



Impact Report 2025



2025 highlights in numbers



Trained
1,110
UK GPs

to better diagnose ovarian cancer.



Reached
671
professionals

across primary care, in our Early Diagnosis Network, a huge milestone.



Acted
2,506
times

across our campaigns, securing policy changes across the four nations.

We also received an amazing

£1.2m

of donated advertising space to raise vital awareness of symptoms.

2,613
people



donated to us, and

995
people



fundraised for us through sponsorship.

Increased reach to

41,794

engagements

reaching more people across our support services.



240,000

people



used our information & support section of our website.

Team Target ran

9,431

miles

to raise funds in 2025.



Took

1,438

calls and emails

by our Nurse Advisors.



A message from our Chief Executive, Catherine Hart

Reflecting on 2025 and my first year as CEO of Target Ovarian Cancer, I feel such pride to be part of an organisation that is changing the future of ovarian cancer.

It is an honour to work with passionate, expert colleagues who strive to improve the day to day lives of those affected by ovarian cancer, and to create a future where ovarian cancer is caught faster, saving many lives.

Our frontline services continue to be a constant support to women and their families as they navigate an ovarian diagnosis, treatment and recovery.

We built momentum on our GP outreach activities, so that more GPs than ever are being equipped to recognise the signs of ovarian cancer at a potentially lifesaving stage.

And thanks to our awareness work in 2025, more women now know the symptoms and are seeking help sooner.

2025 was a year of policy wins, campaigning at the highest level of government, ensuring that ovarian cancer gets the attention it deserves.

We achieved a vital change to cervical screening information, ensuring NHS guidance now clearly states that the test does not check for ovarian cancer.

We are committed to building on this success, having secured this change in England and Northern Ireland. We will work tirelessly to achieve the same in Wales and Scotland so that women across the UK receive an earlier diagnosis.

And now, as we enter 2026, we are preparing for one of the most exciting periods in Target Ovarian Cancer's history.

Over the coming year we will be shaping a new strategy that expands on all we have achieved together, unlocking opportunities that will allow us to save more lives, reach more women, and transform outcomes across the UK.

We are bringing together clinicians, women affected by ovarian cancer, partners, and experts to shape bold new ambitions – particularly around earlier diagnosis, health inequalities and the wraparound support women urgently need. I am looking forward to sharing more on this milestone in the year ahead.

Thank you for standing with us in 2025 and bringing us closer to a future where life isn't limited by ovarian cancer. Your support has made our impact possible, and we are deeply grateful.

Thank you.



Catherine Hart

Catherine Hart
Chief Executive Officer
Target Ovarian Cancer

Saving lives with early diagnosis

Target Ovarian Cancer has been at the forefront of early diagnosis for the last 10 years, and 2025 saw some of our biggest achievements yet.

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When a woman is diagnosed with ovarian cancer at the earliest stage, her chance of survival doubles. But only one woman in three is diagnosed early. Far too many are dying because they weren't aware of the need to get symptoms checked out, weren't referred quickly enough by their GP, or didn't urgently receive the right diagnostic tests.

Our focus today is on doing everything we can to ensure women, GPs and the wider NHS act on symptoms more quickly.

In 2025, we have:

- ▶ Developed our national education programme for GPs to ensure that primary care teams have access to training and resources that improve their knowledge of ovarian cancer symptoms.
- ▶ Launched an Ovarian Cancer Awareness Month (March) weekly email series, offering guidance on symptoms awareness to our Early Diagnosis Network – a UK-wide community of healthcare professionals committed to diagnosing ovarian cancer at the earliest possible stage.
- ▶ Completed a new pilot face-to-face education project for trainee GPs to improve their knowledge of ovarian cancer, with input from patients with lived experience.
- ▶ Partnered with MIMS Learning (a recognised provider of high-quality GP education) to create a dedicated ovarian cancer webinar. 30 GPs attended the live webinar, and a further 325 GPs and healthcare professionals accessed the content on demand.
- ▶ Collaborated with the Surrey and Sussex Cancer Alliance to train pharmacy teams to recognise early signs and symptoms of ovarian cancer through patients' patterns of over the counter purchases.
- ▶ Completed projects with Brighton & Hove and the NHS West Midlands Cancer Alliance focused on transforming ovarian cancer referral and diagnostic pathways, with the aim to accelerate diagnosis and improve patient outcomes. We implemented targeted initiatives

Reached

671

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across both regions, including public awareness campaigns to boost symptom recognition, enhanced GP education, pharmacy-led engagement, and updates to clinical systems and pathways.

- ▶ Embarked on an NHS England-led project to strengthen performance against the ovarian cancer Faster Diagnosis Standard, ensuring patients receive a confirmed diagnosis or reassurance within 28 days. The project aims to improve ovarian cancer diagnostic pathways and ensure that the 28 day standard is met.

"The symptoms of ovarian cancer can be confused with other things. I put my tiredness and chronic constipation down to an underactive thyroid and 'getting old'. To this day, I am grateful to my friend who suggested we got a 'MOT' because of our age, and to the doctor who flagged that something could be wrong and undertook a CA125 blood test.

It was through a friend I first learned about Target Ovarian Cancer. It was great to see that they were raising awareness and advocating for better tests and treatments for women like me. We all know the statistics – we have a better chance of survival if the cancer is caught in its early stages.

It's time we ramped up the conversation on ovarian cancer, and get everyone understanding exactly what it is, and what to look out for"

– Margaret



"Early diagnosis is the best thing we have to change the course of this disease. Women being heard by their GPs and healthcare professionals can completely change the diagnostic pathway and alter prognosis from 'treatable but not curable', to much higher survival statistics."

– Val, Specialist Nurse

Symptoms awareness spotlight: This Van Can

In March, as part of our activity for Ovarian Cancer Awareness Month, we partnered with the NHS Greater Manchester Cancer Alliance and the Dianne Oxberry Trust to go on a roadshow around Greater Manchester with "This Van Can", enabling us to speak to 8,296 people in the local community about the symptoms of ovarian cancer. Raising public understanding of symptoms is a key factor in advancing our early diagnosis work.

We collected over 2,000 impact surveys at sites over a 6 week period to measure awareness, which highlighted that the average understanding of the signs and symptoms of ovarian cancer increased by almost 4 times after interacting with a van ambassador.



84%

said they were very likely to contact their GP should they notice signs and symptoms



84%

said they feel confident to ask their GP for the correct diagnostic testing for ovarian cancer



87%

said they now had a very good understanding of the risk factors



Providing a lifeline with our support services

Specialist support is vital for ovarian cancer care, as women are faced with treatments that can be difficult, with significant side effects. The psychological and practical effects of a cancer diagnosis can at times be overlooked by an overstretched NHS – this is where Target Ovarian Cancer fills in crucial gaps.

We continue to be here every step of the way for the 41,000 women living with ovarian cancer in the UK and their loved ones, through:

- ▶ Our support line, the only specialist nurse-led helpline of its kind in the UK, receiving 1,438 calls and emails in 2025.
- ▶ Our online course My Next Steps, for women who have completed treatment.
- ▶ Our health information, accredited by The Patient Information Forum, with a total of 7,276 specialist guides circulated in 2025, and over 240,000 people using the information and support section of our website.
- ▶ Our online recorded event series, with a total of 254,532 views on Youtube in 2025, covering topics such as "Coping and Communication", "Introduction to Clinical Trials" and "Supporting a Loved One with Ovarian Cancer".
- ▶ Our live digital events were attended 827 times in 2025, including regular drop-in sessions on Yoga & Relaxation, Writing for Wellbeing, and Tea & Chat.
- ▶ Our online communities, with over 3,800 members in total, and 627 new members in 2025.
- ▶ Our Let's Connect ovarian cancer communities, an England-wide, peer-to-peer support service funded by the National Lottery Community Fund.

There's a whole host of daunting and untrustworthy information out there which can scare the life out of you, but Target Ovarian Cancer is truly a source of info I can trust."

– Sarah

I'm normally turbo woman with life. I had a very busy, physical job working on a private estate, as well as going to the gym, walking my dogs and riding my horse, so my life has been tipped upside down.

I'd be lying if I said I wasn't anxious or scared about the future. To be honest the thought of the cancer coming back sits on my shoulder all the time.

It feels amazing to be understood, listened to, supported, and most of all be with a group of ladies all fighting to live our new version of our best lives."

– Libby



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Support Line Spotlight: a conversation with Valerie Lang, Specialist Nurse

Target Ovarian Cancer is the only organisation in the UK to provide an ovarian cancer nurse-led support line, where our Specialist Nurses offer support and advice to callers.

Who calls the Target Ovarian Cancer support line?

"Anyone affected by an ovarian cancer diagnosis can call our support line.

We have women who call about symptoms and concerns, often looking for validation of their symptoms and seeking permission to take their concerns to their GPs.

Women who are diagnosed at various stages of their pathway. Ovarian cancer can be a very isolating experience, with women trying to process not only their own emotions but also balance the wellbeing of their families and those supporting them.

Anyone supporting someone with a diagnosis, partners, siblings, mothers, friends, it is vital that those doing the supporting get help for themselves."

Can you explain what a Clinical Nurse Specialist does in the context of ovarian cancer care?

"A Clinical Nurse Specialist acts as a woman's key worker within the NHS, and it is their job to help guide their patients through each stage of diagnosis and treatment. They play a vital role in assessing and monitoring each woman on an individual basis ensuring she is cared for. A holistic approach is needed, as the psychological impact of a diagnosis is as enormous as the physical impact, and neither can be viewed in isolation.

The role of the CNS has evolved over time as pressure mounts on the system. Many find their caseload has increased to such a point that they have less time to support with their patients full holistic needs. "

What are some common concerns and issues you hear?

"Women concerned about symptoms may call to seek advice, we always encourage them to call us back after seeing their GP, so that we can try to ensure that they aren't dismissed by their health care professional. Sadly, this happens too often as the symptoms are easily put down to other less

serious conditions.

Those with a diagnosis tend to be 'regular' callers. It is these women and those supporting them that form the largest part of our work. We build long and often close relationships in this area. We act as a safe space that enables conversations that people often struggle to have with those closest to them."

Have you noticed a difference in the types of calls over the years?

"An unequivocal yes! As hospital teams become busier and less available, particularly after the active treatment phase ends, women and their supporters often find themselves feeling cast adrift and isolated.

It is often after treatment ends that the enormity of what has happened to them begins to hit hard.

They need time and care and understanding to help them to process and begin to move forward in their new and often scary world.

As treatment becomes more complex, so do the needs of our women and help and support isn't easy for them to find."

What are the biggest challenges faced by ovarian cancer patients?

"This is an almost unanswerable question, the challenges are so enormous.

The first challenge is being heard and taken seriously when women first experience symptoms.

Secondly, access to the best care, both physically in terms of treatment and consideration of their ongoing holistic needs. It is a diagnosis that affects every aspect of their lives and the lives of those around them.

If I had to name the challenge women talk about the most, it is the uncertainty that becomes embedded in their lives. It never goes away; their lives are changed forever. They eventually learn to live alongside the uncertainty, but it is a constant challenge and they grieve for the loss of their former selves and lives."



A snapshot of messages received by support services in 2025

Thank you for always helping me to get my inner most dark thoughts out!! I always feel so much better afterwards, I so appreciate you. Cannot believe it's been nearly 4 years of chewing your ear off

I really want to thank you, for all the invaluable, amazing support you've given me this year. You have been my voice of reason, comforting shoulder, advice giver, and friend. I honestly don't know how I'd have coped without you

Honestly, I'm in such a state, my tummy hurts, I'm scared and I want to run away 😞

Seriously, I just feel so incredibly fortunate that you were at the end of the phone last July

Thanks again for checking in. I really appreciate you thinking of me. Can't wait to have a proper catch up soon

I definitely couldn't do this journey without you/Target by my side

I honestly don't know what I'd do without you Val, I'm going to say thank you again, but it's never going to be enough ❤️ xx



Let's Connect: Peer Communities

"I didn't know how much I needed this until I heard about it."

- Ann, after joining the Harrogate Peer Support Group.

Delivered in partnership with the National Lottery Community Fund, our Let's Connect peer support groups provide a safe space for individuals to gain support, strength and community with a group of people going through a similar experience.

In-person support groups are hosted by 11 trained volunteers who have previously been diagnosed with ovarian cancer. In total, seven groups have launched, which includes Derby, Harrogate, Kings Lynn, Leeds, Leicester, London and Stoke-on-Trent. The groups meet monthly and offer women with ovarian cancer, and their family and friends, an opportunity to build connections with people in their local communities.

As well as in-person peer support, we are also proud to have accelerated our growing online peer networks, with 4,366 current members and 805 new members joining in the projects' first year.

From the very first session, I felt like I had found a long-lasting friendship group. One that could support, motivate, empathise, listen and share without fear of being boring or repetitive. It also allows us to forget our various ailments and focus on the positive things that we enjoy. I was so motivated after one session, I joined my local gym after the encouragement I received, when I had been putting it off for far too long."

- Sally, Peer Support Group attendee

I am delighted that we had this opportunity to open a ladies peer support group.

It's something I wish I had when I was diagnosed, I needed a hug or a chat from others who had a diagnosis of ovarian cancer.

There was nothing local at all that was specific to ovarian cancer, so as soon as this opportunity arrived, I knew I had to do this and give other ladies that opportunity.

The group now means so much to the ladies who have joined and even the CNS nurses at the hospital are delighted they can give the information to the patients that they have a safe supportive group to go to. It is very much needed and we are thankful."

- Diane, Peer Group Facilitator in Kings Lynn



Advocating for nationwide policy change

After years of campaigning, we achieved a major milestone during Gynaecological Cancer Awareness Month in September: NHS England agreed to update cervical screening leaflets to clearly state that the test does not test or screen for other gynaecological cancers. This is key as 40% of women wrongly believe that cervical screening detects ovarian cancer.

On top of this groundbreaking win, we made real strides to bring this to effect across all nations in the UK.

In November, we handed in a letter signed by 26 MSPs, calling on the Scottish Government to update cervical screening information in Scotland. With cervical screening information currently being reviewed, we eagerly await a response.

This was followed by a trip to Stormont in Northern Ireland, to hand in our letter signed by more than a quarter of all Members of the Legislative Assembly. Our campaigning resulted in cervical screening information being updated on the NI Direct website, with the possibility of printing inserts into existing public health leaflets being explored to make clear cervical screening will not detect ovarian or any other gynaecological cancer.

We continue to apply pressure on the Welsh government to implement in full a commitment they made back in 2023 to update all cervical screening information. They have since updated printed information leaflets, but we are continuing to advocate for the update to be made across all platforms.

It's really important that people speak up when something is important – it's about being really clear about the action that you want to see happen. I think that's where Target Ovarian Cancer have been so effective – helping people to share their stories and talking about the change that they want to see."

– Monica Lennon, MSP

Before my ovarian cancer diagnosis, I was one of those ladies that thought a smear test covered everything – gynae wise."

– Sue, Campaigner

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2,506
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Understanding high-grade serous ovarian cancer

Professor Sadaf Ghaem-Maghani, a surgeon and expert in translational research at Imperial College London, is leading our research to find new ways to treat high grade serous ovarian cancer. This work has been made possible through generous funding from charitable trusts and foundations, and an exceptional gift left to us in a will.

This work aims to understand more about the different types of ovarian cancer tumours. Treatment options are limited and side effects can be devastating, so being able to effectively target treatments to tumour types is crucial. The project hopes to enable the development of new treatments, personalised to the individual, to ensure better quality of life and higher survival rates.

This project, titled **"Investigate DCAF15 amplification as a therapeutic target to unleash local anti-tumour immunity"**, will conclude in July 2026, and we have completed the pilot study in 2025.

Our Supporters: Team Target going the extra mile

All our work in ensuring that we are there for those affected by ovarian cancer is sustained by the dedication and commitment of our supporters, who go above and beyond to raise funds and awareness for our cause.

“As soon as I’d recovered from my surgery, whilst processing my diagnosis, I knew I had to do something to raise awareness – with the aim of educating more people and helping a charity directly associated with ovarian cancer. That’s how I first found Target Ovarian Cancer.

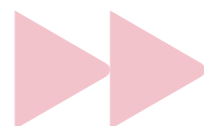
I started from a position of being a complete novice runner to being able to do a half marathon and met some amazing people along the way. The team at Target Ovarian Cancer were very supportive along my fundraising journey and I’m proud to say I raised over £2,500!”

- Lucy

“After my first cycle of chemotherapy, it was approaching Christmas and I was shielding – everything just felt a bit rubbish. I thought that it might be fun to take on a challenge. A nice distraction. I had run a half marathon before, lots of people do, but maybe not whilst going through chemotherapy.

I decided to train for the Hackney Half Marathon in May 2025 and raise money for Target Ovarian Cancer at the same time. It was something to work towards, something else to think about, and something outdoors so it meant I was safe and not mixing with anyone else.”

- Claire



Highlights from our fundraising community

Supporter-led fundraising is the lifeblood of our charity, and our community’s dedication, passion and creativity are displayed in the variety of ways people raised funds for us this year.

Rollercoaster club weekend

In April, The Roller Coaster Club of Great Britain held a fundraising weekend in Blackpool, with a comedy show, games, raffles, a club party and, of course, plenty of rollercoaster rides – raising a total of £1,740.

Church concert

18-year-old cellist Oscar Qualter organised a concert at his local church last June, with a keynote speech given by the celebrated poet and lyricist Charles Anthony Silvestri, raising almost £1,400.

Cricket event in Cheltenham

In June, one of our most dedicated supporters Libby Reichwald, organised a 3-day cricket tournament in Cheltenham along side family and friends, raising an incredible £5,750. After hearing about the symptoms of ovarian cancer and identifying some of them, one attendee was able to receive an early diagnosis of ovarian cancer – a reminder of the importance of raising awareness of symptoms.

Glasswork exhibition

John Quayle raised over £3,000 in memory of his late wife Sharon McMullin, with an exhibition selling her beautiful stained glasswork.

Linda Brown pottery auction

In November, Tony Michalek-Boncza raised over £8,500 by auctioning the pottery created by his late wife, the incredibly talented Linda Brown.



Thank you



I'm an ovarian cancer survivor. Through working with Target Ovarian Cancer I've been able to tell my story, urge members of parliament to make ovarian cancer a health priority and stand for the women who aren't here to tell their stories."

– Diane