

Illustration report: the Campaign for Better Cancer Treatment

This is an abridged version of a report for illustration purposes

PURPOSE AND IMPACT

The Campaign for Better Cancer Treatment was set up ten years ago by a group of concerned individuals who had lost loved ones to cancer. Their experience convinced them that the treatment for cancer in the UK could be significantly improved.

Our vision is that:

- Everyone receives an early diagnosis;
- Everyone receives the treatment they need;
- Everyone receives the psychosocial support they need.

We work to influence national cancer policy and to improve training to healthcare staff in both primary and specialist settings. We do not want to exist forever – our goal is that sufficient progress will have been made by 2030 such that others may continue the improvements. We will have reached this goal when we can see that primary care practitioners have the training and resources to refer patients for early diagnosis, that patients do not then face delays or barriers to receiving the treatment they need, and that psychosocial support is seen as part of treatment. We have a detailed roadmap (see our website) that sets out how we plan to reach our goal, and the indicators we monitor to tell us whether we are making progress.

We have made less progress than planned in recent years due to the significant amount of reorganisation in the NHS,

which has impeded our ability to influence policy. While some of our recommendations, such as improvements in training, do not require additional resources, we recognise that some changes do require additional staffing or other resources. At a time when the NHS budget is already stretched, the competition for resources is a significant threat to the success of our programme.

Key to our work for the next five years is the study for publication in 2020 by the independent Health Outcomes Group, which is assessing the progress against our goal. From this study, we will set new target for our work for the next five years.

VALUES AND WAYS OF WORKING

Our values are equally important in reviewing our progress and in setting future targets.

- We listen to the voices of patients and their families;
- We support professionals working in the health service, rather than criticise them; and
- We foster a culture of learning.

We collaborate with patient groups and other cancer charities but we do not engage directly with the public. We will be gathering detailed feedback from our stakeholders through the forthcoming study.

We employ staff with the necessary knowledge, experience and skills to be able to represent the charity at the highest levels. We pay staff salaries at the level they would receive if they were undertaking a similar role in the NHS or the government. Actual salaries are disclosed in note 6 of our financial statement.

OPERATING MODEL AND RISKS

We fund our work with income from investing our endowment fund. This fund was created from significant donations and legacies when the charity was founded. Our main costs are staff salaries, with minor expenditure on office costs.

The founders wanted to ensure the charity could operate independently without the need for constant fundraising, so the endowment fund was created. This removes the need for reserves as the charity will manage its operations within its income.

The trustees acknowledge that there is a risk that investments lose value. Investment managers have been appointed to act within a sustainable policy that diversifies investments and aims to achieve a total return from capital growth and income that exceeds the rate of CPI inflation by at least 3.5 per cent.

When the trustees consider that the goals have been achieved, the charity's assets will be distributed to other charities with similar purposes.

GOVERNANCE AND DECISION-MAKING

Trustees meet four times a year and hold an all-day annual awayday with staff. They review all charity policies on a rolling three-year cycle and request an annual report from the chief executive on how policies are adhered to within the charity's values and risk appetites.

We aim to apply the Charity Governance Code and have an agreed action plan, available on our website, along with details of our trustees and how they are appointed, and our staff team.