



 **CoppaFeel!**
annual report 2018



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about us



Young women (18 - 29 years old) aware of CoppaFeel! are 50% more likely to check their boobs regularly than those not aware.

Bilendi research Dec 2018

our mission + vision

To stamp out late detection and misdiagnosis of breast cancer by ensuring that people know the signs and symptoms of the disease, know what their boobs look and feel like normally, check their boobs regularly from a younger age and have the confidence to seek medical referral when they detect abnormalities.

CoppaFeel!'s purpose is to give everyone the best chance of living a happy and healthy life and we do this by ensuring that all breast cancers are diagnosed early and correctly by:

Encouraging you to check your boobs and pecs regularly from a young age

Educating you on the signs and symptoms of breast cancer

Empowering you to seek advice from a doctor if symptoms persist

Our vision is to live in a world where breast cancers are diagnosed at the earliest stage possible, at which treatments are more effective and survival rates are higher.

our approach

CoppaFeel! was set up in 2009 and the charity's objectives as stated in the Articles of Association are:

'To advance the education, and preserve and protect the good health of the public, in particular young women, by (but not limited to) promoting the understanding of breast cancer, its early detection and its treatment.'

Key messages:

- Encourage you to check your boobs regularly
- Educate you on the signs and symptoms of breast cancer
- Empower you to seek advice from your GP if symptoms persist





emma lou

I first encountered CoppaFeel! five years ago. I was getting a book from my campus library when I spotted the Uni Boob Team, who were giving out free reminder stickers for the shower. My mum had recently been diagnosed with breast cancer, and although I'd started to check my boobs regularly, I wasn't really aware of the signs and symptoms, or how to check. I took a sticker and popped it on my bathroom tiles, where it has been ever since.

Four years later, aged 24, I was diagnosed with breast cancer, just three weeks after losing my mum to the disease. It was because of that CoppaFeel! sticker that I knew something wasn't right in my boobs, went to the doctors and ultimately had my breast cancer diagnosed early, at stage one. In May 2018, I was told that the chemotherapy was working and my tumour was shrinking. That sticker has saved my life.

Emma-Louise McAuley

why we exist

We know early detection saves lives and those young people aware of CoppaFeel! are more likely to be encouraged, educated and empowered when it comes to boob checking.

This is important as when diagnosed early, 78% of women with breast cancer will survive beyond 10 years, with this figure rising to 87% who will survive beyond 5 years. Our message aims to ensure young people stand the best chance of detecting cancer early.

Even though we are setting up healthy habits for life, around 5,600 women under 45 are diagnosed with breast cancer every year in the UK. This shows how important it is to be breast aware from a young age.

Breast Cancer is still the most commonly diagnosed cancer in women under 39.

our founder's story

CoppaFeel! was founded in April 2009 by Kristin Hallenga who herself was diagnosed with advanced breast cancer at the age of 23. Eight months prior to her diagnosis Kris sought advice from her GP, who dismissed her lumpy painful boob as something 'hormonal'. When Kris was finally diagnosed in February 2009 the cancer was found to have already spread to her spine. Whilst undergoing all manner of treatments, Kris set about making it her life's mission to educate people on the importance of checking their boobs regularly, with specific focus on younger people - an age group that is often overlooked when educating on this subject. CoppaFeel! was formed to educate and remind every young person in the UK that checking their boobs isn't only fun, it could save their life.

CoppaFeel! is about more than discovering a cancer diagnosis. It's about empowering ourselves to be proactive about our own health and body, as well as our outlook on life. It's about knowing your boobs; knowing that if you do find something, you know what to do and if found early, you have many options. Put simply, breast cancer does not need to be detected late, and as long as we are here and continue to be supported by people like you, we will do all we can do to make sure this doesn't continue to happen. We are passionately committed to affecting real change.



a note from our chair



It's easy for any company to lose their way over time but the clear values that run through everything we do and how innovative this team continue to be is astounding.

Next year as we turn 10 there is an amazing opportunity to show the nation how far we've come but also the work still left to do in promoting young people's health. On a personal level having been involved since day one I am incredibly proud of where we are and excited to see what 2019 has in store.

Jamie Clews
Chair of Trustees

In a difficult year for the sector with headlines fuelling scrutiny of charities; CoppaFeel! have shone with integrity delivering an empowering message that has connected with more people than ever.

CoppaFeel!'s strength is in its people. It's been an honour for myself and the board this year to see the team grow and evolve yet again with Boob HQ filled with talented, proactive and passionate individuals that know their roles and deliver results. Without them, we wouldn't have the brilliant supporter base that we have and could not have achieved the best year of fundraising yet.

Staying true to the challenger ethos and being persistent in the desire to drive real societal change, #RETHINKCANCER played a pivotal role in getting Health education on the curriculum. To be able to instil policy change of this magnitude is an incredible achievement and huge new string to the charity's bow.

The CoppaFeel! Brand remains an incredibly special and well-maintained asset that engages people, brands and institutions.

Most breast cancer symptoms are detected through self checking.



and instilling healthy behaviour and awareness at a younger age. This huge accomplishment is just one example of CoppaFeel!'s catalytic role and we want to continue to invest time and energy in innovative programmes such as The Boobettes and Uni Boob Team which have the possibility to create real, long term impact in young people's health.

As I look forward to 2019, the year of our 10th birthday, I am reminded of the great challenge in young people's health that lies ahead. Luckily, we have an incredibly talented group of people at the helm. To these people - without you the impact that we continue to achieve would not be possible.

My sincerest thanks to everyone who has contributed to a huge year of progress at CoppaFeel! Our supporters have grown from the ground up spanning students, volunteers, runners, cyclists, celebrities, Doctors, Nurses, teachers, MP's, other Charities, media partners and brand partners and it is with their support that we can attribute the enormous positive impact that CoppaFeel! has been able to make on young people across the country.

Nat Kelly
CEO



I am really proud of what CoppaFeel! has achieved in 2018 and we have further demonstrated the impact of our work in creating real change. A great example of this was the monumental news that we received in July that from 2020 ALL young people will be given statutory education about cancer as part of the new Relationship and Sex Education curriculum. CoppaFeel! has been campaigning for cancer education to be part of the national school curriculum since 2013 with the vision that every child got the education they needed to ensure that they could prevent cancer in the first place. It has taken 6 years and in that time the risk of getting cancer has increased from 1 in 3 to 1 in 2. However, we continued our work, even setting up a pilot to demonstrate the importance of having these conversations

a word from our ceo

charlotte

A few years ago I watched the documentary Kris: Dying to Live (about CoppaFeel's founder), and as a result joined up to their free text reminder service. Ever since I have checked my breasts monthly when I received the message and have been more aware of the signs and symptoms. Three years later I was travelling in Australia when I checked my boobs one evening in the shower and noticed my entire right breast felt harder than the left. There was no lump or other symptoms, I just thought the breast on the whole was less 'squidgy' than the other.

Turns out it was cancer. Stage three, grade three, and had spread to my lymph nodes, I was 26. CoppaFeel! helped saved my life by reminding me to check and the documentary made me determined to pursue things until I had a conclusive answer.

The work you do is amazing and I will be forever grateful. Thank you.

Charlotte Tarr



In 2018 CoppaFeel! responded to 436 requests for educational packs and distributed more than 250,000 checking cards.

strategic priorities

Our strategic priority continues to be affecting behaviour change and converting awareness of breast cancer into creating a proactive change towards health and wellbeing. This objective has been segmented into three strategic pillars

Encourage: Our proactive and positive approach encourages young people to get to know their body and what is normal for them

Educate: We raise awareness of breast cancer and provide checking know how so that young people feel informed

Empowered: We instill confidence when it comes to checking so that young people are motivated to continue acting upon our message and are well placed to act if they find anything that isn't normal for them.

Whilst many young people are aware of breast cancer they are still not informed of how to check, nor do they feel confident adopting a boob check behaviour on their own. CoppaFeel! is uniquely placed to address this need and to challenge the stereotypes and misconceptions that are continually perpetuated in the media and other charity communications surrounding breast cancer which means that young people feel that a checking message is not relevant to them.



encourage aims + objectives

#BraHijack

#BraHijack is our campaign to include boob check reminders on the inside of bras with a view to providing our message of checking at a salient time, when our audience is likely to act upon it.

- Work with one new #brahijack partner to reach new audiences and encourage more people to get to know their boobs.

#ShowerHijack

Our research shows that of those that check their boobs, 60% do so in the shower. As such we have made it our mission to hijack bathrooms across the UK to encourage people to start copping a feel in the shower.

- Collaborate with one new brand partner to reach new audiences and encourage checking in the shower
- Coordinate and deliver more shower hangers to university campuses this year
- Encourage greater distribution of shower hangers to reach more people by leveraging our incredible network of Boobettes
- Engage with a gym franchise on a national level

Text Reminder

We know that our audience are busy and quite often need reminding to check their boobs so we developed the text reminder service to provide a regular monthly reminder completely free of charge to anyone who signs up.

- Complete 4 polls on social media to garner feedback on the service from our followers
- Increase text reminder sign ups across the year by 10,000
- Measure the impact of the service by collating feedback and case studies

Social Media & Digital Boob Team (DBT)

Our research shows that social media and influencers are key touchpoints that our audience use to seek and share information. We use our social media platforms to provide information on how to check and what to be aware of to motivate our followers to check. Our partnerships with influencers in the social media space allows them to share this message with their followers and normalise the boob check message that we advocate.

- Leverage the reach of DBT and our social following to encourage more people to start checking their boobs

- Convert DBT followers into CoppaFeel! supporters
- Recruit two new DBT from BAME backgrounds to diversify our reach amongst new audiences
- Launch the new Brazette to create more thought pieces and articles that can be used across our social channels and website to encourage more people to start checking
- Continue to use our social channels to normalise checking behaviours

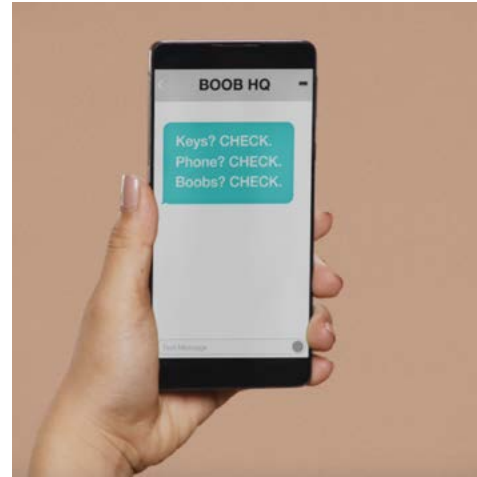
Festifeel

Festifeel is our annual one-day music event curated by our patron Fearn Cotton. The event provides the opportunity to reach a whole new audience with our message of boob / pec love and provide additional education and materials to encourage attendees to start checking.

- Raise awareness of CoppaFeel! amongst Festifeel attendees and encourage them to continue to support CoppaFeel!



gina199200 I found one of these labels in my F and F sports bra the other day and when I noticed it, I sparked a conversation about it in the changing room at the gym with the ladies. It's just a brilliant idea, well done 🙌



what we achieved

#BraHijack

This year we recruited 4 new brands to the campaign including Pretty Little Thing and we had collaborations with Next, Gossard and Figleaves to create campaigns around the #brahijack campaign which had a reach of more than 30,000.

#Shower Hijack

We were able to significantly increase our shower hanger distribution sending out hangers to more than 135 student housing companies who between them distributed more than 65,000 hangers, a 65% uplift versus 2017. Our Boobettes were also incredibly engaged with the shower hanger mission between them distributing more than 1,000 hangers to local gyms. Engaging with a national gym franchise continued to be a challenge this year, however through our network of UBT's and Boobettes we had much more success engaging with gyms on a local basis.

Text Reminder

Our text reminder service continued to grow this year, and we sent 630,166 individual reminders to people reminding them to check their boobs which equates to 62,000 people each month, an increase of 17,000

Social Media & Digital Boob Team

Our DBT shared more than 22 posts about CoppaFeel! on their social media channels reaching more than 128,000 people. Our DBT also attended more than 11 CoppaFeel! Events across the year engaging their following with our message. As a result of Patron and DBT Giovanna Fletcher's support we received a record breaking number of applications to participate in our annual trek in partnership with Fabulous magazine.

We saw increased engagement across all of our social channels in 2018 and social media increased traffic to the CoppaFeel! website from 18% to 28%. Our brazette launched in 2018 and our content stream the A - Z of boob launched to get people clued up on all things boob. Social media and the internet continue to be our key drivers of awareness with 20% of people first hearing about CoppaFeel! online and 16% via our social media platforms specifically.

Festifeel

Festifeel 2018 brought another large crowd to the House of Vans for a day of boob chat, music and fundraising for the charity. Our awareness message was a key part of the event with an

interactive zone themed in line with our 'Trust your Touch' campaign. With Boobettes and volunteers chatting boobs to the attendees, our message was at the heart of Festifeel 2018.

Fundraising via our stall holders was very successful - with donations coming in from nail painting to customising your own pair of Vans, and a range of limited edition T-shirts designed by Fearn cotton sold out within the first few hours.

Stuff we're good at: making you check your boobs. Stuff we're bad at: subliminal messaging. *Whispers* "Knowing your boobs could save your life"

Tuesday 19:50
And I checked them baps out this morning thanks to @coppafeelpeople

Thought for the day: Imagine if you knew your boobs as well as the surface of your phone? Get to know your norks at coppafeel.org/boob-check/

encourage



We increased our shower hanger distribution sending out hangers to more than 135 student housing companies who between them distributed more than 65,000 hangers.



educate aims + objectives

Summer Boob Tour

CoppaFeel! was born out of spreading the word at Festivals and it continues to be a key campaign for taking boob chat across the UK.

- Continue to educate festival goers on the signs and symptoms of breast cancer and maintain our 2017 confidence metric of 90% of boob mobile visitors feeling more confident checking as a result of their interaction with CoppaFeel!
- Diversify the reach of the Summer Boob Tour campaign by targeting a broader range of events and festivals so that we can access new audiences
- Continue to establish and build upon our relationships with Festival organisers so that we can collaborate to create more impactful activities and reach even more young people with our message

Uni Boob Team

Our Uni Boob Team's raise awareness and educate students on campus on the importance of getting to know your boobs and the signs and symptoms to be aware of. We have seen real success with this peer to peer programme and it normalises our checking behaviour and inspires behaviour change and our message of action is more likely to be acted upon when it is communicated by someone that you trust.

- Increase the number of campuses where we have UBTs
- Increase the number of UBTs registered as a society to 60% to improve sustainability

- Generate £35k of fundraising
- Streamline the recruitment process and have more frequent interaction with UBT to maintain engagement

The Boobettes

The Boobettes are our most powerful tool as they are able to inspire through sharing their stories and experiences. Young people are much more likely to feel empowered by stories of other young people who have been through breast cancer and have come out the other side. Putting yourself in someone else's shoes is a much simpler task if they are someone you can relate to.

- Deliver 200 Boobette talks in schools and colleges, reaching at least 10,000 staff and students
- Recruit 25 new Boobettes
- Update Boobette kits and tools so that they have improved resources for talks
- Make 12 regional Boobette talk observations
- Develop and utilise an e learning tool for Boobette training.
- Boobette involvement in the #showerhijack campaign with a target of 10,000 stickers to distribute locally
- Launch and present the Boobette engagement badges to incentivise Boobettes, increase motivation and ensure that they feel valued

Primary Care

Our research shows that GP's are the most influential figure when it comes to encouraging people to start checking their boobs with 45%

of non-checkers stating that it is their GP who would be most influential in motivating them to start checking.

- Recruit to new Medical Advisory Group members
- Increase our network of healthcare professional contacts from 146 to 300
- Develop the healthcare professional section of the website to provide tailored communications and materials
- Conduct primary care pilot of bespoke materials for the primary care space

Rethink Cancer

Rethink cancer is our campaign to champion and campaign for cancer education to be delivered sustainably as a part of the national curriculum. In 2018 we will develop a schools strategy to strengthen our efforts and to work more collaboratively in this space, to support teachers in educating their students in the importance of early cancer detection.

- Establish a network of 100 schools and teachers
- Recruit Teacher Advisory Board and hold first meeting to shape strategy
- Develop bespoke materials to be used in schools by teachers
- Develop and launch an e learning tool on our website
- Develop and launch a new boob check video
- Deliver more Boobette talks specifically in schools and colleges



what we achieved

Summer Boob Tour

In 2018 we attended 9 festivals in total speaking with more than 5,000 conversations taking place about breast awareness at the boobmobile. We diversified the events that we attended to include BeFit, Trewfields, YALC and Brighton Pride and cemented relationships with Mighty Hoopla to be one of their official charity partners and with YALC to include a panel with our Boobettes increasing cut through of our message at both events. We found that 64% of festival goers that visited the boobmobile, check their boobs regularly with 83% being aware of the signs and symptoms of breast cancer. After visiting the boobmobile 96% felt more confident checking as a result of speaking with the CoppaFeel! Team, up from 90% in 2017.

Uni Boob Team

This year we received applications for 86 UBT Leaders, however strategically decided to focus upon 60 teams so that we could deliver better stewardship and more engagement. Of these teams 77% registered as a society, ahead of our target - a huge accomplishment to improve the sustainability of the programme with 55% recruiting a successor (to date) so that we will continue to have a presence on campus. Student fundraising was identified as a big opportunity in 2018, and something which the UBT's have demonstrated

real success with surpassing the £35k target. Alongside this from an education perspective the UBT have continued to increase their impact. Our research shows that awareness of UBT on campus is at 26%, and where we have a UBT students are 43% more likely to check regularly than those not aware.

The Boobettes

Demand for The Boobettes services continued to grow in 2018, and collectively The Boobettes spoke to more than 47,000 people including 23,000 students in 100 schools. To meet this demand we recruited and trained 31 new Boobettes providing them all with new kit and access to the breast awareness e learning tool which was completed by 64 Boobettes. We launched The Boobette badges at our Thank You Party with Cole Larkin, Lucy Aerts and Jo Forest being the first recipients of the Queen B badge which was delivered in partnership with Avon who continued to support the work of The Boobettes in 2018.

Primary Care

Led by our Education and Health Communications Director Sophie Dopierala, we expanded our efforts in the primary care space in 2018. We recruited 4 new members to the Medical Advisory Group, Elizabeth Lynch, Rory Taylor, Sandra Smith and Melanie Taylor and with their support we developed our primary care

offering **on the website**. We also developed bespoke materials to be used in healthcare spaces, which we saw huge demand for sending out more than 400 healthcare professional packs and distributing more than 120,000 checking cards. As a result, we have been able to increase the number of healthcare professional contacts whom have opted in to receive communications to 443. Whilst we didn't launch an in-surgery pilot due to resource requirements, we did collaborate with advertising company IDS Media to raise awareness in pharmacies with CoppaFeel! advice printed on prescription bags and posters.



rethinkcancer

In July 2018 we received monumental news that we have been waiting for since 2013. The Department of Education announced that health education alongside reformed sex and relationship education is to become compulsory in all schools across the country from September 2020.

This is a big step in the right direction for cancer education, which we have been campaigning for since 2013 when we projected the UK cancer statistic onto the Houses of Parliament. Our #RETHINKCANCER Campaign was instigated to show the importance and value of teaching young people in schools about cancer. The campaign pushes for all pupils to have access to cancer education, for all teachers to receive appropriate training and protected time on the curriculum to deliver it.

In light of this phenomenal news we have been working hard to ensure that teachers have the support that they need to deliver these sessions by developing a new boob check video and a school's pack for teachers to facilitate breast awareness sessions. Alongside this we recruited an Education Advisory Group and launched the first module of our e learning tool in collaboration with Avon. We have also focussed strategically on growing our presence in schools by delivering more than 100 Boobettes sessions in schools and colleges in 2018.



educate

**GUYS, GALS,
NON-BINARY PALS
KNOWING YOUR BOOBS COULD
SAVE YOUR LIFE**

After visiting the boobmobile 96% felt more confident checking as a result of speaking with the CoppaFeel! Team, up from 90% in 2017.



empower

aims + objectives

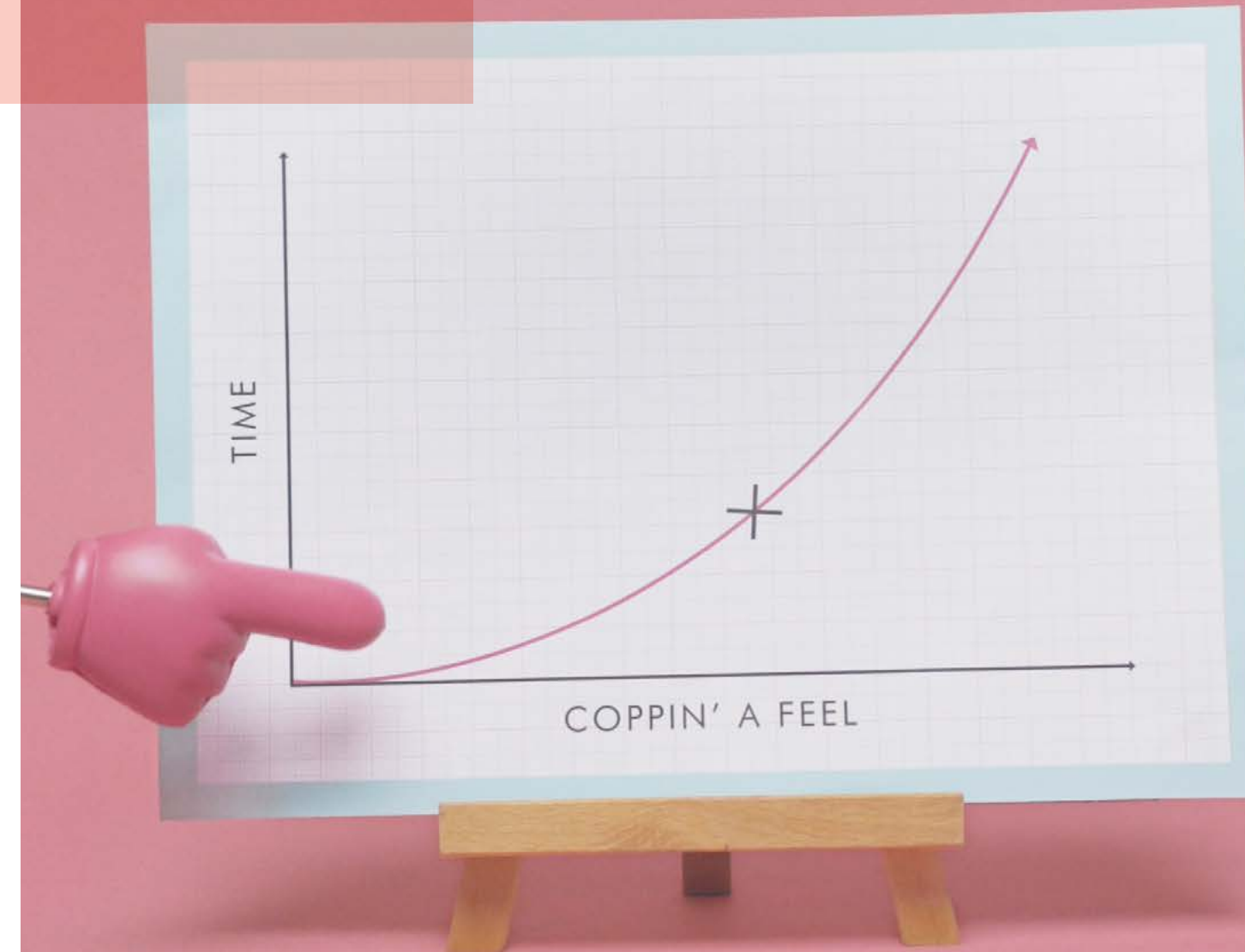
Annual Campaign

We know that one of our strengths is CoppaFeel!'s strong tone of voice and brand, which has been established through our innovative campaigns which showcase our values of inclusivity and empowerment. In showcasing real people and real bodies, promoting body positivity and removing any fear when it comes to checking, we can normalise a proactive checking behaviour and instil confidence amongst our target audience, changing the rhetoric and conversation around breast cancer.

- *Continue to grow awareness of CoppaFeel! (both prompted and unprompted)*
- *Evolve the Trust Your Touch campaign to reach more people*
- *Identify and work with a media agency partner to allow us to amplify the campaign further*

what we achieved

Building off the success of the launch of Trust Your Touch in 2017 we evolved the campaign in 2018 to allow us to reach more people. We worked with the7stars to develop a media plan that would amplify reach amongst our target audience partnering with media owners such as ITVBe, 8 Outdoor, Blow Up Media and The Pool to amplify our message. We also partnered with E! On a channel sponsorship which saw us run idents across the channel for 3 months which were highly impactful. To further innovate we utilised Instagram's touch technology to run an interactive ad that reached more than 144,000 people. The campaign was our best performing yet, with research showing that 50% of our audience had seen the campaign with 57% saying that they would check their boobs more regularly as a result. Prompted brand awareness has remained steady year on year at 33% but logo recognition increased to 58% amongst 18 - 24-year olds meaning that amongst our target audience CoppaFeel! is the third most recognised breast cancer charity.



georgia

I never thought that a quiet night in watching a comedy show would save my life, but it did! Russel Howard's show catapulted Kris Hallenga into my living room and I was captivated by her story of delayed diagnosis and I absolutely took on board her plea for me to get familiar with my body and know my normal. From that day on, boob checking became a regular feature in my life.

Fast forward a few years and at 26 I became aware of a persistent pain in my left boob. Supported by CoppaFeel!, I was able to go to my GP and speak with conviction about how things had changed and that I knew something was not right. Feeling invincible I could never have guessed that 2 weeks later I would be diagnosed with stage 2, grade 3 ductal carcinoma in situ. A lumpectomy, fertility preservation, chemo, a double mastectomy, implant reconstruction and a 10 year hormone therapy prescription was to follow.

This is a lucky alternative to what could have been for me if I did not heed the checking message. Kris' story and the CoppaFeel! message is so important and saved my life.

Georgia Hope

our future plans

This deeper understanding of our audience will enable us to shape where we can have the greatest impact over the longer term to ensure that every young person has the best possible chance of living a happy and healthy life.

We will continue to build upon the sustainable channels for imparting our message that we established in 2018 by building upon our work in the Primary Care space; developing more tools and materials to support GP's and nurses in delivering our breast awareness message. We will also ensure that we are best placed to support teachers in delivering cancer education to their students by creating bespoke materials to use in classrooms to deliver cancer education in a way that is positive, proactive and relatable. Because of our tone of voice and experience working with young people CoppaFeel! is perfectly placed to facilitate these sessions.

We will continue to scale up and develop our reminder services in 2019 with a view to extending our reach and diversifying the audience that we engage with. This will be integral to normalising a boob checking behaviour and ensuring that our message and materials are seen as relatable to everyone.

Finally, we will make CoppaFeel! more sustainable by continuing to deliver the income generation strategy presented in 2017 and ensuring that we focus upon longer term financial opportunities rather than reactive, short term fundraising. All of this will allow us to create more structure, stability and transparency for the team at Boob HQ so that we can continue delivering our important message in the long term.

2019 is a landmark year for CoppaFeel! as it signifies 10 years since our Founder Kris was diagnosed with breast cancer at the age of 23 and 10 years since CoppaFeel!'s inception. It is a natural time to reflect upon how much this small but mighty charity has accomplished, the role that we play and where CoppaFeel! can have the greatest impact moving forward. Since CoppaFeel! was born we have taken huge strides in shifting the language around boobs and breast cancer, and in today's society, where young people are more receptive and open to having open and honest conversations about their bodies and wellbeing our message of positivity and empowerment is perfectly placed. The sector has also shifted to focus more heavily upon a message of prevention and early detection - which is in parallel to the Government's pledge to include cancer education as a part of compulsory PSHE education from 2020.

Our priority in 2019 will be to develop a long-term strategic vision for CoppaFeel! based upon ground-breaking, never been done before, qualitative research to understand young people's attitudes and behaviours when it comes to their health, bodies and breast cancer awareness.



our 2019 key objectives

ENCOURAGE

UBT:

Increase monthly subscriptions to UBT text code and increase overall sign ups for the campaign to 10,000.

#ShowerHijack:

Reach more young people in the shower space by enlisting one top retailer to put the breast awareness message on their shower gel products.

#BraHijack:

To secure one of the top 5 brands for 18-35 year olds join campaign and put labels in bras or other clothing items, providing distribution and sales figures.

Text Reminder:

Remind an extra 24,000 young people by December 2019 to check their boobs monthly by increasing sign ups amongst target audience

EDUCATE

#Rethink Cancer:

Demonstrate an increase in confidence and knowledge of teachers who engage with new CoppaFeel! Education resources.

Primary Care:

Demonstrate an increase in engagement with key primary care professionals to ensure our message is reaching young women in GP surgeries and clinics for young women.

Patrons:

Secure one new Patron who can either increase a relevance amongst our target audience or add credibility to our message.

DBT:

Show an increase in current DBT engagement at events/online and as a result increase content about CoppaFeel! on influencer channels to 38 individual posts.

The Boobettes:

Demonstrate improved knowledge of signs and symptoms and checking guidance amongst young people in schools and colleges who have been visited by a Boobette.

EMPOWER

Annual Campaign:

Raise awareness of CoppaFeel! and the campaign amongst young people and empower them to start checking their boobs.

Summer Boob Tour:

Ensure we reach more diverse audiences through the SBT and maintaining levels of boob checking confidence (96%) post visit.

Social Media:

Increase confidence checking by communicating more educational communications around checking and what to be aware of.



how we receive + spend our money

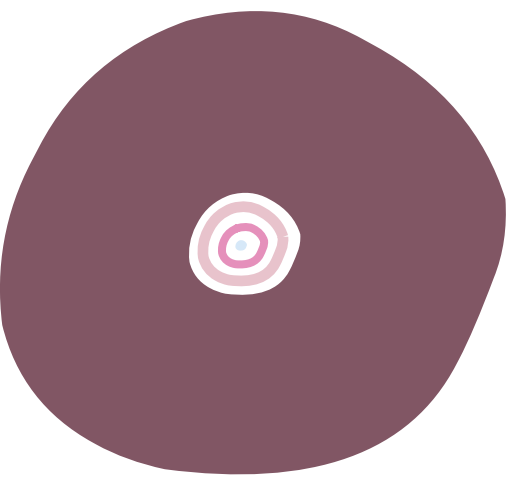
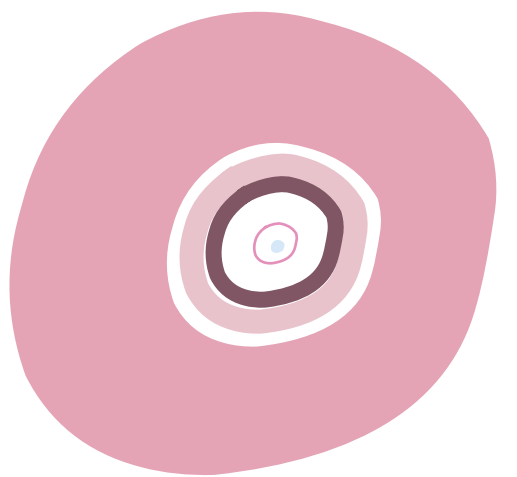


Total income: £2,082,717

- **Voluntary Donations - £1,000,980**
(Gifts in Kind - £926,510 44.5%)
(Donations - £74,470 3.6%)
- **Fundraising - £552,688 26.5%**
- **Charitable Activities - £475,003 22.8%**
- **Trading subsidiary £51,619 2.5%**
- **Investment £2,427 0.1%**

Total expenditure £1,953,510

- **Charitable activities - £1,426,508 73%**
- **Raising Funds - £290,588 14.9%**
- **Support £202,076 10.3%**
- **Governance £34,338 1.8%**



our approach to fundraising

CoppaFeel! is a member of the Fundraising Regulator. Our income is generated predominantly thanks to the support of individual fundraisers raising income at our events or their own events. We do not employ the services of any fundraising agencies or third parties, nor have we run a direct mail, telephone or door to door fundraising campaign. Our relationship with our supporters is very important to us and the charity does not wish for our supporters including vulnerable people to feel under any pressure to donate to the charity.

We have a close relationship with our fundraisers and support them in delivering their events and complying with relevant codes of practice. Where we work with commercial participators, contracts are exchanged so that we can ensure compliance with the code of fundraising practice, applicable laws and adherence to best practice.

For our overseas challenge we do work closely with a travel provider and have contracts in place for this relationship as well as having meetings and frequent contact to make sure that our fundraisers are supported.

We received no complaints about our fundraising practices in 2018.

Our strategic goal is to ensure that every young person has access to our potentially lifesaving information and achieving this vision is not possible if our income does not grow alongside it. Whilst we have a culture at CoppaFeel! of

making the most of every opportunity and maximising each and every penny, a shift to a longer term more sustainable approach to income generation requires investment now so that we can reap the cost efficiencies in the future.

In 2018 we raised £1,156,207 of income before including the value of Gifts in Kind exceeding our budget. Our best year to date. In part this is thanks to a restricted fund from the ICAP trading day, which is going towards our work in the primary care space over a three-year period.

Our strategic approach was to do fewer things, better. Our challenge and third-party events have always been hugely popular and alongside our community fundraising contribute the majority of CoppaFeel!'s income. We want to scale up those which are most popular to have even more impact.

We are grateful for the support of our Fabulous Trekkers, Fabulous Magazine, the BGC charity day teams and the support of our corporate partners, notably Avon, who provided invaluable support in 2018 and were instrumental in delivering our 2018 income. Whilst we hit our fundraising target in 2018 we were still reliant on short term opportunities which we have no guarantee of securing year after year.

Moving forwards, to achieve our goals we need to move to a relationship approach to fundraising. This will allow us to grow and evolve our fundraising portfolio to become more sustainable across 2019 – 2020 and strategically more in tune with our vision and CoppaFeel! values of community,

impact and positivity. Moving forwards CoppaFeel! will put our supporters at the heart of our approach, something that we saw real success with during the Fabulous Challenges Trek again this year.

The key pillars of our fundraising strategy between 2017 – 2020 are:

- *Move from a transactional to relationship fundraising approach*
- *Grow our supporter base to increase the number of warm CoppaFeel! supporters*
- *Engage and grow relationships with supporters so that they support us, repeatedly*
- *Shift our fundraising portfolio so that it is more balanced and less reliant on individual fundraising*
- *Develop CoppaFeel!'s student fundraising campaigns to offer short term opportunities for students to support CoppaFeel! on campus*
- *Trial new events/campaigns to avoid fundraising fatigue and inspire new income streams*
- *A proactive and strategically aligned approach to corporate partners*

Reserves Policy and Going Concern

In assessing the overall level of reserves, the trustees aim at all times to maintain sufficient unrestricted funds of at least 6 months running costs to ensure CoppaFeel! remains solvent going forward, this amounts to £556,790 based on 2018 output and 2019 Payroll liabilities (excluding value of gifts in kind)

The charity currently holds total unrestricted reserves less fixed assets (free reserves) of £449,995, fixed assets of £22,086 and restricted reserves of £114,346

The charity and the trustees will be investigating further ways to develop sustainable funding streams – but remain confident that CoppaFeel! is a going concern as there are adequate resources available to be able to fund the activities of the charity.

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. Restricted funds carried

forward at 31 December 2018 were £114,346, and these funds relate to our Primary Care project work.

Investment Policy

We hold a portion of our reserves as investments in order 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. We are currently holding a position that is low in risk but still allows us to achieve our investment targets, reflecting the ongoing economic uncertainty. Investments are sufficiently liquid that they can be redeemed in a short period of time if required. We have an ethical investment policy. Fixed asset investments totalled £96,553 with all of this held in securities managed on our behalf by investment managers Rathbones. 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 however we are mindful that it has been a turbulent time for investments.

CoppaFeel! Trading Ltd

CoppaFeel! Trading Limited is the wholly owned subsidiary of CoppaFeel! Registered company number (10707836). The subsidiary was

incorporated on 4 April 2017.

In 2018 it achieved income of £51,619 and net profit of £28,758. All profits generated by CoppaFeel! Trading Limited are donated to CoppaFeel!

This was an increase on 2017 income, as we developed our corporate partnership offering. For 2019 we already have planned partnerships which will increase the turnover of the trading subsidiary.

Remuneration Policy

The pay of the senior staff is reviewed annually. CoppaFeel! pays staff a fair salary that is competitive with the charity sector, proportionate to the complexity of each role, and in line with our charitable objectives. All staff pay is reviewed and decided upon by the board of trustees on an annual basis.



In 2018 CoppaFeel! sent 630,166 boob check text reminders, and we remind more than 62,000 people on a monthly basis.



structure, governance + management

CoppaFeel! is a company limited by guarantee and a charity registered in England and Wales as well as Scotland. The company was incorporated on 28 of July 2009. The company was registered as a charity on 28 October 2009. The charity is controlled by its governing document its Articles of Association which were amended by special resolution registered at Companies House on 4 August 2015.

Organisational Structure

Our board

We will have no less than three trustees and no more than five without formal review and agreement by the Board. The trustees are also company directors. The Chair will be one of these and will be appointed by joint agreement of the Board.

The role:

- Set and maintain vision
- Help develop and agree our strategy
- Ensure accountability
- Ensure compliance with the law
- Maintain proper fiscal oversight
- Promote the organisation at every opportunity
- Support the CEO
- Act in the best interests of our beneficiaries
- Make sure money is spent on purpose intended

The trustees have legal responsibility for the strategic direction and effective governance of the charity. The

trustees who served during the period are listed in the 'Reference and Administrative' section.

On average, the board meets four times per year. Informal meetings will be held as regularly as required and may happen on the phone or via Skype.

The trustees are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and regulations.

Board members are not paid but can claim expenses.

Role of the Board in relation to the CEO

The CEO is present at all meetings. The CEO and the Chair present charity developments and strategy plans for discussion with the board. The board is the ultimate decision maker.

Recruiting and training trustees

Each year the trustees will review the skills and expertise of the board.

Anyone can recommend a trustee to the current Chair.

A candidate will go forward for board approval only if both the Chair and CEO agree they are appropriate.

Trustees shall serve for a term of four 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 (twelve 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.

Volunteers

Our volunteers are at the heart of everything we do and it has been another year of relying heavily on them.

Their commitment to our cause allows us to extend our reach in the most effective way and we are incredibly grateful to them for their support and strength.

Management

Responsibility for day-to-day management matters and the implementation of policy is delegated to the Chief Executive.

Training

We have a small budget to allow for training and development of staff. They are encouraged to seek opportunities for further learning. All staff must make time to spend with our target audience as well as attending a Boobette talk. Our relationship with Breast Cancer Care ensures we are up-to-date with Breast Cancer Health Promotion.

Equal Opportunities Policy

CoppaFeel! is an inclusive organisation where everyone is treated with respect and dignity. We are committed to eliminating all forms of unlawful discrimination and to the equal treatment of all employees and job applicants; and requires all employees to abide by this principle. All job vacancies will be advertised fairly, and all applicants will be monitored/assessed according to the policy.

Risk management

The trustees have a duty to identify and review the risks that the charity is exposed to and to ensure appropriate controls are in place to provide reasonable assurance against fraud or error.

Key risks to CoppaFeel! have been identified and recorded on the Risk Register, alongside appropriate mitigation plans. The charity will report back to the trustees at all board meetings and keep them informed of any new risks identified.

Based on the register, the top three principal risks to the charity have been identified as being:

1. Heavy Reliance on volunteers to fulfil projects
2. Reliance on founder's relationships – patrons, celebrities and donors
3. Reliance on Pro bono support to deliver our awareness campaign.

The charity has considered these risks and has the following mitigating actions in place:

1. Regular assessments of any risks at Senior management meetings, and identification of any new risks.
2. Risks have been allocated to a specific member of staff to monitor and report back to the Board.
3. The Board are provided with comprehensive management accounts at each meeting and are kept up to date with the financial situation of the charity

4. Moving forward the charity is reducing reliance on unpaid agencies and also working with partners to set parameters and expectations for collaborations. The Board's advice will be sought at trustee meetings.

Based on the Risk register and mitigating actions the trustees are satisfied that the charity is managing them appropriately.

Team Spirit

CoppaFeel! is still part of London's Charity Softball League which runs April - July each year, playing each game in London Parks. We have monthly team brunch meetings.

Collaborations with other organisations

We continue our great relations with fellow breast cancer charities Breast Cancer Now and Breast Cancer Care. Allegiance with many fellow cancer charities remain for our #RETHINKCANCER campaign and saw us collaborate with Orchid, a male cancer charity and Jo's Cervical Cancer Trust in 2018. Kris remains active on Trekstock's Young Person's Panel to help shape how they assist young people to thrive with and beyond cancer. We also play a role at a political level through our involvement with the Cancer Campaigning Group, the APPG on Cancer and Breast Cancer and the APPG on Women's Health. CoppaFeel! is often asked to give talks at industry conferences, particular interest is given to our partnership with The Sun, our strategy for content creation and how we engage with young people to inspire behaviour change.



plans for future periods

We are implementing our three year strategy created in 2017 which will enable us to strengthen our capabilities and get closer to achieving our vision.

CoppaFeel! Strategy 2017-2020

Strategic Priorities

- Consolidate current delivery - Boobettes, Festivals, University Boob Teams and Campaigns.

By 'consolidate' we mean we will ensure:

- The value of each programme is evidence based
- That our messages are reaching everyone of an appropriate age across the whole UK
- The quality of our programme remains high
- There is a sustainable way of funding each programme
- That each programme remains fresh and relevant

- Build on text, showers, bras and other prime opportunities to check.

By 'build' we mean taking the bra highjack to scale, continuing with shower stickers and

finding new, similar reminder initiatives

- Extend our research and evidence base and use it to underpin increased campaigning and lobbying.

- Deliver the RETHINK CANCER campaign to aim for mandated, quality cancer education in secondary schools.

- Develop a new programme aimed at increasing GP engagement in best 'boob' practice.

- Strengthen our fundraising to create a more sustainable and planned future.

This will include:

- Increasing our community fundraising network and developing materials that support increased fundraising
- Nurture relationships with CoppaFeel! supporters and fundraisers to maximise engagement and fundraising to ensure that individuals support CoppaFeel! again and again
- Foster more long term (12 month or longer) corporate partnerships with high net worth
- Build our corporate, grants and trusts work

- Grow our fabulous team with:

- Creating a positive, flexible, supportive environment to work in
- Improving salaries
- Instilling the CoppaFeel! culture of community, positivity, creativity and results driven work
- Cultivating an even greater volunteer workforce

Since we don't have the power to eradicate breast cancer, we are fully committed to ensuring that every woman stands the best chance of beating breast cancer, by educating her with the signs and symptoms of breast cancer and the importance of early detection.



reference + administrative

Statement of public benefit

Under the Charities Act 2011, charities are required to demonstrate that their aims are for the public benefit. The two key principles which must be met in this context are, first, that there must be an identifiable benefit or benefits; and, secondly, that the benefit must be to the public, or a section of the public. Charity trustees must ensure that they carry out their charity's aims for the public benefit, must have regard to the Charity Commission's guidance, and must report on public benefit in their Annual Report.

CoppaFeel!'s Board of Trustees regularly monitors and reviews the success of the organisation in meeting its key objective of educating young people about the importance of checking their breasts. The trustees confirm, in the light of the guidance, that these aims fully meet the public benefit test and that all the activities of the charity, described in the Trustees' annual report, are undertaken in pursuit of these aims

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 applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that

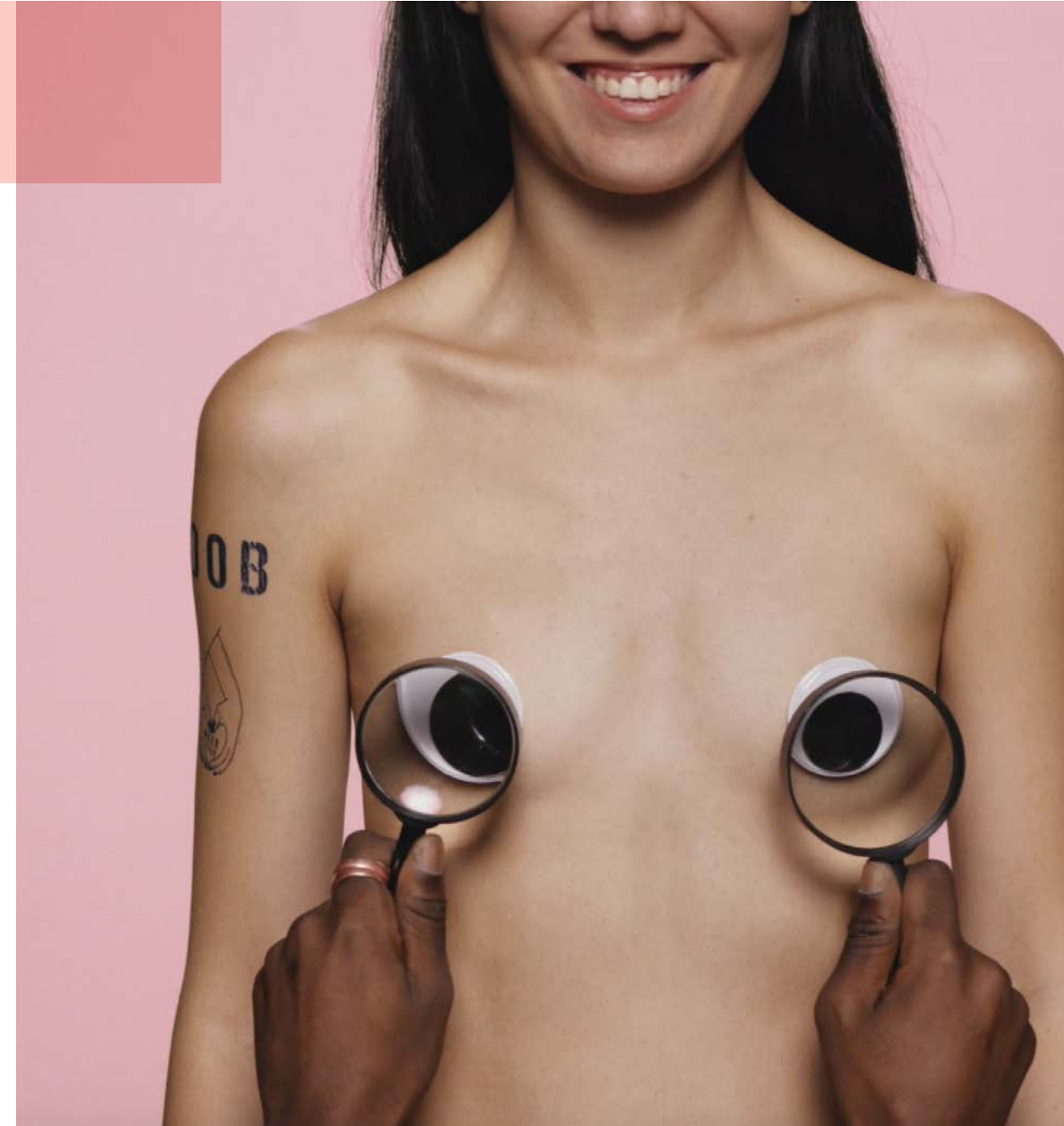
the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable 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.



Registered England & Wales
charity number: 1132366
Scotland: SC045970

Registered Office

First Floor, 1-4 Pope Street, London, SE1 3PR

Chief Executive Officer:

NatalieKelly

Board of Trustees:

Jamie Clews - Chair
Mrs K Lee (Stepped down 31st May 2018)
Mr S Stretton (stepped down 1stOctober 2018)
Mr Simon Finnis
Mrs Alice May Purkiss
Mr Michael Atti
Ms Claire McDonald (Joined October 2018)

Company Secretary and Administration:

Jane Hallenga (resigned 2019)

Auditors:

Sayer Vincent LLP
Invicta House
108-114 Golden Lane
London
EC1Y 0TL

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





thank you

Individuals

AJ Odudu
 Alex Bowen
 Amanda Dickinson
 Anna Jones
 Ashley Wilson
 Beverley Nicholas
 Carly Rowena
 Carrie Fletcher
 Cassandra Frey
 Mills
 Claire Fulton-Ray
 David Norton
 David Spearing
 Derek Bremner
 Dr Zoe Williams
 Edd Gamlin
 Emily Coxhead
 Gabrielle Aplin
 Gaby Edlin
 Gaby Roslin
 Georgette
 Mrakadeh-Keane
 Georgie Hart
 Gina Martin
 Girl Gains
 Grace & Amelia
 Mandeville
 Graham Moates
 Graham Sheldon
 Hannah Braid
 Hatty Newman
 Jane Hallenga
 Jess Megan
 Jimmy Carr
 Jon Plane

Katie Thistleton
 Kristina Everest
 Laura Gallagher
 Laura Palmer
 Leanda Guy
 Lily Pebbles
 Lisa Snowden
 Live From Layfield
 Luci Houchin
 Maren Sheldon
 Mish Poynter
 Nina Stier
 Olivia Buckland
 Rae Morris
 Rob Broderick
 Robo J
 Ross Popejoy
 Rt Hon Nick Gibb
 Sarah Carless
 Saroj Patel
 Scola Dondo
 Stacey Sullivan
 Steve Brine MP
 Tahnee Seagrave
 The Mac Twins
 Tom Fletcher

Companies

3 Acre Blooms
 8Outdoor
 A Lesson in Nature
 ABC Selfstore
 Aesthetic Laundry
 After Breast
 Cancer Jersey
 Alexis Smith

Asos
 Attollo Lingerie
 Avon
 Barry M
 Batley Bulldogs
 Black Sparrow
 Boom Cycle
 Bubblegum
 Balloons
 Bumble
 Chalk pr
 Coco and Eve
 Cover it Up
 Crochet Co
 Cult events
 Curvy Kate
 DCM
 Deakin & Blue
 Disco Beads
 E! channel
 Edith Joan designs
 Effective Cyber
 security
 Eliza Eliza
 Emily crisps
 Ender Legard
 Excluserv
 Extract Coffee
 F & F
 Fabulous
 Magazine
 Find me a Gift
 Fleur of England
 Fold7
 FP Mailing
 Fresh Tech

Fruity Booty
 GFI Group
 Girl vs Cancer
 Glitter Lips
 Good Loop
 Goodacre UK
 Gossard
 Guinea Pig Global
 Hanna Rawr
 Happy Ending
 Hermosa London
 Hose
 Hydrate M8
 Iconic Lights
 ITV Be
 Jingo
 Juice
 Karma Cola
 Kevin Murphy
 Lepel
 Light Fantastic
 Live FX
 LoveHoney
 LullaBellz
 MAREE
 Marigold
 MissPap
 Moju Drinks
 Movement for
 Modern Life
 Natural Deo Co
 Naturana
 Never fully dressed
 News UK
 Next
 Nubian Skin

Ollie Quinn
 OnClick
 Oppo
 Pip and Nut
 popchips
 PrettyLittleThing
 Rude Health
 Sayer Vincent
 Silent Noize Events
 Sisle
 Sprankenstein
 Tetta Tees
 The Sun
 The7stars
 Vans
 Waffle Wands
 Wolf and Moon
 Xander & Bow
 Zakti
 Zero Degrees

Our Patrons

Dermot O'Leary
 Fearne Cotton
 Giovanna Fletcher
 Greg James
 Harry Becher
 Newton Faulkner
 Sarah Outen
 Sheridan Smith

Our Trustees

Alice-May Purkiss
 Claire McDonald
 James Clews
 Kate Lee

Michael Atti
 Simon Finnis
 Steve Stretton

Talent

Abbie Mccarthy
 Annie Mac
 Arielle Free
 B*witched
 Elanor Tiernan
 Groove Amarda
 Isaac Waddington
 James Hancox
 Jayde Adams
 Jen Brister
 Krystal Rxxx
 Lauren Pattison
 Luisa Omielan
 Melanie C
 Oh My God! it's
 The Church
 Shappi Khorsandi
 Stevie Martin
 Ten Tonnes
 The Big Moon
 Zoe Lyons

Education

Bonnie Taylor
 Georgia Lazell
 Rhiannon Bradley
 Lindsey Thompson

Charity

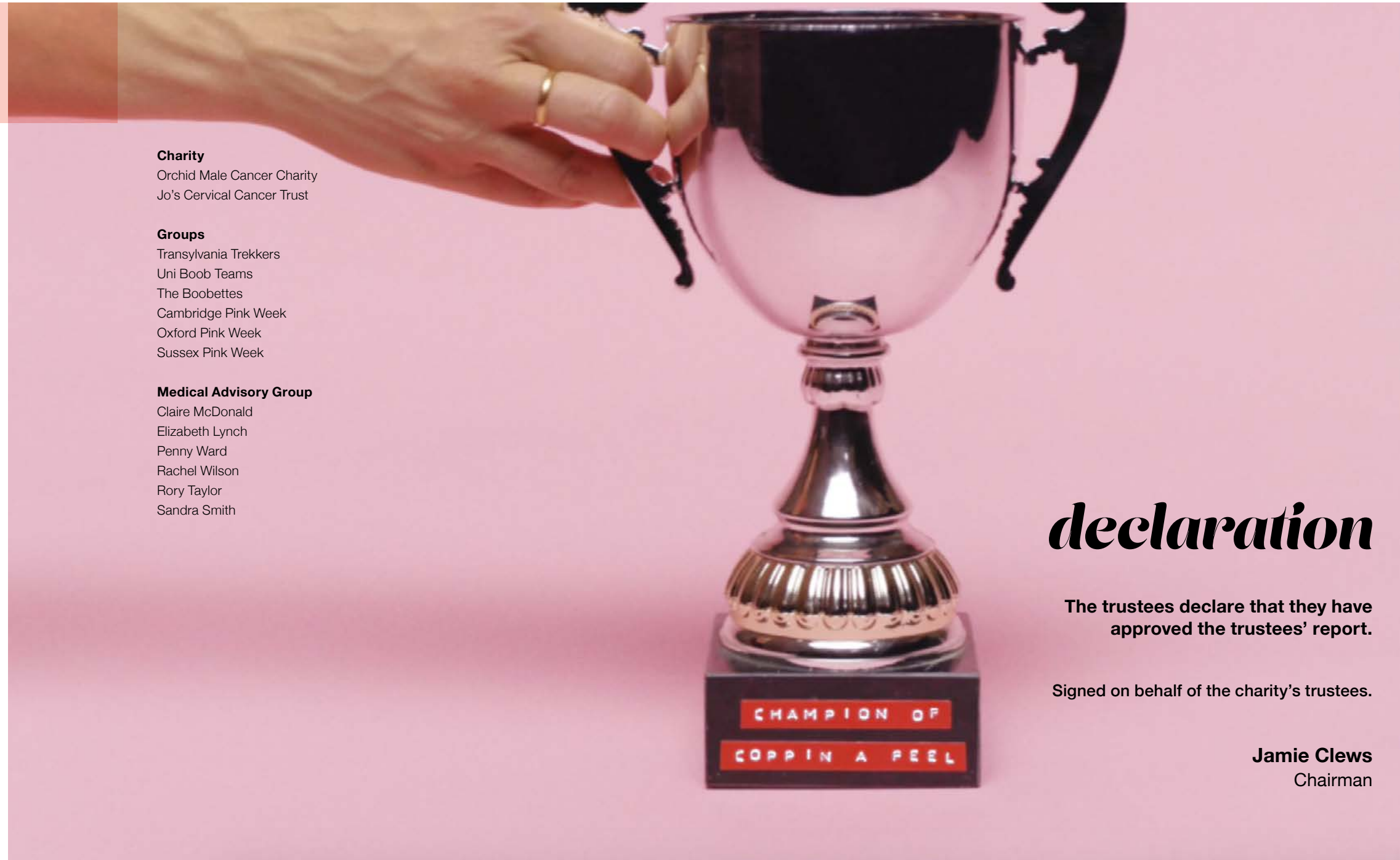
Orchid Male Cancer Charity
 Jo's Cervical Cancer Trust

Groups

Transylvania Trekkers
 Uni Boob Teams
 The Boobettes
 Cambridge Pink Week
 Oxford Pink Week
 Sussex Pink Week

Medical Advisory Group

Claire McDonald
 Elizabeth Lynch
 Penny Ward
 Rachel Wilson
 Rory Taylor
 Sandra Smith



declaration

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

Signed on behalf of the charity's trustees.

Jamie Clews
 Chairman

A hand with light pink nail polish holds a pink envelope. The envelope has a postage stamp from the Philippines featuring two oranges and a circular postmark from Manila dated 19. The address is handwritten in black ink. Another hand is visible on the right side of the envelope.

BOOB MAIL

BOOB TOWERS
BREASTONIA
BD 085

get in touch

CoppaFeel!

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[coppafeel.org](https://www.coppafeel.org)