
Auditors' remuneration (excluding VAT): Audit	13,000	10,340
Other services	-	-

10) ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

	2024	2023
	£	£
Payroll details:		
Salaries and wages	1,562,452	1,265,894
Social security costs	171,910	135,902
Employer's contribution to defined contribution pension schemes	34,768	29,319
	1,769,130	1,431,115

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2024	Restated 2023
	£	£
£60,000 - £69,999	3	2
£70,000 - £79,999	1	-
£90,000 - £100,999	1	1
	5	3

The total employee benefits including pension contributions of the key management personnel (CEO, Director of Fundraising, Director of Marketing, Director of Finance, Director of Operations, Director of Development and Director of Services & Engagement) were £503,572 (2023: £427,838).

The charity trustees were not paid nor received any other benefits from employment with the charity in the year (2023: £nil).

No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

Trustees' expenses represent the payment or reimbursement of travel and subsistence costs totalling relating to attendance at meetings of the trustees £nil (2023: £nil).

	2024	2023
	Number	Number
Staff Numbers (average FTE for the year)		
Raising funds	7.59	11.76
Charitable Activities	22.40	15.38
Support	4.23	3.5
Governance	1.45	2.00
	35.67	32.64

11) RELATED PARTY TRANSACTIONS

Related parties include the charity's trustees, key management personnel, and organisations with which they are connected. The charity recognises and discloses any transactions with related parties in line with the Charities SORP (FRS 102), including the nature of the relationship, transaction value, and any year-end balances.

Transactions with related parties are made at arm's length and in the normal course of operations. All Trustees volunteer their time and received no remuneration during the year. Details of Trustees' expenses are disclosed in Note 10 to the accounts, and related party transactions are outlined in Note 11.

There are no related party transactions to disclose for 2024 (2023: none) other than as disclosed in Note 10.

12) TAXATION

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

The charity's trading subsidiary CoppaFeel Trading distributes under Gift Aid available profits to the parent charity.

13) TANGIBLE FIXED ASSETS

Group and charity	Leasehold Improvements	Computer Equipment	Motor Vehicles	Office Furniture	Total
	£	£	£	£	£
Cost					
At 1 January 2024	69,935	43,606	-	56,822	170,363
Additions	130,816	-	37,156	51,400	219,372
Disposals	-	-	-	-	-
AT 31 DECEMBER 2024	200,751	43,606	37,156	108,222	389,735

Accumulated depreciation

At 1 January 2024	32,303	29,766	-	30,892	92,961
Depreciation	74,248	7,066	6,967	24,262	112,543
Disposals	-	-	-	-	-
AT 31 DECEMBER 2024	106,551	36,832	6,967	55,154	205,504

Net Book value:

AS AT 31 DECEMBER 2023	37,632	13,840	-	25,930	77,402
AS AT 31 DECEMBER 2024	94,200	6,774	30,189	53,068	184,231

All the above assets are used for charitable purposes.

14) INVESTMENTS

	Charity 2024	Group 2024	Charity 2023	Group 2023
	£	£	£	£
Investments held:				
Fair value at the start of the year	128,636	128,636	122,432	122,432
Additions at cost	3,277	3,277	3,195	3,195
Disposal proceeds	-	-	-	-
Net gain on change in fair value	8,850	8,850	3,009	3,009
Listed and mixed investments	140,763	140,763	128,636	128,636
Cash held for reinvestment	103	103	120	120
Investment in subsidiary	1	-	1	-
FAIR VALUE AT THE END OF THE YEAR	140,867	140,866	128,757	128,756
HISTORIC COST AT 31 DECEMBER 2024	105,253	105,252	105,243	105,252

Fair value of listed and mixed investments comprises:

Rathbones - Unit Trust Mngt - Core Investment Fund For Charities	140,763	140,763	128,636	128,636
	140,763	140,763	128,636	128,636

The investments were last valued on 31 December 2024 by Rathbone Investment Management Limited.

15) SUBSIDIARY UNDERTAKING

The charitable company owns 100% of the issued ordinary share capital of CoppaFeel! Trading Ltd, a company registered in England. The company number is 10707836. The registered office address is Unit 4 Bickels Yard, 151-153 Bermondsey Street, London, England, SE1 3HA.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line-by-line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent Charity.

The subsidiary is exempt from the requirements of the Companies Act 2006 relating to the audit of individual accounts by virtue of Section 479A.

There are 3 members on the board of the Trading Subsidiary: Simon Finnis, Natalie Haskell and Jane Vinson.

A SUMMARY OF THE RESULTS OF THE SUBSIDIARY IS SHOWN BELOW:

	Total 2024	Total 2023
	£	£
Profit and Loss		
Turnover	1,164,948	787,050
Costs of sales	(5,537)	(3,520)
GROSS PROFIT	1,159,411	783,530
Administrative expenses	(21,989)	(20,804)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,137,422	762,726
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,137,422	762,726
Taxation on profit on ordinary activities	-	-
PROFIT FOR THE FINANCIAL YEAR	1,137,422	762,726

Retained earnings

Total retained earnings brought forward	-	-
Profit for the financial year	1,137,422	762,726
Distribution under Gift Aid to parent charity	(1,137,422)	(762,726)
TOTAL RETAINED EARNINGS CARRIED FORWARD	-	-

The aggregate of the assets, liabilities and reserves was:

Assets	1,242,498	804,113
Liabilities	(1,242,497)	(804,112)
NET ASSETS	1	1

16) PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2024	2023
	£	£
Gross income	5,824,715	4,787,724
Result for the year	199,011	549,982

17) DEBTORS

	Charity 2024	Group 2024	Charity 2023	Group 2023
	£	£	£	£
Trade debtors	1,450,411	308,496	1,022,540	285,539
Prepayments	128,221	128,221	47,913	47,913
Accrued income	815,218	1,732,551	978,581	1,523,015
Other debtors	39,000	39,000	22,500	22,500
Amounts owed from subsidiary	78,612	-	13,661	-
	2,511,462	2,208,268	2,085,195	1,876,967

18) CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Charity 2024	Group 2024	Charity 2023	Group 2023
	£	£	£	£
Trade creditors	74,255	74,255	42,938	42,938
Taxation and social security	9,116	12,150	6,145	13,066
Accruals & other creditors	129,243	130,683	132,167	132,167
	213,084	217,558	181,250	188,171

19) ANALYSIS OF NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	Unrestricted	Designated	Restricted	Total 2024
	£	£	£	£
Fund balances at 31 December 2024 are represented by:				
Tangible fixed assets	184,231	-	-	184,231
Investments	140,866	-	-	140,866
Net current assets	3,980,121	-	29,000	4,009,121
	4,305,218	-	29,000	4,334,218

19B) ANALYSIS OF NET ASSETS BETWEEN FUNDS (PRIOR YEAR)

	General Unrestricted	Designated	Restricted	Total 2023
	£	£	£	£
Fund balances at 31 December 2023 are represented by:				
Tangible fixed assets	77,402	-	-	77,402
Investments	128,756	-	-	128,756
Net current assets	3,462,905	275,000	191,144	3,929,049
	3,669,063	275,000	191,144	4,135,207

20) MOVEMENT IN FUNDS (CURRENT YEAR)

	At 1 Jan 2024	Income	Expenditure	Transfers	At 31 Dec 2024
	£	£	£	£	£
Restricted Funds					
Jingle Jam	191,144	-	(153,988)	(37,156)	-
Roche Products Limited		45,200	(45,200)	-	-
Benecare Foundation	-	22,306	(22,306)	-	-
JD Foundation	-	30,000	(1,000)	-	29,000
TOTAL RESTRICTED FUNDS	191,144	97,506	(222,494)	(37,156)	29,000
Unrestricted funds					
General Funds	3,669,063	5,722,746	(5,226,317)	129,726	4,295,218
The Talent Fund	-	10,000	-	-	10,000
Designated Funds					
Regional outreach	125,000	-	(125,000)	-	-
Influencing and policy work	150,000	-	(57,430)	(92,570)	-
TOTAL UNRESTRICTED FUNDS	3,944,063	5,732,746	(5,408,747)	37,156	4,305,218
TOTAL FUNDS	4,135,207	5,830,252	(5,631,241)	-	4,334,218

Purpose of restricted funds:

Roche Foundation supported resources for the running of the CoppaFeel! Challenge, our student campaign across sixth form colleges, where young people design and promote the early detection of breast cancer in their communities and colleges.

The Benecare Foundation awarded a grant towards health projects at CoppaFeel!

The JD Foundation awarded a grant to fund the establishment and development of the CoppaFeel! Youth Network.

Jingle Jam awarded CoppaFeel! £191k to fund a CoppaFeel! events program to deliver our awareness message face to face, as well as a digital marketing campaign. The funding application covers a new CoppaFeel! branded vehicle, events attendance, and funding for the production and delivery of digital marketing.

The transfer in restricted funds of £37,156 relates to the purchase of a motor vehicle that is capitalised.

Purpose of designated funds:

Regional Outreach - support the development of outreach roles in selected regions of the UK.

Influencing and policy work - development of influencing and policy work.

The remaining designated funds have been dissolved as the related activities are now fully covered within the charity's main budget.

20B) MOVEMENT IN FUNDS (PRIOR YEAR)

	At 1 Jan 2023	Income	Expenditure	Transfers	At 31 Dec 2023
	£	£	£	£	£
Restricted Funds					
Souter Charitable Trust	-	3,000	(3,000)	-	-
Benecare Foundation	-	16,842	(16,842)	-	-
The Kilpatrick Fraser Charitable Trust	-	2,565	(2,565)	-	-
Walk the Walk	-	22,320	(22,320)	-	-
Jingle Jam	-	191,196	(52)	-	191,144
TOTAL RESTRICTED FUNDS	-	235,923	(44,779)	-	191,144
Unrestricted funds					
General Funds	3,585,225	4,301,949	(3,943,111)	(275,000)	3,669,063
Designated Funds					
Regional outreach	-	-	-	125,000	125,000
Influencing and policy work	-	-	-	150,000	150,000
TOTAL UNRESTRICTED FUNDS	3,585,225	4,301,949	(3,943,111)	-	3,944,063
TOTAL FUNDS	3,585,225	4,537,872	(3,987,890)	-	4,135,207

21) RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	199,011	549,982
Adjustments for:		
Depreciation charges	112,543	37,736
(Profit) / loss on disposal of fixed asset investments	-	-
(Increase) in debtors	(331,301)	(769,392)
Increase in creditors	29,387	63,847
Dividends and interest received	(26,151)	(14,620)
(Gain) on long term investment	(8,850)	(3,009)
NET CASH PROVIDED BY OPERATING ACTIVITIES	(25,361)	(135,456)

22) OPERATING LEASE COMMITMENTS

The charity's total future minimum lease payments under non-cancellable operating leases are as follows for each of the following periods:

	Charity 2024	Group 2024	Charity 2023	Group 2023
	£	£	£	£
Property:				
Less than one year	158,600	158,600	90,000	90,000
Greater than one year and less than two years	94,640	94,640	135,000	135,000
	253,240	253,240	225,000	225,000

23) LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

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CoppaFeel!
breast cancer awareness