



Trustees' Annual Report

For the period 1 April 2024 – 31 March 2025

Charity Registration Number: **1202194**

Charity Type: **Charity Incorporated Organisation (CIO)**

Chair's Statement

AskMyDoc CIO – Trustees' Annual Report 2024/25

As Chair of AskMyDoc CIO, I am pleased to present this year's statement, which reflects a period of significant growth, national recognition, and deepened community impact. Throughout 2024/25, our charity continued to champion health equity, expand preventative health initiatives, and deliver culturally competent education across diverse communities. Our trustees, volunteers, clinical partners, and students have worked tirelessly to ensure that underserved groups have access to meaningful, trusted, and high-quality health information.

2024/25 has been a year of significant growth, recognition, and impact for AskMyDoc CIO. We continued to champion health equity by delivering culturally competent, community-led health education and preventative initiatives across diverse and underserved communities.

This year, AskMyDoc was proud to be named a finalist for the **HSJ Race Equality Award**, recognising our commitment to tackling health inequalities and improving ethnic minority health. We also strengthened our governance and reaffirmed our long-term strategy at our Annual General Meeting, ensuring we remain focused on sustainable growth and public benefit.

We delivered high-impact public health campaigns addressing emerging needs, including national-level **nitrous oxide and drugs awareness initiatives**, alongside accessible digital education through livestreamed events. Women's health remained a key priority, with bilingual breast awareness resources and a major women's health event focusing on conditions that disproportionately affect ethnic minority women.

Our **CEPA (Community Education & Preventative Awareness)** programme expanded further, delivering preventative screening and health education in community and faith settings, while also supporting future healthcare professionals through our *Becoming a Doctor* skills pilot in partnership with the University of Manchester.

AskMyDoc's influence also reached national academic platforms, contributing to inclusive medical education through a presentation at Imperial College London.

Chair's Statement

Looking ahead, we will continue to grow our preventative health programmes, strengthen partnerships, and widen access to trusted health information for communities most affected by inequality.

On behalf of the Board of Trustees, I extend my sincere thanks to all volunteers, clinicians, students, partners, and supporters who make our work possible. Your dedication continues to drive positive change in the health and wellbeing of communities who need it most.

Chair of Trustees

AskMyDoc CIO

1. Reference and Administrative Details

Charity name: AskMyDoc
Charity number: 1202194
Registered address: As registered with the Charity Commission

TRUSTEES

Bushra Choudhry	Syeda Farah Farzana	Enam-UI Haque
Sabir Hussain	Hina Qamar Saddiqi	Yasmin Samir
Akmal Shakoor		

2. Structure, Governance and Management

AskMyDoc is a Charity Incorporated Organisation governed by its trustees. The trustees are responsible for directing the affairs of the charity and ensuring it operates in accordance with its constitution, charity law, and best practice.

Each trustee acts in good faith to further the charity's purposes and exercises reasonable care and skill, taking account of any specialist knowledge or professional experience.

Trustee Recruitment

Trustees are appointed by resolution at trustee meetings. Individuals are selected based on the skills, experience, and knowledge required for effective governance. All trustees must:

- Be aged 16 or over
- Be eligible under the charity's constitution
- Confirm acceptance of their role before acting

3. Objectives and Activities

Charitable Purposes

AskMyDoc promotes health awareness and tackles health inequalities among ethnic minority communities across the UK through:

- Community health education and awareness
- Volunteer and student training
- Advice and resources for communities and healthcare providers
- Development of health-related projects and programmes

4. Review of Activities and Achievements (2024/25)

During 2024/25, AskMyDoc continued to expand its reach, influence, and impact as a community-centered health charity committed to tackling health inequalities, increasing health literacy, and empowering underserved populations. The year was marked by national recognition, innovative campaigns, expanded community screening work, and strengthened partnerships with NHS organisations, universities, mosques, churches, community centers, and local authorities.

National Recognition & Governance Milestones

- August 2024 – HSJ Awards Finalist (Race Equality Award)

AskMyDoc was shortlisted in the prestigious HSJ Awards, recognising our sustained contribution to race equity, health inclusion, and culturally tailored health education. This national acknowledgement further validated the robustness and importance of our community-driven model.

- September 2024 – AskMyDoc AGM

We successfully delivered our Annual General Meeting, reviewing progress against strategic objectives, engaging trustees, volunteers, and partners, and reaffirming our mission to address structural and cultural barriers to healthcare access.

Major Awareness Campaigns & Public Health Education

SUBSTANCE MISUSE & COMMUNITY SAFETY

- November 2024 – Nitrous Oxide Awareness Campaign Video

In partnership with local police, Dr Hussain Mahmood delivered a high-impact educational video addressing the dangers of nitrous oxide misuse. The campaign targeted young people and parents, increasing awareness and reducing harm.

- December 2024 – “Behind the Laughs” NO & Drugs Event

A further community talk at Faizane Mushkil Kusha highlighted hidden risks of nitrous oxide and other substances, strengthening our preventative outreach.

- December 2024 – Aylesbury SDA Church Drugs Awareness Talk

Delivered by Dr Hussain Mahmood and live-streamed on YouTube, supporting wider digital reach and accessibility beyond the immediate audience.

WOMEN’S HEALTH & CULTURAL INCLUSION

- 2 February 2025 – Breast Awareness Video (Bengali & English)

Bilingual content was created to ensure accessible health education for South Asian communities—particularly those facing language barriers and information inequality.

- 14 February 2025 – Oldham Women’s Health Event

In collaboration with Empower Her Life, facilitator Nida Anwar led an event on fibroids, endometriosis, and adenomyosis. This provided culturally sensitive education for conditions often under-diagnosed in ethnic minority groups.

FAITH-BASED & SEASONAL HEALTH ENGAGEMENT

- February 2025 – Road to Ramadan Event

Dr Hussain Mahmood delivered tailored health guidance to support safe fasting for individuals living with chronic illness, reinforcing our mission to integrate health education into culturally meaningful contexts.

CEPA COMMUNITY SCREENING & STUDENT DEVELOPMENT PROGRAMME

AskMyDoc's CEPA (Community Education & Preventative Awareness) programme expanded significantly through 2024/25.

- **Becoming a Doctor – Skills Session Pilot**

A collaboration between the University of Manchester and Levenshulme Medical Practice, led by Dr Yasmin Samir, provided medical students with practical experience in community-focused clinical engagement, health checks, and health inequality education.

- **Levenshulme Inspire Centre CEPA Series**

A structured sequence of community BP checks, health literacy sessions, and preventative health discussions during October 2024 to December 2024.

These events provided regular and accessible early-intervention screening to local residents, strengthening trust between communities and healthcare services.

January 2025 – Didsbury Mosque CEPA Event

Continuing our work with faith-based settings, this session enabled health checks and early detection in a community with previously limited access to culturally appropriate preventative care.

PROFESSIONAL DEVELOPMENT, EDUCATION & ACADEMIC CONTRIBUTIONS

- **January 2025 – Imperial College London**

Dr Enam Haque and Dr Farah Farzana presented at “Reimagining Undergraduate Primary Care Education”, contributing expert insight on integrating ethnicity-informed healthcare and community health into medical education nationally.

These contributions strengthen AskMyDoc's influence as a thought leader in health equity and inclusive medical training.

5. Public Benefit

AskMyDoc's activities during 2024/25 delivered clear and measurable public benefit fully aligned with our charitable objectives to advance health, reduce inequalities, and improve health literacy in underserved communities.

6. Impact

The charity's work resulted in:

A. REDUCING HEALTH INEQUALITIES THROUGH TARGETED OUTREACH

Our programmes reached individuals facing barriers related to ethnicity, language, socioeconomic status, digital exclusion, and cultural stigma. This included:

- Ethnic minority women disproportionately affected by reproductive health conditions
- Young people vulnerable to substance misuse
- Faith-based communities lacking culturally aligned health guidance
- Communities with limited access to early screening and prevention services

By engaging directly within community environments—mosques, churches, community centers, and youth settings—we ensured health education reached those who benefit most.

B. IMPROVING HEALTH LITERACY & EARLY DETECTION

Through CEPA health checks, health awareness campaigns, and multilingual resources, the charity increased public understanding of:

- cardiovascular risk
- blood pressure management
- menopause
- substance misuse
- breast cancer awareness
- safe fasting during Ramadan
- reproductive health conditions

This supports earlier help-seeking, reduces preventable complications, and improves long-term health outcomes.

C. STRENGTHENING COMMUNITY SAFETY & YOUTH PROTECTION

Our nitrous oxide campaigns addressed a rapidly emerging public safety issue by:

- raising awareness of neurological and psychiatric risks
- working collaboratively with police
- engaging young people and parents through accessible video content

This work delivered immediate and tangible community safety benefit

D. DEVELOPING THE FUTURE HEALTHCARE WORKFORCE

Over the year, AskMyDoc delivered training and hands-on experiences for medical students and early-career clinicians. Benefits included:

- practical exposure to diverse community needs
- training in culturally competent care
- real-world experience of delivering health checks and preventative interventions
- increased awareness of social determinants of health

This investment helps shape a more inclusive, informed, and empathetic future workforce.

E. NATIONAL INFLUENCE ON HEALTH EDUCATION & EQUITY

Our contributions to national platforms—including HSJ Awards recognition and presentations at Imperial College London—helped to:

- raise awareness of racial disparities in health
- inform how the NHS and universities shape inclusive care
- share replicable models of community-centered health engagement

These activities extend the charity's impact beyond local communities into broader public benefit.

F: DEMONSTRABLE POSITIVE COMMUNITY IMPACT

Across all events, participants reported:

- increased confidence in managing health
- better understanding of symptoms and screening
- reassurance from culturally familiar settings
- stronger connections to NHS pathways
- reduced stigma around topics such as mental health, drugs, and women's health

This reflects the tangible and sustained benefit AskMyDoc provides to the public.

7. Looking Forward

This year's achievements reflects a charity that is maturing in scale, reputation, and impact. AskMyDoc continues to demonstrate that meaningful progress in health equity is possible when communities, clinicians, students, and system partners work together with shared purpose.

In the year ahead, we will continue to expand our CEPA programme, enhance our digital health content, strengthen partnerships with universities and faith institutions, and widen our reach into communities most affected by health inequality. Our trustees remain committed to ensuring robust governance, strategic clarity, and a sustained focus on public benefit.

8. Financial Review

Income and Expenditure Summary

Total income for the year was **£1,841.98**, with total expenditure of **£3,305.76**, resulting in a **net deficit of £1,463.78**.

Funding Sources

- Trustee donations: £490
- Donations: £1,051.98
- Services: £300.00

Funds were used for web hosting, room hire, and event-related costs in furtherance of the charity's objectives.

9. Assets, Reserves and Liabilities

At the year end, the charity held assets valued at **£1,069.56**, consisting of blood pressure monitors. These have been expensed in the relevant.

The charity had **no liabilities or outstanding debts**.

The charity does not currently operate a formal reserves policy.

10. Trustees' Responsibilities Statement

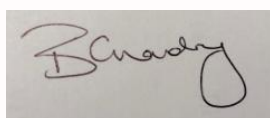
The trustees confirm that they have complied with their duties under the **Charities Act 2011**, including having due regard to public benefit guidance.

The trustees confirm that **no serious incidents** occurred during the year requiring reporting to the Charity Commission.

11. Approval

Approved by the Board of Trustees.

Chair:



Date: 28/01/26

Statement of Financial Activities For the year ended 31 March 2024

AskMyDoc

Charity Registration Number: 1202194

The charity has no restricted funds. All income and expenditure relate to unrestricted funds.

INCOME AND EXPENDITURE

Unrestricted Funds (£)

Income from donations and contributions

Trustee donations / contributions	490.00
Donations	1,051.98
Payment for services	300
Total income	1,841.98

Expenditure on charitable activities

Website	167.28
Translation	200.00
Room hire	602.50
Minor equipment	115.18
Insurance	100.80
Facilitator Fees	1,070.00
Administration	132.00
Equipment	918.00
Total expenditure	3,305.76
Net Income for the year	-1,463.78

BALANCE SHEET

As at 31 March 2025

	£
Current assets	
Cash at bank	8,413.42
Total assets	8,413.42
Current liabilities	
None	—
Net assets	8,413.42
Funds of the Charity	
	£
Unrestricted funds brought forward at 1 April 2024	9,877.20
Net income for the year	-1,463.78
Unrestricted funds carried forward at 31 March 2025	8,413.42

Notes to the Accounts

For the year ended 31 March 2025

1. Status of the charity

The charity is a **Charitable Incorporated Organisation (CIO)** and is governed by its constitution.

2. Basis of preparation

The accounts have been prepared on a **receipts and payments basis** in accordance with the **Charities Act 2011** and the **Charity Commission guidance for Charitable Incorporated Organisations**.

3. Funds

All funds held by the charity are **unrestricted**.

4. Fixed Asset

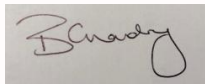
Assets with an individual cost of less than £2,000 are treated as de minimis and are expensed as incurred.

4. Trustee remuneration and expenses

No trustee received remuneration or other benefits during the year.
Trustees were reimbursed **£115.18** for expenses properly incurred in carrying out the charity's activities.

Approval

The accounts were approved by the trustees and authorized.



Signed on behalf of the trustees:

Name: Bushera Choudry

Position: Trustee

28/01/2026