



May Measurement Month (MMM)

**Trustees' Annual Report for the period
19 November 2023 – 31 December 2024**

Charity Number: 1196683

Version: V1

May Measurement Month

7 Bell Yard, London, WC2A 2JR | Registered Charity No: 1196683

info@maymeasure.org | www.maymeasure.org



1. Introduction

1.1 Overview

This Trustees' Annual Report outlines the activities, achievements and financial performance of May Measurement Month (MMM), a registered charity (Charity Number: 1196683) focused on raising awareness about the importance of measuring blood pressure (BP) and promoting early diagnosis and management of high BP (hypertension).

1.2 Charity Objectives

The primary objectives of MMM are to:

- Raise awareness of health issues surrounding high BP and emphasize the importance of regular blood pressure measurement
- Encourage and facilitate opportunistic BP screenings in local communities
- Collecting data from participating countries across the globe on BP levels and associated health issues to provide robust scientific data to assist governments with improving local BP screening facilities and associated health policies.
- Support research and advocacy efforts to improve global hypertension management.

1.3 Structure, Governance and Management

MMM is governed by a board of trustees who are responsible for the strategic direction and oversight of the charity. Trustees are appointed based on their expertise and commitment to the charity's mission. Day-to-day operations are managed by a dedicated team of staff and volunteers.

1.4 MMM Trustees and Management Team

MMM Board of Trustees

Professor Neil Reginald Poulter
Professor Aletta Elisabeth Schutte
Professor Markus Peter Schlaich
Professor Georgios Stergiou
Dr Thomas Beaney
David Somen

MMM Administration Team

Mrs Harsha McArdle	Campaign Manager
Dr Gaia Kiru	Scientific Consultant

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2. Achievements and Performance

2.1 Key Activities and Achievements

During the reporting period, MMM:

- Conducted BP screening events in 63 countries (see Appendix 1), reaching 854,786 individuals.
- Developed and distributed educational materials on hypertension prevention and management.
- Partnered with global health organisations and clinics to provide training and resources for BP detection and management.

2.2 Beneficiaries and Impact

Since its launch in 2017, MMM BP screening has been carried out in over 7 million people globally resulting in just over one million individuals being identified as having untreated or inadequately controlled hypertension. Countless others have been made aware of the impact of BP through MMM educational and awareness initiatives. Early detection and management of hypertension have been shown to significantly reduce the risk of cardiovascular disease and stroke.

3. Financial Review

3.1 Income and Expenditure

MMM's total income for the reporting period was £279,714, and total expenditure was £394,179.

3.2 Reserves Policy

MMM maintains a reserves policy to ensure sufficient funds are available to cover operational costs and any unexpected expenses. At the end of the reporting period, MMM held reserves of £150,362.

3.3 Financial Stability

MMM continues to diversify its income streams and seek funding opportunities to ensure long-term financial sustainability.

4. Plans for the Future

4.1 Strategic Priorities

MMM's strategic priorities for the next reporting period include:

- Expanding BP screening events in new countries and communities.
- Enhancing partnerships with global health organisations and organisations – including International Society of Hypertension (ISH), World Heart Federation (WHF), Resolve to Save Lives (RTSL), AF-SCREEN, Servier, Omron, Medtronic and AstraZeneca.
- Developing innovative educational and awareness campaigns in new areas of screening closely associated with high BP such as atrial fibrillation and air pollution.

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4.2 Key Initiatives

To achieve MMM's strategic priorities in the coming year, the charity proposes to implement the following strategies and actions:

- Expand BP screening and awareness in new countries and communities.
- Enhance relationships with Global Health Organisations and Industry Partners.
- Develop innovative educational and awareness campaigns in new research areas and provide educational materials and screening for areas closely associated with high BP including atrial fibrillation and other BP related conditions.

By implementing these strategies and actions, MMM will work towards achieving its strategic priorities for the next reporting period, expanding its reach, and making a significant impact on global hypertension awareness and control.



5. Financial Reporting

5.1 Statement of Financial Activities for the Period Ended 31 December 2024

	Note	2024 £	2023* £
Income			
Cash Donations		171,234	233,617
Donations of equipment		108,480	76,230
Total Income		279,714	310,166
Expenditure			
Devices Donated		(108,480)	(76,230)
Devices, Printing & Distribution Expenses		(24,601)	(1,679)
Advertising & Marketing		(17,482)	(14,886)
Administrative and Management Fees		(100,670)	(102,188)
Research		(15,207)	(48,507)
Postage & Courier Costs		(28,603)	(14,366)
IT Software & Consumables		(11,926)	(7,130)
Legal Expenses		(90)	(120)
Charitable Donations Provided to a Number of LMIC Countries to Support MMM Activities (see appendix 2)		(32,812)	(1,775)
Insurance		(6,297)	(6,472)
Bank Fees		(365)	(441)
Accountancy Fees		(1,013)	(972)
Rent		-	(1,538)
Irrecoverable VAT & Other Costs		(46,633)	(553)
Total Expenditure		(394,179)	(276,857)
Net Expenditure before other recognised gains and losses		(114,465)	33,309
Other recognised gains and losses			
Realised profit/(loss) on foreign currency transactions		25	108
Unrealised profit/(loss) on revaluation of cash reserves		(18,108)	(10,076)
Net income for the year		(132,548)	23,341

All the charities activities derive from continuing operations.

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(Please note the 2023 comparatives have been restated to take account of a change in accounting policy regarding the recognition of the value of devices donated to the charity and their distribution, and also a correction in the recognition of foreign currency balances)*

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5.2 Balance Sheet as at 31 December 2024

	Note	2024	2023*
		£	£
Current Assets			
Cash at bank and in hand		150,362	250,956
Accounts Receivable		-	-
Other Debtors		-	34,743
Creditors: Amounts falling due within one year	2	-	(2,789)
Net Current Assets		150,362	282,910
Net Assets		150,362	282,910
Funds of the charity:			
Unrestricted funds		150,362	282,910
Total Funds		150,362	282,910

(* Please note the 2023 comparatives have been restated to take account of a change in accounting policy regarding the recognition of the value of devices donated to the charity and their distribution, and also a correction in the recognition of foreign currency balances)

The financial statements on pages 5 to 9 were approved by the trustees, and authorised for issue on 28 October 2025 and signed on their behalf by:

Signed by:

Handwritten signature of Professor Neil R Poulter in black ink.

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Professor Neil Poulter
Chair of Trustees, May Measurement Month

5.3 Notes to the Financial Statements for the Year Ended 31 December 2024

1 Accounting Policies

Statement of Compliance

The financial statements have been prepared in accordance with 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 2015) – (Charities SOPR (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of Preparation

May Measure Month meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Exemption from preparing a cash flow statement

The charity has turnover below £500,000 and therefore under Bulletin 1 published on 2 February 2016 it has not included a cash flow statement in these financial statements.

Going Concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Income

All income is recognised when the Charity is entitled to the income, there is sufficient certainty of receipt and so it is probable that the income will be received, and the amount can be reliably measured.

Donations and grants are included in the statement of financial activities when receivable by the Charity. Income from grants is recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Expenditure

Expenditure is recognised on an accruals basis as soon as there is a legal or constructive obligation committing the trust to the expenditure, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. Expenditure includes any VAT which cannot be fully recovered, which is reported as part of the expenditure to which it relates.

Investments

Fixed asset investments, other than programme related investments, are included at market value at the balance sheet date. Realised gains and losses on investments are calculated as the difference between sales proceeds and their market value at the start of the year, or their subsequent cost, and are charged or credited to the Statement of Financial Activities in the period of disposal.

Unrealised gains and losses represent the movement in the market values during the year and are credited or charged to the Statement of Financial Activities based on the market value at the year end.

Debtors and creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

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5.4 Notes to the Financial Statements for the Year Ended 31 March 2023

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustee’s discretion in furtherance of the objectives of the charity.

Staff

No staff are employed, and no remuneration or reimbursed expenses were paid to trustees during the year.

Related Party Transactions

There were no related party transactions requiring disclosure in the year.

2 Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade Creditors	-	(625)
Overdrafts	-	(2,164)



6. Declaration

6.1 Trustee Approval

We, the undersigned Trustees, have approved this annual report on 28 October 2025

Professor Neil Reginald Poulter	Signed by: Professor Neil R Poulter 3BAB762217014FA...
Professor Aletta Elisabeth Schutte	Signed by: Professor Alta Schutte BE04D46620D648C...
Professor Markus Peter Schlaich	DocuSigned by: Professor Markus Schlaich F0C993D55B96490...
Professor Georgios Stergiou	DocuSigned by: Professor George Stergiou 09CAG57ED02943D...
Dr Thomas Beaney	Signed by: Dr Thomas Beaney 9579CC080E7C48E...
David Somen	Signed by: David Somen 1DA4367BEF824FA...

Appendix 1

Countries that participated in MMM24

- | | |
|--------------------------------|--------------------------|
| 1. Albania | 33. Malaysia |
| 2. Argentina | 34. Mali |
| 3. Armenia | 35. Mauritius |
| 4. Australia | 36. Mexico |
| 5. Bahrain | 37. Mongolia |
| 6. Bangladesh | 38. Mozambique |
| 7. Barbados | 39. Nepal |
| 8. Belgium | 40. Nigeria |
| 9. Bulgaria | 41. Oman |
| 10. Canada | 42. Paraguay |
| 11. Chile | 43. Philippines |
| 12. China | 44. Poland |
| 13. Colombia | 45. Portugal |
| 14. Congo, Democratic Republic | 46. Romania |
| 15. Congo, Republic of | 47. Scotland |
| 16. Croatia | 48. Sierra Leone |
| 17. Cyprus | 49. Slovakia |
| 18. Egypt | 50. Slovenia |
| 19. England | 51. South Africa |
| 20. France | 52. South Korea |
| 21. Georgia | 53. Sri Lanka |
| 22. Ghana | 54. Sudan |
| 23. Greece | 55. Switzerland |
| 24. Hungary | 56. Thailand |
| 25. India | 57. Uganda |
| 26. Ireland | 58. Ukraine |
| 27. Israel | 59. United Arab Emirates |
| 28. Italy | 60. Venezuela |
| 29. Kazakhstan | 61. Vietnam |
| 30. Kenya | 62. Wales |
| 31. Libya | 63. Zambia |
| 32. Lithuania | |

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Appendix 2

Countries who received donations from MMM charity to carry out MMM BP screening activity in their country

1. Burundi*
2. Egypt
3. Ghana
4. India
5. Malawi
6. Rwanda*
7. Sri Lanka
8. Sudan
9. Uganda

**Campaign donations were approved and received in both countries; however, due to internal constraints within each country, the allocated funds were deferred to the following campaign year.*

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