THE PITUITARY FOUNDATION

England & Wales · Charity number 1058968

Details

Other names	PITPAT
Status	Registered
Legal form	Charitable company
Company number	03253584
Registered	1996-11-01
Register	View on the Charity Commission register

Contact

Address	The Pituitary Foundation Brunswick Court Brunswick Square Bristol BS2 8PE
Phone	01173701333
Email	accounts@pituitary.org.uk
Website	www.pituitary.org.uk

Activities

Objects: 1) TO PROMOTE THE RELIEF AND TREATMENT OF PERSONS SUFFERING FORM PITUITARY DISORDERS AND RELATED CONDITIONS AND DISEASES AND THEIR FAMILIES FRIENDS AND CARERS AND TO PROVIDE INFORMATION AND SUPPORT. 2) TO PROMOTE AND SUPPORT RESEARCH AND TO DISSEMINATE FOR THE PUBLIC BENEFIT THE RESULTS OF ANY SUCH RESEARCH.

Activities: Supporting pituitary patients and their carers

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Classification

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Defined Groups, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£447,730	£522,778	-	-
2024-06-30	£779,565	£486,732	£779,074	10
2023-06-30	£483,843	£503,659	-	-
2022-06-30	£468,087	£455,971	-	-
2021-06-30	£517,882	£408,342	£496,632	8

Trustees

Name	Role	Appointed
Thomas Sumpster	Chair	2014-11-09
Alasdair Mackintosh		2017-10-26
Alexia Deleligne		2021-07-08
Deborah Lynn Cooper		2021-07-08
Dr Antonia Brooke		2021-01-21
Jenifer Anne Phillips		2021-01-21
Nazifa Chowdhury		2025-06-02
PHILIP JAMES ARTHUR ROUSE		2019-02-11

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THE PITUITARY FOUNDATION

England & Wales - Charity number 1058968

Accounts

REGISTERED COMPANY NUMBER: 03253584 (England and Wales)
REGISTERED CHARITY NUMBER: 1058968

THE PITUITARY FOUNDATION
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

THE PITUITARY FOUNDATION

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FOR THE YEAR ENDED 30 JUNE 2025

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THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 JUNE 2025

TRUSTEES	Mr T Sumpster Chair Mr A M Mackintosh Vice Chair Dr I E Macdonald Hon Secretary (resigned 20.5.25) Mr P Rouse Hon Treasurer Dr S E Baldeweg (resigned 20.5.25) Dr A M Brooke Ms D L Cooper Ms A Deleligne Mr A H Matty (resigned 2.10.24) Ms J A Phillips Mrs C E Thatcher (resigned 20.5.25) Ms N Chowdhury (appointed 2.6.25)
COMPANY SECRETARY	Dr I E Macdonald
REGISTERED OFFICE	Brunswick Court Brunswick Square Bristol BS2 8PE
REGISTERED COMPANY NUMBER	03253584 (England and Wales)
REGISTERED CHARITY NUMBER	1058968
SOLICITORS	TLT LLP One Redcliffe Square Bristol BS1 6TP
BANKERS	National Westminster Bank 32 Corn Street Bristol BS1 1IQ Royal Bank of Scotland 36-38 Baldwin Street Bristol BN1 1NR

THE PITUITARY FOUNDATION

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 JUNE 2025

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2025. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives and Activities

a. The purposes of the charity as set out in our governing document

The Charity's objects, as described in our Memorandum and Articles of Association, are to promote the relief and treatment of persons suffering from pituitary disorders and related conditions and diseases, and their families, friends and carers, and to provide information and support; and to promote and support research and to disseminate for the public benefit the results of any such research.

The main activities that the Foundation undertakes to deliver on these services are:

- the delivery of general and specialised helplines;
- development and dissemination of resources online and in print;
- presentation of information and holding of community building events online and in person;
- facilitation of patient-patient support services;
- engagement in, and the dissemination of, research;
- support of volunteers; and
- undertaking of fundraising schemes including events.

b. Our strategy and core aims

Our current strategy was developed in 2023 and covers the four years from 2023 to 2027. It states that:

Our vision is that all people with pituitary conditions can live well, now and in the future.

Our mission (the way in which we achieve our vision) is that:
We work with everyone with a pituitary condition, their support networks and healthcare professionals to raise pituitary awareness, and to reduce time to diagnosis.

We empower patients to navigate the UK healthcare system and obtain the best clinical outcomes possible and provide support to enable everyone with a pituitary condition to live as well as possible.

Our values (which inform how we approach achieving our vision) are:

We are welcoming
We are caring
We are empowering
We are trustworthy
We are collaborative

Our Objectives (which break down the practical steps we will take to achieve our vision) are:

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

We have three focus areas to achieve this objective:

1.1 Raise awareness amongst Endocrinology specialists
1.2 Raise awareness in primary care
1.3 Raise the general public's awareness

2: We will empower every patient to receive the best care available to them, now and in the future

We have three areas that we focus on to achieve this objective:

2.1 Offer support and education to everyone impacted by pituitary conditions
2.2 Advocate for the best medical care possible in the NHS for everyone with pituitary conditions
2.3 Champion valuable patient centred investment in the future of pituitary care

3: We will support all people with pituitary conditions to live well

We have three areas that we focus on to achieve this objective:

3.1 Increase the accessibility and inclusivity of support and services
3.2 Provide lifestyle support to people with pituitary conditions
3.3 Seek to ensure Psychological Support and broader wellbeing advice is available to everyone impacted by a pituitary condition

4: We will ensure The Foundation is robust and sustainable

We have three areas that we focus on to achieve this objective:

4.1 Ensure we have the right resources to deliver our strategy
4.2 Ensure our financial resources match our ambition
4.3 Work sustainably

Achievements and performance

a. Overview of activities throughout the year

2024 was a very special year for The Foundation as we celebrated our 30th anniversary. It was a fantastic opportunity for us to applaud our community and all the contributions over the decades, and to raise awareness of our activities. As part of our year of celebration we invited nominations for 'pituitary heroes' – people who have made an incredible contribution to our community across support services, clinical care, research, and fundraising. We received over 70 nominations from which 30 amazing individuals were selected. Throughout the year we shone a spotlight on our heroes through our website and social media, culminating in a charity reception held at University College London Hospitals in October 2025.

Volunteers were instrumental in founding the charity 30 years ago and continue to be at the heart of our work. We were pleased to develop our support for volunteers during the year with staff resource enabling us to build relationships, review and update our support materials and services for volunteers, deliver training, and (at the time of writing) start planning for an in-person volunteer weekend. During the year we saw support groups thrive with new groups starting up (in person and online), our volunteer-run helpline open every week day, and our Lived Experience Committee established. We are incredibly grateful to everyone who volunteers with The Foundation. They freely give their time to support the community we are here for, with kindness and understanding.

Our information and support services continue to be highly valued and are the cornerstones of The Foundation's offer for the pituitary community. During the year we saw the effective delivery of our helplines and volunteer run support groups which provide vital local support. We delivered successful in-person 'get together' events to bring the community together in Manchester and Leicester. We also delivered an ambitious programme of online events led by experts in pituitary conditions which were well attended and with high viewing numbers of the recordings.

We have been pleased by the progress we've made in developing our communications and health information. As reported here we have an effective website with continuously updated content, a really strong social media presence, and an engaged community online. We were also delighted to start a project on health information which will see us review, update, and develop all of our health information.

Providing trusted information about pituitary conditions is a vital part of our role, especially in a changing digital context, so we are pleased to be investing in this area.

Underpinning all our work is our need for income. The financial year we are reporting on saw a shortfall in our income against our costs in the year. We have assessed this within our Finance Committee and with the CEO and Head of Fundraising: a key area of underperformance was income from challenge events, so we have therefore put in place robust plans and support for our fundraisers, and are confident that 2025/26 will deliver the results we are aiming for. As always, we are incredibly grateful to all our supporters for their generosity which enables us to deliver all our services and support.

We started the financial year with many of the elements in place for providing successful delivery: a new CEO and full staff team at the start of 2025, clear strategic framework (2023-2027), excellent infrastructure, an overall sound financial base, and a supportive community. Our annual report 2024-2025 describes a year with many highlights, areas of development, and the effective delivery of our core services.

b. Delivery against the strategy

In this section we will look at specific activity relating to each objective, and areas we are planning to develop. We measure our success against qualitative and quantitative measures. For projects, we set objectives at the beginning, whilst for ongoing work including our advocacy we review and respond to feedback from our community. Our Lived Experience Committee assists in reviewing and guiding our work and compliments our Trustees who interrogate the value and impact of our services.

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

This objective is focused on reducing the time it takes to be diagnosed through increased awareness of pituitary conditions. During the year we achieved the following:

1 (a) Awareness within Endocrinology

We are an affiliated patient support group with the Society for Endocrinology and as such contribute to and benefit from being part of a network of specialist organisations liaising directly with the clinical endocrine community.

Conferences

Attendance at conferences is an important way in which we spread awareness of the charity and its work amongst clinicians across the country and beyond. This year we attended the Society for Endocrinology's British Endocrinology Society conference in Harrogate in November 2025. We also attended the British Society for Paediatric Endocrinology in Glasgow in October 2025. In October we attended the WAPO world congress (World Alliance of Pituitary Organisations) in Dublin which was a valuable opportunity to connect with patient advocates and patient support organisations from across the globe.

We estimate that we reached more than 4,000 health care professionals through these various conferences, and have been able to talk about our services and share resources with them in the process.

Medical Committee

Our Medical Committee has consistently contributed to our work including ensuring we are connected across the clinical endocrine community. We are incredibly grateful to all members who freely give their time to support our work. A review of membership has led to additional specialist areas being represented, which is important given the complexity of pituitary conditions. At the time of writing there are 23 members of the Medical Committee, including:

- 8 Endocrinologists
- 4 Endocrine nurses
- 1 Paediatric endocrinologist
- 2 Pituitary surgeons
- 1 Pituitary surgery nurse
- 1 Consultant endocrine nurse
- 2 Endocrine pharmacists
- 1 Psychologist
- 1 GP
- 1 Orthoptist
- 1 Radiologist

1 (b) Awareness in Primary Care

Emergency Care

During the year we collaborated with the Addison's Disease Self Help Group (ADSHG) in our response to the move away from 'red flagging' the home addresses of people with adrenal insufficiency by the AACE (Association of Ambulance Chief Executives). We recognized the importance of sharing information about this shift with our community, the purpose of summary care records (SCR), and other preparations that patients can make in case of an emergency. As part of this collaboration and response we prepared a template letter for patients to download to notify their GP practice to update their SCR.

We continue to provide the steroid emergency card, either by post or print at home versions in our member magazine Pituitary Life. During the year we sent out 455 printed cards and people were able to download from our website, with about 1,700 made available through our Pituitary Life magazine.

GP Awareness

Raising awareness of pituitary conditions with GPs is an ongoing priority for us and we are always looking for relevant opportunities to develop this. As well as the patient letter on SCRs described above, we also prepared a similar template letter for patients with AVP deficiency. Again, the aim here was to increase GP awareness of specific pituitary conditions as well as to enable patients to self-advocate and request that their records are accurate in case of emergency.

A new project on prescription length for 'vital medications' was in progress at the time of writing. We became aware of concerns that vital medications were being issued on 28-day prescriptions which presents several issues for our community. Once again, we were delighted to collaborate with Addison's Disease Self Help Group. We carried out a short survey to increase our understanding of the issue and were grateful to the almost 1,400 people who shared their experience with us. At the time of writing, we are working with members of our Medical Committee on next steps.

1 (c) Raise the general public's awareness

Awareness Month

Every year in October we run an awareness campaign to mark 'Pituitary Awareness Month'. It is an opportunity for us to set a theme and design activity which delivers against our awareness-raising objectives. In October 2024 our focus was 'back to basics' with events and information to support raising awareness of the importance of the pituitary gland, its life sustaining role, and pituitary conditions.

During the awareness month we held two online events focusing on the basics of pituitary conditions. We also held three in person events including a 'get together' in Manchester, a charity reception to celebrate our Pituitary Heroes in London, and an awareness walk in Bristol.

Across Awareness Month, we saw strong engagement statistics across our social media profiles. The average reach of our Instagram page almost doubled on the previous month. Our audience was particularly interested in content explaining the pituitary gland, and the causes of different pituitary conditions.

Website

Our website is one of the main ways for people to access our information and support. Following the launch of our new website in 2023 we have continued to improve its content and visual presentation. Overall, we've seen a 3.3% increase in the number of active users on the site from the previous year. Hopefully this signifies that the website is starting to regain traffic after the previous year's dip, following the launch of the new site.

During the year we published 50 blog posts on our website, including research opportunities, charity updates, expert articles and community stories. Our most popular posts were those about the desmopressin and hydrocortisone medication shortages, highlighting how valuable these updates are for our community.

Overall, our top performing pages are our information pages, specifically our 'Cushing's disease', 'What are hormones', 'What is the pituitary gland', 'Hydrocortisone Sick Day Rules' and 'Adrenal Insufficiency' pages. This suggests that our website is functioning well as an educational resource and supports those seeking out specific condition information and those wanting more general pituitary-related content.

This year, we collaborated with Rareminds (a specialist mental health services provider) to introduce our new Psychological Support Hub; a dedicated page on our website to house all our wellbeing resources and services. Since launching, we've had nearly 800 visitors to the Hub. Many visitors have returned to the Hub multiple times, suggesting that the content is relevant and valuable to them.

Social Media

Our social media profiles have continued to see strong growth across this year. In February 2025, we ran a successful Rare Disease Day social media campaign that spotlighted inspiring stories from our community members. The campaign connected well with our audience and led to the highest engagement rate in 6 months, across our Instagram, Facebook and LinkedIn profiles.

Our combined social media following has now surpassed 30,000, which is a huge achievement for a charity of our size. We intend to continue using social media as a tool to empower and inform our audiences and raise awareness of pituitary conditions and our work.

Press Coverage

In January, we were pleased to provide expert comments on Cushing's disease for a Telegraph article about the condition. Since then, we've been mentioned in a number of press articles covering Cushing's disease, AVP deficiency and Kallman's syndrome.

Newsletters

Our monthly members' and general newsletters provide regular touch-points for our community. Combined, our mailing list has grown to over 9,700 subscribers. Our newsletters continue to drive strong engagement with other areas of our work, including promoting attendance at our events, recruiting for volunteer positions, and signposting to our online resources.

2: We will empower every patient to receive the best care available to them, now and in the future

Our second objective focuses on empowering all patients to receive the best care available to them. We play an instrumental role in this by providing support and education to complement that provided by the NHS.

2 (a). Offering Support and Education

Helplines

Our helplines remain a vital 1-1 support offering. Our objective is to provide information and support in ways that are accessible to our community. Individuals from our community can reach us via our nurse-run helpline, our volunteer-run information and support helpline, and via email.

During the year we responded to over 1,100 enquiries. This was a reduction of 450 based on the previous year. Our analysis shows this was mostly on our volunteer helpline and email helpline. During the year we had gaps on our volunteer helpline which limited the number of hours that it was available. We've focused on recruiting new volunteers and at the time of writing are delighted that the volunteer run helpline is open for more hours through the week.

We are always looking at ways we can develop our helpline service, taking account of the feedback that we receive. We also monitor the helpline service for any common themes that are emerging that we may need to respond to. For example, we were able to identify the issues and concerns about desmopressin spray medication supply which we mentioned elsewhere in this report.

We'd like to take this opportunity to particularly thank all volunteers who deliver the information and support helpline. With 81% of callers rating the service 'extremely valuable' it is clear just how valuable this is to our community, and a reflection of the quality of support that is provided. Some quotes from the year:

"Still new but very impressed with the information, services and support. thank you"

"Satisfied with everything the helpline is providing me with. Thank you."

"Keep doing what you're doing! Thank you!"

Health information resources

We are proud of having achieved PifTick accreditation from the Patient Information Forum in 2023, and we underwent successful reassessment in 2024. This is a quality mark that reflects that we have applied good practice principles to the preparation of our health information content. We understand the importance of providing trusted information about pituitary conditions and see this as a core part of our service. During the year we were delighted to publish six updated health information booklets for our community which are PifTick accredited:

- Prolactinoma
- Acromegaly
- AVP deficiency (previously known as Diabetes Insipidus)
- Adrenal Insufficiency
- Cushing's
- Surgery and Radiotherapy

During the latter part of the year, Trustees approved a 'health information project' which will see us carry out a full audit of all our health information resources, start updating existing resources, and develop new resources which meet the needs of our community. As part of this we will work closely with our Lived Experience Committee. We are extremely grateful to our Medical Committee for supporting us with our health information resources.

Also during the year we were delighted to work with SIMBA CoMICS on a new animation on Cushing's disease, including symptoms. We engaged 'patient reviewers' to work with the content creation team, which resulted in an information animation which is now on our website and on YouTube. We would like to develop more health information in different formats such as this animation, and we see it as an important way to make information accessible.

Online Events

Our online events, which started as a test a couple of years ago, have become a core part of our service offer. During the year, we planned and delivered an ambitious programme which represented a doubling of the number of events held in the previous year. They covered many topics, including on specific conditions, employment rights, and nutrition. Our events are delivered 'live' and are recorded for posting on our YouTube channel later.

We are absolutely delighted that over 1,000 people registered for our events. Over 95% of attendees to our online events rated them excellent or good. The main reason why the majority attended was to gain information (92% of attendees), with the second most popular reason being to support The Foundation (34%). Most attendees find out about our online events on social media (41%), with the second most popular being the monthly newsletter (39%). Some quotes:

"Thank you, very informative. More of them please as I try to attend anything related to my condition"

"Thank you for organising these wonderful events. You really do touch lives and help improve people's situations. Thank you"

"Really interesting, gave me some insights to my condition, even though I've had it for over 30 years now"

"This was one of the best webinars I've attended. I came away from it feeling so much better and less alone. Thank you so, so much."

We continue to develop this part of our service which is only possible due the generosity of the experts who volunteer their time including members of our Medical Committee.

Get Togethers

Our Get Together events, introduced after the pandemic, have become a regular and valued fixture of our annual calendar. This year we began involving volunteers in the planning and delivery of the Get Together events, and this has been incredibly valuable. During the year we brought our community together in Manchester and Leicester. These events were attended by over 90 people. Once again we were grateful to members of our Medical Committee for their contributions as well as volunteers and Pituitary Ambassadors.

In Manchester, 100% of attendees rated the day as good or excellent, with most attendees looking to gain information, or meet others. This was the first Get Together featuring a patient story presentation, and 100% of attendees found this to be excellent. Here is some of the feedback received:

"I really enjoyed the day, and I enjoyed talking to new people and hearing their stories. All the information was well presented and extremely useful. Thank you."

"An excellent event. Well-structured and very informative. Thank you to all involved in helping to make the day possible. It was so very much appreciated. It's always good to pick up tips from other people's journeys. Thank you"

"A fantastic day. Very well organised. It has given me more strength being among other patients and also learning lots from the speakers. I hope many more of these events are put on around the country helping lots of other people too."

Over 80% of attendees in Leicester found the day to be excellent or good, with the majority of attendees wanting to improve their understanding of the topics by attending. We had some very positive feedback, including:

"A most enjoyable day, thank you."

"Thank you, the conference ran smoothly with a good opportunity to exchange stories"

"I thought [staff] were GREAT ADVOCATES for the foundation, so welcoming, professional and clear in how the day would be. WELL DONE to you both, excellent organisation and on the day attentive. "

Pituitary Life magazine

Our printed magazine, Pituitary Life, is produced three times a year and was published in Autumn 2024, Spring 2025, and Summer 2025. It is a valued part of our membership offer and is delivered to over 1,700 members. It is also available in a digital format. We are grateful to everyone who contributes content including medical experts and members of our community who generously share their experiences. During the year we established an editorial group to support the involvement of volunteers in the development of the magazine.

Our Summer 2025 was our 60th edition of the magazine, reason to celebrate with a special cover image. Feedback from that edition:

"Avidly read, as always"

"I was delighted to see that you have a proforma letter to ask my GP to ensure that my adrenal insufficiency is recorded on my summary care record and have downloaded this"

2 (b). Advocate for the best medical care possible in the NHS for everyone with pituitary conditions

Advocacy on the issues that matter most to our community is an important part of our role as the leading pituitary charity in the UK. There were a number of areas where our community engagement resulted in advocacy activity.

AVP deficiency name change

We were part of the international working group supporting the implementation of the AVP deficiency name change from Diabetes Insipidus. We produced materials to raise awareness about the name change for our community including a new updated health information booklet.

Medicines shortages

We have been proactive in reaching out to the relevant authorities about shortages of medicines which included desmopressin nasal spray and hydrocortisone sodium phosphate injection, reflecting the concerns and challenges of our community. In relation to desmopressin nasal spray, this included surveying our community to find out about their experiences and reflecting these to the relevant bodies.

NHS 10 year plan

We submitted our response as part of the NHS's engagement on its new 10 year plan, setting out the particular challenges for people with undiagnosed and diagnosed pituitary conditions. We are keen to understand more about changes which are underway including the delegation of the commissioning of specialised services, the dissolution of NHS England, and the implementation of the NHS 10 year plan. We will be monitoring these changes and advocating for the pituitary community within the rare disease space.

Sector Engagement

We are represented on a number of working groups including: the BSPED working group for AI education standards for children and young people; DI name change working group; NHS England Policy Working group for Acromegaly; Oxytocin Study (Diabetes Insipidus Project | Patient representative); and the newly formed working group for prolactinoma treatments, launched by PROMISE Study Team, Dr Cihan Atila, MD-PhD, University Hospital Basel.

We continue to contribute to the Scottish Medical Consortium Patient Group, the Welsh Patient and Public Interest Group, the NICE Voluntary Sector and Community Sector Forum, and we are members of the ABPI Patient Organisation Forum.

Our Head of Support Services was one of the authors of 'A Core Outcome Set for Pituitary Surgery Research: An International Delphi Consensus Study' which has been accepted for publication by *Pituitary*. (June 2025)

2 (c). Champion valuable patient centred investment in the future of pituitary conditions

Networks

We are an active and affiliated member of the Society for Endocrinology Patient Support Group network, representing a valuable way of ensuring that the patient voice is heard at a foundational level. We are also a member of WAPO (World Alliance of Pituitary Organisation). These offer good opportunities to connect with pituitary patient support organisations in countries around the world.

Lived Experience Committee

We launched our Lived Experience Committee in September 2024. This is chaired by a Trustee and is made up of people with pituitary conditions. It is an important way for us to incorporate the voice of people with pituitary conditions at the heart of The Foundation. We continue to develop the work of the Lived Experience Committee including its connection with our Medical Committee.

Research and consultations

We know that our community is interested in research and we see we have a role to play in awareness of opportunities to get involved in research and to provide information about developments in the world of research. We provide news articles and lay versions of academic research where possible. We also signpost to opportunities to get involved in research where appropriate. At times, staff members will represent our community in research by providing insights based on our extensive knowledge and experience. For example, during the year we:

- contributed to a research piece by the Specialised Healthcare Alliance on the mental health impacts of rare disease;
- supported a research project on hunger in relation to Craniopharyngioma;
- members of our medical committee and a Trustee published an academic paper on AVP-D, name change and developments in testing;
- provided support to a new project on proton beam radiation therapy for people with Acromegaly and Cushing's.

These are examples of the ways in which we contribute directly, signpost and support advocates to become involved, and provide information to our community about research developments in pituitary conditions.

3: We will support all people with pituitary conditions to live well

At the heart of this objective is ensuring that as many people as possible can access, engage with and benefit from our services.

3 (a). Increase the accessibility and inclusivity of support and services

There is a high level of commitment across the charity to providing services and support which are relevant, inclusive, and accessible to everyone living with a pituitary condition. Our use of different communication channels and providing information and services in a variety of formats (for example in person and online) help to ensure that people can access what they need from us when they need it.

Support Groups

Our Support Groups have been a valued part of our service offer since the charity's inception and continue to evolve to meet the needs of our community. At the time of writing we are grateful to long standing volunteers for their running of support groups across the UK, as well as being pleased to support the start-up of new groups.

During the year four new Support Groups were started up in Sussex, Kent, Edinburgh, and Leicester. This would not have been possible without the wonderful volunteers now leading those support groups. At the time of writing, this brings the total number of active support groups to 22, both online and in-person. During the year, the staff team visited 11 of the groups.

We have successfully introduced new online, condition specific support groups to complement those that meet in person. New groups meeting during the year include a Prolactinoma group, a young person's group and an Acromegaly group.

At the start of 2025 we clarified our relationship with the Cushing's UK group and are proud that it is now officially a Pituitary Foundation support group. The group has been running successfully for 8 years, coming under the Foundation's umbrella post pandemic, and is now officially a support group. The amazing volunteers running the group currently support almost 3,000 members.

Membership

We are continually grateful to those in our community who support our work by becoming members. During the year we continued to put on welcome meetings to members (also non- members welcome) to demonstrate how The Foundation can support people, and the ways in which people can get involved.

At the time of writing we have 2,104 active members, including 284 individuals with 'life membership'. During the year we began sending out renewal reminders by email with the aim of reducing postage costs. We also completed moving around 120 people from the Joint membership (which is no longer available) onto our Concessionary and Individual memberships.

3 (b). Lifestyle Support

We recognise that many pituitary conditions are lifelong, and we want to support people throughout their life, not just at the time of diagnosis. At the time of writing we are planning for a Pituitary Awareness Month theme of 'a lifetime of hormone health' which has been designed to cover important life stages and milestones with a pituitary condition.

3 (c). Psychological Support

Pituitary conditions can have a significant impact on mental health, so we have continued to prioritise developing our information and services offer in psychological support. This has included the following elements:

Counselling. We have been delighted to continue working with specialist mental health service provider, Rareminds. This has resulted in the delivery of over 200 individual counselling sessions. At the time of writing we are also working with Rareminds to deliver group sessions led by a therapist.

World Mental Health Awareness week (MHAW). The focus of this year's Mental Health Awareness Week was 'community', and the importance of positive communities in fostering psychological wellbeing. To mark this, we ran a short social media campaign highlighting this focus and thanking our

community. We also held an online event, delivered by Dr Sue Jackson, on the topic of community and mental health.

Psychological Hub. During MHAW, we deployed our new Psychological Support Hub, an online space on our website housing our psychological support resources and services. We hope this hub will make it easier for people to find and access our existing resources, including our videos, longer reads and Rareminds counselling.

4: We will ensure The Foundation is robust and sustainable

Our objectives in this area are to ensure we have the right resources (including funding) to deliver our strategy as well be sustainable.

Governance. The Board of Trustees approved a new trustee tenure policy in November 2024 which brings The Foundation in line with good practice. This meant that sadly three long standing Trustees retired at our Annual General Meeting in May 2025 with others planning to retire in 2025/26. We are incredibly fortunate to have had many years of committed service from our retiring Trustees and wish them all the best for the future.

We carried out a skills audit earlier in the year in preparation for trustee recruitment. At the time of writing we are in the recruitment process for Medical Trustees and planning to open up recruitment for other trustee roles in the autumn of 2025. All the thinking and work on succession planning has been done to ensure that there is a managed process to support changes to the Board of Trustees.

Staff. Our staff team saw some change during the year with our incoming new CEO starting in the same month as our outgoing CEO left (July 2024), a transition managed smoothly by both individuals, for which we are grateful. We also had some other team changes which we've managed with minimum impact to operations and delivery. We are fortunate to have an excellent staff team with everyone demonstrating real commitment to our work. We'd like to acknowledge and thank everyone in the staff team during 2024/25 for their contributions.

Whole staff team training during the year included data protection and DEI (diversity, equality, and inclusion). Individuals in the team have also done training on first aid, volunteer management, gift aid regulations, AI (artificial intelligence), and health information.

Finance administration. We continued to roll out our new finance support for local support groups which reduces administration and increases financial controls and visibility. As part of this we produced detailed guidance for volunteers.

Fundraising. Please see the full report that follows for more details. During the year we expanded our challenge event offering through partnership with Run4Charity, and carried out a deep dive into our management of the programme including stewardship of fundraisers.

Policies and procedures. Our staff handbook includes all relevant policies and is updated when required in partnership with our external HR advisors. During the year Trustees approved a financial Reserves policy, and we updated our Safeguarding policies and processes. We also developed and approved a new 'Working with healthcare companies' policy and published this on our website. This ensures we are in line with good practice guidance published during the year on disclosure of funding from pharmaceutical companies.

Collaboration. We continue to strive towards collaboration where it is in the interests of our community. This includes collaborating with other patient support organisations working in the endocrine space as we've reported here.

Plans for Future Periods

We reported in our 2023/24 Annual Report that our reserves position provides us with an opportunity to further invest in our services and the sustainability of the charity. During the year we agreed a number of areas for investment including:

Health information project: providing trusted health information is a core part of our services offer. Having embarked on updating our health information, we've invested in a dedicated project to progress this work more fully. This includes a full audit of our health information, updating existing resources, and developing new information to meet the needs of our community.

Charity sustainability: Trustees agreed to the funding of a data protection audit which has enabled us to strengthen and develop our policies and procedures in regard to handling data. We have also committed to upgrading IT kit in anticipation of the shift to Windows 11.

Psychological Support: as described elsewhere in this report we have further invested in our services and information to support people with the mental health impacts of living with a pituitary condition.

There are two areas we are developing with plans to move these forward in 2025/26:

Children and young people's project: This project will engage with younger people in our community to understand their needs and will result in recommendations for specific activity areas.

Raising awareness: This piece of development work will see us increasing our awareness raising activity as well as engagement with supporters. We will also develop and deliver more campaigns on the issues that matter most to our community.

Public benefit

The Trustees have considered the Charity Commission's requirement in respect of Public Benefit. In their view the charity meets, in full, the criteria to satisfy the test. The Trustees' Annual Report describes the activities undertaken to further its charitable purposes for public benefit.

Financial review

a. Overview

After several years in which we successfully generated trading surpluses, in financial terms this was a more challenging year for the charity, and a reflection of the continuing economic pressures faced by everyone.

Our income for the year totalled £447,730; in the previous year we received a very large legacy of £278,000 from the Glayzer family – excluding this our income in that year was £501,565, so on a comparable basis our income this year was about 10% lower. This year we witnessed some pressure on levels of donations generally, received lower contributions from pharmaceutical companies active in the endocrine sector, and in particular saw a substantial reduction in income from Events (organised by the charity or done independently by charity supporters). We did, however, manage to raise record funds from Trusts and Foundations.

Whilst our Events income was disappointing, as ever we are grateful both to the numerous supporters who completed a broad array of challenges on our behalf, some of which are highlighted below, and to all our generous funders during the year.

Once again, our team were effective in managing our costs well, with total costs coming in at £522,778. Of this sum, £28,500 related to planned expenditure on various initiatives from reserves, so excluding that figure our underlying core costs were £494,278, an increase of only about £8,000 over the previous year.

Overall, we report a total net loss for the year of £72,355; excluding the expenditure we funded from reserves, our underlying trading deficit was £43,855.

Our CEO and Head of Fundraising have been working in recent months to ensure that our Events programme can bounce back this year, and we are pleased to report that early indications have been encouraging.

At the year end, our accumulated reserves had reduced to £706,719, still a very healthy level for the charity, with unrestricted reserves at £589,113 and restricted reserves of £117,606. Our reserves policy, and plans for investing some of these funds, are set out later in the section.

b. Incoming resources

In 2024/25 The Foundation made income of £447,730 compared to £779,565 in the previous financial year.

c. Principal Risks and uncertainties

The charity is highly reliant on donations from individuals, Trusts and Foundations and companies; these may be affected by broad economic and other circumstances over time. We manage a database of more than two thousand members and supporters and work hard to appeal to them for their support, and we maintain strong relationships with a range of organisations many of which continue to support the charity year on year.

The Foundation receives some of its income from legacies; by its nature this income stream is unpredictable, and therefore the charity seeks to limit its reliance on this element of income, budgeting for a modest amount of legacy income.

d. Funders

The Foundation enjoys an extraordinary level of support from its community. The Trustees express their huge gratitude to all our donors: members, donors, fundraisers, companies and Trusts and Foundations. Without this support we simply could not continue. Thank you.

We are fortunate to have a huge number of supporters, many of whom wish to remain anonymous. However, we would like to recognize some of the generosity we have benefited from during this financial year – the next section does not give a complete picture, but hopefully provides a flavour of the support we enjoy.

e. Events and community fundraising

As ever, many of our fundraisers went to extreme lengths to raise money for the charity; their bravery, commitment and determination are humbling and we are so grateful to each and every one of them. Whilst we had a more difficult year in terms of Events fundraising overall, there were still many fantastic fundraising endeavours, including:

- A team of 6 runners, including one of our Endocrine Nurses, took on the Barcelona Marathon in March helping to raise well in excess of £6,000
- We returned to the home of Liverpool Football Club for an 'Anfield Abseil' which saw 15 brave individuals (including our Head of Support Services), scale the heights of the stadium; collectively the team raised more than £5,000
- A team of 8 trekked up Yr Wyddfa (Snowdon) for us in June raising £3,000; thanks as always to Bryn Williams Mountaineering for looking after our team
- The picturesque Brecon Beacons was the setting for our Four Falls trek in May in which we were joined by 30 trekkers including members of our staff team and Medical Committee, collectively raising £6,500. We'd like to thank the team at JT Expeditions for once again guiding our team

We are so grateful to all the individuals who ran challenges for us in the year, which included the London Marathon (raising over £7,000) and the Brighton Marathon (raising a creditable £3,000 in the process).

Trusts & Foundations. We are also grateful to the many grant making Trusts and Foundations which supported our work during the year. These included:

- National Lottery Awards for All England
- The People's Postcode Trust
- The Nationwide Foundation
- The Garfield Weston Foundation
- The Lotus Charitable Foundation
- The William Grant Foundation
- Arnold Clark Community Fund
- The Thompson Family Foundation
- Carmichael Mason Charity Settlement
- Groundworks Trust
- The Gilander Foundation
- William Allen Young Charitable Trust
- The Eveson Trust

Gifts in Wills: We are as always very grateful to people who have generously supported our work by leaving gifts in their wills. During the period we were very fortunate to receive donations from the following individuals.:

- Mrs Jane Hickford
- Mr Pavel Simr
- Ms Cheryl Owen
- A Williams
- Ms Ann Shapter

Donations: We are truly grateful for the generosity of the pituitary community during the year. The tough economic environment has seen levels of donations reduce over the last 18 months, but we continued to receive generous donations from many donors during the year. We were helped significantly by our first involvement in the Big Give campaign; our Christmas Big Give Campaign 2024 helped to raise an amazing £24,501.

As ever we were very appreciative of the support from the **pharmaceutical industry**. This included:

- Sandoz providing a grant of £10,000 towards Pituitary Life patient resource magazine
- Recordati Rare Diseases who provided sponsorship of £3,000 which related to their staff fundraising efforts by joining us at the Four Falls trek in the Brecon Beacons
- Esteve who provided a grant of £6,000 towards our Pituitary Life patient resource magazine
- Novo Nordisk providing an educational grant of £9,270 towards our Pituitary Life patient resource magazine
- Recordati Rare Diseases who sponsored a Cushing's Disease event that we delivered at St Bartholomew's Hospital in London for health care professionals.

We work in line with good practice guidance in our partnerships with pharmaceutical companies. As reported elsewhere we now disclose our funding from pharmaceutical companies on our website and have a specific policy to cover our work with healthcare companies.

Earned income this year included a Summer and Christmas Raffle as well as items that we sell in our online shop. During the year we undertook a review of our shop merchandise and identified new products that proved to be popular with our community and delivered much needed income to help provide for our services.

f. Resources expended

The staff team, alongside the Finance Committee, works hard to keep costs down, seeking competitive quotes and adhering to our financial processes. Within our total costs figure this year we spent £21,000 on our Counselling service provided by Rareminds, £2,900 on a Cushing's video and £4,600 on a Data Protection Audit.

g. Investment Policy and performance

We hold general and restricted funds in our main NatWest and RBS bank accounts. We have some modest sums with Monmouthshire Building Society, Julian Hodge Bank and Virgin Money.

We continue to use the excellent CAF Online deposits platform to secure competitive savings rates across a mixture of shorter and longer-term savings investments, which allows us to take advantage of competitive interest rates in an effective manner.

Our investments, which are ethically selected (in line with our Investment Policy) and managed by our investment advisers Evelyn Partners, have improved in value over the course of the year. Our total funds held with Evelyn partners are £103,878 and we have benefitted from an income of £2,693 from these investments during the year.

All of the charity's funds are subject to regular review by our Finance Committee. The Trustees have a confident expectation that The Foundation will continue in operational existence for the foreseeable future and have, therefore, used the going concern basis in preparing the financial statements.

We have an Investment Policy, developed in line with Charity Commission guidelines and reviewed and approved by the Finance Committee and Trustees, to which we continue to adhere. In particular, the Policy:

- excludes direct investment in Oil and Gas, Armaments or Tobacco sectors
- requires that the investment adviser seeks to ensure no investments are made into companies whose activities comprise more than 5% coal extraction, alcohol or tobacco production, gambling or animal testing
- requires, where monies are invested in funds, the investment adviser to target funds with positive ethical and environmental objectives.

h. Reserves policy

We plan to retain free operational reserves representing 9 months of our annual operating costs, equating to around £415,000. The remaining free reserves, known as the Development Reserve, are available for investment in the charity's infrastructure, resources and patient support.

Total restricted funds held at the year end were £117,606. Free reserves are calculated as unrestricted reserves less designated funds and fixed assets. The Foundation's free reserves at 30 June 2025 decreased to £585,544 (2024: £646,560). This represented 141% of our free operational reserves target.

As a result, our Development Reserve was £170,544 at the year end. As proposed by the CEO, the Trustees have agreed to planned expenditure of £46,000 from these reserves for the various areas of development outlined in the Plans For Future Periods section above.

The Reserves policy was reviewed in the financial year to ensure it remains appropriate to the Foundations needs and the wider economic landscape.

Structure, governance and management

a. Governing document

The Pituitary Foundation was established in 1994 and became a Company Limited by Guarantee and a Registered Charity in 1996. It is, therefore, governed by company law and the Charity Commission.

Its governing documents are its Memorandum and Articles of Association.

Membership is encouraged and is open to all who wish to support The Pituitary Foundation; however, the principal services provided are available to all who require them regardless of membership.

b. Recruitment and appointment of Trustees

At each General Meeting (GM), one third of the Trustees retire by rotation. Any member of The Foundation may nominate any other member for a vacant Trustee position. If there are more nominations than vacancies, members are balloted, and the result announced at the GM. Trustees may be co-opted onto the Board until the next GM at which time they must stand for re-election.

The diversity and skills required by the Board are a key consideration. Trustees recognise the value of ensuring that the composition of the Board is reflective of the community we serve and includes the necessary skills and knowledge to lead and develop The Foundation. Trustees undertook a skills audit in 2024 which helped inform the focus of recruitment during 2025.

c. Trustee induction and training

Trustees are inducted within three months of appointment. They are inducted online or at the Bristol Office. At induction, members of staff and representatives from the Trustees work with the new Trustee to explain the business, services, aims and objectives of The Foundation. At the time of induction, each Trustee is given a Trustee Induction Pack. Trustee training is undertaken on an ad hoc basis. At the time of writing we are planning Trustee training in February 2026. This is planned so as to ensure that new Trustees are properly supported in their roles and to provide for a whole Board development opportunity.

d. Trustee tenure and retirement

Trustees agreed a tenure policy during 2024-25 which brings The Foundation into line with Charity Commission guidance that Trustees can be reappointed up to a maximum of 9 years unless there are exceptional circumstances. The policy means that a number of Trustees retire between 2025-2026 and we are carefully managing this so as not to lose the essential skills and experience required to lead The Foundation. At the General Meeting in May 2025 we expressed our appreciation to four retiring Trustees:

- Professor Stephanie Baldeweg
- Dr Ezra Macdonald
- Claire Thatcher
- Allen Matty

We are immensely grateful to the generous commitment of our retiring Trustees who have dedicated many years to their roles.

e. Organisation

The Board of Trustees governs The Foundation and Trustees are also Directors of the Company. A limit of one third has been set on the number of Trustees who are employed in the health sector to ensure strong representation of patients and carers. During 2024-2025 we had two Trustees employed in the health sector and at 30 June 2025 this reduced to one following retirement.

The Board of Trustees holds meetings a minimum of three times per year. The Trustees have appointed four Officers of the board. These comprise the Chair, the Vice Chair, the Honorary Secretary and the Honorary Treasurer.

The Trustees debate and make decisions based on recommendations brought to Trustee meetings and informed by the wider staff, relevant Committees and relevant information.

The Foundation is a member of:

- Helplines Partnership
- The National Council for Voluntary Organisation (NCVO)
- Charity Finance Group (CFG)

and is affiliated with the Society for Endocrinology.

The charity is registered with the Fundraising Regulator and the Foundation's Head of Fundraising is a member of The Institute of Fundraising.

The Foundation has three sub-committees, which report to the Trustees through their respective Chairs. Each sub-committee has Terms of Reference:

- Finance Committee
- Lived Experience Committee
- Medical Committee

The Finance Committee

The Finance Committee reports to the Board and assists the Finance and Operations Manager and CEO in the review of budgets and the management of the finances. The Finance Committee is chaired by the Trustee who has the role of Honorary Treasurer, and its members include the Chair and Vice-Chair of Trustees. The CEO and relevant staff members also attend. This Committee reviews the financial position on a quarterly basis and reports to the Board in proposing the budget, reporting on performance, and making other recommendations where there is a financial implication.

The Lived Experience Committee

The Lived Experience Committee was established in June 2024 with the aim of informing and advising on our work, ensuring that the voice of lived experience is at the heart of The Foundation. The committee is chaired by a Trustee, with a report to the Board of Trustees as a standing item. During the year the Committee met three times, including in person, and has established a sub-group to focus on our health information. Also, two of the members help review Pituitary Life magazine, three times a year.

During the year, and given the newness of the Lived Experience Committee, we have considered ways of working which add value to our work and leverage its lived experience expertise. We want to ensure that there is a meaningful collaboration with our Medical Committee and will be building this into the refresh of the terms of reference.

We have also collected 'community insights' for sharing and review twice a year. These insights draw on the feedback and data we collect from our work identifying the top issues and themes. From these, we will discuss and agree any actions so that we are directly responding to what is most important for our community.

Members of the Lived Experience Committee as at 30 June 2025:

- Alexia Deleligne (Trustee, Chair of the Lived Experience Committee)
- Steve Harris
- Ketan Mistry
- Gabrielle de Witte
- Ben Marinic

- Rachel Lygoe
- Kevin Williams
- Roz Way

We were extremely saddened by the passing of Steve Harris in August 2025. Steve was a long-standing and committed volunteer and member of our community. We would like to acknowledge all his contributions over many years and will always remember him with deep affection.

The Medical Committee

Our volunteer Medical Committee is made up of endocrine and related medical professionals who provide invaluable expertise answering more complex patient queries, speaking at our events (online and in person), writing articles for our magazine Pituitary Life, and reviewing and providing content for our website and booklets.

As described above in relation to the Lived Experience Committee, we are now sharing 'community insights' with the Medical Committee twice a year. This provides the opportunity for medical insight and experience to input into the areas of work that we want to prioritise for advocacy and awareness raising.

Also during the year, the chairs of the Medical Committee and the Lived Experience Committee discussed ways of working to ensure that there is a strong connection across the two committees. It was agreed that going forward the Chair of the Lived Experience Committee is invited to the Medical Committee meetings.

Members of the Medical Committee as at 30 June 2025:

Role	***Name***
Consultant Endocrinologist	Professor Stephanie Baldeweg (Chair)
Consultant Endocrinologist	Dr Rob Murray (deputy Chair)
Endocrine nurse	Darshna Patel
Endocrine nurse	Aldons Chua
Paediatric Endocrinologist	Dr Indi Bannerjee
Consultant Endocrinologist	Dr Niki Karavitaki
Endocrine nurse (Advanced Nurse Practitioner)	Sherwin Criseno
Consultant Endocrinologist	Professor John Wass
Independent Chartered Psychologist	Dr Sue Jackson
Consultant Endocrinologist	Dr Jon Pinkney
Consultant Endocrinologist	Dr Anna Crown
Hon Cons Nurse in Endocrinology	Dr Sofia Llahana
Pituitary surgery specialist nurse	Fiona Cains
Pituitary Surgeon	Mr Omar Pathmanaban
Endocrine nurse	Alison Milne
Consultant Pharmacist	Dr Philip Newland-Jones
Advanced Clinical Pharmacist	Dr Matthew Heppel
Endocrinologist	Professor Miles Levy
Consultant Neurosurgeon	Eleni Maratos
GP	Jennifer Collins
Specialist Neuro Orthoptist & Stroke Lead	Samantha McAuley
Endocrinologist	Antonia Brooke

We've agreed that going forward all Medical Trustees of The Foundation will automatically be members of the Medical Committee. This is to ensure that there is a strong connection between the Board and the Medical Committee.

The Foundation understands the members of our Medical Committee are professionals with demanding occupations and we are indebted to them for all of their time and effort working with staff and other volunteers to provide support to the pituitary community.

f. Volunteers

Volunteers are at the heart of The Foundation. We could not do what we do without the involvement, commitment, and generosity of volunteers. Our volunteer programme has dedicated staff support and we are committed to providing a good quality and rewarding experience of volunteering with us.

During the year over 80 volunteers supported our work. Volunteers gave their time as Trustees, supporting in the office, reviewing our health information, running the information helpline, providing lived experience support, leading support groups (online and in person in local areas), and as ambassadors and fundraisers.

In 2025 we refreshed the volunteer handbooks and guidance and are now confident we're providing volunteers with the best possible resources. We were delighted to welcome ten new volunteers. Two of these volunteers are supporting our Information and Support helpline and enabled the availability of the service to be increased. Towards the end of the year, we delivered online training for all our volunteers, covering safeguarding and data protection essentials.

Volunteers deliver vital roles, generously sharing their lived experience and knowledge of the patient pathway to support people with recent diagnoses, their friends and families, as well as longer term pituitary patients. The Trustees would like to extend heartfelt thanks to each person for their time and kindness being involved in our work.

f. Staff Employed

As at 30 June 2025 The Foundation employed eleven members of staff (7 FTE):

Chief Executive Officer	Emma Cooper (from July 2024)
Head of Support Services	Pat McBride
Head of Fundraising	Jay Sheppard
Finance and Operations Manager	Gabrielle Welland
IT and Systems Manager	Martin Cookson
Endocrine Specialist Nurse	Darshna Patel
Endocrine Specialist Nurse	Aldons Chua
Volunteer and Support Services Officer	Nesta Jones (from July 2024)
Communications Officer	Amy Shingler (from January 2025)
Administrator	Isabella Jackson (from October 2024)
Project Officer	Amber Noushad (from June 2025)

During the year, three colleagues left their employment with The Foundation - Stephanie Gauvin, Lottie Storey, and Vanessa Quinn. We are hugely grateful for the contribution each made to our work. Each directly and indirectly supported our community and will be missed by our team and community.

The Charity's staff has a clear line management reporting structure to the CEO, who reports to the Board of Trustees through the Chair. The CEO and the Chairman of the Trustees meet online or in person on a regular basis.

There are clear reporting lines for all staff, and regular 1-1's supporting an annual appraisal process. Staff wellbeing is central to the culture of our work and staff benefits have been reviewed to include access to an EAP programme, 30 days annual leave, flexible working and 5% pension contributions.

Salaries are reviewed annually as well as benchmarked periodically against similar roles either in the Bristol area, or in the NHS for specialised nurse roles. Recommendations for pay increases, or new

salaries where a role is being advertised, are made by the CEO for review by the Finance Committee and remitted to the Trustee Board for approval.

The team are supremely dedicated and bring a huge amount of energy and commitment to their work, supporting and seeking the best outcomes for all people living with pituitary conditions and their support networks. The Trustees would like to thank them for their ongoing dedication and hard work.

g. **Risk management**

The Foundation maintains a current and comprehensive Risk Register. Management of this register is held jointly by the Chair of the Trustees and the CEO. The Register is reviewed on a regular basis and is reported to the Board of Trustees, including established controls and actions to mitigate relevant identified risks.

TRUSTEES' RESPONSIBILITY STATEMENT

The Trustees (who are also the directors of The Pituitary Foundation for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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 of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' report, incorporating a strategic report, approved by order of the board of Trustees, as the company directors, on 13/01/2026 and signed on the board's behalf by:

.....

Mr T Sumpster - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE PITUITARY FOUNDATION

Independent examiner's report to the trustees of The Pituitary Foundation ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2025.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

C Moelwyn-Williams.

C Moelwyn-Williams, BSc FCA

Date: 14th January 2026

THE PITUITARY FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 JUNE 2025

	Notes	Unrestricted fund £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	264,183	9,447	273,630	596,704
Charitable activities	5				
General		65,300	-	65,300	38,760
Restricted		-	56,379	56,379	92,274
Activities for generating funds	3	29,901	-	29,901	39,523
Investment income	4	22,520	-	22,520	12,304
Total		381,904	65,826	447,730	779,565
EXPENDITURE ON					
Costs of Generating Voluntary Income	6	120,831	4,200	125,031	120,331
Charitable activities	7				
General		343,562	54,185	397,747	366,401
Total		464,393	58,385	522,778	486,732
Net gains on investments		2,693	-	2,693	5,943
NET INCOME/(EXPENDITURE)		(79,796)	7,441	(72,355)	298,776
Transfers between funds	21	20,408	(20,408)	-	-
Net movement in funds		(59,388)	(12,967)	(72,355)	298,776
RECONCILIATION OF FUNDS					
Total funds brought forward		648,501	130,573	779,074	480,298
TOTAL FUNDS CARRIED FORWARD		589,113	117,606	706,719	779,074

CONTINUING OPERATIONS
All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

STATEMENT OF FINANCIAL POSITION
30 JUNE 2025

	Notes	2025 £	2024 £
FIXED ASSETS			
Tangible assets	14	3,569	1,941
Investments	15	103,878	99,344
		107,447	101,285
CURRENT ASSETS			
Debtors	16	9,578	5,458
Investments	17	290,500	119,000
Cash at bank		325,847	571,423
		625,925	695,881
CREDITORS			
Amounts falling due within one year	18	(26,653)	(18,092)
NET CURRENT ASSETS		599,272	677,789
TOTAL ASSETS LESS CURRENT LIABILITIES		706,719	779,074
NET ASSETS		706,719	779,074
FUNDS	21		
Unrestricted funds		589,113	648,501
Restricted funds		117,606	130,573
TOTAL FUNDS		706,719	779,074

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees and authorised for issue on .....13/01/2026.....and were signed on its behalf by:

The notes form part of these financial statements

continued...

STATEMENT OF FINANCIAL POSITION - continued
30 JUNE 2025

.....
Mr T Sumpster - Trustee

.....
Mr P Rouse - Trustee 17/12/2025

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

Financial reporting standard 102 - reduced disclosure exemptions
The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 5 years straight line

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

continued...

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Investments
Assets held for investment purposes are valued at market value at the balance sheet date. Net gains and losses arising on revaluation and disposals during the year are included in the statement of financial activities.

Cash at bank and in hand
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Financial instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Debtors
Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Operating Leases
Rentals under operating leases are charged to the statement of financial activities on a straight line basis over the lease term.

2. VOLUNTARY INCOME

	nrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Donations	161,909	9,447	171,356	227,224
Gift aid	26,622	-	26,622	35,538
Legacies	42,125	-	42,125	298,095
Membership	33,141	-	33,141	31,699
Sundry income	386	-	386	4,148
	264,183	9,447	273,630	596,704

Included within unrestricted voluntary income is £nil (2024: £nil) of income raised by the local support groups.

Voluntary income in the prior year included £596,222 of unrestricted income and £482 of restricted income.

continued...

3. ACTIVITIES FOR GENERATING FUNDS

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Lottery & raffle proceeds	14,215	-	14,215	24,537
Merchandise proceeds	15,686	-	15,686	14,986
	29,901	-	29,901	39,523

Activities for generating funds in the prior year included £39,523 of unrestricted income and no restricted income.

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Bank interest receivable	20,643	-	20,643	9,927
Dividend Income	1,483	-	1,483	1,994
Investment Income	394	-	394	383
	22,520	-	22,520	12,304

Investment income in the prior year included £12,304 of unrestricted income and no restricted income.

5. INCOME FROM CHARITABLE ACTIVITIES

	General £	Restricted £	2025 Total activities £	2024 Total activities £
Grants	65,150	56,379	121,529	131,034
Publications	150	-	150	-
	65,300	56,379	121,679	131,034

Income from charitable activities in the prior year included £38,760 of unrestricted income and £92,274 of restricted income.

continued...

6. COSTS OF GENERATING VOLUNTARY INCOME

Costs of generating voluntary income

	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
	£	£	£	£
Staff costs	88,707	-	88,707	86,878
Event costs	13,169	1,200	14,369	7,215
Online giving fees	3,778	-	3,778	5,273
Printing, postage & promotion costs	4,859	3,000	7,859	6,545
Other staff costs	5,600	-	5,600	5,440
Local Support Group costs	1,398	-	1,398	27
	117,511	4,200	121,711	111,378

Costs of generating voluntary income in the prior year included £110,319 of unrestricted costs and £1,059 restricted costs.

Fundraising trading: costs of goods sold and other costs

	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
	£	£	£	£
Purchases	3,320	-	3,320	8,953

Costs of goods sold and other costs in the prior year included £8,953 of unrestricted costs and no restricted costs.

Aggregate amounts	120,831	4,200	125,031	120,331

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8)	Support costs (see note 9)	Totals
	£	£	£
General	147,791	249,956	397,747

Charitable activities costs in the prior year were £366,401, made up of £334,989 of unrestricted costs and £31,412 of restricted costs.

continued...

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2025	2024
	£	£
Staff costs	124,953	114,964
Staff training	2,238	11,815
Publication costs	19,947	12,695
Depreciation	653	485
	147,791	139,959

9. SUPPORT COSTS

	Other	Governance costs	Totals
	£	£	£
General	212,731	37,225	249,956

Support costs, included in the above, are as follows:

Other

	2025	2024
	General	Total activities
	£	£
Wages	81,438	77,559
Social security	5,868	5,710
Pensions	4,070	3,821
Rent payable under operating leases	23,410	21,866
Insurance	5,944	4,578
Telephone, photocopier, postage & office supplies	13,812	13,882
Sundries	708	410
Bank charges	3,662	3,729
Website & online	2,375	9,655
Other staff costs	4,287	12,007
Software licences & expenses	22,437	20,604
Equipment	150	13
Professional fees	28,544	10,473
Finance & HR consultancy	9,685	3,173
Accommodation, travel & subsistence	3,210	3,896
Membership subscriptions	2,709	2,579
PR & Branding	422	422
	212,731	194,377

continued...

9. SUPPORT COSTS - continued

Governance costs

	2025	2024
	General	Total activities
	£	£
Wages	24,596	23,230
Social security	1,949	2,084
Pensions	1,228	1,162
Independent Examination fees	2,900	2,850
Other governance costs	6,361	1,419
Trustee training	191	1,320
	37,225	32,065

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation - owned assets	653	485

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2025 nor for the year ended 30 June 2024.

Trustees' expenses

During the year two Trustees received reimbursement of expenses amounting to £70 (2024: £145).

12. STAFF COSTS

	2025	2024
	£	£
Wages and salaries	298,487	281,167
Social security costs	20,617	21,013
Other pension costs	13,705	13,228
	332,809	315,408

The average monthly number of employees during the year was as follows:

	2025	2024
Core activities	11	10

No employees received emoluments in excess of £60,000.

The average number of full time equivalent employees during the year was 8.

continued...

12. STAFF COSTS - continued

The key management personnel of the charity comprise the Chief Executive Officer, the Head of Patient and Family Services and the Head of Fundraising. The total employee benefits of the key management personnel of the charity were £103,107 (2024: £160,534).

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Voluntary income	596,222	482	596,704
Charitable activities			
General	38,760	-	38,760
Restricted	-	92,274	92,274
Activities for generating funds	39,523	-	39,523
Investment income	12,304	-	12,304
Total	686,809	92,756	779,565
EXPENDITURE ON			
Costs of Generating Voluntary Income	119,272	1,059	120,331
Charitable activities			
General	334,989	31,412	366,401
Total	454,261	32,471	486,732
Net gains on investments	5,943	-	5,943
NET INCOME	238,491	60,285	298,776
RECONCILIATION OF FUNDS			
Total funds brought forward	410,010	70,288	480,298
TOTAL FUNDS CARRIED FORWARD	648,501	130,573	779,074

continued...

14. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2024	47,309	3,948	51,257
Additions	-	2,281	2,281
At 30 June 2025	47,309	6,229	53,538
DEPRECIATION			
At 1 July 2024	47,309	2,007	49,316
Charge for year	-	653	653
At 30 June 2025	47,309	2,660	49,969
NET BOOK VALUE			
At 30 June 2025	-	3,569	3,569
At 30 June 2024	-	1,941	1,941

15. FIXED ASSET INVESTMENTS

	Unlisted investments £	Cash and settlements pending £	Totals £
MARKET VALUE			
At 1 July 2024	98,430	914	99,344
Additions	16,113	18,819	34,932
Disposals	(16,344)	(16,747)	(33,091)
Revaluations	2,693	-	2,693
At 30 June 2025	100,892	2,986	103,878
NET BOOK VALUE			
At 30 June 2025	100,892	2,986	103,878
At 30 June 2024	98,430	914	99,344

49% of the investment value is held within the UK. The remainder is held in overseas investments.

Cost or valuation at 30 June 2025 is represented by:

	Unlisted investments £	Cash and settlements pending £	Totals £
Valuation in 2025	2,693	-	2,693
Cost	98,199	2,986	101,185
	100,892	2,986	103,878

continued...

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Prepayments and accrued income	9,578	5,458

17. CURRENT ASSET INVESTMENTS

	2025	2024
	£	£
Unlisted investments	290,500	119,000

18. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	13,566	6,390
Social security and other taxes	6,677	6,889
Other creditors	3,097	1,666
Accruals and deferred income	3,313	3,147
	26,653	18,092

Deferred income in the prior period included income of £nil received in relation to the current financial year ended 30 June 2025.

19. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2025	2024
	£	£
Within one year	25,687	23,975
Between one and five years	20,334	46,375
	46,021	70,350

20. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2025 Total funds	2024 Total funds
	£	£	£	£
Fixed assets	3,569	-	3,569	1,941
Investments	103,878	-	103,878	99,344
Current assets	506,088	119,837	625,925	695,881
Current liabilities	(24,422)	(2,231)	(26,653)	(18,092)
	589,113	117,606	706,719	779,074

continued...

21. MOVEMENT IN FUNDS

	At 1.7.24 £	Net movement in funds £	Transfers between funds £	At 30.6.25 £
Unrestricted funds				
General fund	648,501	(79,796)	20,408	589,113
Restricted funds				
Endocrine Nurse helpline	1,853	3,157	-	5,010
Publications	31,441	(1,254)	-	30,187
Volunteer Development	-	19,787	-	19,787
Society for Endocrinology	615	(615)	-	-
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Cushing's Disease Day	6,876	200	(7,076)	-
GP Professional Development	11,180	-	(11,180)	-
NI Support Group	152	1,000	(1,152)	-
Paediatric Work	34,876	-	-	34,876
Psychological Support	31,630	(21,450)	-	10,180
Cushings Information Content	4,000	(3,000)	(1,000)	-
Pituitary Life	-	9,616	-	9,616
	130,573	7,441	(20,408)	117,606
TOTAL FUNDS	779,074	(72,355)	-	706,719

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	381,904	(464,393)	2,693	(79,796)
Restricted funds				
Endocrine Nurse helpline	9,447	(6,290)	-	3,157
Publications	-	(1,254)	-	(1,254)
Volunteer Development	20,000	(213)	-	19,787
Society for Endocrinology	-	(615)	-	(615)
Cushing's Disease Day	1,700	(1,500)	-	200
NI Support Group	1,000	-	-	1,000
Psychological Support	-	(21,450)	-	(21,450)
Cushings Information Content	-	(3,000)	-	(3,000)
Pituitary Life	33,039	(23,423)	-	9,616
BackSOM Study	640	(640)	-	-
	65,826	(58,385)	-	7,441
TOTAL FUNDS	447,730	(522,778)	2,693	(72,355)

continued...

21. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.23 £	Net movement in funds £	Transfers between funds £	At 30.6.24 £
Unrestricted funds				
General fund	410,010	238,491	-	648,501
Restricted funds				
Endocrine Nurse helpline	16,291	(14,438)	-	1,853
Publications	22,487	8,954	-	31,441
Society for Endocrinology	-	615	-	615
2nd Endocrine Nurse Helpline	3,714	(3,714)	-	-
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Paediatric Endocrine Nurse	19,846	-	(19,846)	-
Cushing's Disease Day	-	6,876	-	6,876
GP Professional Development	-	11,180	-	11,180
NI Support Group	-	152	-	152
Paediatric Work	-	15,030	19,846	34,876
Psychological Support	-	31,630	-	31,630
Cushings Information Content	-	4,000	-	4,000
	70,288	60,285	-	130,573
TOTAL FUNDS	480,298	298,776	-	779,074

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	686,809	(454,261)	5,943	238,491
Restricted funds				
Endocrine Nurse helpline	-	(14,438)	-	(14,438)
Publications	9,899	(945)	-	8,954
Society for Endocrinology	1,000	(385)	-	615
2nd Endocrine Nurse Helpline	-	(3,714)	-	(3,714)
Cushing's Disease Day	7,000	(124)	-	6,876
GP Professional Development	19,680	(8,500)	-	11,180
NI Support Group	152	-	-	152
Paediatric Work	15,030	-	-	15,030
Psychological Support	35,995	(4,365)	-	31,630
Cushings Information Content	4,000	-	-	4,000
	92,756	(32,471)	-	60,285
TOTAL FUNDS	779,565	(486,732)	5,943	298,776

continued...

21. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.23 £	Net movement in funds £	Transfers between funds £	At 30.6.25 £
Unrestricted funds				
General fund	410,010	158,695	20,408	589,113
Restricted funds				
Endocrine Nurse helpline	16,291	(11,281)	-	5,010
Publications	22,487	7,700	-	30,187
Volunteer Development	-	19,787	-	19,787
2nd Endocrine Nurse Helpline	3,714	(3,714)	-	-
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Paediatric Endocrine Nurse	19,846	-	(19,846)	-
Cushing's Disease Day	-	7,076	(7,076)	-
GP Professional Development	-	11,180	(11,180)	-
NI Support Group	-	1,152	(1,152)	-
Paediatric Work	-	15,030	19,846	34,876
Psychological Support	-	10,180	-	10,180
Cushings Information Content	-	1,000	(1,000)	-
Pituitary Life	-	9,616	-	9,616
	70,288	67,726	(20,408)	117,606
TOTAL FUNDS	480,298	226,421	-	706,719

continued...

21. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	1,068,713	(918,654)	8,636	158,695
Restricted funds				
Endocrine Nurse helpline	9,447	(20,728)	-	(11,281)
Publications	9,899	(2,199)	-	7,700
Volunteer Development	20,000	(213)	-	19,787
Society for Endocrinology	1,000	(1,000)	-	-
2nd Endocrine Nurse Helpline	-	(3,714)	-	(3,714)
Cushing's Disease Day	8,700	(1,624)	-	7,076
GP Professional Development	19,680	(8,500)	-	11,180
NI Support Group	1,152	-	-	1,152
Paediatric Work	15,030	-	-	15,030
Psychological Support	35,995	(25,815)	-	10,180
Cushings Information Content	4,000	(3,000)	-	1,000
Pituitary Life	33,039	(23,423)	-	9,616
BackSOM Study	640	(640)	-	-
	158,582	(90,856)	-	67,726
TOTAL FUNDS	1,227,295	(1,009,510)	8,636	226,421

Purpose of funds

Unrestricted revenue funds:-
These funds are held for meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds:-

Endocrine Nurse Helpline
A specialist endocrine nurse helpline service for pituitary patients, carers, family and the wider pituitary community.

Publications
The charity provides various booklets, factsheets and other information publications.

Volunteer Development
Funding provided for an in-person volunteer training event to be held in June 2026.

Society for Endocrinology
Funds received to cover expenses related to attendance at the BES Conference in November 2024.

Legacy - Solent & IOW Support Group
Legacy income received to specifically support the Solent & IOW support group

continued...

21. MOVEMENT IN FUNDS - continued

Cushing's Disease Day
Funding provided for delivery of a support event in London for Cushing's patients.

GP Professional Development
Funding provided for the provision of an outsourced training event for all UK GP's focused on pituitary illnesses.

NI Support Group
Funds given for use by the Northern Ireland Support Group in providing the Group's services to pituitary patients and their families and carers in Northern Ireland.

Paediatric Work
Funds provided for the charity's work in supporting children and young people, and their families and carers.

Psychological Support
Funds for the provision of counselling and other psychological support services, provided in conjunction with Rare Minds, a charity with expertise in providing psychological support for patients suffering from rare diseases.

Cushings Information Content
Funds received for the creation of informative media regarding Cushing's Disease.

Pituitary Life
Funding provided for the costs of the Pituitary Life magazine produced three times a year by the charity.

BackSOM Study
Funds provided for assistance given in identifying participants for a research study.

22. EMPLOYEE BENEFIT OBLIGATIONS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £13,705 (2024: £13,228). Contributions totalling £2,155 (2024: £1,968) were payable to the fund at the balance sheet date and are included in creditors.

23. RELATED PARTY DISCLOSURES

There were no identified related parties other than the Trustees. Details of any payments to Trustees are detailed in note 11. The total amount of donations received without condition from the Trustees during the year was £225 (2024: £290).

continued...

24. ULTIMATE CONTROLLING PARTY

The Pituitary Foundation is a company limited by guarantee governed in accordance with its Memorandum and Articles of Association.

The charitable company is wholly controlled by its members, who are also trustees of the charity.

THE PITUITARY FOUNDATION

England & Wales - Charity number 1058968

Accounts

REGISTERED COMPANY NUMBER: 03253584 (England and Wales)
REGISTERED CHARITY NUMBER: 1058968

THE PITUITARY FOUNDATION
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2024

THE PITUITARY FOUNDATION

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THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 JUNE 2024

TRUSTEES	Mr T Sumpster (Chair) Mr A M Mackintosh (Vice Chair) Dr I E Macdonald (Hon Secretary) Mr P Rouse (Hon Treasurer) Dr S E Baldeweg Mrs H Frazer (resigned 4.6.24) Dr A M Brooke Ms D L Cooper Ms A Deleligne Mr A H Matty Ms J A Phillips Dr S Sinha (resigned 7.12.23) Mrs C E Thatcher
COMPANY SECRETARY	Dr I E Macdonald
KEY MANAGEMENT PERSONNEL	Emma Cooper – CEO (appointed July 2024) Ren Renwick – CEO (resigned June 2024) Pat McBride – Head of Support Services Jay Sheppard – Head of Fundraising
REGISTERED OFFICE	Brunswick Court Brunswick Square Bristol BS2 8PE
REGISTERED COMPANY NUMBER	03253584 (England and Wales)
REGISTERED CHARITY NUMBER	1058968
SOLICITORS	TLT LLP One Redcliffe Square Bristol BS1 6TP
BANKERS	National Westminster Bank 32 Corn Street Bristol BS1 1IQ Royal Bank of Scotland 36-38 Baldwin Street Bristol BS1 1NR

THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 JUNE 2024

INVESTMENT ADVISERS	Evelyn Partners Portwall Place Portwall Lane Bristol BS1 6NA
INDEPENDENT EXAMINER	TCA (Shrewsbury) LLP Third Floor 21 St Mary's Street Shrewsbury Shropshire SY1 1ED

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives and Activities

a. The purposes of the charity as set out in our governing document;

The charity's objects, as described in our Memorandum and Articles of Association, are to promote the relief and treatment of persons suffering from pituitary disorders and related conditions and diseases, and their families, friends and carers, and to provide information and support; and to promote and support research and to disseminate for the public benefit the results of any such research.

The main activities that the Foundation undertakes to deliver on these services are:

- the delivery of general and specialised helplines;
- development and dissemination of resources online and in print;
- presentation of information and holding of community building events online and in person;
- facilitation of patient-patient support services;
- engagement in, and the dissemination of, research;
- support of volunteers; and
- undertaking of fundraising schemes including events.

b. Our strategy and core aims

Our strategy states that:

Our vision is that all people with pituitary conditions can live well, now and in the future.

Our mission (the way in which we achieve our vision) is that:

We work with everyone with a pituitary condition, their support networks and healthcare professionals to raise pituitary awareness, and to reduce time to diagnosis.

We empower patients to navigate the UK healthcare system and obtain the best clinical outcomes possible and provide support to enable everyone with a pituitary condition to live as well as possible.

Our values (which inform how we approach achieving our vision) are:

We are welcoming
We are caring
We are empowering
We are trustworthy
We are collaborative

Our objectives (which break down the practical steps we will take to achieve our vision) are:

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

We have three focus areas to achieve this objective:

1.1 Raise awareness amongst Endocrinology specialists
1.2 Raise awareness in primary care
1.3 Raise the general public's awareness

2: We will empower every patient to receive the best care available to them, now and in the future

We have three areas that we focus on to achieve this objective:

2.1 Offer support and education to everyone impacted by pituitary conditions
2.2 Advocate for the best medical care possible in the NHS for everyone with pituitary conditions
2.3 Champion valuable patient centred investment in the future of pituitary care

3: We will support all people with pituitary conditions to live well

We have three areas that we focus on to achieve this objective:

3.1 Increase the accessibility and inclusivity of support and services
3.2 Provide lifestyle support to people with pituitary conditions
3.3 Seek to ensure Psychological Support and broader wellbeing advice is available to everyone impacted by a pituitary condition

4: We will ensure The Foundation is robust and sustainable

We have three areas that we focus on to achieve this objective:

4.1 Ensure we have the right resources to deliver our strategy
4.2 Ensure our financial resources match our ambition
4.3 Work sustainably

Achievements and performance

a. Overview of activities throughout the year

Our new strategy has guided the work we undertook this year. Overseen by Head of Support Services Pat McBride, and provided by Pat and a team of staff and volunteers, our helpline services continue to be hugely valued. During the year Pauline Whittingham, a much-valued specialist nurse, left the charity, and Aldons Chua and Vanessa Quinn subsequently joined Darshna Patel to deliver the excellent nurse helpline.

Volunteers are at the heart of our work, and we are as always so grateful for their time and expertise in helping the Foundation deliver its remit with kindness and understanding. It is with heartfelt thanks that we recognize the work of our office volunteers, helpline volunteers, telephone buddies, Ambassadors and support group leads; Volunteer, Events, and Campaigns Coordinator Kim Wegner worked with many of them during the year to increase the number of support groups, both in person and online, and also to introduce in person events across the country.

Led by our Communication Co-Ordinator Lottie Storey, our communications have continued to grow in reach and impact this year, both our online communications and our regular Pituitary Life magazine; the magazine remains a well-received member benefit, providing a range of patient stories and endocrine insights and updates. We are pleased to have achieved Pif Tick Accreditation, and are undertaking a full review of all of our information booklets to ensure that they contain high quality, up-to-date and accessible health information.

Our IT and Systems Manager, Martin Cookson, led the implementation of a new CRM during the year, ensuring that we are using all data in the right way. Alongside this, Operations and Finance Manager Gabrielle Welland has worked extensively to streamline our finance and internal procedures, ensuring increased efficiency and value for money. We were delighted to welcome Steph Gauvin as our new Administrator, providing support to our finance and fundraising functions alongside her administrative work.

Underpinning all our work is the need for income; our Fundraiser Jay Sheppard has continued to deliver a diverse portfolio of fundraising with integrity. As ever, we are indebted to the generosity of our community, who offer so much, both financial and in kind, and we recognize that we would not be here without their continued support.

Our excellent CEO, Ren Renwick, gave notice of her departure towards the end of the year; the Trustees would like to extend their sincere gratitude for everything Ren has done for the charity over the last two years, for her work building our new strategy and leading our staff team so well. Ren leaves the charity with excellent infrastructure, a robust strategic framework and a sound financial base, positioning things well for the incoming CEO to realise the charity's strategic ambitions.

Before the end of the year, and prior to Ren's departure, we were delighted to confirm the recruitment of new CEO, Emma Cooper. Emma joined in July, bringing many years' experience of senior management within the health-related charity sector.

b. Delivery against the strategy

In this section we look at specific activity relating to each objective, and areas we are looking to develop in the future. We measure our success against qualitative and quantitative measures. For projects we have targets that are set at inception meetings, whilst for ongoing work we review anonymous surveys and feedback from participants. Our Lived Experience Committee assists in reviewing and guiding our work and compliments our Trustees who interrogate the value and impact of our services.

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

Our first objective is focused on reducing the time it takes to be diagnosed through increased awareness of pituitary conditions. Alongside setting several projects in motion, to increase awareness we achieved the following:

1 (a) General Awareness Raising

Awareness Month. Our Awareness month focused on spotlighting Prolactin and Prolactinoma, a condition on which we had not focused before. The month comprised 7 online and in person events and a strong information-focused online campaign. 97% of respondents rated the events excellent or good, with 82% saying they improved their understanding of the subject.

Two attendees said:

> "The zoom sessions were brilliant and I hope they continue. They are a lifeline for people, thank you so much"; and
>
> "Really enjoyed the session, easy to follow, good time length and brilliant how all questions were answered".

We saw a significant increase in engagement across social media in the month; for example, we enjoyed Instagram impressions of 67,485, up from 26,000 the month before. A significant statistic for Instagram was that our profile was viewed over 2,307 times, far higher than normal view rates of around 600-800.

Website. Having launched our new website in the last year we will continue to evolve and develop it to ensure its accuracy and that it delivers effectively against our needs. Feedback from our community evidences that our website is the heart of our support service, with most people saying they used it alongside other services such as in person meetings or the helpline. We have seen a decrease in visitors, but a 39% increase in the time people are spending on the site, suggesting we are getting more relevant visitors due to better links and navigation. We have secured a Google Ad Grant to increase findability, and look forward to deploying this.

Electronic Communications. Our social media following is at 26,000 across all platforms, showing modest growth. We are pleased that individuals' posts are getting strong traction, especially ones that feature lived experience stories and share medical insights. Our newsletters continue to have strong open rates, and we have spent time improving the back-end processes to streamline these communications.

Press Coverage. We were pleased to be referenced in national coverage when a celebrity announced they had a related condition. Our website saw an increase in visitors and we followed up with awareness raising online around the condition.

1 (b) Awareness within Endocrinology.

Awareness Raising with Clinics. During the year we contacted all Endocrine Clinics asking for a response to a survey to understand the perception of the Foundation. This had very little response. We followed this up by sending a poster and selection of booklets to all clinics with a cover letter reminding people of our services. We recognise that we want to increase awareness of our services especially in smaller clinics where staff may not be familiar with the charity.

Conferences. Attendance at conferences is an important way in which we spread awareness of the charity and its work amongst clinicians across the country and beyond. This year we attended four conferences: Society for Endocrinology's Clinical Update, British Endocrinology Society, British Society for Paediatric Endocrinology and Diabetes's conference and the 24th Clinicopathological Conference on Pituitary Disease. We estimated that we reached more than 2,000 health care professionals through these conferences, and have been able to talk about our services and share resources with them.

Medical Committee. Professor Baldeweg is the incoming Chair of the charity's Medical Committee and will work with us to increase the reach and impact of the Foundation's work and resources within the Endocrine community. This year Dr Rob Murray agreed to be deputy chair.

1 (c) Awareness in Primary Care.

Emergency Care. In partnership with Addison's Disease Self Help Group (ADSHG), we have continued to work with the Yorkshire Ambulance Service to develop an awareness session for call handlers.

Our work supporting the implementation of the Patient Safety Alert and the Steroid Emergency Card continues and we have distributed over 500 cards in addition to the print at home versions in Pituitary Life.

GP Awareness. This year we delivered a GP training session reaching 500+ GPs and are developing a second session, with financial support provided as an Independent Medical Education Grant from Pfizer Limited. Pfizer have provided only financial support and have no input into the content provided. One respondent to the first session noted "I felt it was very informative. This is not an area I am very familiar with so I have definitely learnt some things this evening."

2: We will empower every patient to receive the best care available to them, now and in the future

Our second objective focuses on empowering all patients to receive the best care available to them. We play an instrumental role in this by providing support and education to complement that provided by the NHS.

2. (a). Offering Support and Education

Helplines. Our helplines remain a vital 1-1 support offering. We responded to over 1,584 enquiries across our various helplines. We introduced bookable slots for members to help offer certainty of speaking to a nurse. We undertook a risk review of the helplines, introducing supporting documents for staff and volunteers to help direct and support callers whilst retaining the highest level of service.

Pauline Whittingham, one of our Endocrine Specialist Nurses, left the Foundation after five years. Her support to people impacted by pituitary conditions was hugely valuable and valued by so many people. Since then, we have been pleased to have recruited two nurses, Aldons Chua and Vanessa Quinn, in her place, who have joined Darshna Patel in supporting our community brilliantly.

Calls to the Information and Support Helpline, answered by our wonderful and experienced volunteers, have decreased this year; we have interrogated this to understand the reasons and how we can develop this support in the future.

Some quotes this year evidencing the value of our helpline, and the invaluable impact it has for people, include;

> "I find myself seeking your kind advice once more, you are always so reassuring in your responses."
>
> "Thank you for all the information. It's been a great contribution."
>
> "I enjoyed and greatly benefitted from our chat yesterday. You were candid, clear and supportive. Much appreciated. I will contact you again as I progress further along my journey."

Resources. We are delighted to have achieved Pif Tick Accreditation during the year and have been reviewing and rationalising our booklets in line with this rigorous accreditation. During the year we reviewed all our condition specific booklets and several 'Living with' and associated resources. We are grateful for the support of funders to enable this to happen.

Events. We have reached over 500 people through our own online events during this financial year. This is in addition to events organised by others (such as conferences) and meetings held by our support groups. These sessions have included talks from professionals on topics such as Sick Day Rules, Body Positivity and Growth Hormone.

Through all our events, 95% of people completing feedback rated the sessions excellent or good, with 75% saying they improved their understanding of the area. Feedback from these sessions has included:

> "Thank you for this event - it was enormously helpful and I really appreciated the time that [the speaker] took in answering questions, despite the session running late."
>
> "The doctor's presentation was excellent. She talked at just the right level for the audience, using medical terms, but explaining them where required in a friendly non-condescending way. She gave a huge amount of information in a very accessible way."
>
> "Great session, although I am a long-standing patient it is always nice to hear from other Consultants with different backgrounds."

Get Togethers. Prior to Covid the Foundation ran successful bi-annual in person conferences which allowed our community to come together, listen to speakers and share thoughts and experiences. Post pandemic we understood that many in our community were less keen on traveling, and we recognize the impact of the cost of living crisis on the ability to pay for travel and overnight stays.

In response to this, we have developed the concept of a 'Get Together'. These are day long events comprising talks from professionals, a social lunch and facilitated discussions. We delivered one in Glasgow in November 2023 and another in Cardiff in March 2024, with a view to holding these

throughout the UK at regular intervals. These are cost effective and have been well received. Participants largely rated the events as excellent and most found their understanding had increase. We have had positive feedback on these events including:

> "Thank you for coming to Glasgow"
>
> "[I] enjoyed it very much, learnt a lot and met some wonderful people. I will look forward to future events."
>
> "I thought it was truly an amazing beneficial day. I didn't know what to expect but it exceeded any possible expectation."

Cushing's Day. We were pleased to be able to hold a condition specific day focusing on Cushing's at Imperial, London. This was made possible with funding from Recordati (who had no involvement in the content or administration of the day).

This funding also enabled us to contribute to travel and accommodation costs for participants who may not otherwise have been able to attend. 75% of attendees had never attended an event with the Pituitary Foundation.

The day comprised talks from Health Care Professionals, people with lived experience, and Rare Minds who focused on psychological challenges. It was a real success, and we are hoping to make it an annual event. Feedback included:

> "I really enjoyed the day, and I am so glad I attended, as I was anxious about attending, but everyone was so friendly. I found the day informative, but also emotional (which I wasn't expecting) and motivational hearing other stories. Being able to share my story, and listen to others, face to face, is really powerful."
>
> "After this conference I am so thankful. It was helpful, interesting and emotional. Thank you!"

Pituitary Life magazine. We produced and mailed out three editions of the magazine in this period - Autumn 2023, Spring 2024, and Summer 2024. All of these have been 24 pages, with an increased font size for easier readability, and we met with the designer and printer to look at ways of saving costs, whilst delivering a more accessible publication.

In our Spring 2024 edition, we included adrenal insufficiency and AVP Deficiency (Diabetes Insipidus) Sick Day rules as a centre pages 'pull out' feature.

We also launched our 30th anniversary within this edition, together with a cover image of our 30 years.

Our thanks go to the Medical Committee, patients and staff plus other contributors for providing the content for all of our magazines.

2 (b). Advocacy for best care within the NHS

Sector Engagement. Pat McBride is part of the NCEPOD (National Confidential Enquiry Patients' Outcome and Death) working group focusing on blood sodium, led by Dr Neil Smith, Deputy Chief Executive, Senior Clinical Researcher.

Pat also represents the patient voice on the NHS England Policy Working group for Acromegaly (2337 Pasireotide Pamoate), BSPED (education standards working group and DI name change working group), and Oxytocin Study (Diabetes Insipidus Project | Patient representative).

We continue to contribute to the Scottish Medical Consortium Patient Group, the Welsh Patient and Public Interest Group and the NICE Voluntary Sector and Community Sector Forum. This year we also joined the ABPI Patient Organisation Forum.

NHS. We continue to work to support the implementation of the Patient Safety Alert. We are also part of the international working group supporting the implementation of the AVP-Deficiency name change.

2 (c). Patient centred investment

Networks. We continue to be an active member of the Society for Endocrinology Patient Support Group network, representing a valuable way of ensuring that the patient voice is heard at a foundational level.

Robert Brady, who leads the Ireland Support Group, is on the Board of WAPO (World Alliance of Pituitary Organizations) representing Pituitary Ireland (our ROI based support group), which has been part of the Foundation to May 2024.

Lived Experience Committee. We are continuing to develop the Lived Experience Committee, a mechanism for the patient voice to input clearly into both our work and wider consultations as required. This work will continue through the coming years, and has trustee representation creating a direct link to the Trustee group.

Research and Consultations. We continue to contribute to consultations including with NICE's People and Engagement Strategy and SMC's consultation on Somapacitan (Sogroya). Work continues in the Oxytocin research led by Departments of Endocrinology, Diabetology and Metabolism, University Hospital Basel, Switzerland.

Additionally, we supported the Royal Osteoporosis Society's Better Bones campaign, and fed into Specialised Heath Care Alliance's research into mental health for people with complex or rare health conditions.

We have also explored the role of data in understanding our population, and helping us to best support current and future people affected by Pituitary conditions. This work will continue to develop.

Tech Developments. In a similar way we have continued conversations exploring how tech and AI developments could support people impacted by Pituitary conditions. We have prototyped a simple chat bot for a website (with grateful thanks to voluntary support for this) and have started conversations about the role of AI in diagnosis and ongoing condition management. This is all largely speculative at present and will develop over the coming years.

3: We will support all people with pituitary conditions to live well

The heart of this objective is ensuring that as many people as possible can access, engage with and benefit from our services.

3 (a). Accessibility and inclusivity

Inclusivity. This remains an important area for us. We are pleased to have presented a wider range of lived experience stories, and welcomed people who have not attended our events before. We have found Instagram to be an important tool to reach people who have not engaged with us before.

We are exploring how we can survey in selected clinics to understand any barriers to the take up of our resources. We will use these findings to address barriers to engagement in general.

Training and Review. We have followed up formal training with informal internal conversations including a session on digital accessibility. We are in the process of reviewing our helpline provision, to ensure that it is best serving our community, appreciating that many people prefer not to speak on the phone. This review will complete and relevant actions will be implemented in the next financial year.

Support Groups. We have successfully introduced new online, condition specific support groups to complement those that meet in person. New groups meeting during the year include a Prolactinoma group, a young persons' group and an Acromegaly group. We had 20 active groups in the financial year.

During the year, the Board of Trustees reluctantly made the decision to cease operating a volunteer led group in the Republic of Ireland as a result of regulatory changes brought about by Brexit. Robert Brady, who has led the group for many years, is exploring alternative ways in which he may take his work forward. The Foundation will remain open to people accessing support from all geographies, but sadly we are no longer able to have a direct presence in Ireland.

Membership. We are grateful to those in our community who support our work by becoming members and who enjoy being part of our community in that way. This year we introduced welcome meetings to members and non members to help show the ways in which the Foundation can support people, and the ways in which people can get involved.

We are pleased that our membership has started to grow again, with monthly growth at the start of 2024 the highest for several years. Our total membership stands at over 2,000. As noted below, we have introduced a psychological support service, and have established an enhanced membership in order to offer access to wellbeing and psychological support from June 2024 onwards.

3 (b). Lifestyle Support

We recognise that many pituitary conditions are lifelong, and we want to support people throughout their life, not just at the time of diagnosis. We are developing new resources around fitness and wellbeing and see this as an area we will expand on in the coming year, with associated talks scheduled for the summer and autumn of 2024.

3 (c). Psychological Support

Rare Minds. We have been delighted to introduce the provision of psychological support in partnership with specialist charity Rare Minds this year. Alongside other wellbeing benefits, members with enhanced membership are able to access up to 8 sessions of counselling, subject to availability of sessions. We are able to offer this service due to the generosity of individuals as well as grants and help from commercial funders.

Guildford Support. The volunteer-run Guildford Support Group has been able to offer a similar psychological support to people in the Guildford area thanks to a generous legacy from Mr Hawley. This service started in April 2024.

We continue to offer support to our helpline volunteers and are grateful to Dr Sue Jackson who shares her time to be able to do that.

4: We will ensure The Foundation is robust and sustainable

This objective focuses on our internal and financial robustness, and considerable work has been completed this year in this area. Our three objectives in this area focus our attention to ensure we have the right resources, and work sustainably to ensure our ongoing success.

Governance. This year we have done significant work on various areas of our governance. Trustees completed a survey reviewing working methodologies and approaches, and we held an in person away day for the first time since the pandemic. From this we have established working groups, and amongst other things are reviewing the tenure and roles of Trustees.

Staff. We are fortunate to have an excellent staff team. Each person's commitment and passion for their role is inspiring and greatly valued. We enjoyed having Claudia Tavella as our second intern from University of the West of England this year, and it has been a pleasure to offer paid contracts

both to Claudia and Georgia, the previous intern. Staff have undertaken a range of formal training during the year, including first aid and fire marshal training as well as a session on health information writing.

Finance administration. We have migrated several support groups to a new way of working financially which both reduces administration and increases compliance and security. This will continue to roll out. We have new Bookkeepers (Mendip Accounting) who have reviewed and streamlined our financial information and processes.

Fundraising. We have worked to increase our ability to secure income from Trusts and Foundations, working with a consultant to bring additional expertise and capacity. Our Fundraiser Jay has refreshed our fundraising offer, including supporting people in various challenge events. A full report follows, and we will continue to develop our fundraising work.

Policies and procedures. We have fully updated our handbook, both in line with legislative change and best practice, in partnership with our external advisors. We are pleased to have introduced several new policies as well as reviewing and refreshing our GDPR and Safeguarding Policies.

Collaboration. We continue to strive towards collaboration where it is in the interests of our community. We have had active conversations with peer patient support groups, and have opened dialogue with several charities and both universities in Bristol.

b. **Public benefit**

The Trustees have considered the Charity Commission's requirement in respect of Public Benefit. In their view the charity meets, in full, the criteria to satisfy the test. The Trustees' Annual Report describes the activities undertaken to further its charitable purposes for public benefit.

Plans for Future Periods

Our strategy sets out our aims and objectives for the period to 2027. Good progress has been made and we recognise the opportunity to increase our activity given our reserves position. Our new CEO, Emma Cooper, will work with Trustees to identify existing or new activities for development utilising the available reserves. These activities represent areas of our work which we understand are important to our community and will increase our reach, raise more awareness, and enable us to develop our support services. The proposed activity areas fully align with our strategic aims and objectives:

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

We will focus on increasing awareness of the Pituitary Foundation and our services through targeted campaigns. We will also deliver at least two campaigns aimed at improving knowledge of pituitary conditions and health care needs in primary and secondary NHS settings.

2: We will empower every patient to receive the best care available to them, now and in the future

We want more people to benefit from our information and support services and will be increasing investment in our health information (print and other formats) and delivery of support groups and get-togethers (online and in person).

We will amplify the voice and experience of our community to effect positive change and will do this through our advocacy and campaigns.

3: We will support all people with pituitary conditions to live well

The provision of psychological support services in 2024 will be evaluated and we expect to develop this area of our activity further.

We will develop our offer for parents, children, and young people. This is likely to include health information and opportunities for engagement.

We will further develop our lifestyle support following engagement and involvement with our community.

4: We will ensure The Foundation is robust and sustainable

The delivery of these areas of activity is only possible because of the generosity of our donors and supporters. The activities described above will increase our visibility, awareness of our support, and drive further engagement and involvement.

Financial review

a. Overview

In the face of continuing general economic and cost of living pressures, we again set a cautious break-even budget for the 12 months to 30 June 2024.

Whilst being pleased with our general financial performance through the year, in May 2024 we received a very substantial legacy of £278,000 from the estate of Malcolm Glayzer, which has meant that we have been able to record a large surplus this year. The charity extends its heartfelt thanks to the Glazer family for this very significant legacy gift.

With the help of this legacy, we are pleased to announce a net surplus for the year ended 30 June 2024 of £298,776 on income totalling £779,565. Excluding the legacy, we recorded income of £501,565, an uplift of 3.1% on the previous year, and a net surplus of £20,776. The Trustees would like to extend their thanks to the staff team, and in particular Head of Fundraising Jay Sheppard, for their contributions in achieving such a good result in difficult circumstances.

Jay oversaw another successful programme of fundraising events, including the well liked Four Falls walk in South Wales and a trek up Snowdon. These events were supplemented by an amazing array of fundraising challenges completed by numerous supporters of the charity, some of which are highlighted below. Once again, our many members and supporters exhibited wonderful generosity in donating to the charity, and we received significant donations from a number of Trusts and Pharmaceutical companies.

As in previous years, the team managed our costs effectively, and we benefited from lower event costs and from operating for periods without a full staff complement. Our total costs for the year were £486,732.

Our accumulated reserves at the end of the year increased to £779,074, with unrestricted reserves of £648,501. Our reserves policy, and our plans for investing funds, are set out later in the section.

b. Incoming resources

In 2023/24 The Foundation made income of £779,565 compared to £486,512 in the previous financial year.

c. Principal Risks and uncertainties

The charity is highly reliant on donations from individuals, Trusts and Foundations and companies; these may be affected by broad economic and other circumstances over time. We manage a database of more than two thousand members and supporters and work hard to appeal to them for their support, and we maintain strong relationships with a range of organisations many of which continue to support the charity year on year.

The Foundation receives some of its income from legacies; by its nature this income stream is unpredictable, and therefore the charity seeks to limit its reliance on this element of income, budgeting for a modest amount of legacy income.

d. Funders

The Foundation enjoys an extraordinary level of support from its community. The Trustees express their huge gratitude to all our donors: members, donors, fundraisers, companies and Trusts and Foundations. Without this support we simply could not continue. Thank you.

There are a huge number of supporters, many of whom wish to remain anonymous. We would like to recognize some of the generosity we have benefitted from during this financial year. This is not a complete picture, but hopefully gives a flavor of the support we enjoy.

e. Events and community fundraising

Our events and community fundraising returned to pre-pandemic levels, which was pleasing, and we saw fundraisers take on all sorts of wonderful challenges. These included:

Abbie Lau ran the Battersea Half Marathon raising over £3,100; Alex Arkell took on the Edinburgh Kiltwalk with her mum and dad, Jason and Amanda, and managed to raise £2,400; Oscar Simpson walked a whopping 400,000 steps during October and raised £1,300; Jake Swingler ran the Leeds Half Marathon and raised £1,500; Wayne Scammell took on a skydive and raised £1,050; Vicky Endicott swam the equivalent of the English Channel in the pool and raised £636; Sara Lomas ran the Robin Hood Half Marathon and raised £800; Ryan Fletcher ran the London Marathon raising £1,200, whilst Rich Allen also ran the London Marathon raising £395. There were many other fantastic fundraisers with this just being a snapshot.

During the year we were saddened to hear the news that long-term supporter and friend of the charity Tim Vince had sadly passed away. His wife Sarah set up a memorial collection in his honour and his brother Ryan ran the London Marathon in his memory helping to raise well over £20,000 in memory of Tim.

We had several **charity of the year partnerships** during the year including Boyce Hill Golf Club and FCS Compliance which helped to raise over £8,000 between them.

Our **Challenge events** were successful once again. Our annual trek up Snowdon saw a team of 21 managing to raise over £5,000 between them. Our sincerest thanks go to staff member Lottie Storey for managing this event in the absence of our Head of Fundraising, and thanks also to Bryn Williams Mountaineering for safely looking after our team.

The picturesque **Four Falls Trek** in the heart of the Brecon Beacons attracted 29 walkers from all over the UK. The team enjoyed some of the most spectacular scenery in the UK and collectively raised £6,000 for our charity. Sincere thanks to all and thanks also to JT Expeditions for looking after our group.

A team of daring individuals took on **ZipWorld Velocity** in North Wales and collectively managed to raise over £3,000.

We had a team of 14 who braved the heat of a **Fire Walk** held at Trago Mills in Merthyr Tydfil which saw us raising over £4,000.

We introduced the **Anfield Abseil** to our events portfolio and saw a team of brave individuals ranging in age from ten to seventy-five. The team included a fantastic singer, Paul Coles, who led a rendition of the Liverpool FC anthem "You'll never walk alone" on top of the stadium, much enjoyed by everyone. Collectively the team raised £11,247, and this will now become an annual challenge event for us.

Gifts in Wills. We received some extremely generous gifts in the wills of long-term supporters, and we would like to thank these individuals for kindly thinking of us. They were:

- Peter Smith
- Dr Linda Herbert
- Malcolm Glayzer
- Jane Hickford
- Christopher Thompson

Donations. In addition to the considerable generosity of individuals, we are hugely grateful for donations we have received from commercial companies, Trusts and Foundations. In particular, we would like to thank:

- Nationwide Foundation
- National Lottery Awards for All – England
- Garfield Weston Foundation
- St James' Place Foundation
- Society for Endocrinology
- The Kelton Trust
- The Neighbourly Foundation
- The Gledswood Charitable Foundation
- Brandwells Construction
- Lotus Charitable Foundation
- The Gilander Foundation
- The Christopher Lane Trust
- The Michael and Anna Wix Charitable Foundation
- The Sir James Roll Charitable Trust
- Penllegaer Lodge Masonic Charitable Foundation

Sincere thanks to all of our pharmaceutical supporters that made donations during the period. They included:

- Diurnal £15,000 towards our paediatric work
- HRA Pharma £4,000 towards the funding of Cushing's information content
- Pfizer £19,680 towards our GP Awareness campaign
- Sandoz £6,000 towards the updating of our publications
- Sparrow Pharmaceuticals £3,900 towards the updating of our publications
- Recordati Rare Diseases £7,000 towards the cost of our Cushing's Day in London
- Recordati Rare Diseases £8,000 towards our psychological support services project

We work in line with ABPI guidelines in accepting funds from pharmaceutical companies.

The year ahead will be challenging and we will review our fundraising strategy, acknowledging the immense value of our community in supporting our work.

f. Resources expended

The staff team, alongside the Finance Committee, works hard to keep costs down, seeking competitive quotes and adhering to financial processes. Within our total costs figure this year, we spent £2,520 on completing our new website.

g. Investment Policy and performance

We hold general and restricted funds in our main NatWest and RBS bank accounts. We have some modest sums with Monmouthshire Building Society, Julian Hodge Bank and Virgin Money.

We continue to use the excellent CAF Online deposits platform to secure competitive savings rates across a mixture of shorter and longer-term savings investments, which has increased our income and allowed us to take advantage of increasing interest rates more effectively.

Our investments, which are ethically selected (in line with our Investment Policy) and managed by our investment advisers Evelyn Partners, have improved in value over the course of the year. Our total funds held with Evelyn partners at the year end were £99,344 and we have benefitted from an income of £2,611 from these investments during the year.

All of the charity's funds are subject to regular review by our Finance Sub Committee. The Trustees have a confident expectation that The Foundation will continue in operational existence for the foreseeable future and have, therefore, used the going concern basis in preparing the financial statements.

We have an Investment Policy, developed in line with Charity Commission guidelines and reviewed and approved by the Finance Committee and Trustees, to which we continue to adhere. In particular, the Policy:

- excludes direct investment in Oil and Gas, Armaments or Tobacco sectors
- requires that the investment adviser seeks to ensure no investments are made into companies whose activities comprise more than 5% coal extraction, alcohol or tobacco production, gambling or animal testing
- requires, where monies are invested in funds, the investment adviser to target funds with positive ethical and environmental objectives.

h. Reserves policy

We plan to retain free operational reserves representing 9 months of our annual operating costs, equating to around £400,000. The remaining funds, known as the Development Reserve, are available for investment in the charity's infrastructure, resources and patient support.

Total restricted funds held at the year end were £130,573. Free reserves are calculated as unrestricted reserves less designated funds and fixed assets. Following the strong financial result this year, enhanced by receipt of the large legacy from the Glazer family, the Foundation's free reserves at 30 June 2024 increased to £646,560 (2023: £410,010). These represented 162% of our free operational reserves target.

As a result, our Development Reserve increased to £246,560 at the year end. Our CEO and Trustees are determined to make use of this substantial Reserve to accelerate achievement of our strategic goals and optimise the services which the charity provides. Accordingly, the following areas have been identified in which we intend to invest the majority of these Development Reserve funds over the next two to three years:

1. Awareness: resource to develop our use of data with a view to increasing awareness; to deliver strategic awareness campaigns focused on our services; and to deliver targeted campaigns focused on specific conditions and healthcare needs.
2. Best Care: resource to review, update, and develop our portfolio of health information, working in conjunction with our Lived Experience and Medical Committees; to develop our work in policy and research in order to promote this and communicate it effectively to, the pituitary community.
3. Support: resource to build on our core services – to review and develop our support services, adding new elements where appropriate; develop and expand our lifestyle support services;

investing in our volunteers.

The Reserves policy was reviewed in the financial year to ensure it remains appropriate to the Foundations needs and the wider economic landscape.

Structure, governance and management

a. Governing document

The Pituitary Foundation was established in 1994 and became a Company Limited by Guarantee and a Registered Charity in 1996. It is, therefore, governed by company law and the Charity Commission.

Its governing documents are its Memorandum and Articles of Association.

Membership is encouraged and is open to all who wish to support The Pituitary Foundation; however, the principal services provided are available to all who require them regardless of membership.

b. Appointment of Trustees

At each General Meeting (GM), one third of the Trustees retire by rotation. Any member of The Foundation may nominate any other member for a vacant Trustee position. If there are more nominations than vacancies, members are balloted, and the result announced at the GM. In addition, the diversity and skills required by the Board are monitored by the Trustees and any identified under-representation that occurs may result in advertising for prospective trustees that meet the specification. Trustees may then be co-opted onto the Board until the next GM at which time they must stand for re-election.

c. Trustee induction and training

Trustees are inducted within three months of election. They are inducted online or at the Bristol Office. At induction, members of staff and representatives from the Trustees work with the new Trustee to explain the business, services, aims and objectives of The Foundation. At the time of induction, each Trustee is given a Trustee Induction Pack. Trustee training is undertaken on an ad hoc basis.

d. Organisation

The Board of Trustees governs The Foundation. It comprises up to fifteen members, who are also Directors of the Company. A limit of one third has been set on the number of Trustees who are employed in the health sector to ensure strong representation of patients and carers. At report date there were two Trustees employed in the health sector. The Board of Trustees holds meetings a minimum of three times per year. The Trustees have appointed four Officers of The Foundation. These comprise the Chair, the Vice Chair, the Secretary and the Treasurer.

The Trustees debate and make decisions based on recommendations brought to Trustee meetings and informed by the wider staff, relevant Committees and relevant information.

The Foundation is a member of:

- Helplines Partnership
- The National Council for Voluntary Organisations (NCVO)
- Charity Finance Group (CFG)

and is affiliated with the Society for Endocrinology.

The charity is registered with the Fundraising Regulator and the Foundation's Head of Fundraising is a member of The Institute of Fundraising.

The Foundation has two sub-committees, which report to the Trustees through their respective Chairs. Each sub-committee has Terms of Reference (ToR).

The Medical Committee

Our volunteer Medical Committee is made up of endocrine and related medical professionals who provide invaluable expertise answering complicated patient queries, speaking at conferences, writing articles for our magazine, *Pituitary Life,* and content for our website and booklets. The Foundation understands the members of our Medical Committee are professionals with demanding occupations and we are indebted to them for all of their time and effort working with staff and other volunteers to provide support to the pituitary community.

Members of the Medical Committee:

Prof Stephanie Baldeweg, Chair (Consultant Endocrinologist)	University College London Hospital, London
Dr Robert Murray deputy Chair (Consultant Endocrinologist)	Leeds Royal Infirmary
Alison Milne (Endocrine Specialist Nurse)	Aberdeen Royal Infirmary, And The Pituitary Foundation
Dr Jonathan Pinkney (Consultant Endocrinologist)	Royal Cornwall Hospital, Truro
Prof. John Wass (Consultant Endocrinologist)	Churchill Hospital, Oxford
Dr Sue Jackson (Independent Chartered Psychologist)	Winterbourne, Bristol
Dr Anna Crown (Consultant Endocrinologist & Honorary Clinical Senior Lecturer)	Brighton and Sussex University Hospitals NHS Trust
Dr Indi Banerjee (Paediatric Endocrinologist)	Royal Manchester Children's Hospital
Sherwin Criseno (Advanced Nurse Practitioner/Lead Nurse in Endocrinology)	Queen Elizabeth Hospital, Birmingham
Dr Niki Karavitaki (Senior Clinical Lecturer & Consultant Endocrinologist)	Queen Elizabeth Hospital, Birmingham
Pauline Whittingham (Specialist Endocrine Nurse) until January 2024	The Pituitary Foundation
Darshna Patel (Specialist Endocrine Nurse)	The Pituitary Foundation
Aldons Chua (Endocrine Specialist Nurse)	The Pituitary Foundation
Vanessa Quinn (Endocrine Specialist Nurse)	The Pituitary Foundation
Dr Sofia Llahana	University College London Hospitals
Mr Omar Pathmanaban (Pituitary Surgeon)	Salford Royal Hospital
Fiona Cains (Pituitary Surgery Specialist Nurse)	Salford Royal Hospital
Dr Alex Stilwell (Anesthetist)	Kings College Hospital, London
Dr Matthew Heppel (Advanced Clinical Diabetes & Endocrinology Pharmacist)	Hull University Teaching Hospitals
Dr Philip Newland-Jones (Consultant Pharmacist in Diabetes & Endocrinology)	University Hospitals Southampton NHS Foundation Trust
Professor Miles Levy (Prof of Clinical Endocrinology)	University of Leicester, Consultant Physician and Endocrinologist, UHL

The Finance Committee

The Finance Committee reports to the Board and assists the Operations and Finance Manager and CEO in the review of budgets and the management of the finances. The Finance Committee is chaired by Phil Rouse, Honorary Treasurer, and its members include Tom Sumpster, Chair, Alasdair Mackintosh, Vice Chair and trustee Hilary Frazer (until her retirement in June 2024). The CEO and relevant staff members may be in attendance. This Committee reviews the financial position on a quarterly basis and meets as and when required (at least quarterly).

Most of the dealings of the Finance Committee are carried out online.

The Lived Experience Committee

We have worked to establish the Lived Experience Committee (previously known as the Patient Committee) to inform and advise on our work and services. The Committee has a Terms of Reference, and comprises people living with a range of pituitary conditions from a range of backgrounds to represent the breadth of the community we serve. The reporting mechanism and input of the committee will be established in the coming months.

e. Volunteers

We have about 100 active volunteers supporting our work this year. Volunteers give their time on committees, as trustees, as office volunteers, helpline call takers, support group leads, ambassadors and fundraisers. Volunteers deliver vital roles, generously sharing their lived experience and knowledge of the patient pathway to support people with recent diagnoses, their friends and families, as well as longer term pituitary patients.

We simply could not do the work we do without the energy, commitment and generosity of each one of these people. The Trustees would like to extend heartfelt thanks to each person for their time and kindness being involved in our work.

We are pleased to have a volunteer coordinator replacing Kim Wegner who left during the year. Kim led excellent training for volunteers during the year – we had hoped to have it in person for the first time since the pandemic, but train strikes sadly changed our plans. Regular catch ups for volunteers are held, often supported by Sue Jackson, and resources are in place to support our volunteers more broadly.

f. Staff Employed

As of 30 June 2024 The Foundation employed ten members of staff (7 FTE):

Chief Executive Officer	Helen Renwick (Ren)
Head of Support Services	Pat McBride
Head of Fundraising	Jay Sheppard
Operations and Finance Manager	Gabrielle Welland
IT and Systems Manager	Martin Cookson
Endocrine Specialist Nurse	Darshna Patel
Endocrine Specialist Nurse	Aldons Chua (from 15 April 2024)
Endocrine Specialist Nurse	Vanessa Quinn (from 30 May 2024)
Communications Officer	Lottie Storey
Administrator	Stephanie Gauvin (from 18 September 2023)

During the year our Administrator, James Charlick, left the charity. Pauline Whittingham, our Endocrine Specialist Nurse left in January and Kim Wegner, Volunteer and Events Coordinator, left in March. We are hugely grateful for the contribution each made to our work. Each directly and indirectly supported our community and will be missed by our team and community.

Claudia Tavella joined us as a paid intern from UWE and subsequently undertook some paid contract employment supporting our communications work.

Our Chief Executive, Ren, gave notice of her resignation before the year end, and we are pleased to confirm that a new CEO, Emma Cooper has joined us in July 2024.

The Charity's staff has a clear line management reporting structure to the CEO, who reports to the Board of Trustees through the Chair. The CEO and the Chair of the Trustees meet online or in person on a regular basis.

There are clear reporting lines for all staff, and regular 1 -1 's supporting an annual appraisal process. Staff wellbeing is central to the culture of our work and staff benefits have been reviewed to include access to an EAP programme, 30 days annual leave, flexible working and 5% pension contributions.

Salaries are reviewed annually and benchmarked against similar roles either in the Bristol area, or in the NHS for specialised nurse roles. Recommendations for pay increases, or new salaries where a role is being advertised, are made by the CEO for review by the Finance Committee and remitted to the Trustee Board for approval.

The team are supremely dedicated and bring a huge amount of energy and commitment to their work, supporting and seeking the best outcomes for all people living with pituitary conditions and their support networks. The Trustees would like to thank them for their ongoing dedication and hard work.

g. Risk management

The Foundation maintains a current and comprehensive Risk Register. Management of this register is held jointly by the Chair of the Trustees and the CEO. The Register is reviewed on a regular basis and is reported on quarterly to the Board of Trustees, including established controls and actions to mitigate relevant identified risks.

TRUSTEES' RESPONSIBILITY STATEMENT

The Trustees (who are also the directors of The Pituitary Foundation for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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 of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' report, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 14th November 2024 and signed on the Board's behalf by:

.....

Mr T Sumpster - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE PITUITARY FOUNDATION

Independent examiner's report to the trustees of The Pituitary Foundation ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2024.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

C Moelwyn-Williams

C Moelwyn-Williams, BSc FCA

Date: 19/2/2025

THE PITUITARY FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 30 JUNE 2024

	Notes	Unrestricted fund £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	596,222	482	596,704	376,853
Charitable activities	5				
General		38,760	92,274	131,034	61,999
Activities for generating funds	3	39,523	-	39,523	43,263
Investment income	4	12,304	-	12,304	4,397
Total		686,809	92,756	779,565	486,512
EXPENDITURE ON					
Costs of Generating Voluntary Income	6	119,272	1,059	120,331	134,600
Charitable activities	7				
General		334,989	31,412	366,401	369,659
Total		454,261	32,471	486,732	504,259
Net gains/(losses) on investments		5,943	-	5,943	(1,889)
NET INCOME/(EXPENDITURE)		238,491	60,285	298,776	(19,636)
RECONCILIATION OF FUNDS					
Total funds brought forward		410,010	70,288	480,298	499,934
TOTAL FUNDS CARRIED FORWARD		648,501	130,573	779,074	480,298

CONTINUING OPERATIONS
All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

THE PITUITARY FOUNDATION (REGISTERED NUMBER: 03253584)

STATEMENT OF FINANCIAL POSITION
30 JUNE 2024

	Notes	2024 £	2023 £
FIXED ASSETS			
Tangible assets	14	1,941	-
Investments	15	99,344	91,376
		101,285	91,376
CURRENT ASSETS			
Debtors	16	5,458	5,282
Investments	17	119,000	-
Cash at bank		571,423	417,203
		695,881	422,485
CREDITORS			
Amounts falling due within one year	18	(18,092)	(33,563)
NET CURRENT ASSETS		677,789	388,922
TOTAL ASSETS LESS CURRENT LIABILITIES		779,074	480,298
NET ASSETS		779,074	480,298
FUNDS	21		
Unrestricted funds		648,501	410,010
Restricted funds		130,573	70,288
TOTAL FUNDS		779,074	480,298

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees and authorised for issue on 14th November 2024 and were signed on its behalf by:

Mr T Sumpster - Trustee

Mr P Rouse - Trustee

The notes form part of these financial statements

THE PITUITARY FOUNDATION

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	275,294	(10,091)
Net cash provided by/(used in) operating activities		275,294	(10,091)
Cash flows from investing activities			
Purchase of tangible fixed assets		(2,426)	-
Purchase of fixed asset investments		(63,376)	(2,669)
Sale of fixed asset investments		61,351	600
Purchase of current asset investments		(119,000)	-
Interest received		2,377	2,669
Net cash (used in)/provided by investing activities		(121,074)	600
Change in cash and cash equivalents in the reporting period		154,220	(9,491)
Cash and cash equivalents at the beginning of the reporting period		417,203	426,694
Cash and cash equivalents at the end of the reporting period		571,423	417,203

The notes form part of these financial statements

THE PITUITARY FOUNDATION

NOTES TO THE STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2024

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	298,776	(19,636)
Adjustments for:		
Depreciation charges	485	-
(Gain)/losses on investments	(5,943)	1,889
Interest received	(2,377)	(2,669)
Increase in debtors	(176)	(1,381)
(Decrease)/increase in creditors	(15,471)	11,706
Net cash provided by/(used in) operations	275,294	(10,091)

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.7.23 £	Cash flow £	At 30.6.24 £
Net cash			
Cash at bank	417,203	154,220	571,423
	417,203	154,220	571,423
Liquid resources			
Deposits included in cash	-	-	-
Current asset investments	-	119,000	119,000
	-	119,000	119,000
Total	417,203	273,220	690,423

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

Financial reporting standard 102 - reduced disclosure exemptions
The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 5 years straight line

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

continued...

1. ACCOUNTING POLICIES - continued

Investments
Assets held for investment purposes are valued at market value at the balance sheet date. Net gains and losses arising on revaluation and disposals during the year are included in the statement of financial activities.

Cash at bank and in hand
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Financial instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Debtors
Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Operating Leases
Rentals under operating leases are charged to the statement of financial activities on a straight line basis over the lease term.

2. VOLUNTARY INCOME

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Donations	226,742	482	227,224	282,403
Gift aid	35,538	-	35,538	28,244
Legacies	298,095	-	298,095	36,155
Membership	31,699	-	31,699	29,056
Sundry income	4,148	-	4,148	995
	596,222	482	596,704	376,853

Included within unrestricted voluntary income is £nil (2023: £nil) of income raised by the local support groups.

Voluntary income in the prior year included £347,034 of unrestricted income and £29,819 of restricted income.

3. ACTIVITIES FOR GENERATING FUNDS

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Lottery & raffle proceeds	24,537	-	24,537	31,184
Merchandise proceeds	14,986	-	14,986	12,079
	39,523	-	39,523	43,263

Activities for generating funds in the prior year included £43,263 of unrestricted income and no restricted income.

continued...

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Bank interest receivable	9,927	-	9,927	1,728
Dividend Income	1,994	-	1,994	2,471
Investment Income	383	-	383	198
	12,304	-	12,304	4,397

Investment income in the prior year included £1,728 of unrestricted income and no restricted income.

5. INCOME FROM CHARITABLE ACTIVITIES

	2024 General £	2023 Total activities £
Grants	131,034	61,545
Publications	-	454
	131,034	61,999

Income from charitable activities in the prior year included £21,593 of unrestricted income and £40,406 of restricted income.

6. COSTS OF GENERATING VOLUNTARY INCOME

Costs of generating voluntary income

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Staff costs	86,878	-	86,878	81,009
Event costs	7,091	124	7,215	16,631
Online giving fees	5,273	-	5,273	5,154
Printing, postage & promotion costs	5,995	550	6,545	4,693
Other staff costs	5,055	385	5,440	7,976
Local Support Group costs	27	-	27	-
	110,319	1,059	111,378	115,463

Costs of generating voluntary income in the prior year included £115,463 of unrestricted costs and no restricted costs.

continued...

6. COSTS OF GENERATING VOLUNTARY INCOME - continued

Fundraising trading: costs of goods sold and other costs

	Unrestricted funds	Restricted funds	2024 Total funds	2023 Total funds
	£	£	£	£
Purchases	8,953	-	8,953	19,137

Costs of goods sold and other costs in the prior year included £19,137 of unrestricted costs and no restricted costs.

Aggregate amounts	119,272	1,059	120,331	134,600

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8)	Support costs (see note 9)	Totals
	£	£	£
General	139,959	226,442	366,401

Charitable activities costs in the prior year were £369,059, made up of £298,767 of unrestricted costs and £70,292 of restricted costs.

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2024	2023
	£	£
Staff costs	114,964	102,364
Staff training	11,815	2,232
Publication costs	12,695	14,284
Depreciation	485	-
	139,959	118,880

9. SUPPORT COSTS

	Other	Governance costs	Totals
	£	£	£
General	194,377	32,065	226,442

continued...

9. SUPPORT COSTS - continued

Support costs, included in the above, are as follows:

Other

	2024	2023
	General	Total activities
	£	£
Wages	77,559	71,726
Social security	5,710	5,328
Pensions	3,821	3,545
Rent payable under operating leases	21,866	5,994
Insurance	4,578	3,152
Telephone, photocopier, postage & office supplies	13,882	18,416
Sundries	410	1,488
Bank charges	3,729	2,699
Website & online	9,655	21,635
Other staff costs	12,007	13,485
Software licences & expenses	20,604	35,723
Equipment	13	55
Professional fees	10,473	7,036
Finance & HR consultancy	3,173	18,854
Accommodation, travel & subsistence	3,896	3,753
Membership subscriptions	2,579	2,277
Foreign exchange (gain)/loss	-	197
PR & Branding	422	7,701
	194,377	223,064

Governance costs

	2024	2023
	General	Total activities
	£	£
Wages	23,230	22,423
Social security	2,084	2,000
Pensions	1,162	1,127
Independent Examination fees	2,850	1,710
Other governance costs	1,419	455
Trustee training	1,320	-
	32,065	27,715

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation - owned assets	485	-

continued...

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2024 nor for the year ended 30 June 2023.

Trustees' expenses

During the year two Trustees received reimbursement of expenses amounting to £145 (2023 - £270).

12. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	281,167	259,065
Social security costs	21,013	18,836
Other pension costs	13,228	11,621
	315,408	289,522

The average monthly number of employees during the year was as follows:

	2024	2023
Core activities	10	10

No employees received emoluments in excess of £60,000.

The key management personnel of the charity comprise the Chief Executive Officer, the Head of Patient and Family Services and the Head of Fundraising. The total employee benefits of the key management personnel of the charity were £160,534. (2023: £157,893).

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted funds	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Voluntary income	347,034	29,819	376,853
Charitable activities			
General	21,593	40,406	61,999
Activities for generating funds	43,263	-	43,263
Investment income	4,397	-	4,397
Total	416,287	70,225	486,512
EXPENDITURE ON			
Costs of Generating Voluntary Income	134,600	-	134,600
Charitable activities			
General	299,367	70,292	369,659
Total	433,967	70,292	504,259
Net gains/(losses) on investments	(1,889)	-	(1,889)
NET INCOME/(EXPENDITURE)	(19,569)	(67)	(19,636)

continued...

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
Transfers between funds	5,158	(5,158)	-
Net movement in funds	(14,411)	(5,225)	(19,636)
RECONCILIATION OF FUNDS			
Total funds brought forward	424,421	75,513	499,934
TOTAL FUNDS CARRIED FORWARD	410,010	70,288	480,298

14. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2023	47,309	1,522	48,831
Additions	2,426	-	2,426
At 30 June 2024	49,735	1,522	51,257
DEPRECIATION			
At 1 July 2023	47,309	1,522	48,831
Charge for year	485	-	485
At 30 June 2024	47,794	1,522	49,316
NET BOOK VALUE			
At 30 June 2024	1,941	-	1,941
At 30 June 2023	-	-	-

15. FIXED ASSET INVESTMENTS

	Unlisted investments £	Cash and settlements pending £	Totals £
MARKET VALUE			
At 1 July 2023	91,376	-	91,376
Additions	28,860	34,516	63,376
Disposals	(27,749)	(33,602)	(61,351)
Revaluations	5,943	-	5,943
At 30 June 2024	98,430	914	99,344
NET BOOK VALUE			
At 30 June 2024	98,430	914	99,344
At 30 June 2023	91,376	-	91,376

44% of the investment value is held within the UK. The remainder is held in overseas investments.

continued...

15. FIXED ASSET INVESTMENTS - continued

Cost or valuation at 30 June 2024 is represented by:

	Unlisted investments	Cash and settlements pending	Totals
	£	£	£
Valuation in 2024	5,943	-	5,943
Cost	92,487	914	93,401
	98,430	914	99,344

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Prepayments and accrued income	5,458	5,282

17. CURRENT ASSET INVESTMENTS

	2024	2023
	£	£
Unlisted investments	119,000	-

18. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	6,390	12,077
Social security and other taxes	6,889	12,507
Other creditors	1,666	1,859
Accruals and deferred income	3,147	7,120
	18,092	33,563

Deferred income in the prior period included income of £5,290 received in relation to the current financial year ended 30 June 2024. This income has been released in full during this financial year.

19. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2024	2023
	£	£
Within one year	23,975	24,194
Between one and five years	46,375	60,350
	70,350	84,544

continued...

20. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2024 Total funds	2023 Total funds
	£	£	£	£
Fixed assets	1,941	-	1,941	-
Investments	99,344	-	99,344	91,376
Current assets	565,308	130,573	695,881	422,485
Current liabilities	(18,092)	-	(18,092)	(33,563)
	648,501	130,573	779,074	480,298

21. MOVEMENT IN FUNDS

	At 1.7.23	Net movement in funds	Transfers between funds	At 30.6.24
	£	£	£	£
Unrestricted funds				
General fund	410,010	238,491	-	648,501
Restricted funds				
Endocrine Nurse helpline	16,291	(14,438)	-	1,853
Publications	22,487	8,954	-	31,441
Society for Endocrinology	-	615	-	615
2nd Endocrine Nurse Helpline	3,714	(3,714)	-	-
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Paediatric Endocrine Nurse	19,846	-	(19,846)	-
Cushing's Disease Day	-	6,876	-	6,876
GP Professional Development	-	11,180	-	11,180
NI Support Group	-	152	-	152
Paediatric Work	-	15,030	19,846	34,876
Psychological Support	-	31,630	-	31,630
Cushings Information Content	-	4,000	-	4,000
	70,288	60,285	-	130,573
TOTAL FUNDS	480,298	298,776	-	779,074

continued...

21. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	686,809	(454,261)	5,943	238,491
Restricted funds				
Endocrine Nurse helpline	-	(14,438)	-	(14,438)
Publications	9,899	(945)	-	8,954
Society for Endocrinology	1,000	(385)	-	615
2nd Endocrine Nurse Helpline	-	(3,714)	-	(3,714)
Cushing's Disease Day	7,000	(124)	-	6,876
GP Professional Development	19,680	(8,500)	-	11,180
NI Support Group	152	-	-	152
Paediatric Work	15,030	-	-	15,030
Psychological Support	35,995	(4,365)	-	31,630
Cushings Information Content	4,000	-	-	4,000
	92,756	(32,471)	-	60,285
TOTAL FUNDS	779,565	(486,732)	5,943	298,776

Comparatives for movement in funds

	At 1.7.22 £	Net movement in funds £	Transfers between funds £	At 30.6.23 £
Unrestricted funds				
General fund	424,421	(19,569)	5,158	410,010
Restricted funds				
Endocrine Nurse helpline	-	(11,166)	27,457	16,291
Issy Appeal	2,725	-	(2,725)	-
Patient Info Helpline	-	(131)	131	-
Publications	24,504	(2,017)	-	22,487
Volunteer Training	2,997	-	(2,997)	-
Society for Endocrinology	-	(433)	433	-
2nd Endocrine Nurse Helpline	9,880	(6,166)	-	3,714
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Legacy - Nurse helpline	27,457	-	(27,457)	-
Paediatric Endocrine Nurse	-	19,846	-	19,846
	75,513	(67)	(5,158)	70,288
TOTAL FUNDS	499,934	(19,636)	-	480,298

continued...

21. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	416,287	(433,967)	(1,889)	(19,569)
Restricted funds				
Endocrine Nurse helpline	5,853	(17,019)	-	(11,166)
Patient Info Helpline	-	(131)	-	(131)
Publications	14,906	(16,923)	-	(2,017)
Society for Endocrinology	-	(433)	-	(433)
2nd Endocrine Nurse Helpline	2,120	(8,286)	-	(6,166)
Awareness month 2022	12,500	(12,500)	-	-
Paediatric Endocrine Nurse	19,846	-	-	19,846
Website funding	15,000	(15,000)	-	-
	70,225	(70,292)	-	(67)
TOTAL FUNDS	486,512	(504,259)	(1,889)	(19,636)

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.22 £	Net movement in funds £	Transfers between funds £	At 30.6.24 £
Unrestricted funds				
General fund	424,421	218,922	5,158	648,501
Restricted funds				
Endocrine Nurse helpline	-	(25,604)	27,457	1,853
Issy Appeal	2,725	-	(2,725)	-
Patient Info Helpline	-	(131)	131	-
Publications	24,504	6,937	-	31,441
Volunteer Training	2,997	-	(2,997)	-
Society for Endocrinology	-	182	433	615
2nd Endocrine Nurse Helpline	9,880	(9,880)	-	-
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Legacy - Nurse helpline	27,457	-	(27,457)	-
Paediatric Endocrine Nurse	-	19,846	(19,846)	-
Cushing's Disease Day	-	6,876	-	6,876
GP Professional Development	-	11,180	-	11,180
NI Support Group	-	152	-	152
Paediatric Work	-	15,030	19,846	34,876
Psychological Support	-	31,630	-	31,630
Cushings Information Content	-	4,000	-	4,000
	75,513	60,218	(5,158)	130,573
TOTAL FUNDS	499,934	279,140	-	779,074

continued...

21. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	1,103,096	(888,228)	4,054	218,922
Restricted funds				
Endocrine Nurse helpline	5,853	(31,457)	-	(25,604)
Patient Info Helpline	-	(131)	-	(131)
Publications	24,805	(17,868)	-	6,937
Society for Endocrinology	1,000	(818)	-	182
2nd Endocrine Nurse Helpline	2,120	(12,000)	-	(9,880)
Awareness month 2022	12,500	(12,500)	-	-
Paediatric Endocrine Nurse	19,846	-	-	19,846
Website funding	15,000	(15,000)	-	-
Cushing's Disease Day	7,000	(124)	-	6,876
GP Professional Development	19,680	(8,500)	-	11,180
NI Support Group	152	-	-	152
Paediatric Work	15,030	-	-	15,030
Psychological Support	35,995	(4,365)	-	31,630
Cushings Information Content	4,000	-	-	4,000
	162,981	(102,763)	-	60,218
TOTAL FUNDS	1,266,077	(990,991)	4,054	279,140

Purpose of funds

Unrestricted revenue funds:-
These funds are held for meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds:-

Endocrine Nurse Helpline
A specialist endocrine nurse helpline service for pituitary patients, carers, family and the wider pituitary community.

Issy Appeal
A fundraising appeal raising money in Isabella Andrews' name.

Patient Info Helpline
Helplines service delivered by telephone, email and text.

Publications
The charity provides various booklets, factsheets and other information publications.

Volunteer training
Funding to deliver training to our team of volunteers.

Legacy - Solent & IOW Support Group
Legacy income received to specifically support the Solent & IOW support group

continued...

21. MOVEMENT IN FUNDS - continued

Legacy - Publications
Legacy income received to be used for publications

Legacy - Nurse helpline
Legacy income received to be used for the nurse helpline

Awareness Month 2022
Funding to support with the delivery of Awareness Month in October 2022.

Society for Endocrinology
Funds received to cover expenses related to attendance at the BES Conference in November 2024.

Cushing's Disease Day
Funding provided for delivery of a support event in London for Cushing's patients.

GP Professional Development
Funding provided for the provision of an outsourced training event for all UK GP's focused on pituitary illnesses.

NI Support Group
Funds given for use by the Northern Ireland Support Group in providing the Group's services to pituitary patients and their families and carers in Northern Ireland.

Paediatric Work
Funds provided for the charity's work in supporting children and young people, and their families and carers.

Psychological Support
Funds for the provision of counselling and other psychological support services, provided in conjunction with Rare Minds, a charity with expertise in providing psychological support for patients suffering from rare diseases.

Cushings Information Content
Funds received for the creation of informative media regarding Cushing's Disease.

22. EMPLOYEE BENEFIT OBLIGATIONS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £12,066 (2023: £12,397). Contributions totalling £1,968 (2023: £2,023) were payable to the fund at the balance sheet date and are included in creditors.

23. RELATED PARTY DISCLOSURES

There were no identified related parties other than the trustees. Details of any payments to trustees are detailed in note 11. The total amount of donations received without condition from the trustees during the year was £290 (2023: £820).

continued...

24. ULTIMATE CONTROLLING PARTY

The Pituitary Foundation is a company limited by guarantee governed in accordance with its Memorandum and Articles of Association.

The charitable company is wholly controlled by its members, who are also trustees of the charity.

THE PITUITARY FOUNDATION

England & Wales - Charity number 1058968

Accounts

REGISTERED COMPANY NUMBER: 03253584 (England and Wales)
REGISTERED CHARITY NUMBER: 1058968

THE PITUITARY FOUNDATION
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2023

THE PITUITARY FOUNDATION

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2023

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THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 JUNE 2023

TRUSTEES	Mr T Sumpster (Chair) Mr A M Mackintosh (Vice Chair) Dr I E Macdonald (Hon Secretary) Mr P Rouse (Hon Treasurer) Dr S E Baldeweg Mrs H Frazer Dr A M Brooke Ms D L Cooper Ms A Deleligne Mr A H Matty Dr J Newell Price (resigned 3.5.23) Ms J A Phillips Dr S Sinha (resigned 7.12.23) Mrs C E Thatcher
COMPANY SECRETARY	Dr I E Macdonald
REGISTERED OFFICE	Brunswick Court Brunswick Square Bristol BS2 8PE
REGISTERED COMPANY NUMBER	03253584 (England and Wales)
REGISTERED CHARITY NUMBER	1058968
SOLICITORS	TLT LLP One Redcliffe Square Bristol BS1 6TP
BANKERS	National Westminster Bank 32 Corn Street Bristol BS1 1IQ Royal Bank of Scotland 36-38 Baldwin Street Bristol BN1 1NR
INVESTMENT ADVISORS	Evelyn Partners Portwall Place Portwall Lane Bristol BS1 6NA

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 JUNE 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

a. The purposes of the charity as set out in our governing document;

The Charity's objects, as described in our Memorandum and Articles of Association, are to promote the relief and treatment of persons suffering from pituitary disorders and related conditions and diseases, and their families, friends and carers, and to provide information and support; and to promote and support research and to disseminate for the public benefit the results of any such research.

The main activities that the Foundation undertakes to deliver on these services are:

- the delivery of general and specialised helplines;
- development and dissemination of resources online and in print;
- presentation of information and holding of community building events online and in person;
- facilitation of patient-patient support services;
- engagement in, and the dissemination of, research;
- support of volunteers; and
- undertaking of fundraising schemes including events.

b. Our strategy and core aims

During this financial year we developed a new strategy for the period 2023 - 2027. This was developed with staff, trustees and stakeholders and builds on the success of the 2019 – 2022 strategy.

The new strategy states that:

Our vision is that all people with pituitary conditions can live well, now and in the future.

Our mission (the way in which we achieve our vision) is that:

We work with everyone with a pituitary condition, their support networks and healthcare professionals to raise pituitary awareness, and to reduce time to diagnosis.

We empower patients to navigate the UK healthcare system and obtain the best clinical outcomes possible and provide support to enable everyone with a pituitary condition to live as well as possible.

Our values (which inform how we approach achieving our vision) are:

We are welcoming
We are caring
We are empowering
We are trustworthy
We are collaborative

Our Objectives (which break down the practical steps we will take to achieve our vision) are:

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

We have three focus areas to achieve this objective:

1.1 Raise awareness within Endocrinology specialists
1.2 Raise awareness in primary care
1.3 Raise the general public's awareness

2: We will empower every patient to receive the best care available to them, now and in the future

We have three areas that we focus on to achieve this objective:

2.1 Offer support and education to everyone impacted by pituitary conditions
2.2 Advocate for the best medical care possible in the NHS for everyone with pituitary conditions
2.3 Champion valuable patient centred investment in the future of pituitary care

3: We will support all people with pituitary conditions to live well

We have three areas that we focus on to achieve this objective:

3.1 Increase the accessibility and inclusivity of support and services
3.2 Provide lifestyle support to people with pituitary conditions
3.3 Seek to ensure Psychological Support and broader wellbeing advice is available to everyone impacted by a pituitary condition

4: We will ensure The Foundation is robust and sustainable

We have three areas that we focus on to achieve this objective:

4.1 Ensure we have the right resources to deliver our strategy
4.2 Ensure our financial resources match our ambition
4.3 Work sustainably

ACHIEVEMENTS AND PERFORMANCE

a. Overview of activities throughout the year

The development of our strategy has resulted in an ambitious plan, responding to post-pandemic needs. It has a clear focus on not only supporting people living with pituitary conditions today, but also those who will be diagnosed in the coming years. Against a backdrop of the challenges in the NHS, our specialist helpline services, delivered so excellently by Pat McBride and Nurses Pauline Whittingham and Darshna Patel, are more important than ever. We look forward to ensuring their increasing inclusivity and reach. This report outlines some of the achievements made against this strategy to date.

After 24 years at our former Bristol office, we were given notice to leave. Finance and Operations Manager Gabrielle Welland secured a fully accessible and well-priced space near our old offices. Moving anywhere after two decades involves a lot of sorting, and the team, along with volunteer support, have reduced paperwork, moving us towards our paper free goal.

Alongside this our Systems and IT Manager Martin Cookson, supported by Administrator James Charlick, led the migration of our database to Beacon, a cloud based Fundraising CRM system which will increase our efficiency and security. This has been a considerable undertaking and Martin's work in particular is recognized and thanked.

This migration was an important step for our new website, which was launched during the year; the website was developed, along with the Foundation's refreshed brand identity, with support from three Bristol based organizations. We are grateful for their support, and for funding from Pfizer, which assisted

this investment. While it was vital that the whole team, and stakeholders, fed into this process, Communications Officer Lottie Storey led the process and ensured its success.
The macro-economic landscape has been particularly challenging this year as the cost-of-living crisis is keenly felt. It is particularly notable that Head of Fundraising Jay Sheppard's work has remained so strong. Jay has delivered excellent fundraising events and has developed new relationships enabling us not only to support people living with pituitary conditions, but also to build our community.

Our community, comprising patients, healthcare professionals, volunteers, people connected to these groups, as well as our supporters and donors, is truly inspiring. We are grateful for the widespread financial generosity we have received this year, and also for the energy and time so many people have given as volunteers, professionals, and champions, and in raising awareness and sharing your stories.

In particular we are hugely grateful for all that our volunteers do and we very much value the importance of their ongoing dedication. Kim Wegner, who started in the post of Volunteer, Events and Campaign Coordinator this year, is a great asset to our work in this area and has already provided excellent support to our volunteers.

The continued work of the Charity is only possible through the dedication and hard work of our staff, volunteers, and through the continued financial support of our donors, both individual and corporate. It has been a positive year for the Charity led so well by our CEO Ren Renwick. The Trustees wish to thank everyone for their contributions and commitment to the charity throughout this year.

b. Delivery against the strategy

In this section we will look at specific activity relating to each objective, and areas we are looking to develop in the future.

1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

Our first objective is focused on reducing the time it takes to be diagnosed through increased awareness of pituitary conditions. Alongside setting several projects in motion, we have delivered the following achievements to increase awareness.

1 (a) General Awareness Raising

Awareness Month. October 2022 saw our largest ever Awareness month programme generously funded by Novo Nordisk, Merck and Consilient Health. We partnered with 6 other charities and organisations and sold 600 tickets, and 5,000 minutes of content was viewed by more than 14,000 people in the first month.

Online sessions were rated as Excellent or Good by 92% of the people who gave us feedback; 92% also said the sessions definitely, or partly, improved their understanding of the subject area, and quotes included:

> *"I'd hit an all-time low and the Awareness Month has given me direction and hope again." Awareness month attendee*

> *"I just want to say a huge thank you for organising the Zoom meetings. I was incredibly anxious about attending but I'm so pleased I did. Only two zooms in and you've given me the confidence and information I need to keep trying!" Awareness month attendee*

We will build on the success of these online sessions, spreading them throughout the year for greater accessibility.

Website. The launch of the website is a significant element of our awareness raising. We worked with a specialist company to help improve the functionality of the site which has a huge amount of valuable content.

> *"I've been playing around with it and I have to say that I'm impressed. It looks so much more professional and modern and it is definitely easy to navigate now. Well done to everyone who had a hand in it."*

> *"I'm loving the overall look of the website. It's much more user friendly and I can see that it'll be much easier for people to find related articles. "*

We will aim to improve the findability and use of our website by improving our content and our SEO (search engine optimisation) and further increase our resources, particularly the content aimed at healthcare professionals.

Our social media following is at 24,910 across all platforms, and this has grown by almost 2,000 over the year. Our overall reach has decreased, due to a reduction in paid advertising and capacity being focussed to other projects. However, the median engagement rate (likes and comments) has increased by 24% from last year demonstrating that we are engaging our audience significantly more effectively.

We are delighted that there has been notable coverage in the press including Jennifer Clark on Steph's Packed Lunch speaking about Acromegaly, a piece in the Nottingham Post about Sara Lomas' inspiring fundraising after her Cushings diagnosis, and a podcast for Pituitary World News about the Pituitary Foundation.

1 (b) Awareness within Endocrinology.

These initiatives raise awareness across the board, and we have also worked specifically to raise awareness within endocrinology.

Conferences. We presented a poster summarising our recent Patient Care Survey at the BES Conference in Harrogate in November 2022, reaching 1,100 endocrine professionals.

In addition, we have attended seven conferences across the year reaching 4,000+ clinicians; these included SfE clinical meeting and BSPED. Connecting, promoting and engaging at these conferences is an important stream of work and we will continue to do this in the coming years.

Clinics. In partnership with support groups, we installed information points in clinics in the Isle of Wight, Southampton and Portsmouth (with thanks to the Sue Cooper legacy and the Solent Support Group), and in Bristol and Cardiff. These are valuable resources for both patients and clinicians.

> *"We are so grateful to The Pituitary Foundation and Sue Cooper for providing the information stand. It's only been available for a few days, and we are already seeing the positive impact that it is having. I saw a patient who had been very traumatised after having emergency surgery on a pituitary tumour two weeks ago. It was so helpful to be able to discuss The Pituitary Foundation as a source of support, and the fact that she was not alone and give her some information booklets from the stand. It's a great way to raise awareness of The Foundation for pituitary patients and about pituitary conditions for others attending the clinics."*

We are developing posters signposting our services, both in partnership with the Society of Endocrinology and other patient support groups, and on our own. We will continue to engage with clinicians to find the best way of signposting our services at the point of care.

1 (c) Awareness in Primary Care.

Emergency Care. In partnership with Addison's Disease Self Help Group (ADSHG), we are working with the Association of Ambulance Chief Executives (AACE) to develop training for call handlers around Adrenal Crisis and Adrenal insufficiency. This will be piloted in 2023 with a view to rolling it out more widely.

We are supporting the implementation of the Patient Safety Alert, and the Steroid Emergency Card. We have secured cards to send out from our office and ceased production of our old cards to avoid confusion. Following our correspondence, The Royal College of Emergency Medicine will further promote the cards, most likely in a Safety Flash during 2023. Work is also being undertaken for an AVP-D (DI) NHS emergency card/alert too (Miles Levy and Helen Simpson are involved with this).

We are working with a group of Endocrinologists and patients, led by Professor Miles Levy, to drive forward the change of name from Diabetes Insipidus to AVP-D. Alongside this we are seeking to increase awareness of the safety of AVP-D. Professor Levy notes the importance of our work saying;

> *"Working with the Pituitary Foundation is a really helpful way of ensuring the patient's voice is at the heart of our thinking around the DI name change agenda. Their ongoing support and campaigning has been an important element of the success of this work."*

GP Awareness. We are seeking to secure funding to deliver education sessions for GPs around pituitary conditions and are in conversation with two providers to deliver this in 2023/24.

This year Professor Newell Price trialled a new initiative to signpost our services and resources to GPs on all referral letters as standard, and we will continue to encourage this.

2: We will empower every patient to receive the best care available to them, now and in the future

Our second objective focuses on empowering all patients to review the best care available to them. We play an instrumental role in this by providing support and education to complement that provided by the NHS.

2a. Offering Support and Education

Helplines.

The heart of this care is our specialist nurse helpline, which remains invaluable. We responded to 1,875 helpline enquiries on phone and email during the year.

> *"It's a stunning service to offer. I've leant on the support so many times since diagnosis and surgery which was just before Covid struck. A real help especially where I could ask questions before talking to my Endo."* Survey responder

> *"Being able to speak to a person rather than a robot is vital as you can get the information you want rather than answering questions without getting anywhere"* Survey responder

We are piloting the use of bookable slots for our helpline, to help us make our service more available, and will continue to explore how we can support more pituitary patients with this service. Currently these slots are for members only, and this will be reviewed in the coming months.

We also operate a general helpline service. Two longstanding volunteers on this helpline stood down this year, and we are grateful for their incredible service and support over the years. At

the same time, we are really pleased to welcome two new helpline volunteers, who have been trained and supported and are delivering an excellent service.

We have worked with our incredible nurses and helpline volunteers to continually improve our helplines, by offering training and support which, in particular, addresses the significant increase in mental health related calls. A pre-recorded message, applied in April, clearly defines what we can and can't do; this has been most helpful in reducing inappropriate calls, allowing space for those who do need our support.

We are delighted to have received funding from Diurnal for the pilot of a Paediatric Nurse Helpline and we are in the process of recruiting for this role, having established a guidance group of experts to inform our work in this area.

Resources.

We have developed new resources for our website, including resources on emergency care and the sick day rules. We have also increased our ability to share information on drug shortages and things patients may want to consider if this affects them.

We have started the process of securing PifTick Accreditation on our resources and will review our print materials in line with our online resources through the coming year. We know these resources are valued - as one specialist nurse, Emma B, says;

> *"We find the Pituitary Foundation booklets and online resources invaluable. We use them for all our pituitary patients and can rely on them being excellent quality and often the only option to give to patients".*

> *"The leaflets and information booklets are an important source to give to family members, to help them understand what you are going through". Survey responder*

Events.

We have built on the value of Awareness month and have delivered 26 events through the year including online and face to face events as part of awareness month. Each has attracted around 30-50 attendees, and 300-500 views after the event.

> *"Fantastic session, very sad story to begin with. Very informative and good to know the name change is global!"*

> *"I have pituitary Cushings Disease .... These types of discussions are soooo necessary for patients like myself!! Thank you so much!!"*

Pituitary Life.

Pituitary Life, which has enjoyed a brand refresh, includes vital information on current developments in endocrinology as well as lived experiences. Our most recent distribution was 1,900 posted and a few digital copies. As with others, we have had positive feedback on this edition:

> *"I thought I would comment on how easy it was for me to read your (Issue 54) magazine. The layout, clarity and simplicity of the design encouraged me to read it from top to bottom...."*

> *"I loved all the patient stories and their experiences in the magazine, as it really helps me."*

In the coming year we will develop the content, to maximise accessibility and reach. We continue to be as diverse as possible, for example, ensuring patients stories cover varied conditions and age groups, also offering variety within images to engage more widely.

2b. Advocacy for best care within the NHS

NHS.

We are advocating for the best medical care possible for everyone with a pituitary condition within the NHS. Our work detailed above around the implementation of the Safety Alert, and the AVP-D / DI name change are important components of this, and we will continue this work in the coming year.

Sector Engagement.

We have joined meetings of the Scottish Medical Consortium Patient Group, the Welsh Patient and Public Interest group and the NICE Voluntary Sector and Community Sector Forum.

We were pleased to see the NICE guidelines on Head Injury which were published this year, into which we inputted. We are currently involved in the consultation on the management of Acute and Chronic Adrenal Crisis, due for publication in 2024 and are contributing to conversations about how NICE will work on consultations in future.

We have engaged with BSPED around the response to adrenal crisis in children and will look to develop education resources alongside their guidance in the coming year.

Government advocacy.

We are a member of the Specialised Health Care Alliance and contributed to their report published in June 2023 around delayed diagnosis. We will continue to engage in this awareness raising work.

Through the SHCA and the advocacy of our longstanding volunteer Peter O' Malley, we met with two MPs to raise awareness of pituitary conditions and the particular challenges patients face in the NHS. The challenging findings of last year's Patient Care survey were important to share in these meetings, and we will be continuing these conversations seeking to ensure patients' voices are at the heart of developments in the sector.

2c. Patient centred investment

As this work demonstrates, we recognise that we need to ensure that the patient voice is at the heart of developments in endocrine care, and alongside meeting with MPs and policy makers there are other ways we are ensuring this happens.

Networks.

We are an active member of the SfE Patient Support Group network, representing a valuable way of ensuring the patient voice is heard at a foundational level. The SfE say:

> *"The Society for Endocrinology works closely with the Pituitary Foundation being one of our affiliated patient support groups, advising for research project steering groups, and other projects where their expertise is appreciated. The Pituitary Foundation's energetic involvement is integral to our work in supporting endocrinologists and nurses to deliver the best service to patients. It is great to work with them."*

Robert Brady, who leads the Ireland Support Group, is on the Board of WAPO representing Pituitary Ireland (our ROI based support group), which is part of the Foundation.

Research.

We are proactively involved in research within the pituitary and endocrine fields, and share opportunities and findings where we can. Notably, this year we have been involved in:

- SHCA report - *Navigating the labyrinth: reducing delays to a rare disease diagnosis*
- European Society of Endocrinology (ESE) Drug shortages survey
- Potential renaming of pituitary adenomas
- Oxytocin research led by Departments of Endocrinology, Diabetology and Metabolism, University Hospital Basel, Switzerland. Pat McBride was the patient representative for a study for patients with AVP-D (DI)
- NCEPOD (National Confidential Enquiry Patients' Outcome and Death) research around blood sodium (hypon & hypernatremia)
- Adrenal Insufficiency research project (HC injection devices) led by Aldons Chua, Endocrine CNS, St Bartholomew's Hospital, following on from research around Self Management in Adrenal Insufficiency study, which we also supported

Tech Developments.

We recognise that technology will have an increasingly important role to play in the diagnosis and care of pituitary conditions. We are at the start of this area of work but are seeking to understand the landscape and role of tech in this area, with a view to ensuring patients' needs are at the heart of developments, and that great projects can thrive.

3: We will support all people with pituitary conditions to live well

The heart of this objective is ensuring that as many people as possible can access, engage with and benefit from our services.

3a. Accessibility and inclusivity

Accessibility.

Ensuring that our services are accessible and inclusive is fundamental. Our brand refresh was in part driven by our desire to be more accessible and our new website meets WCAG 2 standards of accessibility. The colours we use meet access requirements and we are working to reduce the use of PDFs, which are less accessible. This work will remain under constant review.

Training.

Staff and trustees were invited on DEI training, which was in turn cascaded to volunteers.

Support Groups.

Our Support Groups are at the heart of our accessibility, as they offer local places to meet and share experiences.

A number of support groups have ceased operating over the last 18 months, partly influenced by the challenges of Covid, but also due to the retirement of fantastic volunteers – and we would like to recognise their brilliant work supporting people living with pituitary conditions across the country.

We are pleased to welcome three new groups this year, bringing our active total to 16. We have introduced one online condition specific group for people living with Prolactinoma, and two new local support groups in Bristol and Coventry. We will seek to ensure a balance of online and in person meetings, to remain accessible to a wide group of people.

You can find more information about our volunteers in the structure, governance and management section below.

3b. Lifestyle Support

We recognise that pituitary conditions can often be lifelong, and we want to support people throughout their life, not just at the time of diagnosis. We are developing new resources around fitness and wellbeing and see this as an area we will expand on in the coming year.

3c. Psychological Support

We have recognised the increased need for psychological support for patients. This has been exacerbated through the pandemic and remains a significant need. We are looking at ways we can evidence this need and how we can best signpost services, and will develop this over the coming years.

Our Guildford Support group are looking to offer psychological support to local patients in the coming year, with thanks to a generous legacy from Mr Hawley.

We have also offered support to our volunteers and staff on our helpline, as many calls are increasingly complex and challenging. This has been well received, and we will continue to review this.

4: We will ensure The Foundation is robust and sustainable

This objective focuses on our internal robustness and considerable work has been achieved. Our three objectives in this area focus our attention to ensure we have the right resources, and work sustainably to ensure our ongoing success.

Digital Upgrade.

The migration to Beacon, our digital CRM system, has been an important part of achieving this objective. It builds on the migration at the start of the year to Office 365, removing our reliance on physical servers and increasing our security.

Staff Recruitment.

The recruitment into the Volunteer, Events and Campaign Coordinator role has been an important element in ensuring our staff have appropriate capacity. We are also delighted that Georgia Eyles has joined us for a mid-length paid internship, increasing our capacity in communications.

Staff Support.

We undertook a benefits review mid-year, increased the annual leave allowance for all staff, and supported staff with cost-of-living challenges. These initiatives build on the offer of an Employee Assistance programme and flexible working, offering a strong package to retain great staff.

Sustainable Workplace.

Our new office is fit for purpose, and is both physically accessible and well laid out for the increasing reliance on virtual meetings. We are moving to a one person, one device policy reducing costs and increasing flexibility. Our brilliant office volunteers have been digitising paper records.

Policies and Procedures.

We have reviewed our Health and Safety procedures, along with our Staff Handbook and full suite of Policies and Procedures. We have brought in new policies where needed and revised existing ones. We will have a particular focus on our green agenda in the coming year.

We are also working with Local Support Groups to bring their financial processes in line with our procedures, and to achieve best practise.

Membership.

Our membership is 2,080 in June 2023, and we will look at providing the best service to those members, while seeking to attract new groups.

Collaboration.

Collaboration is noted as an important element of our ongoing sustainability, and we have explored several collaborations with peer support groups as well as pharmaceutical companies and networks this year.

c. Public benefit

The Trustees have considered the Charity Commission's requirement in respect of Public Benefit. In their view the charity meets, in full, the criteria to satisfy the test. The Trustees' Annual Report describes the activities undertaken to further its charitable purposes for public benefit.

FINANCIAL REVIEW

a. Overview

At the start of this year, the pandemic had ceased to be a major influence on the charity's fundraising activities, but given strongly rising inflation and the onset of a cost of living crisis across the UK we were cautious in our budgeting, setting a break-even budget for the 12 months to 30 June 2023.

CEO Ren Renwick was planning significant expenditure on infrastructure improvements (new CRM database, brand refresh and new website), as described in her report, and it had been agreed that this spend was to be funded from the charity's reserves.

Given the economic headwinds which faced the charity this year, it is again pleasing to report another good financial outturn; when we exclude the infrastructure spend (£29,704) in the year, the charity made a surplus for the fourth consecutive year. This was a good result in the circumstances, achieved by our Fundraiser Jay Sheppard and the whole team.

Jay oversaw a successful programme of fundraising events, including a team of more than 70 people running the London Landmarks Half Marathon on the charity's behalf, raising over £40,000. Once again, our many members and supporters exhibited wonderful generosity in donating to the charity, and we received significant donations from a number of Trusts and Pharmaceutical companies. In total, we recorded income slightly higher than the previous year at £483,843.

As in previous years, the team managed our costs effectively, in particular negotiating an excellent outcome on our property move; we also benefitted from operating at least one staff member short for much of the year. Excluding the infrastructure spend, our total costs for the year were £473,955 almost £18,000 below the year's budgeted figure.

After infrastructure costs, all of which have been expensed, we posted a net loss of £19,636 for the year; our accumulated reserves at the end of the year therefore reduced to £480,298, with unrestricted cash resources of £410,010; this level of reserves still represents around 9 months of typical expenditure. It has become apparent from our results in the last few months of the year that some of

our income categories are coming under a bit of pressure, so it is comforting that the charity's overall financial position remains so robust as we face the new financial year.

b. Incoming resources

In 2022/23 The Foundation made income of £483,843 compared to £468,087 in the previous financial year.

c. Funders

The Foundation enjoys an extraordinary level of support from its community. The Trustees express their huge gratitude to all our donors: members, donors, fundraisers, companies and Trusts and Foundations. Without this support we simply could not continue. Thank you.

There are a huge number of supporters, many of whom wish to remain anonymous. We would like to recognize some of the generosity we have benefitted from this financial year. This is not a complete picture, but hopefully gives a flavour of the support we enjoy.

Events and community fundraising returned to pre-pandemic levels, which was extremely pleasing, and we saw fundraisers take on all sorts of wonderful challenges. These included Alastair Norris who completed a triathlon raising £5,045, Georgina Ellis who completed the Barcelona Ironman in memory of her mother raising £1,066, Indya Harvey who completed the Cambridge Half Marathon raising £455, and Mike, Lottie and Roger who took on the Thames Path 25KM walk raising £1,250.

We had several **charity of the year partnerships** during the year: Courtiers Investments raised £5,400, Lancaster Golf Club £4,040, Beau Desert Golf Club £7,200 and Exeter School £1,500.

Our **Challenge events** were successful. We amassed our largest ever running team at the London Landmarks Half Marathon, which continues to be an ever-popular event in our events portfolio, raising over £40,000.

Our annual trek up Snowdon was once again successful with a team of 13 managing to raise over £5,000 between them. Our sincerest thanks go to staff member Lottie Storey for managing this event in the absence of our Head of Fundraising, and thanks also to Bryn Williams Mountaineering for safely looking after our team.

The picturesque Four Falls Trek in the heart of the Brecon Beacons attracted walkers from all over the UK with some travelling as far afield as Kent to join us. The team enjoyed some of the most spectacular scenery in the UK and collectively raised £4,500 for our charity. Sincere thanks to all and thanks also to JT Expeditions for looking after our group.

Nine brave individuals joined us at our Skydive in May and together raised £10,100 for our charity. The daring individuals jumped in glorious sunshine with many conquering their fear of heights in the process.

Once again, we saw a team of brave individuals taking on the ArcelorMittal Orbit challenge, the highest freefall abseil in the UK. The team managed to raise a substantial £4,500.

Gifts in Wills. We received some very generous gifts in the wills of long-term supporters, and we would like to thank these individuals for kindly thinking of us. They were:

- Wendy Harrop
- Mary Parsonage
- Patricia Leigh
- James Lambert
- Caroline Baylis
- Rosemary Evans

Donations. In addition to the considerable generosity of individuals, we are hugely grateful for donations we have received from commercial companies, Trusts and Foundations. In particular, we would like to thank:

- The Eveson Trust
- The D'Oyly Carte Charitable Trust
- The DJS Glasdon Charitable Programme
- St James' Place Foundation
- Brandwells Construction
- Lotus Charitable Foundation
- The Gilander Foundation
- The Christopher Lane Trust

Sincere thanks to all of our pharmaceutical supporters that made donations during the period. They included:

- Consilient Healthcare - £1,000 towards Awareness Month 2022
- Diurnal - £3,000 towards Pituitary Life
- HRA Pharma - £5,000 – towards core frontline services
- Ipsen - £5,000 towards our new publications
- Pfizer - £15,000 towards our new website
- Novo Nordisk - £8,000 towards Awareness Month 2022
- Sparrow Pharmaceuticals - £3905 towards the updating of our publications
- Merck - £5,000 towards our new publications and £3,500 towards Awareness Month 2022
- Recordati Rare Diseases - £4,000 for unrestricted use

We work in line with ABPI guidelines in accepting funds from pharmaceutical companies.

The year ahead will be challenging and we will review our fundraising strategy, acknowledging the immense value of our community in supporting our work.

d. Resources expended

The staff team, alongside the Finance Committee, works hard to keep costs down, seeking competitive quotes and adhering to financial processes. As noted above, we used reserves of almost £30,000 to fund our work to replace our ageing database with a new CRM solution, for a brand refresh, and for the development and implementation of our new website.

e. Investment Policy and performance

We have rationalized our banking in the past 12 months. We hold general and restricted funds in our main Nat West and RBS Accounts. We have some modest sums with Monthmouthshire Building Society, Julian Hodge Bank and Virgin Money; we are seeking to close two of the latter accounts.

Alongside these accounts we are pleased with the use of the CAF Online platform which we set up last financial year. This has allowed us to secure the best rates with a mixture of shorter and longer-term savings investments, which has increased our income and allowed us to take advantage of increasing interest rates more effectively.

Our investments managed by Evelyn Partners (previously called Smith & Williamson) have improved in value from a low point at the end of last financial year and we are pleased to see our overall savings and investment position balancing income generation and managed risk. The investments with Evelyn Partners are intended to be held for the longer term and their value will fluctuate over time. Our total funds held with Evelyn partners is £91,376 and we have benefitted from an income of £2,450 from these investments.

All of the charity's funds are subject to regular review by our Finance Sub Committee. The Trustees have a confident expectation that The Foundation will continue in operational existence for the foreseeable future and have, therefore, used the going concern basis in preparing the financial statements.

We have an Investment Policy, developed in line with Charity Commission guidelines and reviewed and approved by the Finance Committee and Trustees, to which we continue to adhere.

f. Reserves policy

We have changed the way in which we view and manage our reserves as a whole this year. We plan to retain operational reserves representing 9 months of our annual operating costs, equating to around £355,000. The remaining funds, to be known as the Development Reserve and currently around £55,000, is available for investment in the charity's infrastructure and in patient support.

Free reserves are calculated as unrestricted reserves less designated funds and fixed assets. The free reserves of the Foundation at 30th June 2023 were £410,010 (2022: £424,421).

STRUCTURE, GOVERNANCE AND MANAGEMENT

a. Governing document

The Pituitary Foundation was established in 1994 and became a Company Limited by Guarantee and a Registered Charity in 1996. It is, therefore, governed by company law and the Charity Commission. Its governing documents are its Memorandum and Articles of Association.

Membership is encouraged and is open to all who wish to support The Pituitary Foundation; however, the principal services provided are available to all who require them regardless of membership.

b. Appointment of Trustees

At each General Meeting (GM), one third of the Trustees retire by rotation. Any member of The Foundation may nominate any other member for a vacant Trustee position. If there are more nominations than vacancies, members are balloted, and the result announced at the GM. In addition, the diversity and skills required by the Board are monitored by the Trustees and any identified under representation that occurs may result in advertising for prospective trustees that meet the specification. Trustees may then be co- opted onto the Board until the next GM at which time they must stand for re-election.

c. Trustee induction and training

Trustees are inducted within three months of election. They are inducted online or at the Bristol Office. At induction, the members of staff and representatives from the Trustees work with the new Trustee to explain the business, services, aims and objectives of The Foundation. At the time of induction, each Trustee is given a Trustee Induction Pack. Trustee training is undertaken on an ad hoc basis.

d. Organisation

The Board of Trustees governs The Foundation. It comprises up to fifteen members, who are also Directors of the Company. A limit of one third has been set on the number of Trustees who are employed in the health sector to ensure strong representation of patients and carers. At report date there were three Trustees employed in the health sector. The Board of Trustees stages meetings a minimum of three times per year. The Trustees have appointed four Officers of The Foundation. These comprise the Chair, the Vice Chair, the Secretary and the Treasurer.

The Foundation is a member of:

- Helplines Partnership
- The National Council for Voluntary Organisation (NCVO)
- Charity Finance Group (CFG)
- Affiliated with the Society for Endocrinology

The charity is registered with the Fundraising Regulator and the Foundation's Head of Fundraising is a member of The Institute of Fundraising.

The Foundation has two sub-committees, which report to the Trustees through their respective Chairs. Each sub-committee has Terms of Reference (ToR).

The Medical Committee

Our volunteer Medical Committee is made up of endocrine and related medical professionals who provide invaluable expertise answering complicated patient queries, speaking at conferences, writing articles for our magazine, *Pituitary Life*, and content for our website and booklets. The Foundation understands the members of our Medical Committee are professionals with demanding occupations and we are indebted to them for all of their time and effort working with staff and other volunteers to provide support to the pituitary community.

Members of the Medical Committee -

Prof Stephanie Baldeweg, Vice Chair and Chair from May 2023 (Consultant Endocrinologist)	University College London Hospital, London
Dr Robert Murray deputy Chair from May 2023 (Consultant Endocrinologist)	Leeds Royal Infirmary
Alison Milne (Endocrine Specialist Nurse)	Aberdeen Royal Infirmary, And The Pituitary Foundation
Dr Jonathan Pinkney (Consultant Endocrinologist)	Royal Cornwall Hospital, Truro
Prof. John Wass (Consultant Endocrinologist)	Churchill Hospital, Oxford
Dr Sue Jackson (Independent Chartered Psychologist)	Winterbourne, Bristol
Dr Anna Crown (Consultant Endocrinologist & Honorary Clinical Senior Lecturer)	Brighton and Sussex University Hospitals NHS Trust
Mr Saurabh Sinha (Adult and Paediatric Pituitary Surgeon)	Sheffield Children's Hospital and Royal Hallamshire Hospital
Dr Indi Banerjee (Paediatric Endocrinologist)	Royal Manchester Children's Hospital
Sherwin Criseno (Advanced Nurse Practitioner/Lead Nurse in Endocrinology)	Queen Elizabeth Hospital, Birmingham
Dr Niki Karavitaki (Senior Clinical Lecturer & Consultant Endocrinologist)	Queen Elizabeth Hospital, Birmingham
Pauline Whittingham (Specialist Endocrine Nurse)	The Pituitary Foundation
Darshna Patel (Specialist Endocrine Nurse)	The Pituitary Foundation
Dr Sofia Llahana	University College London Hospitals
Mr Omar Pathmanaban (Pituitary Surgeon)	Manchester
Fiona Cains (Pituitary Surgery Specialist Nurse)	Manchester
Dr Alex Stilwell (Anesthetist)	London
Dr Matthew Heppel (Advanced Clinical Diabetes & Endocrinology Pharmacist)	Hull University Teaching Hospitals
Dr Philip Newland-Jones (Consultant Pharmacist in Diabetes & Endocrinology)	University Hospitals Southampton NHS Foundation Trust
Professor Miles Levy (Prof of Clinical Endocrinology)	University of Leicester, Consultant Physician and Endocrinologist, UHL

The Finance Committee

The Finance Committee reports to the Board and assists the Operations and Finance Manager and CEO in the development of the budgets and the management of the finances. The Finance Committee is chaired by Phil Rouse, Honorary Treasurer, and its members include Tom Sumpster, Chairman, Alasdair Mackintosh, Vice Chair and trustee Hilary Frazer. The CEO and relevant staff members may be in attendance. This Committee reviews the financial position on a quarterly basis and meets as and when required (at least quarterly). Most of the dealings of the Finance Committee are carried out electronically.

The Patient Committee

We are pleased to have committed to establishing a Patient Committee to inform and advise on our work and services. The Committee will develop a Terms Of Reference, and will comprise people living with a range of pituitary conditions from a range of backgrounds to represent the breadth of the community we serve. There is currently no reporting mechanism, and this will be determined as the committee formalizes later this year.

e. Volunteers

The committees above are filled by generous, and skilled volunteers. We are hugely grateful for all our 109 volunteers, amongst other things leading support groups, manning the helpline, helping in the office and supporting our fundraising and awareness. Without a team of dedicated, and generous people we would not be able to support people across the country in the way we do.

We are delighted that we have recruited a new Volunteer, Events and Campaigning Coordinator who is working with volunteers and has coordinated and delivered a new training programme and revised handbook.

Volunteers deliver vital roles, generously sharing their lived experience and knowledge of the patient pathway to support people with recent diagnoses, their friends and families, as well as longer term pituitary patients.

Our volunteers say:

> *"I love helping other people and that's the main reason I wanted to be a volunteer in the first place. You get to meet lots of people along the way, and you get to do some really fun stuff that nobody else would probably want to do." Support Group lead*
>
> *"Over the years I have learnt a great deal from experienced members of the community. Now I find myself using that information and insight in other calls." Helpline volunteer*
>
> *"I like the volunteer helpline most because I can share my knowledge and experience to help others, especially those who are newly diagnosed. I also enjoy running the Support Group, especially the meetings" Helpline and Support Group Volunteer*

f. Staff Employed

As of 30 June 2023 The Foundation employed ten members of staff (7.63FTE) and one paid intern on a contract:

Chief Executive Officer	Helen Renwick (Ren)
Head of Support Services	Pat McBride
Head of Fundraising	Jay Sheppard
Operations and Finance Manager	Gabrielle Welland
IT and Systems Manager	Martin Cookson
Endocrine Specialist Nurse	Pauline Whittingham

Endocrine Specialist Nurse	Darshna Patel
Communications Officer	Lottie Storey
Volunteer, Events and Campaigning	Kim Wegner (from 11 April 2023)
Administrator	James Charlick
Intern (paid)	Georgia Eyles (from 25 April 2023)

The Charity's staff has a clear line management reporting structure to the Chief Executive Officer, who reports to the Board of Trustees through the Chair. The Chief Executive Officer and the Chairman of the Trustees meet online or in person on a regular basis.

There are clear reporting lines for all staff, and regular 1-1's supporting the annual appraisal process. Staff wellbeing is central to the culture of our work and staff benefits have been reviewed to include access to an EAP programme, 30 days annual leave, flexible working and 5% pension contributions.

The team are supremely dedicated and bring a huge amount of energy and commitment to their work, supporting and seeking the best outcomes for all people living with pituitary conditions and their support networks. The Trustees would like to thank them for their ongoing dedication and hard work.

g. Risk management

The Foundation maintains a current and comprehensive Risk Register. Management of this register is held jointly by the Chair of the Trustees and the Chief Executive Officer. This is reviewed on a regular basis and is reported quarterly to the Board of Trustees, including established controls and actions to mitigate the identified risks.

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees (who are also the directors of The Pituitary Foundation for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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 of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' report, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on ...2nd February 2024 and signed on the board's behalf by:

.....
Mr T Sumpster - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE PITUITARY FOUNDATION

Independent examiner's report to the trustees of The Pituitary Foundation ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2023.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

CMoelwyn-Williams

C Moelwyn-Williams, BSc FCA

Date: 6/2/2024

THE PITUITARY FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 30 JUNE 2023

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Voluntary income	2	347,034	29,819	376,853	350,831
Charitable activities	5				
General		21,593	40,406	61,999	67,355
Activities for generating funds	3	43,263	-	43,263	48,550
Investment income	4	1,728	-	1,728	1,351
Total		413,618	70,225	483,843	468,087
EXPENDITURE ON					
Costs of Generating Voluntary Income	6	134,600	-	134,600	125,926
Charitable activities	7				
General		298,767	70,292	369,059	330,045
Total		433,367	70,292	503,659	455,971
Net gains/(losses) on investments		180	-	180	(8,814)
NET INCOME/(EXPENDITURE)		(19,569)	(67)	(19,636)	3,302
Transfers between funds	19	5,158	(5,158)	-	-
Net movement in funds		(14,411)	(5,225)	(19,636)	3,302
RECONCILIATION OF FUNDS					
Total funds brought forward		424,421	75,513	499,934	496,632
TOTAL FUNDS CARRIED FORWARD		410,010	70,288	480,298	499,934

CONTINUING OPERATIONS
All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

THE PITUITARY FOUNDATION (REGISTERED NUMBER: 03253584)

STATEMENT OF FINANCIAL POSITION
30 JUNE 2023

	Notes	2023 £	2022 £
FIXED ASSETS			
Investments	15	91,376	91,196
CURRENT ASSETS			
Debtors	16	5,282	3,901
Cash at bank		417,203	426,694
		422,485	430,595
CREDITORS			
Amounts falling due within one year	17	(33,563)	(21,857)
NET CURRENT ASSETS		388,922	408,738
TOTAL ASSETS LESS CURRENT LIABILITIES		480,298	499,934
NET ASSETS		480,298	499,934
FUNDS	19		
Unrestricted funds		410,010	424,421
Restricted funds		70,288	75,513
TOTAL FUNDS		480,298	499,934

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees and authorised for issue on 2nd February 2024 and were signed on its behalf by:

Mr T Sumpster – Trustee

Mr P Rouse - Trustee

The notes form part of these financial statements

continued...

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

Financial reporting standard 102 - reduced disclosure exemptions
The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Investments
Assets held for investment purposes are valued at market value at the balance sheet date. Net gains and losses arising on revaluation and disposals during the year are included in the statement of financial activities.

continued...

1. ACCOUNTING POLICIES - continued

Cash at bank and in hand
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Financial instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Debtors
Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2. VOLUNTARY INCOME

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Donations	252,584	29,819	282,403	206,810
Gift aid	28,244	-	28,244	36,630
Legacies	36,155	-	36,155	69,225
Membership	29,056	-	29,056	37,794
Sundry income	995	-	995	372
	347,034	29,819	376,853	350,831

Voluntary income in the prior year included £335,769 of unrestricted income and £15,062 of restricted income.

3. ACTIVITIES FOR GENERATING FUNDS

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Lottery & raffle proceeds	31,184	-	31,184	36,451
Merchandise proceeds	12,079	-	12,079	12,099
	43,263	-	43,263	48,550

Activities for generating funds in the prior year included £48,550 of unrestricted income and no restricted income.

continued...

4. INVESTMENT INCOME

	Unrestricted funds	Restricted funds	2023 Total funds	2022 Total funds
	£	£	£	£
Bank interest receivable	1,728	-	1,728	1,351

Investment income in the prior year included £1,350 of unrestricted income and £1 of restricted income.

5. INCOME FROM CHARITABLE ACTIVITIES

	2023 General	2022 Total activities
	£	£
Grants	61,545	66,655
Publications	454	700
	61,999	67,355

Income from charitable activities in the prior year included £22,775 of unrestricted income and £44,580 of restricted income.

6. COSTS OF GENERATING VOLUNTARY INCOME

Costs of generating voluntary income

	Unrestricted funds	Restricted funds	2023 Total funds	2022 Total funds
	£	£	£	£
Staff costs	81,009	-	81,009	70,747
Event costs	16,631	-	16,631	19,351
Online giving fees	5,154	-	5,154	5,587
Printing, postage & promotion costs	4,693	-	4,693	6,112
Other staff costs	7,976	-	7,976	4,343
Other fundraising costs	-	-	-	914
	115,463	-	115,463	107,054

Costs of generating voluntary income in the prior year included £104,596 of unrestricted costs and £2,458 of restricted costs.

continued...

6. COSTS OF GENERATING VOLUNTARY INCOME - continued

Fundraising trading: costs of goods sold and other costs

	Unrestricted funds	Restricted funds	2023 Total funds	2022 Total funds
	£	£	£	£
Purchases	19,137	-	19,137	18,872

Costs of goods sold and other costs in the prior year included £18,872 of unrestricted costs and no restricted costs.

Aggregate amounts	134,600	-	134,600	125,926

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8)	Support costs (see note 9)	Totals
	£	£	£
General	118,880	250,179	369,059

Charitable activities costs in the prior year were £330,045, made up of £288,774 of unrestricted costs and £41,271 of restricted costs.

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2023	2022
	£	£
Staff costs	102,364	108,591
Staff training	2,232	998
Publication costs	14,284	12,252
Local support group costs	-	3,975
	118,880	125,816

9. SUPPORT COSTS

	Other	Governance costs	Totals
	£	£	£
General	222,464	27,715	250,179

continued...

9. SUPPORT COSTS - continued

Support costs, included in the above, are as follows:

Other

	2023 General	2022 Total activities
	£	£
Wages	80,599	66,066
Rent payable under operating leases	5,994	12,383
Insurance	3,152	4,023
Telephone, photocopier, postage & office supplies	18,416	16,791
Sundries	1,488	3,646
Bank charges	2,099	2,007
Website & online	21,635	5,378
Other staff costs	13,485	-
Data protection and IT security	-	3,164
Software licences & expenses	35,723	28,456
Equipment	55	2,701
Professional fees	7,036	2,435
Finance & HR consultancy	18,854	29,125
Recruitment expenses	-	1,686
Accommodation, travel & subsistence	3,753	2,453
Membership subscriptions	2,277	2,242
Foreign exchange (gain)/loss	197	-
PR & Branding	7,701	-
Depreciation of tangible fixed assets	-	241
	222,464	182,797

Governance costs

	2023 General	2022 Total activities
	£	£
Wages	22,423	16,585
Social security	2,000	1,264
Pensions	1,127	822
Independent Examination fees	1,710	1,710
Other governance costs	455	1,051
	27,715	21,432

continued...

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Depreciation - owned assets	-	241

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2023 nor for the year ended 30 June 2022.

Trustees' expenses

During the year two Trustees received reimbursement of expenses amounting to £270 (2022 - £34)

12. STAFF COSTS

The key management personnel of the charity comprise the Chief Executive Officer, the Head of Support Services and the Head of Fundraising. The total employee benefits of the key management personnel of the charity were £142,485 (2022: £120,106).

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted funds	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Voluntary income	335,769	15,062	350,831
Charitable activities			
General	22,775	44,580	67,355
Activities for generating funds	48,550	-	48,550
Investment income	1,350	1	1,351
Total	408,444	59,643	468,087
EXPENDITURE ON			
Costs of Generating Voluntary Income	123,468	2,458	125,926
Charitable activities			
General	288,774	41,271	330,045
Total	412,242	43,729	455,971
Net gains/(losses) on investments	(8,814)	-	(8,814)
NET INCOME/(EXPENDITURE)	(12,612)	15,914	3,302

continued...

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
RECONCILIATION OF FUNDS			
Total funds brought forward	437,033	59,599	496,632
TOTAL FUNDS CARRIED FORWARD	424,421	75,513	499,934

14. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2022 and 30 June 2023	47,309	1,522	48,831
DEPRECIATION			
At 1 July 2022 and 30 June 2023	47,309	1,522	48,831
NET BOOK VALUE			
At 30 June 2023	-	-	-
At 30 June 2022	-	-	-

15. FIXED ASSET INVESTMENTS

	Unlisted investments £
MARKET VALUE	
At 1 July 2022	91,196
Revaluations	180
At 30 June 2023	91,376
NET BOOK VALUE	
At 30 June 2023	91,376
At 30 June 2022	91,196

There were no investment assets outside the UK.

Cost or valuation at 30 June 2023 is represented by:

	Unlisted investments £
Valuation in 2023	(8,634)
Cost	100,010
	91,376

continued...

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Prepayments and accrued income	5,282	3,901

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	12,077	2,101
Social security and other taxes	12,507	7,254
Other creditors	1,859	1,667
Accruals and deferred income	7,120	10,835
	33,563	21,857

Deferred income includes income invoiced during the period of £5,290 (2022: £nil) which relates to the financial year ended 30 June 2024.

18. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2023 Total funds	2022 Total funds
	£	£	£	£
Investments	91,376	-	91,376	91,196
Current assets	352,197	70,288	422,485	430,595
Current liabilities	(33,563)	-	(33,563)	(21,857)
	410,010	70,288	480,298	499,934

19. MOVEMENT IN FUNDS

	At 1.7.22	Net movement in funds	Transfers between funds	At 30.6.23
	£	£	£	£
Unrestricted funds				
General fund	424,421	(19,569)	5,158	410,010
Restricted funds				
Endocrine Nurse helpline	-	(11,166)	27,457	16,291
Issy Appeal	2,725	-	(2,725)	-
Patient Info Helpline	-	(131)	131	-
Publications	24,504	(2,017)	-	22,487
Volunteer Training	2,997	-	(2,997)	-
Society for Endocrinology	-	(433)	433	-
2nd Endocrine Nurse Helpline	9,880	(6,166)	-	3,714
Legacy - Solent & IOW Support Group	7,950	-	-	7,950
Legacy - Nurse helpline	27,457	-	(27,457)	-
Paediatric Endocrine Nurse	-	19,846	-	19,846
	75,513	(67)	(5,158)	70,288
TOTAL FUNDS	499,934	(19,636)	-	480,298

continued...

19. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	413,618	(433,367)	180	(19,569)
Restricted funds				
Endocrine Nurse helpline	5,853	(17,019)	-	(11,166)
Patient Info Helpline	-	(131)	-	(131)
Publications	14,906	(16,923)	-	(2,017)
Society for Endocrinology	-	(433)	-	(433)
2nd Endocrine Nurse Helpline	2,120	(8,286)	-	(6,166)
Awareness month 2022	12,500	(12,500)	-	-
Paediatric Endocrine Nurse	19,846	-	-	19,846
Website funding	15,000	(15,000)	-	-
	70,225	(70,292)	-	(67)
TOTAL FUNDS	483,843	(503,659)	180	(19,636)

Comparatives for movement in funds

	At 1.7.21 £	Net movement in funds £	At 30.6.22 £
Unrestricted funds			
General fund	437,033	(12,612)	424,421
Restricted funds			
Endocrine Nurse helpline	377	(377)	-
Issy Appeal	-	2,725	2,725
Patient Info Helpline	8,438	(8,438)	-
Publications	5,662	18,842	24,504
Volunteer Training	2,997	-	2,997
2nd Endocrine Nurse Helpline	-	9,880	9,880
Legacy - Solent & IOW Support Group	10,925	(2,975)	7,950
Legacy - Nurse helpline	31,200	(3,743)	27,457
	59,599	15,914	75,513
TOTAL FUNDS	496,632	3,302	499,934

continued...

19. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	408,444	(412,242)	(8,814)	(12,612)
Restricted funds				
Endocrine Nurse helpline	5,025	(5,402)	-	(377)
Issy Appeal	2,725	-	-	2,725
Patient Info Helpline	8,330	(16,768)	-	(8,438)
Publications	27,000	(8,158)	-	18,842
2nd Endocrine Nurse Helpline	16,563	(6,683)	-	9,880
Legacy - Solent & IOW Support Group	-	(2,975)	-	(2,975)
Legacy - Nurse helpline	-	(3,743)	-	(3,743)
	59,643	(43,729)	-	15,914
TOTAL FUNDS	468,087	(455,971)	(8,814)	3,302

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.21 £	Net movement in funds £	Transfers between funds £	At 30.6.23 £
Unrestricted funds				
General fund	437,033	(32,181)	5,158	410,010
Restricted funds				
Endocrine Nurse helpline	377	(11,543)	27,457	16,291
Issy Appeal	-	2,725	(2,725)	-
Patient Info Helpline	8,438	(8,569)	131	-
Publications	5,662	16,825	-	22,487
Volunteer Training	2,997	-	(2,997)	-
Society for Endocrinology	-	(433)	433	-
2nd Endocrine Nurse Helpline	-	3,714	-	3,714
Legacy - Solent & IOW Support Group	10,925	(2,975)	-	7,950
Legacy - Nurse helpline	31,200	(3,743)	(27,457)	-
Paediatric Endocrine Nurse	-	19,846	-	19,846
	59,599	15,847	(5,158)	70,288
TOTAL FUNDS	496,632	(16,334)	-	480,298

continued...

19. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	822,062	(845,609)	(8,634)	(32,181)
Restricted funds				
Endocrine Nurse helpline	10,878	(22,421)	-	(11,543)
Issy Appeal	2,725	-	-	2,725
Patient Info Helpline	8,330	(16,899)	-	(8,569)
Publications	41,906	(25,081)	-	16,825
Society for Endocrinology	-	(433)	-	(433)
2nd Endocrine Nurse Helpline	18,683	(14,969)	-	3,714
Legacy - Solent & IOW Support Group	-	(2,975)	-	(2,975)
Legacy - Nurse helpline	-	(3,743)	-	(3,743)
Awareness month 2022	12,500	(12,500)	-	-
Paediatric Endocrine Nurse	19,846	-	-	19,846
Website funding	15,000	(15,000)	-	-
	129,868	(114,021)	-	15,847
TOTAL FUNDS	951,930	(959,630)	(8,634)	(16,334)

Purpose of funds

Unrestricted revenue funds:-
These funds are held for meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds:-

Endocrine Nurse Helpline
A specialist endocrine nurse helpline service for pituitary patients, carers, family and the wider pituitary community.

Issy Appeal
A fundraising appeal raising money in Isabella Andrews' name.

Patient Info Helpline
Helplines service delivered by telephone, email and text.

Publications
The charity provides various booklets, factsheets and other information publications.

Volunteer training
Funding to deliver training to our team of volunteers.

Legacy - Solent & IOW Support Group
Legacy income received to specifically support the Solent & IOW support group

Legacy - Publications
Legacy income received to be used for publications

continued...

19. MOVEMENT IN FUNDS - continued

Legacy - Nurse helpline
Legacy income received to be used for the nurse helpline

Awareness Month 2022
Funding to support with the delivery of Awareness Month in October 2022.

Paediatric Endocrine Nurse
Funds received to support with the recruitment and appointment of a Paediatric Endocrine Nurse.

Website Funding
Income received to specifically support Website funding.

20. EMPLOYEE BENEFIT OBLIGATIONS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £12,397 (2022: £11,484). Contributions totalling £2,023 (2022: £1,716) were payable to the fund at the balance sheet date and are included in creditors.

21. RELATED PARTY DISCLOSURES

There were no identified related parties other than the trustees. Details of any payments to trustees are detailed in note 11. The total amount of donations received without condition from the trustees during the year was £820 (2022: £620).

22. ULTIMATE CONTROLLING PARTY

The Pituitary Foundation is a company limited by guarantee governed in accordance with its Memorandum and Articles of Association.

The charitable company is wholly controlled by its members, who are also trustees of the charity.

THE PITUITARY FOUNDATION

England & Wales - Charity number 1058968

Accounts

REGISTERED COMPANY NUMBER: 03253584 (England and Wales)
REGISTERED CHARITY NUMBER: 1058968

THE PITUITARY FOUNDATION
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

THE PITUITARY FOUNDATION

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FOR THE YEAR ENDED 30 JUNE 2022

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THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 JUNE 2022

Trustees
Mr. T Sumpster (Chair)
Mr. A M Mackintosh (Vice Chair)
Dr I E Macdonald (Hon Secretary)
Mr. M P Beaven (Hon treasurer until 8 July 2021, resigned 8 July 2021)
Mr. P Rouse (Hon Treasurer from 8 July 2021)
Dr S E Baldeweg
Ms. H Frazer
Dr A M Brooke
Ms. D L Cooper (appointed 8 July 2021)
Ms. A Deleligne (appointed 8 July 2021)
Mr. A H Matty
Dr J Newell Price
Ms. J A Phillips
Mr. S Sinha
Mrs C E Thatcher

Company Secretary
Dr IE Macdonald

Registered office
Brunswick Court, Brunswick Square, St Paul's, Bristol, BS2 8PE

Registered Company Number
03253584 (England and Wales)

Registered Charity Number
1058968

Independent Examiner
TCA Accountants, Third Floor, 21 St Mary's Street, Shrewsbury, SY1 1ED

Solicitors
TLT LLP, One Redcliffe Square, Bristol, BS1 6TP

Bankers
National Westminster Bank, 32 Corn Street, Bristol, BS1 1IQ
Royal Bank of Scotland, 36-38 Baldwin Street, Bristol, BN1 1NR

Investment Advisors
Evelyn Partners, Portwall Place, Portwall Lane, Bristol, BS1 6NA

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 JUNE 2022

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2022.

The Trustees confirm that the Trustees' Report and financial statements of the company comply with current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (Charities SORP (FRS102), second edition, effective 1 January 2019).

Since the company qualifies as small under Section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Objectives and Activities

a. The need for our charity

Too many patients are still diagnosed late. Too many patients feel isolated. Too many patients have a poor quality of life. Too many failings still occur in the care of pituitary patients. Too few patients feel supported, informed and able to manage their condition. The need for our charity is clear and we continue to work to improve care, and the experience, of people affected by pituitary conditions.

b. Core aims

Our Vision

Every person affected by a pituitary condition has a timely diagnosis and access to high quality treatment, information and support.

Our mission

From the moment someone is diagnosed with a pituitary condition, through their treatment and beyond, we're here providing support, information and a community. We empower people who have pituitary conditions and work towards greater awareness and understanding of pituitary disease.

Our Values

We are trustworthy
We are open
We are knowledgeable
We are patient led
We are caring

Our 2019 - 2022 Strategic Goals

Our vision and goals for the future were previously published in our strategic plan 2019 - 2022. The plan includes our four strategic pillars, and from these identifies eleven realistic and achievable strategic goals designed to achieve our vision.

The four strategic pillars are:
- Support
- Community
- Voice
- Education

Support
Our ambition is that anyone affected by pituitary conditions feels supported. Our goals for this Strategic Pillar include:

Goal 1 - Providing modern, high quality, trusted and person-centred support services.
Goal 2 - Developing our support services to reach a more diverse audience, including young people and families.

Community
Our ambition is to build a stronger network and community of people who are passionate about improving the patients' experience. Our goals for this Strategic Pillar include:

Goal 3 - Growing our membership and audience further through developing our digital offering and engagement.
Goal 4 - Developing our volunteering team.
Goal 5 - Developing our network of local support groups and effective regional partnerships with The Foundation leading treatment centres and groups.
Goal 6 - Further involving and engaging with members, supporters and services users, to gain feedback and develop user-led services.

Voice
Our ambition is to raise awareness and amplify the voices of people affected by pituitary conditions, and to represent their interests. Our goals under this Strategic Pillar include:

Goal 7 - Representing the needs and experiences of people affected by pituitary conditions.
Goal 8 - Participating in opportunities to influence policy relating to pituitary conditions and to work with others to raise awareness of pituitary conditions and rare diseases.

Education
Our ambition is to improve knowledge and understanding of pituitary conditions so that standards of care are improved. Our goals for this Strategic Pillar include:

Goal 9 - Providing high quality up-to-date information.
Goal 10 - Building closer relationships with health care professionals and championing improvements in the education and training of healthcare professionals.
Goal 11 - Building alliances with other organisations in order to share resources and knowledge.

c. Volunteers

The Foundation is fortunate to have a widespread team of dedicated volunteers who take on a variety of roles to provide support and service to our community. These include:

- Area Coordinators of Local Support Groups
- Helpline Operators
- National Office Volunteers
- Telephone Buddies
- Volunteer campaigners
- Local Fundraising Group Coordinators
- Medical Committee
- Trustees

There was a reduction in our volunteers largely due to the pandemic reducing opportunities for activity. At the end of June 2022 there were 107 volunteers working on behalf of the Foundation.

The pandemic was also challenging for our Local support Groups, which often rely on face to face meetings. Several Local Support Groups closed, with longstanding leaders retiring after invaluable work. Some local

support groups remain in 'hibernation' until it is safe for meetings to resume, others are assessing their future. In total there are 22 groups operating around the United Kingdom, together with a group in the Republic of Ireland.

d. Public benefit

The Trustees have considered the Charity Commission's requirement in respect of Public Benefit. In their view the charity meets, in full, the criteria to satisfy the test. The Trustees' Annual Report describes the activities undertaken to further its charitable purposes for the public benefit.

Achievements and performance

a. Review of activities

While Covid continued to influence things during this financial year, the year was dominated by significant staff change. After 10 years of excellent leadership Menai Owen-Jones stood down as CEO of the Charity. Her stewardship has seen the Foundation significantly increase its income, reach more patients than ever and build a strong, resilient base with rigorous policies and procedures complementing its financial strength and excellent governance. We are grateful for her work and her legacy.

During the year Sammy Harbut, Sian Pitman and Miranda Payne also left for new roles. Each of them contributed hugely to the work we do, but also to the team spirit and commitment that saw us successfully navigate the pandemic.

This staff change was a very difficult period internally, but the team withstood and performed brilliantly meeting every deadline and ensuring 'business as usual' on all fronts. Trustees took on considerable responsibility in supporting and working alongside staff in this period of transition and supporting the recruitment process. Particular thanks should go to Phil Rouse, Honorary Treasurer, who was present in the Bristol office, and supported staff, undertaking many of the CEO responsibilities in the interim.

We were pleased to welcome Darshna Patel, our second endocrine specialist nurse, Lottie Storey, our Communications Officer and Ren Renwick, our new CEO, to the team during the year.

The second half of the year focused on putting plans for the future in place. This is the final year of the current strategy, and the staff and trustees worked on developing our plans for the coming years. Alongside this work we started to refresh the brand, move to a new CRM system and develop the website. Much of this activity will be completed in the following financial year.

The foundation was given notice to leave their office of 24 years in Colston Street. We worked with commercial property agents to look for a new office, and appointed solicitors to advise on our legal position given the situation. Since the year end we have moved to our excellent new office, within the same landlords' portfolio.

Our work would not be possible without our volunteers. The pandemic has been a challenging time for face to face meetings, and we are hugely grateful for the tenacity and ingenuity that has been evident in our volunteers, especially in keeping a momentum for local support groups.

The Trustees wish to thank everyone for their contributions and commitment to the charity throughout this year. We are continually grateful for the dedication, passion and commitment of staff and volunteers.

Support

Our **helplines** are our engine, supporting patients day to day. We responded to almost 2,500 enquiries in the last year, with almost half being emails. Due to a lack of use we retired the text service and online forum.
Our **helpline volunteers** are skillful, empathetic listeners and we would like to thank them for their ongoing work, often in difficult times. We offer training and updates for volunteers and create space for feedback, and are currently recruiting new volunteers into this invaluable role.
The Endocrine nurse helpline remains invaluable to patients, with excellent feedback underlining its often life-saving role. The demand on this line continues to increase and the appointment of Darshna Patel has been an excellent service improvement.

Some feedback includes:

"Friendly people who understand your every question, as well as being able to answer your questions"

"I honestly believe in my early days the input & help from folk at The Pituitary Foundation actually saved my life!"

We have worked to revise the way in which we collate and interpret helpline data to help us provide the most relevant service now and in the future.

We produced 3 editions of our magazine **Pituitary Life,** which continues to get excellent feedback from members, and we will continue to evolve its content and design to ensure accessibility and relevance. In the words of readers:

"Arrived today, lovely bright cheerful cover, thank you. Always helpful and interesting read"

"Got mine today, lovely to read all the stories in it."

"Thanks for the latest edition. Especially for the article on low mood. It's very timely since I have recently contacted the local mental health services. I'll mention this article at my next session. And I do like the cover of the magazine also."

We continue to develop our **online and print resources**, including a new video about Diabetes Inspidus with Professor John Wass and board member and patient Debbie Cooper. The Patient and Family services team developed new factsheets available for free on the website including factsheets on fertility and recognising adrenal crisis.

The ongoing uncertainty of the pandemic meant we could not plan for a face-to-face **conference**. Work was undertaken to develop a programme of online and face to face talks through October comprising awareness month, which falls in the next financial year.

Community
We undertook a review of our **Local Support Groups**, recognising that we had a number of area coordinators who wished to retire. As noted above several groups remain in 'hibernation' following the pandemic, while others have closed. We are grateful for the continued support that Area Coordinators provide and look forward to engaging new groups for the post pandemic landscape.

We have given talks at Local Support Group Zoom meetings, for example our Nurse Specialist Pauline Whittingham generously sharing her knowledge and insights around sick day rules and crisis recognition with the Aberdeen group.

Our **membership** was 2,089 (down from 2,215 in June 2021) at the end of June 2022. We are grateful for the ongoing support that our members offer us and will look to review our membership scheme in the coming year to offer increased benefit.

Our **online community** continued to grow, with over 10,000 followers on Instagram and twitter and over 35,000 on Facebook. Our newsletters reach around 8,000 and enjoy a strong open rate. We have developed our newsletters, refining content for relevance.

We have continued with our popular virtual events, restarted #PitHour which has improved twitter engagement, and also held some successful Facebook live sessions in a Q&A style.

Work was undertaken towards the development of a new **website -** a comprehensive brief has been developed building on scoping work done in the last financial year. The new site will aim to ensure accessibility of information, and greater findability through google searches.

We have underlined the importance of **equality and inclusion** in all our work by active questioning and engagement. We have implemented Userway on the website allowing users to set the readability for their own needs and will continue with further training and learning in this area.

Our community of Volunteers remains vital to us, and we celebrated their contribution through Volunteer week in June with a virtual appreciate wall and personal stories. This was a heart-warming outpouring of the value we place on all our volunteers. We are delighted to recruit new volunteers to various roles, ensuring an ongoing relevance and legacy.

Voice

We published our **2021 Patient Survey,** which drew together feedback from 982 patients. 98% had received NHS endocrine care in the past 3 years. Of those leaving comments, a number of areas of concern for the pituitary patient group were identified.

The results were startling, highlighting some significant issues in the systems that patients navigate. Whilst there were some instances of good quality care, there were many examples where care has fallen below a standard that should be expected, with potentially life-threatening consequences.

Immediate remedial action and improved communication are clearly needed. The good news is that we believe this is achievable in the short term, and we would hope this can be extended in the longer term.

There is a clear urgency to raise awareness and increase education around pituitary conditions in GP, emergency and non-endocrine settings. Within endocrinology, patient experiences are patchy. It is interesting that this is often due to communication – which ought to be simple, and arguably easy to remedy.

We have partnered with the Society for Endocrinology and brought together a working group to address key areas in the survey, which will be central to our work over the coming years.

Our **research work** continues. We held our annual update for Pharmaceutical companies virtually in February 2022, and continue to work with companies on specific research and projects. For example, we have worked with Novo Nordisk on their Growth Hormone website & pen recycle launch. We worked with Pfizer on a new patient website for acromegaly, and brought the patient voice to many other companies helping to produce the best possible outcomes for patients in the future.

We continue to work with psychologist Dr Sue Jackson, including projects focusing on:

- Research into the transition of pituitary patients from pediatric to adult services
- Research to build a picture of Domestic Violence amongst Pituitary patients
- Research led by Cushings UK, following a Netherlands based study, working towards an online intervention supporting patients with psycho-social aspects of living with Cushings
- Research into incidentalomas and the psycho-social issues associated with being told you have a brain tumor as a result of tests for something else
- Research into the support needs of families and carers of Pituitary patients.

We have fed into the NICE **consultation** on adrenal insufficiency: acute and long term management.

Alongside this we **advocate** for our patients. Working with one of our long term volunteers, Peter O'Malley, we have sought to raise awareness of pituitary conditions in Parliament. We are engaged with the Association of Ambulance Chief Executives over patient safety procedures, and continue to advocate for the Patient Safety Alert and Steroid Emergency Card.

Education

We maintained an active presence at relevant **conferences**, including the British Endocrine Society conference in Edinburgh and the Society for Endocrinology clinical meeting in Birmingham in April.

We collaborated with Addisons and other endocrine charities to present slides (virtually) on 'Preventing Adrenal Crisis: The importance of dialogue between patient and clinician' at the European Society for Endocrinology in May.

We worked with Consilient to publish a poster about the burden of IST to patient and healthcare staff, presented at this conference as well.
Pat McBride sits on the **BSPED endocrinology group,** and we are active members of patient organisation collaborations and meetings seeking to share knowledge and leverage benefit for our patients.

We remain an engaged partner with **WAPO** (World Alliance of Pituitary Organisations), attending virtual meetings and we are pleased to partner with them for our October Awareness month programme.

Internal Work

Internal Assurance
As ever, we continued to work on our charity governance, focusing on a number of areas including data protection, data and cyber security.

Policies and Insurance. Gabrielle Welland undertook an extensive review of our Policies & Procedures, ensuring these are up to date and easily accessible. They remain under regular review. We continue to seek best value for comprehensive insurance.

Health and Safety. We ensured we followed all government guidance for staff in the workplace relating to Covid, and engaged H&S Dept for an additional year to advise us during the pandemic. Our yearly Fire Assessment was completed in January 2022.

Digitization. Our IT support function worked on our server to ensure recoverability alongside our work to establish a new regime for website back-ups. Martin Cookson set up internal and external security scans on our main website which resolved all vulnerabilities.

Alongside our amazing volunteer Steve Hurley, the team are working to digitize our gift aid declarations, an important step is moving to a paper free office.

Website and Data Management. Marc Goblot and Zoe Amar delivered a Systems Review report for us, identifying nine application areas that need to be updated, the main ones being: a Customer Relationship Management system (CRM), Content Management System (CMS) and Digital eCommerce System.

Their main recommendation is that we implement a new CRM system first, closely followed by a new website, shop and payment platform. Work was undertaken to research and engage specialist providers in CMS, CRM and brand. This work will be delivered in the next financial year.

Financial review

When the financial year started, Covid was still a threat to our Events-led income, and we budgeted quite cautiously, anticipating that we might make a modest loss for the year. The departure of long time CEO Menai Owen-Jones in September 2021 exacerbated things further.

So it is all the more pleasing to be able to report that the charity managed to navigate successfully through the year, making a surplus for the third year running. With Jay Sheppard leading the fundraising efforts, the whole team did a fantastic job of maintaining all of the charity's services and delivering a solid financial result.

We were once again overwhelmed by the generosity of so many of our supporters, and helped by a sizeable legacy from the Hawley family we reported income for the year of £468,087 and a net surplus of £3,302.
We continued to manage our costs effectively, aided by the period without CEO cost.

The surplus for the year added to our accumulated reserves, such that we ended the year with cash resources of £426,694 and reserves of £499,934. It is a great help to be facing the many challenges now in front of us, with pressure on our costs and on our generous supporters, in such a robust financial position. This strength enables us to invest in the charity's infrastructure and resource at a time when other charities are pulling in the reins.

Funders
The Foundation enjoys an extraordinary amount of support from its community. We wish to extend our special thanks to those companies, trusts and organisations who offer ongoing, long-term financial support which is essential to the stability of our work.

We organised several successful events through this financial year, including a Four Falls Trek raising £2,500, The Snowden trek, raising £2,250, and a Zip World event raising £5,100. A large team took part in the London Landmarks Half Marathon where runners raised £16,500 for the Foundation. Alongside this we generated over £11,000 in our Christmas card sales, and saw great engagement with our raffles.

A number of people competed in various events through the year to raise funds for our work. Notably Garry Park ran his successful Golf For Isabella day in October, seeing the busiest year ever with over 80 golfers. Ketan Mistry completed the World Marathon Majors and raised over £3,000 in the process and Minal Shah and 56 friends and family took the 1 million step challenge and raised over £10,000 collectively. We would like to thank everyone who undertook challenges to support us.

As always, we are extremely grateful to our corporate supporters, especially Brandwells Construction Ltd, Buchanan and Leighton Harris, and Orbis Investment Advisory ltd. We also would like to thank the various pharmaceutical companies who have supported our work through the year.

Gifts in Wills
Several very generous individuals left us gifts in their wills during the year and we are extremely grateful to them for thinking of us. They were:

- Mr. Anthony Hawley
- Mrs Susan Cooper
- Miss Jacqueline Shinn
- Mrs Evelyn Buxton
- Mrs Alison Dummer
- Dr Elizabeth Sears

Indeed, the legacy of the late Susan Cooper proved to be a fitting legacy that will provide long term benefit to patients living in Susan's local community, the Solent area. Thanks to Sue's generous gift we were able to fund one of our Endocrine Nurse Helpline Nurses for an entire year to help pituitary patients on a national level, and we also implemented three information points at hospitals on the Isle of Wight, in Portsmouth and Southampton. All three of these hospitals now have information stands with resources and publications provided by The Pituitary Foundation for an indefinite period, all thanks to the estate of the late Susan Cooper.

Trusts & Foundations
We would also like to extend our thanks to the following Trusts and Foundations for their very generous support during 2021/22:

- James Tudor Foundation – funding for our Second Endocrine Nurse
- Lotus Charitable Foundation
- Thompson Family Foundation
- Westfield Health 'Giving Back' Committee
- Nationwide Building Society Foundation
- Christopher Lane Foundation
- The D'Oyly Carte Foundation
- Arnold Clark Community Fund
- The Kelton Trust
- The Gilander Foundation

a. Incoming resources

In 2021/22 The Foundation reported income of £468,087 compared to £517,882 in the previous financial year.

The Trustees wish to express their appreciation to all of our fundraisers, members, supporters and donors for all they do to assist our efforts to maintain help and support to our community.

b. Resources expended

Diligent control of existing expenditure was maintained and the Foundation staff have ensured that bought-in services are reviewed regularly to ensure best value for money.

c. Investment Policy and performance

The Foundation's funds, both general and restricted are maintained with NatWest, in current accounts and a working reserve account and an online current account for the payment of suppliers and expenses is held with RBS. In addition, deposit accounts (to the maximum of the FSA Investor Compensation Scheme) are also held with RBS, Cater Allen, the Monmouthshire Building Society, Cambridge and Counties Bank, Julian Hodge Bank and Virgin Money. During the year we took the decision to invest £100,000 of our funds into a portfolio of longer-term investments, advised by Smith & Williamson.

We also reviewed our process of submitting Bi Annual returns by our LSG groups and are reviewing the need and use of bank accounts for some groups.

All of the charity's funds are subject to regular review by our Finance Sub Committee and we are working to streamline our use of accounts to secure the best value. During the year we opened an account with CAF giving us access to their Deposit Platform. We are now in a process of recovering funds from savings accounts, and placing those with banks via the Platform. This will remove a considerable administrative burden, will ensure that the Foundation adheres to the UK banking FSC scheme, and manages its cash reserves across a mixture of instant access and longer term savings accounts at the best possible interest rates.

The charity has a defined Investment Policy which has been developed in line with Charity Commission guidelines to secure income generation and manage risk. Since our investment funds were placed, it has been a challenging time in the markets, and at the year-end we had an unrealised loss on investments of £8,814. These investments are intended to be held for the longer term and their value will fluctuate over time. Their value has recovered significantly since the year end.

The Trustees have a confident expectation that The Foundation will continue in operational existence for the foreseeable future and have, therefore, used the going concern basis in preparing the financial statements.

d. Reserves policy

We have changed the way in which we view and manage our reserves as a whole this year. We plan to retain operational reserves representing 9 months of our annual costs, equating to around £300,000. The remaining funds, to be known as the Development Reserve and currently around £124,000, is available for investment in the charity's infrastructure and in patient support. In the coming financial year, a portion of these Development funds will be used to finance a new website and digital infrastructure.

Free reserves are calculated as unrestricted reserves less designated funds and fixed assets. The free reserves of the Foundation at 30th June 2022 were £424,421 (2021: £436,792).

Plans for the future

A lot of preparatory work has been taken for realisation in the coming financial year. Since the year end we have moved to a new office, which offers many benefits including better internet connection and accessible premises.

However, the heart of the work for next year is the development of a new strategy which will guide the Foundation for the coming years. This strategy is being finalised at the time of writing, but will respond to a landscape like no other before. The NHS is challenged, and the country faces an unprecedented cost of living crisis and broad economic uncertainty. The needs of pituitary patients remain clear, however, and our role is more important than ever.

We will establish a patient committee to work as a mirror to our medical committee and advise and guide our services. We will seek to enhance our research and advocacy, ensuring we are investing in the future for pituitary patients. Our work around awareness and reduced diagnosis time will continue, along with our excellent education and support work. Most fundamentally we will look to develop our wellbeing agenda, supporting people to live well with a lifelong condition, in whatever way is best for them.

Alongside this work we will develop our website and refresh our brand. We recognize that we need to reach and engage newly diagnosed patients and their support network, and that how we are perceived is a fundamental component of this.

We will seek to strengthen our income generation further, exploring new approaches to ensure our sustainability and best engage those who wish to support our work.

The year ahead offers many opportunities and we are confident the excellent team, passionate volunteers and engaged supporters will contribute to our successful support of patients.

Structure, governance and management

a. Governing document

The Pituitary Foundation was established in 1994 and became a Company Limited by Guarantee and a Registered Charity in 1996. It is, therefore, governed by company law and the Charity Commission.

Its governing documents are its Memorandum and Articles of Association.

Membership is encouraged and is open to all who wish to support The Pituitary Foundation; however, the principle services provided are available to all who require them regardless of membership.

b. Appointment of Trustees

At each General Meeting (GM), one third of the Trustees retire by rotation. Any member of the Foundation may nominate any other member for a vacant Trustee position. If there are more nominations than vacancies, members are balloted and the result announced at the GM. In addition, the diversity and skills required by the Board are monitored by the Trustees and any identified under representation that occurs may result in advertising for prospective trustees that meet the specification. Trustees may then be co- opted onto the Board until the next GM at which time they must stand for reelection.

c. Trustee induction and training

Trustees are inducted within three months of election. They are inducted at the National Support Office. At induction, the members of staff and the Chairman of the Trustees work with the new Trustee to explain the business, services, aims and objectives of The Foundation. At the time of induction, each Trustee is given a Trustee Induction Pack. Trustee training is undertaken on an ad hoc basis.

d. Organisation

The Board of Trustees governs the Foundation. It comprises up to fifteen members, who are also Directors of the Company. A limit of one third has been set on the number of Trustees who are employed in the health sector to ensure strong representation of patients and carers. At report date there were four Trustees employed in the health sector. The Board of Trustees stages meetings a minimum of three times per year. The Trustees have appointed four Officers of The Foundation. These comprise the Chair, the Vice Chair, the Secretary and the Treasurer.

The Foundation is a member of:

- Helplines Partnership
- The National Council for Voluntary Organisation (NCVO)
- Charity Finance Group (CFG)
- and is registered with the Fundraising Regulator.

The Foundation's Head of Fundraising is a member of The Institute of Fundraising.

The Foundation has two sub committees, which report to the Trustees through their respective Chairs. Each sub-committee has a Terms of Reference (ToR). The first committee is the Medical Committee, with Chair Dr John Newell Price (March 2007 to present).

Members of the Medical Committee are:

Prof. John Newell-Price, Chairman, (Consultant Endocrinologist)	Royal Hallamshire Hospital. Sheffield
Prof Stephanie Baldeweg, Vice Chairman (Consultant Endocrinologist)	University College London Hospital, London
Dr Steve Ball (Consultant Endocrinologist)	Manchester Royal Infirmary
Dr Christina Daousi (Consultant Endocrinologist & Senior Lecturer)	Aintree University Hospital, Liverpool
Alison Milne (Endocrine Specialist Nurse)	Aberdeen Royal Infirmary, And The Pituitary Foundation
Dr Jonathan Pinkney (Consultant Endocrinologist)	Royal Cornwall Hospital, Truro
Mr. Michael Powell (Consultant Neurosurgeon)	National Hospital for Neurology and Neurosurgery, London
Prof. John Wass (Consultant Endocrinologist)	Churchill Hospital, Oxford
Prof Bill Ledger (Consultant Endocrinologist)	University of New South Wales, Sydney, Australia
Dr Sue Jackson (Independent Chartered Psychologist)	Winterbourne, Bristol
Dr Anna Crown (Consultant Endocrinologist & Honorary Clinical Senior Lecturer)	Brighton and Sussex University Hospitals NHS Trust
Professor Peter Hindmarsh (Transition Endocrinologist)	University College London Hospitals
Andy Baines (Advanced Paramedic)	North West Ambulance Service, Cheshire & Merseyside Area
Mr. Saurabh Sinha (Adult and Paediatric Pituitary Surgeon)	Sheffield Children's Hospital and Royal Hallamshire Hospital
Dr Indi Banerjee (Paediatric Endocrinologist)	Royal Manchester Children's Hospital
Dr Robert Murray (Consultant Endocrinologist)	Leeds Royal Infirmary
Sherwin Criseno (Advanced Nurse Practitioner/Lead Nurse in Endocrinology)	Queen Elizabeth Hospital, Birmingham
Dr Niki Karavitaki (Senior Clinical Lecturer & Consultant Endocrinologist)	Queen Elizabeth Hospital, Birmingham
Pauline Whittingham (Specialist Endocrine Nurse)	The Pituitary Foundation
Dr Sofia Llahana	University College London Hospitals
Mr. Omar Pathmanaban (Pituitary Surgeon)	Manchester
Fiona Cains (Pituitary Surgery Specialist Nurse)	Manchester
Dr Alex Stilwell (Anaesthetist)	London

Dr Matthew Heppel (Advanced Clinical Diabetes & Endocrinology Pharmacist)	Hull University Teaching Hospitals
Dr Philip Newland-Jones (Consultant Pharmacist in Diabetes & Endocrinology)	University Hospitals Southampton NHS Foundation Trust

Our volunteer Medical Committee is made up of endocrine and related medical professionals who provide invaluable expertise answering complicated patient queries, speaking at conferences, writing articles for our magazine, *Pituitary Life,* and content for our website and booklets. The Foundation understands the members of our Medical Committee are professionals with demanding occupations and we are indebted to them for all of their time and effort working with staff and other volunteers to provide support to the pituitary community. We are pleased to have pharmacists joining the committee in this financial year.

The second committee is the Finance Committee, which reports to the Board and assists the Finance and Resources department and the CEO in the development of the budgets and the management of the finances. The Finance Committee is chaired by Phil Rouse, Honorary Treasurer, and its members include Tom Sumpster, Chairman, Alasdair Mackintosh, Vice Chair and Trustee Hilary Frazer. The CEO and relevant staff members may be in attendance. This Committee reviews the financial position on a quarterly basis, or more frequently by exception, and meets as and when required (at least quarterly). Most of the dealings of the Finance Committee are carried out electronically.

Staff Employed

As at 30th June 2022 the Foundation employed nine members of staff (7.13FTE):

Chief Executive Officer	Menai Owen Jones (to 5 October 2021) Helen Renwick (Ren) (from 28 February 2022)
Head of Patient and Family Services	Pat McBride
Head of Fundraising	Jay Sheppard
IT and Systems Manager	Martin Cookson
Office and Finance Manager	Gabrielle Welland
Endocrine Specialist Nurse	Pauline Whittingham Darshna Patel (from 21 September 2021)
Events and Volunteers Manager	Sian Pitman (to 31 December 2021)
Patient and Family Services coordinator	Sammy Harbut (to 23 November 2021)
Administrator	James Charlick
Senior Administrator	Miranda Payne (to 31 December 2021)
Communications Officer	Lottie Storey (from 1 January 2022)

This dedicated team continue to deliver so much under the professional leadership of their Chief Executive Officer, and the Trustees would like to thank her and her team for their dedication and hard work under considerable pressure.

The Charity's staff has a clear line management reporting structure to the Chief Executive Officer, who reports to the Board of Trustees through the Chair. The Chief Executive Officer and the Chairman of the Trustees meet formally on a regular basis.

e. Risk management

The Foundation maintains a current and comprehensive Risk Register. Management of this register is held jointly by the Chairman of the Trustees and the Chief Executive Officer. This is reviewed on a regular basis and is reported quarterly to the Board of Trustees, including established controls and actions to mitigate the identified risks.

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees (who are also the directors of The Pituitary Foundation for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"

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 of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' report, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 23 February 2023 and signed on the board's behalf by:

Mr T Sumpster - Trustee

THE PITUITARY FOUNDATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE PITUITARY FOUNDATION FOR THE YEAR ENDED 30 JUNE 2022

Independent examiner's report to the trustees of The Pituitary Foundation ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2022.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ICAEW which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

C Moelwyn-Williams

C Moelwyn-Williams, BSc FCA
TCA Accountants
Third Floor
21 St Mary's Street
Shrewsbury

Date: 2nd March 2023.

THE PITUITARY FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 JUNE 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	2	335,769	15,062	350,831	384,495
Activities for generating funds	3	48,550	-	48,550	50,363
Investment income	4	1,350	1	1,351	1,253
Incoming resources from charitable activities	5				
General		22,775	44,580	67,355	81,771
Total incoming resources		408,444	59,643	468,087	517,882
RESOURCES EXPENDED					
Costs of generating funds					
Costs of generating voluntary income	6	104,596	2,458	107,054	82,702
Fundraising trading: cost of goods sold and other costs	6a	18,872	-	18,872	24,026
Charitable activities	7				
General		288,774	41,271	330,045	301,614
Total resources expended		412,242	43,729	455,971	408,342
NET INCOMING RESOURCES		(3,798)	15,914	12,116	109,540
Net gains/(losses) on investments	14	(8,814)	-	(8,814)	-
NET INCOME/(EXPENDITURE)		(12,612)	15,914	3,302	109,540
RECONCILIATION OF FUNDS					
Total funds brought forward		437,033	59,599	496,632	387,092
TOTAL FUNDS CARRIED FORWARD		424,421	75,513	499,934	496,632

CONTINUING OPERATIONS
All incoming resources and resources expended arise from continuing activities.

The notes form part of these financial statements

THE PITUITARY FOUNDATION (REGISTERED NUMBER: 03253584)

STATEMENT OF FINANCIAL POSITION
30 JUNE 2022

	Notes	2022 £	2021 £
FIXED ASSETS			
Tangible assets	13	-	241
Investments	14	91,196	-
		91,196	241
CURRENT ASSETS			
Debtors	15	3,901	31,607
Cash at bank		426,694	483,236
		430,595	514,843
CREDITORS			
Amounts falling due within one year	16	(21,857)	(18,452)
NET CURRENT ASSETS		408,738	496,391
TOTAL ASSETS LESS CURRENT LIABILITIES		499,934	496,632
NET ASSETS		499,934	496,632
FUNDS	18		
Unrestricted funds		424,421	437,033
Restricted funds		75,513	59,599
TOTAL FUNDS		499,934	496,632

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2022. The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees and authorised for issue on 23 February 2023 and were signed on its behalf by:

Mr T Sumpster - Trustee

Mr P Rouse - Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

Financial reporting standard 102 - reduced disclosure exemptions
The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. VOLUNTARY INCOME

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Donations	191,748	15,062	206,810	232,017
Gift aid	36,630	-	36,630	30,072
Legacies	69,225	-	69,225	75,357
Membership	37,794	-	37,794	46,468
Sundry income	372	-	372	581
	335,769	15,062	350,831	384,495

Included within unrestricted voluntary income is £nil (2021: £1,147) of income raised by the local support groups.

Voluntary income in the prior year included £337,632 of unrestricted income and £46,863 of restricted income.

3. ACTIVITIES FOR GENERATING FUNDS

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Lottery & raffle proceeds	36,451	-	36,451	35,561
Merchandise proceeds	12,099	-	12,099	14,802
	48,550	-	48,550	50,363

Activities for generating funds in the prior year included £50,363 of unrestricted income and no restricted income.

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Bank interest receivable	1,350	1	1,351	1,253

Investment income in the prior year included £1,253 of unrestricted income and no restricted income.

5. INCOME FROM CHARITABLE ACTIVITIES

	2022 £	2021 £
Grants	66,655	80,733
Publications	700	1,038
	67,355	81,771

Income from charitable activities in the prior year included £25,128 of unrestricted income and £56,643 of restricted income.

6. COSTS OF GENERATING VOLUNTARY INCOME

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Staff costs	70,747	-	70,747	65,484
Event costs	19,351	-	19,351	7,871
Online giving fees	5,587	-	5,587	4,817
Printing, postage & promotion costs	3,654	2,458	6,112	2,782
Other staff costs	4,343	-	4,343	884
Other fundraising costs	914	-	914	864
	104,596	2,458	107,054	82,702

Costs of generating voluntary income in the prior year included £82,242 of unrestricted costs and £460 of restricted costs.

6a. FUNDRAISING TRADING: COST OF GOODS SOLD AND OTHER COSTS

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Purchases	18,872	-	18,872	24,026

Costs of goods sold and other costs in the prior year included £24,026 of unrestricted costs and no restricted costs.

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8) £	Support costs (see note 9) £	Totals £
General	125,816	204,229	330,045

Charitable activities costs in the prior year were £301,614 made up of £224,988 of unrestricted costs and £76,626 of restricted costs.

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2022 £	2021 £
Staff costs	108,591	120,567
Staff training	998	119
Publication costs	12,252	15,451
Local support group costs (prior year)	-	1,972
Local support group costs	3,975	-
	125,816	138,109

9. SUPPORT COSTS

	Other	Governance costs	Totals
	£	£	£
General	182,797	21,432	204,229

Support costs, included in the above, are as follows:

Other

	2022 General	2021 Total activities
	£	£
Wages	66,066	65,328
Rent payable under operating leases	12,383	13,019
Insurance	4,023	3,982
Telephone, photocopier, postage & office supplies	16,791	14,965
Sundries	3,646	1,437
Bank charges	2,007	1,864
Website & online	5,378	4,611
Data protection and IT security	3,164	5,844
Software licences & expenses	28,456	11,155
Equipment	2,701	299
Professional fees	2,435	402
Finance & HR consultancy	29,125	9,879
Other contractors	-	2,520
Recruitment expenses	1,686	838
Training & welfare	-	217
Accommodation, travel & subsistence	2,453	246
Membership subscriptions	2,242	2,609
Depreciation of tangible fixed assets	241	507
	182,797	139,722

Governance costs

	2022 General	2021 Total activities
	£	£
Wages	16,585	19,319
Social security	1,264	1,639
Pensions	822	959
Independent Examination fees	1,710	1,668
Other governance costs	1,051	198
	21,432	23,783

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2022	2021
	£	£
Depreciation - owned assets	241	507

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2022 nor for the year ended 30 June 2021.

During the year one Trustee received reimbursement of expenses amounting to £34 (2021 - £nil)

12. STAFF COSTS

The key management personnel of the charity comprise the Chief Executive Officer, the Head of Patient and Family Services and the Head of Fundraising. The total employee benefits of the key management personnel of the charity were £120,106 (2021: £140,654).

13. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2021 and 30 June 2022	47,309	1,522	48,831
DEPRECIATION			
At 1 July 2021	47,309	1,281	48,590
Charge for year	-	241	241
At 30 June 2022	47,309	1,522	48,831
NET BOOK VALUE			
At 30 June 2022	-	-	-
At 30 June 2021	-	241	241

14. FIXED ASSET INVESTMENTS

	£
MARKET VALUE	
Additions	100,010
Revaluations	(8,814)
At 30 June 2022	91,196
NET BOOK VALUE	
At 30 June 2022	91,196
At 30 June 2021	-

The investments are in UK, overseas and global assets.

Cost or valuation at 30 June 2022 is represented by:

	£
Valuation in 2022	(8,814)
Cost	100,010
	91,196

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Other debtors	-	1,191
Prepayments and accrued income	3,901	30,416
	3,901	31,607

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	2,101	3,235
Social security and other taxes	7,254	7,439
Other creditors	1,667	3,420
Accruals and deferred income	10,835	4,358
	21,857	18,452

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2022 Total funds	2021 Total funds
	£	£	£	£
Fixed assets	-	-	-	241
Investments	91,196	-	91,196	-
Current assets	355,082	75,513	430,595	514,843
Current liabilities	(21,857)	-	(21,857)	(18,452)
	424,421	75,513	499,934	496,632

18. MOVEMENT IN FUNDS

	At 1.7.21	Net movement in funds	At 30.6.22
	£	£	£
Unrestricted funds			
General fund	437,033	(12,612)	424,421
Restricted funds			
Endocrine Nurse helpline	377	(377)	-
Issy Appeal	-	2,725	2,725
Patient Info Helpline	8,438	(8,438)	-
Publications	5,662	18,842	24,504
Volunteer Training	2,997	-	2,997
Legacy - Solent & IOW Support Group	10,925	(2,975)	7,950
Legacy - Nurse helpline	31,200	(3,743)	27,457
Second Endocrine Nurse	-	9,880	9,880
	59,599	15,914	75,513
TOTAL FUNDS	496,632	3,302	499,934

18. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	408,444	(412,242)	(8,814)	(12,612)
Restricted funds				
Endocrine Nurse helpline	5,025	(5,402)	-	(377)
Issy Appeal	2,725	-	-	2,725
Patient Info Helpline	8,330	(16,768)	-	(8,438)
Publications	27,000	(8,158)	-	18,842
Legacy - Solent & IOW Support Group	-	(2,975)	-	(2,975)
Legacy - Nurse helpline		(3,743)		(3,743)
Second Endocrine Nurse	16,563	(6,683)	-	9,880
	59,643	(43,729)	-	15,914
TOTAL FUNDS	468,087	(455,971)	(8,814)	3,302

Comparatives for movement in funds

	At 1.7.20 £	Net movement in funds £	Transfers between funds £	At 30.6.21 £
Unrestricted funds				
General fund	354,372	83,120	(459)	437,033
Restricted funds				
Endocrine Nurse helpline	11,437	(11,060)	-	377
Patient Info Helpline	9,342	(904)	-	8,438
Publications	2,249	3,413	-	5,662
Volunteer Training	9,692	(6,695)	-	2,997
Virtual Conference 2021	-	(459)	459	-
Legacy - Solent & IOW Support Group	-	5,925	-	5,925
Legacy - Publications	-	5,000	-	5,000
Legacy - Nurse helpline	-	31,200	-	31,200
	32,720	26,420	459	59,599
TOTAL FUNDS	387,092	109,540	-	496,632

18. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	414,376	(331,256)	83,120
Restricted funds			
Endocrine Nurse helpline	4,681	(15,741)	(11,060)
Patient Info Helpline	47,894	(48,798)	(904)
Publications	12,500	(9,087)	3,413
Volunteer Training	(6,695)	-	(6,695)
Virtual Conference 2021	3,001	(3,460)	(459)
Legacy - Solent & IOW Support Group	5,925	-	5,925
Legacy - Publications	5,000	-	5,000
Legacy - Nurse helpline	31,200	-	31,200
	103,506	(77,086)	26,420
TOTAL FUNDS	517,882	(408,342)	109,540

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.20 £	Net movement in funds £	Transfers between funds £	At 30.6.22 £
Unrestricted funds				
General fund	354,372	70,508	(459)	424,421
Restricted funds				
Endocrine Nurse helpline	11,437	(11,437)	-	-
Issy Appeal	-	2,725	-	2,725
Patient Info Helpline	9,342	(9,342)	-	-
Publications	2,249	22,255	-	24,504
Volunteer Training	9,692	(6,695)	-	2,997
Virtual Conference 2021	-	(459)	459	-
Legacy - Solent & IOW Support Group	-	7,950	-	7,950
Legacy - Nurse helpline	-	27,457	-	27,457
Second Endocrine Nurse	-	9,880	-	9,880
	32,720	42,334	459	75,513
TOTAL FUNDS	387,092	112,842	-	499,934

18. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	822,820	(743,498)	(8,814)	70,508
Restricted funds				
Endocrine Nurse helpline	9,706	(21,143)	-	(11,437)
Issy Appeal	2,725	-	-	2,725
Patient Info Helpline	56,224	(65,566)	-	(9,342)
Publications	39,500	(17,245)	-	22,255
Volunteer Training	(6,695)	-	-	(6,695)
Virtual Conference 2021	3,001	(3,460)	-	(459)
Legacy - Solent & IOW Support Group	10,925	(2,975)	-	7,950
Legacy - Nurse helpline	31,200	(3,743)	-	27,457
Second Endocrine Nurse	16,563	(6,683)	-	9,880
	163,149	(120,815)	-	42,334
TOTAL FUNDS	985,969	(864,313)	(8,814)	112,842

Purpose of funds

Unrestricted revenue funds:-
These funds are held for meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds:-

Endocrine Nurse Helpline
A specialist endocrine nurse helpline service for pituitary patients, carers, family and the wider pituitary community.

Issy Appeal
A fundraising appeal raising money in Isabella Andrews' name.

Patient Info Helpline
Helplines service delivered by telephone, email and text.

Publications
The charity provides various booklets, factsheets and other information publications.

Volunteer training
Funding to deliver training to our team of volunteers.

Legacy - Solent & IOW Support Group
Legacy income received to specifically support the Solent & IOW support group

Legacy - Publications
Legacy income received to be used for publications

18. MOVEMENT IN FUNDS - continued

Legacy - Nurse helpline
Legacy income received to be used for the nurse helpline

19. EMPLOYEE BENEFIT OBLIGATIONS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £11,484 (2021: £11,530). Contributions totalling £1,716 (2021: £1,752) were payable to the fund at the balance sheet date and are included in creditors.

20. RELATED PARTY DISCLOSURES

There were no identified related parties other than the trustees. Details of any payments to trustees are detailed in note 11. The total amount of donations received without condition from the trustees during the year was £620 (2021: £593).

21. ULTIMATE CONTROLLING PARTY

The Pituitary Foundation is a company limited by guarantee governed in accordance with its Memorandum and Articles of Association.

The charitable company is wholly controlled by its members, who are also trustees of the charity.

THE PITUITARY FOUNDATION

England & Wales - Charity number 1058968

Accounts

REGISTERED COMPANY NUMBER: 03253584 (England and Wales)
REGISTERED CHARITY NUMBER: 1058968

THE PITUITARY FOUNDATION
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

THE PITUITARY FOUNDATION

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THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 JUNE 2021

TRUSTEES	Mr T Sumpster (Chair) Mr A M Mackintosh (Vice Chair) Dr I E Macdonald (Hon Secretary) Mr M P Beaven (Hon Treasurer until 8 July 2021) (resigned 8 July 2021) Mr P Rouse (Hon Treasurer from 8 July 2021) Dr S E Baldeweg Dr A M Brooke (appointed 21 January 2021) Ms D L Cooper (appointed 8 July 2021) Ms A Deleligne (appointed 8 July 2021) Mrs H Frazer Mr A H Matty Dr J Newell Price Ms J A Phillips (appointed 21 January 2021) Dr S Sinha (appointed 21 January 2021) Mrs C E Thatcher Mrs J V R West (resigned 2 July 2020)
COMPANY SECRETARY	Dr I E Macdonald
REGISTERED OFFICE	86 Colston Street Bristol BS1 5BB
REGISTERED COMPANY NUMBER	03253584 (England and Wales)
REGISTERED CHARITY NUMBER	1058968
INDEPENDENT EXAMINER	TCA (Shrewsbury) LLP Third Floor, 21 St Mary's Street Shrewsbury SY1 1ED
SOLICITORS	TLT LLP One Redcliffe Street Bristol BS1 6TP

THE PITUITARY FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 JUNE 2021

BANKERS	National Westminster Bank 32 Corn Street Bristol BS1 1HQ Royal Bank of Scotland 36-38 Baldwin Street Bristol BS1 1NR
INVESTMENT ADVISORS	Smith & Williamson Portwall Place Portwall Lane Bristol BS1 6NA

TRUSTEES' REPORT
FOR THE YEAR ENDED 30 JUNE 2021

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2021.

The Trustees confirm that the Trustees Report and financial statements of the company comply with current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (Charities SORP (FRS102), second edition, effective 1 January 2019).

Since the company qualifies as small under Section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Objectives and Activities

a. The need for our charity

Too many patients are still diagnosed late. Too many patients still feel isolated. Too many patients have a poor quality of life. Too many failings still occur in the care of pituitary patients. Too few patients feel supported, informed and able to manage their condition. The need for our charity is clear and we continue to work to improve care, and the experience, of people affected by pituitary conditions.

b. Core aims

Our Vision

Every person affected by a pituitary condition has a timely diagnosis and access to high quality treatment, information and support.

Our Mission

From the moment someone is diagnosed with a pituitary condition, through their treatment and beyond, we're here providing support, information and a community. We empower people who have pituitary conditions and work towards greater awareness and understanding of pituitary disease.

Our Values

We are trustworthy.
We are open.
We are knowledgeable.
We are patient led.
We are caring.

Our 2019 - 2022 Strategic Goals

Our vision and goals for the future were formally published in our strategic plan 2019 - 2022. The plan also includes our four strategic pillars, and from these identifies eleven realistic and achievable strategic goals designed to achieve our vision.

The four strategic pillars are:

- **Support**
- **Community**
- **Voice**
- **Education**

Support

Our ambition is that anyone affected by a pituitary condition feels supported. Our goals for this Strategic Pillar include:

Goal 1 - Providing modern, high quality, trusted and person-centered support services.

Goal 2 - Developing our support services to reach a more diverse audience, including young people and families.

Community

Our ambition is to build a stronger network and community of people who are passionate about improving the patients' experience. Our goals for this Strategic Pillar include:

Goal 3 - Growing our membership and audience further through developing our digital offering and engagement.

Goal 4 - Developing our volunteering team.

Goal 5 - Developing our network of local support groups and effective regional partnerships with The Foundation, leading treatment centres and groups.

Goal 6 - Further involving and engaging with members, supporters and services users, to gain feedback and develop user-led services.

Voice

Our ambition is to raise awareness and amplify the voices of people affected by pituitary conditions, and to represent their interests. Our goals under this Strategic Pillar include:

Goal 7 - Representing the needs and experiences of people affected by pituitary conditions.

Goal 8 - Participating in opportunities to influence policy relating to pituitary conditions and to work with others to raise awareness of pituitary conditions and rare diseases.

Education

Our ambition is to improve knowledge and understanding of pituitary conditions so that standards of care are improved. Our goals for this Strategic Pillar include:

Goal 9 - Providing high quality up-to-date information.

Goal 10 - Building closer relationships with health care professionals and championing improvements in the education and training of healthcare professionals.

Goal 11 - Building alliances with other organisations in order to share resources and knowledge.

c. Volunteers

The Foundation is fortunate to have a widespread team of dedicated volunteers who take on a variety of roles to provide support and service to our community. These include:

Area Co-ordinators of Local Support Groups
Helpline Operators
Forum Moderators
National Office Volunteers
Telephone Buddies
Volunteer Campaigners
Local Fundraising Group Co-ordinators
Medical Committee Members
Trustees

Currently, there are 135 volunteers working on behalf of The Foundation. Further, we have a network of 37 Local Support Groups around the United Kingdom, together with a Group in the Republic of Ireland.

d. Public benefit

The Trustees have considered the Charity Commission's requirement in respect of Public Benefit. In their view the charity meets, in full, the criteria to satisfy the test. The Trustees' Annual Report describes the activities undertaken to further its charitable purposes for the public benefit.

Achievements and performance

a. Review of activities

The year began in lockdown. It was a hugely challenging time for the charity: our team was working remotely, demand for our services was at an all-time high in response to the effects of the Covid pandemic, and all of our income-generating events had been cancelled.

The team met the challenges head-on. Our Business Continuity systems survived the sternest test, and we were able to work effectively despite remote working throughout all the periods of lockdown during the year. Our Patient Services team worked tirelessly to deal with a relentlessly high level of calls and requests and managed to respond to every request in a timely fashion. The charity's wonderful base of stakeholders - members, patients, pharmaceutical companies and other supporters - rose to the occasion with heart-warming generosity, helping the charity to make up all of its income shortfalls and ultimately record a net surplus for the year, an excellent result in the circumstances.

To measure the organisation's performance against our strategy, set out in the previous section, the Trustees and CEO agreed 32 key performance indicators (KPIs) for the 2020/21 financial year and these were monitored on a regular basis. Despite all the challenges of the year, working remotely for the most part, the team managed to deliver on virtually all of these, with 3 KPIs completed in part. As well as our patient-facing services and office management, the team oversaw a number of important Governance and other reviews, participated in policy and awareness work, and delivered an array of digital events and media content including a successful digital Conference, a first for the charity.

The Trustees wish to thank everyone for their contributions and commitment to the charity throughout what was a very difficult and challenging time. The charity is fortunate to have an excellent and dedicated staff team and a large cohort of wonderful volunteers – together they ensured that we were able to continue providing our support services in full throughout the more acute phases of the pandemic.

Support

In 2020/21 our Helplines services answered almost 2,800 enquiries. Our dedicated Patient and Family Services Team responded personally to all emails within 48 hours, and all telephone calls within 24 hours. We are particularly grateful to our helplines team, especially our volunteers, for their exceptional dedication during the key months of the Covid pandemic, ensuring that our helpline services were available as much as possible to support worried patients.

Calls to our Endocrine Nurse Helpline range from simple questions regarding sick day advice for Hydrocortisone, to complex discussions with patients who have just been diagnosed with pituitary tumours or who are still going through diagnostic processes. We continue to receive excellent feedback regarding our Helplines services:

> *"Thank you so much for the advice and speedy reply!! My surgery are providing a drive thru service for patients who are vulnerable and I can happily go and get one with my mind at rest."*
>
> *"Thank you for your very useful page on Resolution Hydrocortisone tablets, it has made a big difference to my life."*
>
> *'I wanted to thank you again for your help and kindness. Thank you for being so caring and willing to help."*
>
> *"The past few years have been horrendous and I have felt very alone and misunderstood – you have no idea how much your email has encouraged and comforted me."*

During the year we published and circulated 3 editions of our magazine, Pituitary Life, which as ever covered a wide range of relevant topics and shared many patient stories. The magazine was well received by members and much visited on our website.

We took part in social media campaigns throughout the year including Acromegaly Day, Rare Disease Day, Volunteers' Week, RightNow Campaign, International Day of Women in Science, World Health Day, Rally4Rare and Cushings Awareness Day.

We continued with our Twitter Hours, which during the year were made into a monthly event. These have remained popular and successful, with lots of interaction and questions being answered. We would like to thank all the hosts Professor Stephanie Baldeweg, Dr Saurabh Sinha, Dr Helen Simpson and Sofia Llahana, Dr Miles Levy, Simon Cudlip, Dr Niki Karavitaki, Lisa Shepherd and Becky Holdernes who have done a great job with the sessions.

We also continued our series of Q&A videos, interviewing experts with patients' questions and uploading these onto our website, with a range of experts focusing on various different topics.

In March we held our first-ever Virtual Conference, online during lockdown, in place of our usual face-to-face National Pituitary Conferences. The programme for the week consisted of both pre-recorded and live peer support sessions, totaling 17 sessions across 6 days, with the help of 13 excellent speakers.

We were delighted by the popularity of our online sessions, which saw over 400 tickets booked for live zooms, 13,000 views across Facebook videos and nearly 5,000 views on YouTube videos. Overall the conference reached over 40,000 people on Facebook through our posts.

We are hoping to integrate more events like this into our digital events plan for the charity going forward, in addition to face-to-face events, so that information and support can be accessible for all. 97% of survey respondents said they would attend a Virtual Conference again, and when asked if the event had improved their knowledge and understanding of their pituitary condition, 83% answered 'yes' and 14% answered 'partly'. 95% of respondents said the event had met or exceeded their expectations. The support and encouragement shared during the week was wonderful, and we received many positive comments from attendees:

- *"I still have a few more sessions to catch up on but that's been the beauty of the virtual conference, as you can access everything you want instead of choosing one workshop over another. Brilliant thank you!"*
- *"I am so impressed by the whole virtual conference. I think it was an amazing achievement by everyone, especially the Foundation staff who organised and ran the Conference. After being to many Foundation Conferences, I think this is on an equal par."*

In addition, we assisted the Royal Osteoporosis Society with the production of a new video, and working with Recordati Rare Diseases we helped to recruit Cushings patients for a voice press release.

Community

The number of Local Support Groups in our network remained at a similar level as 2019/20, ending the year on 37 in total. Our Groups provide invaluable support and information to thousands of patients across the UK and in the ROI, and we continue our efforts to develop our volunteers' and Local Support Groups' network and support. Because of the pandemic, our Groups were unable to hold any face to face meetings during the year. As we did towards the end of our previous financial year, we continued to encourage volunteer Area Coordinators to keep in touch with members and to share our safety information and offered assistance with facilitating Zoom meetings.

Our team of 135 volunteers remains a core part of this charity and its activities. Our retention rate for volunteers for 20/21 was 89%, almost unchanged from the previous year – and a testament to their resilience in the face of the challenges posed by the pandemic. We are still recruiting volunteers, and managed to add 9 new volunteers this year, replacing most of those who left us.

We supported the online campaign for Volunteers' Week in June 2021, contacting volunteers from a variety of roles to ask them to write a story about their experiences. We received some wonderful and heartwarming stories that were shared on our website and social media, describing their own patient journeys and their experiences as volunteers.

In November we conducted a survey of all of our Local Support Groups around the country to assess the situation of each group and establish how the groups could best move forward as we came out of the worst of the pandemic, so that they could provide the best support possible for patients, their families and carers. Given the challenges which have faced our groups, we have had no new support group launches this year, but our groups have been keeping in touch with their members in various ways, such as newsletters, phone calls, emails, and Zoom meetings.

The open rate for the Volunteer e-bulletins has maintained at a good percentage between 50-60%. We continued with two Volunteer News magazines each year, posted out to all our volunteers in July and January. These were well received.

We have continued to delay a National Volunteers' Training Event which we originally arranged for mid 2020; we hope very much to be able to hold this event at some stage during 2022.

Our volunteers are the heart of The Pituitary Foundation. Without them, we would not be able to continue to support the thousands of people affected by pituitary conditions who rely on us for information and support, and the Trustees thank them all for their valuable and unstinting support.

We also continued to develop The Pituitary Foundation's social media channels during the year and delivered a good balance of content across patient services, awareness and fundraising messaging. Our Facebook followers have increased from 9,234 to 10,371 in this period (12% increase). Our monthly Facebook reach grew to 40,539 in June 2021; our average reach per post is hard to measure as it varies greatly from post to post, but there seems to be an overall upward trend continuing. We have maintained our average of 3,300 impressions per day on Twitter again this year, and both Twitter and Instagram followers have continued to rise significantly. After the huge rises last year in users on our website and website visits in response to the onset of the Covid pandemic, we have seen a further modest rise this year, at more than 1 million sessions.

At the end of June, we had 2,215 members, a small reduction from the number at the end of the previous year (2,285). However, there has been a substantial increase during the year of members and others becoming Life Members, rising to 252 at the end of the year. As in previous years, we surveyed members on their demographics, also requesting feedback on our services; 572 members completed the survey. We were delighted that 99% of our members told us that they would recommend the Foundation to a newly diagnosed patient. It is also reassuring that new members will be welcomed into a strong community, with 88% stressing that they feel they are part of a meaningful community as members. The vast majority of our members value most the benefit of receiving our Pituitary Life magazine, published 3 times a year, and rated our services as good, very good or excellent.

Despite the disruption caused by Covid we continued with a review of our current website and scoping for a new website and digital infrastructure; developing our digital capabilities is an integral part of the charity's strategic direction. We commissioned experts to perform a review of our website, systems and needs, to recommend exactly what we need going forwards; at the time of writing we are expecting to receive their results imminently. This is the first stage of a significant project to update all of our systems and infrastructure, and our website and CRM database.

Voice

Our October Awareness Month 2020 focused on campaigning for a change of name of Diabetes Insipidus (DI). The charity has been working alongside a wider coalition with the same focus – DI has far too often been confused with other forms of Diabetes in medical settings, leading tragically to deaths which could have been avoided; principally the change of name could reduce confusion between DI and Diabetes Mellitus. During the month, our social media posts on this campaign reached over 70,000 people on Facebook and more than 110,000 on Twitter. We also arranged a petition, to be used in due course in the wider campaign, which was signed by more than 4,500 people. We continue to work on this campaign as an organization with our colleagues more broadly within Endocrinology, seeking to elicit national and international support for this important name change.

We established a separate page on our website to document progress with the DI Campaign, for which we had also run a survey in February 2020, mentioned in last year's Trustee Report.

In February we launched our We are Pituitary Campaign, which in conjunction with our Virtual Conference was designed to foster community links, providing a platform for greater community sharing. We set up a Notice Board online, used by participants to communicate together, and to share stories and information.

As in previous years, we sought this year to continue our engagement with broader national awareness campaigns, and instigated social media campaigns for a variety of subjects including RightNow campaign, Rare Disease Day, the International Day of Women in Science, World Health Day, Rally4Rare and Cushings Awareness Day. We also made a number of submissions to NICE, including on Workplace Health, the SfE Review into the Future of Endocrinology, and regarding Chronic Fatigue, ME and Traumatic Head Injury.

Education

Despite the ongoing challenges caused by Covid, staff and volunteers attended several healthcare conferences, meetings and events this year, manning information stands and giving presentations. These events are important, allowing for engagement with clinicians and health care professionals, including endocrinologists, neurosurgeons and endocrine nurses. Amongst others, we attended the ESE European Congress of Endocrinology, the BSPED and Society of Endocrinology Virtual Conference, the NZ Acromegaly Society meeting and the European Congress of Endocrinology booth and hub session, in collaboration with other patient groups. We also partnered on the North Bristol NHS Trust's International Craniopharyngioma Webinar in April.

We continue to play an active role in the World Alliance of Pituitary Organisations (WAPO), regularly sharing updates about our work with the network, and also continued to produce our regular professionals' e- bulletin. We contributed to a number of articles in the press, including an article in the New Scientist regarding Cushings patients, and an article from our own Endocrine Nurse on Working in Partnership for Patient Benefit for The Endocrinologist. Pituitary Life continues to be published three times a year and is a valued benefit of membership. The Foundation receives consistently positive feedback about the quality of this publication. We also continued to expand our publications library responding to patient needs and demand, introducing two new titles to our growing library of over 37 publications, updating three of our existing booklets, and reorganizing the whole library of publications by condition, so that they are easier for patients to navigate.

The Trustees wish to extend their gratitude to the many patients and family members who show great courage in sharing their stories with our community, as well as the many experts who provide their expertise for articles in *Pituitary Life.*

Key enablers

Our Trustee group is essential in providing leadership and control over the activities of the charity. During the year, following review of our Trustees and their skillsets, we ran a major recruitment exercise to add new trustees, in particular looking for quality individuals who could bring complementary skills. We were delighted to identify a large number of very good quality candidates, most of whom had direct or family experience of pituitary illness. We have been delighted to welcome 5 new trustees to the Board, who are therefore included in the list of trustees at the front of these accounts. The Board is now 14 strong, with an excellent cross-section of skills. In recruiting these new trustees, we were keen to take into account our desire to improve our inclusivity and diversity, and were delighted that in the event the new trustees have made a considerable positive difference in this respect.

Whilst by the start of the year under review we had survived the initial months of the Covid pandemic, we still faced major challenges as we entered the year and as it progressed, not least in the pandemic's effects on our ability to fundraise through Events. Thanks to the dedication of our wonderful team of staff, our volunteers and our many very generous supporters and members, we have successfully navigated our way through the worst of the pandemic, providing all of our normal services in full and with a strong financial outturn, and we are now firmly in the recovery phase. Like other charities, we continue to face uncertainties, but we are in a robust financial position as we address the coming six to twelve months, and we have a fantastic, strong team ethos with which to do it.

Prior to the start of this year, and in response to the initial effects of the Pandemic in ending all events-led fundraising, our Head of Fundraising, Jay Sheppard, launched our Pituitary 500 Faces campaign, which sought to find 500 people to commit to raising or donating a minimum of £100. This campaign was phenomenally successful: its initial fundraising target of £50,000 was significantly exceeded by September 2020, having raised £74,000; Jay relaunched the campaign again in April 2021, and a further £49,000 was raised by the end of June, taking the total to more than £123,000.

So many of our supporters contributed to this total, taking on all sorts of challenges from sponsored silences to virtual treks, runs and rowing. We would like to express our heartfelt thanks to all those who took part and contributed so generously.

Further fundraising highlights from another challenging year include:

- Walter Lily – a team of three from Walter Lily took on the UK Three Peaks Challenge, raising close to £5,000 for the charity.

- Trusts – a number of Trusts kindly supported us this year with donations: The Revere Charitable Trust donated £5,000; The Kelton Trust once again donated to us, kindly giving £2,500; and the J&M Britton Charitable Trust donated £1,000.

- Our events – in September 2020 a trek of the beautiful Four Falls waterfalls raised over £5,000, and shortly after that, 49 brave supporters abseiled down the Avon Gorge in Bristol, raising more than £10,000.

- 1 Million Step Challenge – we would like to thank Minal Shah and her large group of friends and family, who together took on this challenge over three months, raising in excess of £10,000.

- Christmas fundraising – Christmas card sales were record-breaking this year at £11,000, and our Christmas Raffle contributed over £6,500, so this was an important period for us making a significant contribution.

The Trustees wish to express their appreciation to all of our fundraisers, members, supporters and donors for all they do to assist our efforts to maintain help and support to our community.

As ever, we continued to work on charity governance, an ongoing focus for the team.

Financial review

The review in this section has this year been prepared by our new Treasurer, Phil Rouse, who took over from Mike Beaven on 8th July 2021. The Trustees were delighted to welcome Phil into the role, and also wish to express their sincere thanks to Mike for all of his years as Treasurer; Mike was unstinting in his efforts to look after and oversee the charity's finances, and was instrumental in providing a knowledgeable guiding hand through some challenging times, not least through the period of the Covid pandemic.

In a challenging year, the charity's financial performance exceeded all expectations. In July 2020, we budgeted cautiously for the year, taking into account the substantial income challenges we faced, budgeting a net loss for the year of £73,524. In the event, we beat our budgeted income of £362,920 by 42%, recording actual income of £517,882, and instead of a loss for the year we achieved a surplus of £94,509.

The response of so many of our members and supporters was fantastic. As noted above, our imaginative 500 Faces award-winning fundraising campaign, through which we originally aspired to raise £50,000, brought in over £120,000 over nine months. We received generous donations from a number of pharmaceutical companies active in the Endocrine sector, and also some very generous donations from individuals. We received a substantial legacy of £50,000 from an individual who had for many years attended the meetings of one of our Local Support Groups. Our team made a superb effort to drive all forms of fundraising, against the backdrop of the pandemic, and were highly successful.

As well as focusing on generating income, the Trustees sought to manage the cost base as far as sensibly possible, given the uncertainties which the charity faced as we came into the year. For a period of three months, all of the staff shortened their working weeks to four days, and all of our other costs were closely managed through the year. As a result, total expenditure for the 2020/21 year was £408,342, more than £28,000 less than our budgeted costs, and comparing very favorably with a figure of £446,589 in the previous year. Despite this cost management, the Foundation still managed to provide all of its normal services throughout the period.

During the year, we completed a full review of all of our staff salaries with benchmarking to market and made various adjustments to salaries across the staff team, ensuring that our staff are appropriately remunerated and rewarded for their excellent work.

Our charity has maintained its robust financial position with overall cash resources approaching £500,000. Our free reserves (being our unrestricted funds less fixed assets) at the year end were £434,917.

The finances of the charity are well managed with well organised systems, including timely monthly management accounts distributed to the Finance Committee and quarterly reports to the Board. Finance Committee Meetings are held quarterly, or sooner if circumstances dictate.

Funders

The Foundation is indebted to those organisations that have funded our work through the year. These include:

Brandwells Construction
Buchanan & Leighton Harris
Orbis Investment Advisory Ltd
Chiasma Inc
Diurnal
Ipsen Ltd
Landale Charitable Trust
Lotus Charitable Foundation
Merck
Novo Nordisk Ltd
Pfizer Ltd
Recordati
The Gilander Foundation
The J & M Britton Charitable Trust
The Kelton Trust
The Revere Charitable Trust
The Thompson Family Foundation

We extend our thanks once again to our Local Support Groups for their fundraising efforts and for generously supporting some of our national services, projects and appeals.

The Foundation enjoys an extraordinary amount of support from its community. We wish to extend our special thanks to those companies, trusts and organisations who offer ongoing, long-term financial support which is essential to the stability of our work.

It is crucial to emphasise our gratitude for the continued support of our many donors, subscribed members and those who engage in sponsored fundraising. These generous offerings from our community not only hearten our efforts to provide our service but, without them, The Foundation could not continue.

a. Incoming resources

In 2019/20 The Foundation had an income of £517,882 compared to £528,397 in the previous financial year.

b. Resources expended

Diligent control of existing expenditure was maintained and The Foundation staff have ensured that bought-in services are reviewed regularly to ensure best value for money.

c. Investment Policy and performance

The Foundation's funds, both general and restricted are maintained with NatWest, in current accounts and a working reserve account and an online current account for the payment of suppliers and expenses is held with RBS. In addition, deposit accounts (to the maximum of the FSA Investor Compensation Scheme) are also held with RBS, Cater Allen, the Monmouthshire Building Society, Cambridge and Counties Bank, Julian Hodge Bank and Virgin Money. Funds are subject to regular review by our Finance Sub Committee.

Since the year end, the charity has established a relationship with Smith & Williamson, to advise the charity on investment of a proportion of its cash resources, and the Trustees are planning to proceed with investing a proportion of their funds in a suitable portfolio of investments designed to improve overall income generation from cash resources, while carefully managing risk. The charity has a defined Investment Policy which has been developed in line with Charity Commission guidelines and with the help of the Charity's investment advisor.

The Trustees have a confident expectation that The Foundation will continue in operational existence for the foreseeable future and have, therefore, used the going concern basis in preparing the financial statements.

d. Reserves policy

In determining a prudent level of free reserves, the Board takes into account the total budgeted expenditure for 2021/22 of £489,982 and is mindful of the inevitable uncertainties which exist as a consequence of our dependence on voluntary giving and legacy income.

The policy is that free reserves should normally be between six to twelve months unrestricted operating expenditure which is equivalent to between £245,000 and £490,000. The actual unrestricted free reserves as at 30 June 2021 were £ 436,792 (2020: £353,624) which is equivalent to 10 months (2020: 9 months) total budgeted expenditure for the financial year 2021/22. Free reserves are calculated as unrestricted reserves less fixed assets.

Plans for the future

Our CEO, Menai Owen-Jones left the charity in September 2021, after 10 years in the role. Menai was a wonderful leader for the Foundation, and the Trustees would like to register their sincere thanks for all of her work and dedication over the years. At the time of writing, the Trustees have successfully recruited an excellent new CEO, who will join the charity at the end of February 2022. In the meantime, several of the Trustees are devoting considerable amounts of their time to provide leadership to the more senior team members, who have stepped up to manage the charity's work and drive things forward over the interim period.

Despite Menai's departure, we continue to focus in particular on developing our digital capabilities, including (if funding allows) building a new website, and developing our digital services to drive forward our work towards achieving our 2019 - 2022 strategy. The coming year remains an uncertain one, with the effects of the pandemic less acute but nevertheless challenging; in the light of this, it will be vital to continue to develop responsive and agile fundraising initiatives, and to work to protect the wellbeing of our staff and volunteers during this period.

We are also maintaining our focus on how we can become more diverse and inclusive across the charity. We are always striving to learn and improve, looking at how to develop our work and broaden our reach. Whether for pituitary patients and their families and carers, or for our staff, volunteers and supporters, we want to make sure we help, support and encourage everyone.

Structure, governance and management

a. Governing document

The Pituitary Foundation was established in 1994 and became a Company Limited by Guarantee and a Registered Charity in 1996. It is, therefore, governed by company law and the Charity Commission.

Its governing documents are its Memorandum and Articles of Association.

Membership is encouraged and is open to all who wish to support The Pituitary Foundation; however, the principle services provided are available to all who require them regardless of membership.

b. Appointment of Trustees

At each General Meeting (GM), one third of the Trustees retire by rotation. Any member of The Foundation may nominate any other member for a vacant Trustee position. If there are more nominations than vacancies, members are balloted and the result announced at the GM. In addition, the diversity and skills required by the Board are monitored by the Trustees and any identified under representation that occurs may result in advertising for prospective trustees that meet the specification. Trustees may then be co- opted onto the Board until the next GM at which time they must stand for reelection.

c. Trustee induction and training

Trustees are inducted within three months of election. They are inducted at the National Support Office, or online if necessary. At induction, the members of staff and the Chairman of the Trustees work with the new Trustee to explain the business, services, aims and objectives of The Foundation. At the time of induction, each Trustee is given a Trustee Induction Pack. Trustee training is undertaken on an ad hoc basis.

d. Organisation

The Board of Trustees governs The Foundation. It comprises up to fifteen members, who are also Directors of the Company. A limit of one third has been set on the number of Trustees who are employed in the health sector to ensure strong representation of patients and carers. At report date there were four Trustees employed in the health sector. The Board of Trustees stages meetings a minimum of three times per year. The Trustees have appointed four Officers of The Foundation. These comprise the Chair, the Vice Chair, the Secretary and the Treasurer.

The Foundation is a member of:

- Helplines Partnership
- The Association of Chief Executives of Voluntary Organisations (ACEVO)
- The National Council for Voluntary Organisations (NCVO)
- Charity Finance Group (CFG)
- Wales Council for Voluntary Action (WCVA)
- and is registered with the Fundraising Regulator.

The Foundation's Head of Fundraising is a member of The Institute of Fundraising.

The Information Standard accreditation, which is a certification programme for organisations producing evidence-based health and care information for the public, was held until November 2014 when a decision was taken by the Trustees not to continue with this formal accreditation because of its cost and lack of public awareness. However, all booklets continue to be produced to the same standard as the formal accreditation scheme with an audit undertaken annually by a Trustee.

The Foundation has two sub committees, which report to the Trustees through their respective Chairs. Each sub-committee has a Terms of Reference (ToR). The first committee is the Medical Committee, with Chair Dr John Newell Price (March 2007 to present). Further information regarding the Medical Committee is noted below.

The second committee is the Finance Committee, which reports to the Board and assists the Finance and Resources department and the CEO in the development of the budgets and the management of the finances. The Finance Committee reports to the Board and is chaired by Phil Rouse, Honorary Treasurer, and its members include Tom Sumpster, Chairman, Alasdair Mackintosh, Vice Chair and trustee Hilary Frazer. The CEO and relevant staff members may be in attendance. This Committee reviews the financial position on a monthly basis and meets as and when required (at least quarterly). Most of the dealings of the Finance Committee are carried out electronically.

The Trustees are committed to a continuing assessment of the governance sub-structure to see to the needs of The Foundation.

Sub-committees are established by the Board of Trustees and their Chair appointed by the Board.

The Medical Committee

Our volunteer Medical Committee is made up of endocrine and related medical professionals who provide invaluable expertise answering complicated patient queries, speaking at conferences, writing articles for our magazine, *Pituitary Life,* and content for our website and booklets. The Foundation understands the members of our Medical Committee are professionals with demanding occupations and we are indebted to them for all of their time and effort working with staff and other volunteers to provide support to the pituitary community.

Members of the Medical Committee are:

Professor John Newell-Price, Chairman (Royal Hallamshire Hospital, Sheffield)
Dr Stephanie Baldeweg, Vice Chairman (University College London Hospital)
Andy Baines (Advanced Paramedic, North West Ambulance Service, Cheshire & Merseyside Area)
Professor Stephen Ball (Royal Victoria Infirmary, Newcastle)
Dr Christina Daousi (Aintree University Hospital, Liverpool)
Professor William Ledger (Senior Fertility Specialist & Gynaecologist with IVF Australia, University of New South Wales, Sydney, Australia)
Dr Jonathan Pinkney (Royal Cornwall Hospital, Truro)
Mr Michael Powell (National Hospital for Neurology & Neurosurgery, London)
Professor John Wass (Churchill Hospital, Oxford)
Professor Peter Hindmarsh (GOSH, London)
Mrs Alison Milne (Endocrine Specialist Nurse, Aberdeen Royal Infirmary)
Dr Sue Jackson (Independent Chartered Psychologist)
Dr Anna Crown (Consultant Endocrinologist, Royal Sussex County Hospital)
Mr Saurabh Sinha (Adult and Paediatric Pituitary Surgeon, Sheffield Children's Hospital and Royal Hallamshire Hospital)
Dr Indi Banerjee (Paediatric Endocrinologist, Royal Manchester Children's Hospital)
Dr Robert Murray (Consultant Endocrinologist, Leeds Royal Infirmary)
Dr Niki Karavitaki (Consultant Endocrinologist, Queen Elizabeth Hospital Birmingham)
Sherwin Criseno (Specialist Endocrine Nurse, Queen Elizabeth Hospital Birmingham)
Pauline Whittingham (Specialist Endocrine Nurse, The Pituitary Foundation)
Dr Sofia Llahana (Consultant Nurse, UCLH)
Mr Omar Pathmanaban (Pituitary Surgeon, Greater Manchester Neurosciences Centre)
Fiona Cains (Pituitary Surgery Specialist Nurse, Greater Manchester Neurosciences Centre)
Dr Alex Stilwell (Anaesthetic Registrar, Queen Elizabeth Hospital London)
Matthew Heppel (Advanced Clinical Diabetes and Endocrinology Pharmacist)
Philip Newland-Jones (Consultant Pharmacist Diabetes & Endocrinology)

Staff Employed

As at 30th June 2021, The Foundation employed ten members of staff (7.93FTE):

Chief Executive Officer	Menai Owen Jones
Head of Patient and Family Services	Pat McBride
Head of Fundraising	Jay Sheppard
IT & Systems Manager	Martin Cookson
Office & Finance Manager	Gabrielle Welland
Endocrine Specialist Nurse	Pauline Whittingham
Events & Volunteers Manager	Sian Pitman
Patient and Family Services Coordinator	Sammy Harbut
Assistant Administrator	James Charlick
Senior Foundation Administrator	Miranda Payne

This dedicated team continue to deliver so much under the professional leadership of their Chief Executive Officer, and the Trustees would like to thank her and her team for their dedication and hard work under considerable pressure.

The Charity's staff has a clear line management reporting structure to the Chief Executive Officer, who reports to the Board of Trustees through the Chair. The Chief Executive Officer and the Chairman of the Trustees meet formally on a regular basis.

e. Risk management

The Foundation maintains a current and comprehensive Risk Register. Management of this register is held jointly by the Chairman of the Trustees and the Chief Executive Officer. This is reviewed on a regular basis and is reported quarterly to the Board of Trustees, including established controls and actions to mitigate the identified risks.

TRUSTEES RESPONSIBILITY STATEMENT

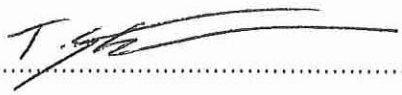
The trustees (who are also the directors of The Pituitary Foundation for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting 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 of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which 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. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees' report, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 3rd February 2022 and signed on the board's behalf by:



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Mr T Sumpster - Chairman

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE PITUITARY FOUNDATION

I report on the accounts of the company for the year ended 30 June 2021, which are set out on pages 18 to 33.

Responsibilities and basis of report
As the charity's trustees (and also the directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independant examination, I have examined your charity's accounts as required under section 145 of the Charities Act 2011 ('the Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

My role is to state whether any material matters have come to my attention giving me cause to believe:

1. that accounting records were not kept as required by section 386 of the Companies Act 2006; or
2. that the accounts do not accord with those records; or
3. that the accounts do not comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland; or
4. that there is further information needed for a proper understanding of the accounts.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ICAEW which is one of the listed bodies.

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.

C Moelwyn-Williams.

C Moelwyn-Williams, BSc FCA
ICAEW

Date: 22nd March 2022

THE PITUITARY FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 JUNE 2021

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	2	337,632	46,863	384,495	391,273
Activities for generating funds	3	50,363	-	50,363	42,276
Investment income	4	1,253	-	1,253	1,877
Incoming resources from charitable activities	5				
General		25,128	56,643	81,771	92,971
Total incoming resources		414,376	103,506	517,882	528,397
RESOURCES EXPENDED					
Costs of generating funds					
Costs of generating voluntary income	6	82,242	460	82,702	91,136
Fundraising trading: cost of goods sold and other costs	7	24,026	-	24,026	19,367
Charitable activities	8				
General		224,988	76,626	301,614	336,086
Total resources expended		331,256	77,086	408,342	446,589
NET INCOMING RESOURCES BEFORE TRANSFERS		83,120	26,420	109,540	81,808
Gross transfers between funds	19	(459)	459	-	-
Net incoming/(outgoing) resources		82,661	26,879	109,540	81,808
RECONCILIATION OF FUNDS					
Total funds brought forward		354,372	32,720	387,092	305,284
TOTAL FUNDS CARRIED FORWARD		437,033	59,599	496,632	387,092

CONTINUING OPERATIONS
All incoming resources and resources expended arise from continuing activities.

BALANCE SHEET
AT 30 JUNE 2021

	Notes	2021 £	2020 £
FIXED ASSETS			
Tangible assets	14	241	748
CURRENT ASSETS			
Debtors	15	31,607	12,124
Cash at bank		483,236	382,924
		514,843	395,048
CREDITORS			
Amounts falling due within one year	16	(18,452)	(8,704)
NET CURRENT ASSETS		496,391	386,344
TOTAL ASSETS LESS CURRENT LIABILITIES		496,632	387,092
NET ASSETS		496,632	387,092
FUNDS	19		
Unrestricted funds		437,033	354,372
Restricted funds		59,599	32,720
TOTAL FUNDS		496,632	387,092

BALANCE SHEET - CONTINUED
AT 30 JUNE 2021

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees on 3rd February 2022 and were signed on its behalf by:

.....
Mr T Sumpster - Trustee

.....
Mr P Rouse - Trustee

THE PITUITARY FOUNDATION

CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 £	2020 £
Net cash inflow from operating activities	1	100,312	88,469
Increase in cash in the period		100,312	88,469

Reconciliation of net cash flow to movement in net debt	2		
Increase in cash in the period		100,312	88,469
Change in net debt resulting from cash flows		100,312	88,469
Movement in net debt in the period		100,312	88,469
Net debt at 1 July		382,924	294,455
Net debt at 30 June		483,236	382,924

NOTES TO THE CASH FLOW STATEMENT FOR THE YEAR ENDED 30 JUNE 2021

1. RECONCILIATION OF NET INCOMING RESOURCES TO NET CASH INFLOW FROM OPERATING ACTIVITIES

	2021	2020
	£	£
Net incoming resources	109,540	81,808
Depreciation charges	507	508
(Increase)/decrease in debtors	(19,483)	16,567
Increase/(decrease) in creditors	9,748	(10,414)
Net cash inflow from operating activities	100,312	88,469

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.7.20	Cash flow	At 30.6.21
	£	£	£
Net cash			
Cash at bank	382,924	100,312	483,236
Total	382,924	100,312	483,236

1. ACCOUNTING POLICIES

Accounting convention
The financial statements have been prepared under the historical cost convention, the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources
All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

For legacies, entitlement is taken as the earlier of the date on which either: the company is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the company has been notified of the executor's intention to make a distribution. Where legacies have been notified to the company, or the company is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the Friends is not recognised and refer to the Trustees' report for more information about their contribution.

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

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Resources expended
Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

All expenditure is inclusive of irrecoverable VAT.

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. VOLUNTARY INCOME

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Donations	227,279	4,738	232,017	264,998
Gift aid	30,072	-	30,072	36,194
Legacies	33,232	42,125	75,357	35,661
Membership	46,468	-	46,468	38,200
Sundry income	581	-	581	16,220
	337,632	46,863	384,495	391,273

Voluntary income in the prior year included £372,332 of unrestricted income and £18,941 of restricted income.

Included within unrestricted voluntary income is £1,147 (2020: £5,623) of income raised by the Local support groups.

3. ACTIVITIES FOR GENERATING FUNDS

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Lottery & raffle proceeds	35,561	-	35,561	30,436
Merchandise proceeds	14,802	-	14,802	11,840
	50,363	-	50,363	42,276

Activities for generating funds in the prior year included £42,276 of unrestricted income and no restricted income.

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Bank interest receivable	1,253	-	1,253	1,877

Investment income in the prior year included £1,877 of unrestricted income and no restricted income.

5. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	2021	2020
	£	£
Grants	80,733	91,333
Publications	1,038	1,638
	81,771	92,971

Income from charitable activities in the prior year included £24,938 of unrestricted income and £68,033 of restricted income.

6. COSTS OF GENERATING VOLUNTARY INCOME

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Staff costs	65,484	-	65,484	63,893
Event costs	7,429	442	7,871	14,147
Online giving fees	4,817	-	4,817	5,309
Printing, postage & promotion costs	2,764	18	2,782	3,864
Other staff costs	884	-	884	3,167
Other fundraising costs	864	-	864	756
	82,242	460	82,702	91,136

Included in costs of generating voluntary income in the prior year were £91,136 of unrestricted funds and no restricted funds.

7. FUNDRAISING TRADING: COST OF GOODS SOLD AND OTHER COSTS

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Purchases	24,026	-	24,026	19,367

Included in fundraising trading costs in the prior year were £19,367 of unrestricted funds and no restricted funds.

8. CHARITABLE ACTIVITIES COSTS

	Direct costs (See note 9)	Support costs (See note 10)	Totals
	£	£	£
General	138,109	163,505	301,614

Included in costs of charitable activities in the prior year were £273,421 of unrestricted funds and £62,665 of restricted funds.

9. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2021	2020
	£	£
Staff costs	120,567	117,076
Staff training	119	358
Accommodation, travel & subsistence	-	1,792
Publication costs	15,451	14,548
Text service costs	-	180
Other staff costs	-	240
Local support group costs (prior year)	-	5,600
Local support group costs	1,972	6,896
	138,109	146,690

10. SUPPORT COSTS

	General	Governance	Totals
	£	£	£
General	139,722	23,783	163,505

Support costs, included in the above, are as follows:

10. SUPPORT COSTS - continued

General

	2021	2020
	£	£
Wages	58,567	56,412
Social security	4,005	3,858
Pensions	2,756	2,727
Rent payable under operating leases	13,019	11,289
Insurance	3,982	4,197
Telephone, photocopier, postage & office supplies	14,965	15,557
Sundries	1,437	770
Bank charges	1,864	2,243
Website & online	4,611	4,875
LAPPS commission	-	1,251
LSG costs	-	825
Data protection and IT security	5,844	5,787
Software licences & expenses	11,155	9,784
Equipment	299	887
IT upgrade	-	20,241
Professional fees	402	167
Cleaning & consumables	-	481
Finance & HR consultancy	9,879	13,899
Other contractors	2,520	1,172
Recruitment expenses	838	360
Training & welfare	217	1,290
Accommodation, travel & subsistence	246	3,755
Membership subscriptions	2,609	2,012
Depreciation of tangible fixed assets	507	508
	139,722	164,347

Governance

	2021	2020
	£	£
Wages	19,319	21,638
Social security	1,639	-
Pensions	959	-
Independent Examination fees	1,668	1,620
Other governance costs	198	1,299
Trustee expenses reimbursed	-	492
	23,783	25,049

11. NET INCOMING/(OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

	2021	2020
	£	£
Depreciation - owned assets	507	508

12. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2021 nor for the year ended 30 June 2020.

Trustees' expenses

During the year no Trustees received reimbursement of expenses (2020: 2 Trustees £492).

13. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	244,433	246,264
Social security costs	17,333	11,446
Other pension costs	11,530	7,894
	273,296	265,604

The average monthly number of employees during the year was as follows:

	2021	2020
Core activities	8	10

No employees received emoluments in excess of £60,000.

The key management personnel of the charity comprise the Chief Executive Officer, the Head of Patient and Family Services and the Head of Fundraising. The total employee benefits of the key management personnel of the charity were £140,654 (2020: 137,599).

14. TANGIBLE FIXED ASSETS

	Fixtures and fittings	Computer equipment	Totals
	£	£	£
COST			
At 1 July 2020 and 30 June 2021	47,309	1,522	48,831
DEPRECIATION			
At 1 July 2020	47,309	774	48,083
Charge for year	-	507	507
At 30 June 2021	47,309	1,281	48,590
NET BOOK VALUE			
At 30 June 2021	-	241	241
At 30 June 2020	-	748	748

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Other debtors	1,191	9,915
Prepayments and accrued income	30,416	2,209
	31,607	12,124

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade creditors	3,235	1,748
Social security and other taxes	7,439	3,398
Other creditors	3,420	3,180
Accruals and deferred income	4,358	378
	18,452	8,704

17. OPERATING LEASE COMMITMENTS

The following operating lease payments are committed to be paid within one year:

	Other operating leases	
	2021	2020
	£	£
Expiring:		
Within one year	1,513	1,771
Between one and five years	1,297	2,810
	2,810	4,581

18. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Fixed assets	241	-	241	748
Current assets	455,244	59,599	514,843	395,048
Current liabilities	(18,452)	-	(18,452)	(8,704)
	437,033	59,599	496,632	387,092

19. MOVEMENT IN FUNDS

	At 1.7.20 £	Net movement in funds £	Transfers between funds £	At 30.6.21 £
Unrestricted funds				
General fund	354,372	83,120	(459)	437,033
Restricted funds				
Endocrine Nurse helpline	11,437	(11,060)	-	377
Patient Info Helpline	9,342	(904)	-	8,438
Publications	2,249	3,413	-	5,662
Volunteer Training	9,692	(6,695)	-	2,997
Virtual Conference 2021	-	(459)	459	-
Legacy – Solent & IOW Support Group	-	5,925	-	5,925
Legacy – Publications	-	5,000	-	5,000
Legacy – Nurse helpline	-	31,200	-	31,200
	32,720	26,420	459	59,599
TOTAL FUNDS	387,092	109,540	-	496,632

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	414,376	(331,256)	83,120
Restricted funds			
Endocrine Nurse helpline	4,681	(15,741)	(11,060)
Patient Info Helpline	47,894	(48,798)	(904)
Publications	12,500	(9,087)	3,413
Volunteer Training	(6,695)	-	(6,695)
Virtual Conference 2021	3,001	(3,460)	(459)
Legacy – Solent & IOW Support Group	5,925	-	5,925
Legacy – Publications	5,000	-	5,000
Legacy – Nurse helpline	31,200	-	31,200
	103,506	(77,086)	26,420
TOTAL FUNDS	517,882	(408,342)	109,540

19. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.19 £	Net movement in funds £	Transfers between funds £	At 30.6.20 £
Unrestricted Funds				
General fund	285,181	57,499	11,692	354,372
Restricted Funds				
Endocrine Nurse helpline	10,095	1,342	-	11,437
Issy Appeal	1,829	10	(1,839)	-
IT Appeal	8,179	1,674	(9,853)	-
Patient Info Helpline	-	9,342	-	9,342
Publications	-	2,249	-	2,249
Volunteer Training	-	9,692	-	9,692
	20,103	24,309	(11,692)	32,720
TOTAL FUNDS	305,284	81,808	-	387,092

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	441,423	(383,924)	57,499
Restricted funds			
Endocrine Nurse helpline	17,026	(15,684)	1,342
Issy Appeal	10	-	10
IT Appeal	21,915	(20,241)	1,674
Patient Info Helpline	31,081	(21,739)	9,342
Publications	7,250	(5,001)	2,249
Volunteer Training	9,692	-	9,692
	86,974	(62,665)	24,309
TOTAL FUNDS	528,397	(446,589)	81,808

19. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.19 £	Net movement in funds £	Transfers between funds £	At 30.6.21 £
Unrestricted funds				
General fund	285,181	140,619	11,233	437,033
Restricted funds				
Endocrine Nurse helpline	10,095	(9,718)	-	377
Issy Appeal	1,829	10	(1,839)	-
IT Appeal	8,179	1,674	(9,853)	-
Patient Info Helpline	-	8,438	-	8,438
Publications	-	5,662	-	5,662
Volunteer Training	-	2,997	-	2,997
Virtual Conference 2021	-	(459)	459	-
Legacy – Solent & IOW Support Group	-	5,925	-	5,925
Legacy – Publications	-	5,000	-	5,000
Legacy – Nurse helpline	-	31,200	-	31,200
	20,103	50,729	(11,233)	59,599
TOTAL FUNDS	305,284	191,438	-	496,632

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	851,076	(710,457)	140,619
Restricted funds			
Endocrine Nurse helpline	21,707	(31,425)	(9,718)
Issy Appeal	10	-	10
IT Appeal	21,915	(20,241)	1,674
Patient Info Helpline	78,975	(70,537)	8,438
Publications	19,750	(14,088)	5,662
Volunteer Training	2,997	-	2,997
Virtual Conference 2021	3,001	(3,460)	(459)
Legacy – Solent & IOW Support Group	5,925	-	5,925
Legacy – Publications	5,000	-	5,000
Legacy – Nurse helpline	31,200	-	31,200
	190,480	(139,751)	50,729
TOTAL FUNDS	1,041,556	(850,208)	191,348

19. MOVEMENT IN FUNDS - continued

Purpose of funds

Unrestricted revenue funds - These funds are held for meeting the objectives of the charity, and to provide reserves for future activities, and, subject to charity legislation, are free from all restrictions on their use.

Restricted funds:-

Endocrine Nurse Helpline
A specialist endocrine nurse helpline service for pituitary patients, carers, family and the wider pituitary community.

Issy Appeal
A fundraising appeal raising money in Isabella Andrews' name.

IT appeal
Appeal to raise money to replace core IT infrastructure.

Patient Info Helpline
Helplines service delivered by telephone, email and text.

Publications
The charity provides various booklets, factsheets and other information publications.

Volunteer training
Funding to deliver training to our team of volunteers.

Virtual Conference 2021
Funding received for the 2021 Virtual Conference.

Legacy – Solent & IOW Support Group
Legacy income received to specifically support the Solent & IOW Support Group.

Legacy – Publications
Legacy income received to be used for publications.

Legacy – Nurse helpline
Legacy income received to be used for the nurse helpline.

20. PENSION COMMITMENTS

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £11,530 (2020: £7,894). Contributions totalling £1,752 (2020: £1,176) were payable to the fund at the balance sheet date and are included in creditors.

21. RELATED PARTY DISCLOSURES

There are no identified related parties, other than the trustees. Details of any payments to trustees are detailed in note 12. The total amount of donations received without conditions from trustees during the year was £593 (2020: £1,915).

22. ULTIMATE CONTROLLING PARTY

The Pituitary Foundation is a company limited by guarantee governed in accordance with its Memorandum and Articles of Association. The charitable company is wholly controlled by its members, who are also trustees of the charity.

THE PITUITARY FOUNDATION

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 JUNE 2021

	2021 £	2020 £
INCOMING RESOURCES		
Voluntary income		
Donations	232,017	264,998
Gift aid	30,072	36,194
Legacies	75,357	35,661
Membership	46,468	38,200
Sundry income	581	16,220
	384,495	391,273
Activities for generating funds		
Lottery & raffle proceeds	35,561	30,436
Merchandise proceeds	14,802	11,840
	50,363	42,276
Investment income		
Bank interest receivable	1,253	1,877
Incoming resources from charitable activities		
Grants	80,733	91,333
Publications	1,038	1,638
	81,771	92,971
Total incoming resources	**517,882**	**528,397**
RESOURCES EXPENDED		
Costs of generating voluntary income		
Wages	58,054	56,608
Social security	4,695	4,548
Pensions	2,735	2,737
Event costs	7,871	14,147
Online giving fees	4,817	5,309
Printing, postage & promotion costs	2,782	3,864
Other staff costs	884	3,167
Other fundraising costs	864	756
	82,702	91,136
Fundraising trading: cost of goods sold and other costs		
Merchandise costs	7,304	3,185
Lottery & raffle costs	16,722	16,182
	24,026	19,367
Charitable activities		
Wages	108,493	105,021
Social security	6,994	6,898
Carried forward	115,487	111,919

THE PITUITARY FOUNDATION

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2021

	2021 £	2020 £
Charitable activities		
Brought forward	115,487	111,919
Pensions	5,080	5,157
Staff training	119	358
Accommodation, travel & subsistence	-	1,792
Publication costs	15,451	14,548
Text service costs	-	180
Other staff costs	-	240
Local support group costs (prior year)	-	5,600
Local support group costs	1,972	6,896
	138,109	146,690
Support costs		
Other		
Wages	58,567	56,412
Social security	4,005	3,858
Pensions	2,756	2,727
Rent payable under operating leases	13,019	11,289
Insurance	3,982	4,197
Telephone, photocopier, postage & office supplies	14,965	15,557
Sundries	1,437	770
Bank charges	1,864	2,243
Website & online	4,611	4,875
LAPPS commission	-	1,251
LSG costs	-	825
Data protection and IT security	5,844	5,787
Software licences & expenses	11,155	9,784
Equipment	299	887
IT upgrade	-	20,241
Professional fees	402	167
Cleaning & consumables	-	481
Finance & HR consultancy	9,879	13,899
Other contractors	2,520	1,172
Recruitment expenses	838	360
Training & welfare	217	1,290
Accommodation, travel & subsistence	246	3,755
Membership subscriptions	2,609	2,012
Depreciation of tangible fixed assets	507	508
	139,722	164,347
Governance		
Wages	19,319	19,086
Social security	1,639	1,598
Pensions	959	954
Independent Examination fees	1,668	1,620
Other governance costs	198	1,299
Trustee expenses reimbursed	-	492
	23,783	25,049
Total resources expended	**408,342**	**446,589**
Net income	**109,540**	**81,808**

This page does not form part of the statutory financial statements