

CANCER DIDN'T STOP FOR COVID. NEITHER DID WE.

In incredibly uncertain times, we were certain of one thing: the needs of people affected by gynaecological cancers hadn't stopped. So with our amazing supporters behind us, we innovated, expanded and persisted to support more people than ever before.

CAMPAIGNING AND INFLUENCING

INFORMATION AND SUPPORT

FUNDRAISING AND INVESTMENT

PIONEERING RESEARCH

INVALUABLE INFORMATION AND SUPPORT

Cancelled appointments. Delayed treatments. Desperate thoughts.
In a difficult, daunting world, we were a beacon, providing reassurance and guidance to thousands.



65% increase in calls and emails*

We expanded our Ask Eve service to promptly and fully answer the questions of many more people than ever before.

Overall, our information nurse and information officer provided one-to-one advice to 1,200 people over the phone, via email or by messaging them.

20,000 views and rising

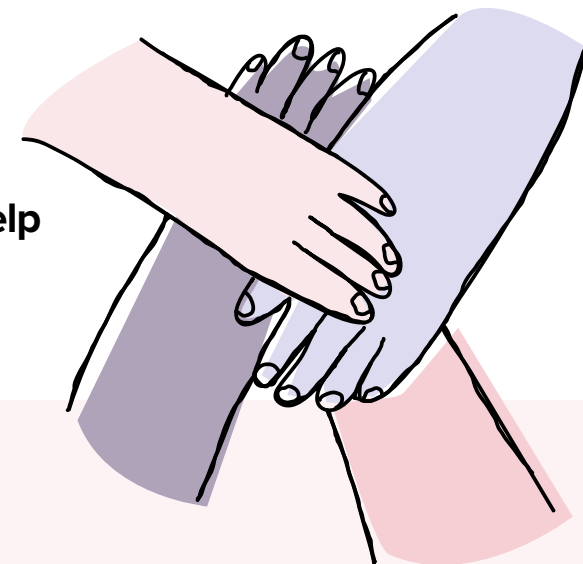
We launched our 30-minute Probably Nothing episodes online. Hosted live by our Ask Eve team, they feature gynae experts and invite questions from viewers.

Vital
24/7 support

Our website and digital resources attracted around 240,000 unique views from people who needed expert, easy-to-understand information, day and night.

INVALUABLE INFORMATION AND SUPPORT

Many people affected by a gynaecological cancer struggle to access the expert help they need, leading to feelings of abandonment and anxiety. To prevent this from happening, we reach out to local communities, underserved groups and online.



Accessible, expert support

We reached 125,000 people through our group workshops, such as our Lunch and Learn workplace talks, and our educational online spaces, which include our Instagram Live Q&As.

“After I got my test results, I faced an abyss. All I had was Google, which was really scary. But The Eve Appeal provided me with so much good information. Thank you!!!”

Comment from someone who attended an Ask Eve workplace talk

Here for everyone

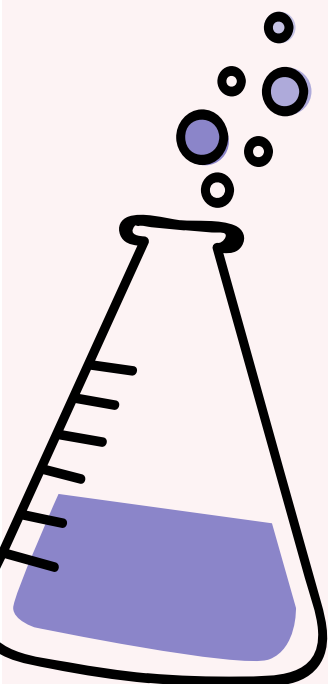
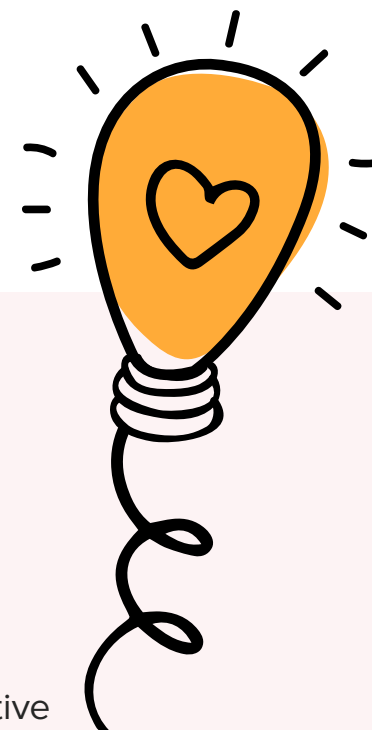
We developed educational resources specifically for people with physical and learning disabilities, trans men, non-binary and intersex people, and those affected by female genital mutilation.

Nearly
44,000 visits

In April 2020, we launched our Covid and Gynaecological Cancer Information Hub. A resource that proved absolutely invaluable for thousands of worried and distressed people.

INNOVATIVE, LIFE-SAVING RESEARCH

Research into the prevention and earlier diagnosis of gynae cancers cannot stop, because only 3.6% of the UK's cancer research spend focuses on these cancers. That's why we stood by all our research commitments in 2019 and 2020.



Nearly one third

of our spend on charitable activities was invested into pioneering gynaecological cancer research

Vital seed funding that drives extra investment, with an independent panel calculating that for every **£1** we invest into research, a further **£13** is invested by someone else.

- ♥ We get riskier, more innovative research off the ground
- ♥ We inspire support from other funders, such as the Department of Health
- ♥ We're determined to prevent gynae cancers and increase earlier diagnoses



REACHING AND EDUCATING MILLIONS

To save more lives, it's critical we raise awareness of the signs and symptoms of gynae cancers and break down taboos about gynaecological health.



1.5m people engaged

Our Go Red 2020 campaign about abnormal vaginal bleeding reached hundreds of thousands of people on Instagram Facebook and Twitter.

Selfcare Summer arrives



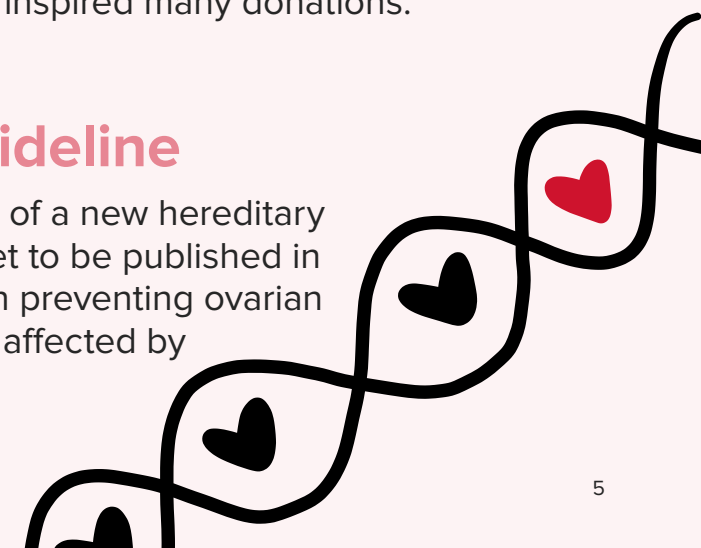
In April 2020, we launched a new wellbeing and lifestyle campaign that aims to reduce the risk of gynae cancers and help people diagnosed with one lead an active, happy life.

Over
1.4 million

Our Get Lippy 2020 campaign about the types, signs and symptoms of gynae cancers reached 1.43 million people on social media and inspired many donations.

New national guideline

We led on the development of a new hereditary ovarian cancer guideline. Set to be published in 2021, it will play a key role in preventing ovarian cancer and helping families affected by BRCA mutations.



USING YOUR PRECIOUS GIFTS TO SAVE LIVES

We've always known we have incredible supporters, but last year truly proved this. Your generosity helped support thousands of people, raise vital awareness and kept our research going. Thank you.

£1.85M

Despite Covid greatly affecting your fundraising, your awesome efforts still raised nearly **£1.85 million**.

£89,174

was raised during Get Lippy 2020. Thank you everyone who donated and took part.

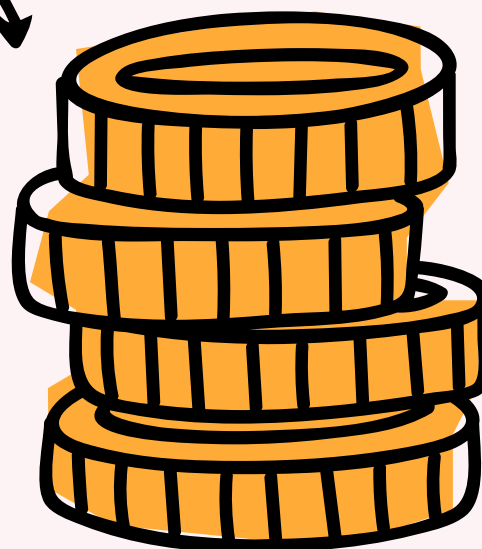
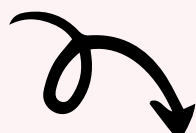
£36,932

was raised by our emergency appeal to support our Ask Eve service.

121 people

became a regular giver. Support that's key to our long-term future.

Money in



Money out



£1.8M

Between July 2019 and December 2020, we invested just over £1.8 million into:

- ♥ pioneering research
- ♥ life-changing services
- ♥ striking campaigns
- ♥ other vital activities.

All to save women's lives.

YOUR AMAZING SUPPORT MEANS SO MUCH

Like many of our wonderful supporters, Abbie Davies was determined to support the life-changing work of The Eve Appeal after losing a loved one to a gynaecological cancer.

“My Auntie Linda’s diagnosis of womb cancer came as a huge shock. Not only were we in the height of a pandemic but she hadn’t mentioned any symptoms.

I decided to take on my 150km run over a month to give her a daily dose of positivity whilst undergoing treatment. Heartbreakingly, on day 10 of it she passed away.

She meant the world to our family, and had the biggest and kindest heart. I know she’ll be proud that my efforts raised over £6,400 to support The Eve Appeal’s work, and especially as I’m not a natural runner.

I hope it will help prevent others from ever having to face the devastating consequences of a gynaecological cancer, or provide them with the support they need when they’re going through such a difficult time.”



**Thank you. Thank you. Thank you
to all our supporters. We couldn’t
change and save so many lives
without you.**

