

# THE AMR NARRATIVE

England & Wales · Charity number 1204055

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2023-07-20

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Suite 3  
Peel House  
30 The Downs  
Altrincham  
WA14 2PX

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**Website** [www.theamrnarrative.org](http://www.theamrnarrative.org)

## Activities

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**Objects:** FOR THE PUBLIC BENEFIT, TO ADVANCE EDUCATION AMONG THE GENERAL PUBLIC, MEDICAL PRACTITIONERS, PATIENTS, AND OTHERS, ABOUT ANTIMICROBIAL RESISTANCE (AMR) AND HEALTH THROUGH THE PROVISION OF EDUCATIONAL RESOURCES, PROGRAMMES AND TOOLS INCLUDING A WEBSITE, SOCIAL MEDIA CAMPAIGNS, WEBINARS, EVENTS AND OTHER MEDIA. AMR IS A NATURAL PHENOMENON WHERE MICROORGANISMS SUCH AS BACTERIA, VIRUSES, FUNGI, AND PARASITES EVOLVE TO BECOME RESISTANT TO THE DRUGS THAT ARE USED TO TREAT THEM. THIS MEANS THAT THE DRUGS BECOME LESS EFFECTIVE OR COMPLETELY INEFFECTIVE IN TREATING THE INFECTIONS CAUSED BY THESE RESISTANT MICROORGANISMS.

**Activities:** Working globally, for the public benefit, to advance education among the public, medical practitioners, patients, and others, about antimicrobial resistance (AMR) through the provision of educational resources, programmes, advocacy development, community building and tools including a website, social media campaigns, webinars, events, and other media.

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

## Geography

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- Australia
- Bangladesh
- Belgium
- Botswana
- Brazil
- Burundi
- Canada
- Eswatini
- Ethiopia
- France
- Germany
- Ghana
- Ireland
- Isle Of Man
- Italy
- Kenya
- Lesotho
- Malawi
- Malaysia
- Malta
- Mozambique
- Namibia
- Netherlands
- New Zealand
- Nigeria
- Northern Ireland
- Qatar
- Rwanda
- Scotland
- South Africa
- Spain
- Switzerland
- Tanzania
- Turkey

- Uganda
- United Arab Emirates
- United States
- Zambia
- Zimbabwe
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£35,884	£29,641	-	-
2024-03-31	£17,155	£5,171	-	-

## Trustees

Name	Role	Appointed
<b>Dr Francesca Chiara</b>	Chair	2022-03-18
Dr ADRIAN BRINK		2022-03-18
Dr Damiano de Felice		2025-10-13
Dr Oliver Van Hecke		2022-03-18
Dr Renier Coetzee		2022-03-18
Dr Zbigniew Fedorowicz		2025-10-13
Jonathan Paul Green		2024-07-17
Rachel Freeman		2025-10-13

**THE AMR NARRATIVE**

England & Wales - Charity number 1204055

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# Accounts

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**The AMR Narrative**  
**Unaudited Annual Report**  
**Year Ended 31 March 2025**

**The AMR Narrative  
Annual Report  
Year Ended 31 March 2025**

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# **The AMR Narrative**

## **Reference and Administration Details**

### **Year Ended 31 March 2025**

#### **Charity Name and Number**

The AMR Narrative registered charity number 1204055.

#### **Trustees**

The Trustees who served during the year and up to the date of approval of these accounts were as follows:

Dr F Chiara (Chairperson)  
Prof M Mendelson (resigned 19 July 2024)  
Dr A Brink  
Dr O Van Hecke  
Dr R Coetzee  
Dr E Charani (resigned 26 January 2025)  
Dr W Thompson (resigned 4 August 2025)  
J P Green (appointed 17 July 2024)  
Prof Z Fedorowicz (appointed 13 October 2025)  
Dr R Freeman (appointed 13 October 2025)  
D Felice (appointed 13 October 2025)

#### **Principal Address**

Suite 3f  
Peel House  
30 The Downs  
Altrincham  
WA14 2PX

#### **Bankers**

Unity Trust Bank plc  
Four Brindleyplace  
Birmingham  
B1 2JB

#### **Accountants**

Francis Clark LLP  
Sigma House  
Oak View Close  
Edginswell Park  
Torquay  
Devon  
TQ2 7FF

# **The AMR Narrative**

## **Trustees' Report**

### **Year Ended 31 March 2025**

#### **Trustees Report**

The trustees present their report for the year to 31 March 2025.

#### **Objectives, Activities and Public Benefit**

As per our constitution, our charitable objectives are:

- For the public benefit, to advance education among the public, medical practitioners, patients, and others, about antimicrobial resistance (AMR) through the provision of educational resources, programmes, advocacy development, community building and tools including a website, social media campaigns, webinars, events, and other media. The Trustees have regard to the Charity Commission's guidance on public benefit.
- AMR is a natural phenomenon where microorganisms such as bacteria, viruses, fungi, and parasites evolve to become resistant to the drugs that are used to treat them. This means that drugs become less effective or completely ineffective in treating the infections caused by these resistant microorganisms.

Whilst our charity is registered in the UK, we prefer to take a global approach, acknowledging that antimicrobial resistance (AMR) is a worldwide issue that impacts everyone. We also understand the importance of partnerships in addressing the complexities of AMR and saving lives. This is why we are committed to fostering meaningful relationships with other patient groups, civil society leaders, academic institutions, industry stakeholders, and others.

#### **Structure, Governance and Management**

##### ***Structure and Governance***

The constitution requires there to be a minimum of three Trustees and there is no maximum number of charity trustees that may be appointed to the CIO.

##### **The Founding Trustees were:**

Dr Francesca Chiara (2022 – present) - Chair  
Dr Wendy Thompson (2022 – 2025) – Co-chair  
Dr Esmita Charani (2022 – 2025)  
Prof Adrian Brink (2022 – present)  
Prof Renier Coetzee (2022 – present)  
Dr Oliver van Hecke (2022 – present)  
Prof Marc Mendelson (2022 – 2024)

##### **Resignations:**

In July 2024, Prof Marc Mendelson resigned due to concerns around skills he offered to the charity, however, continues to support our work as an external advisor.

In January 2025, Dr Esmita Charani resigned due to growing work commitments, however, continues to support our work as an external advisor.

Dr Wendy Thompson resigned in August 2025 due to a perceived conflict of interest with research work she was involved with, however, continues to support our charity by promoting partnerships and funding opportunities with academic institutions. As this falls outside of the current financial year, we will include this in our 2026 report.

## **The AMR Narrative**

### **Trustees' Report (continued)**

### **Year Ended 31 March 2025**

In 2025, we developed a skills auditing form for trustees and staff to ensure that we utilise their expertise effectively and continue to identify gaps in our board in future years.

#### **New Appointments:**

Considering our ambition to expand skills and expertise of the board, a legal trustee, Dr Jonathan Green was appointed in July 2024.

Further to this, we opened trustee applications in June 2025, whereby we had a total of 19 applicants of which 3 were appointed in October 2025, each were identified based on their strategic development, research and fundraising expertise as well as previous experience working within a non-profit board, these new Trustees are:

Prof Zbys Fedorowicz  
Dr Rachel Freeman  
Damiano de Felice

Our current Board of Trustees as of October 2025 now consists of:

Dr Francesca Chiara (2022 – present) – Chair  
Prof Renier Coetzee (2022 – present) – Co-chair  
Prof Adrian Brink (2022 – present)  
Dr Oliver van Hecke (2022 – present)  
Prof Zbys Fedorowicz (2025 – present)  
Dr Rachel Freeman (2025 – present)  
Damiano de Felice (2025 – present)  
Dr Jonathan Green (2025 – present)

#### ***Management***

Day-to-day operation of the charity, and implementation of its strategy, is delegated to the Executive Director, who is supported by the trustees, an external advisory, and paid consultants. In the second financial year, beginning April 2025, the Executive Director received a project-based salary through payroll and PAYE, overseen by our appointed accountants.

In September 2025, we also appointed a part-time Finance and Administration Manager, engaged as a monthly consultant, to manage daily tasks such as developing a policy register, producing ongoing financial reports, issuing invoices, and capturing monthly statements. This will be reflected further in the 2026 annual report. At present, we have not yet secured a trustee with financial expertise to act as Treasurer and therefore rely on our Finance and Administration Manager and appointed accountants.

#### ***New trustee appointments***

Upon appointing new trustees, we follow a formal application process beginning with an advertisement on LinkedIn. Existing trustees are then asked to score applicants using a voting system based on their expertise and experience. The top candidates are invited for interview, and successful applicants undertake an induction during which we present an overview of the charity, recent activities, strategic objectives, and a financial summary. New trustees are also provided with our legal constitution and internal policies.

Each trustee (including the initial charity trustees) is appointed for a five-year term, with the board having the option to renew their appointment for a second five-year term at the end of the first. Should a trustee need to resign early, we request a minimum of three months' written notice. This enables us to appoint a replacement and complete any necessary administrative procedures, particularly where the departing trustee held banking authority. This process also depends on whether the resignation would risk destabilising the board or charity operations, especially if it brings us close to the minimum required number of trustees.

# **The AMR Narrative**

## **Trustees' Report (continued)**

### **Year Ended 31 March 2025**

#### **Chair's Foreword**

It is with pride and renewed purpose that I write this foreword for our 2024-25 Annual Report. As Chair of The AMR Narrative, I reflect on this past year of remarkable growth that has seen us evolve from a newly established charity into a more established voice in global AMR.

This past year has been transformative. Building on the strong foundations laid in our first year, we have expanded our reach and strengthened our partnerships. Our acceptance as a non-profit organisation within the WHO Civil Society Commission marks a significant step, positioning us to contribute meaningfully to international policy discussions and ensuring that patient perspectives remain central to the AMR response.

Under the continued leadership of our founder and Chief Executive, Vanessa Carter, whose lived experience and unwavering advocacy continue to guide our mission, we have delivered on ambitious projects while maintaining our commitment to evidence-based, inclusive, and people-centred work. Our Board of Trustees has been strengthened by the expertise of Prof Zbys Fedorowicz, and Drs Rachel Freeman, and Damiano de Felice, who will be supporting the Charity advancing its strategic goals across all pillars.

This year, we also focused more extensively on community outreach. Our educational resources have reached wider audiences, and our partnerships with academic institutions, patient organisations, and international bodies have deepened. We have also made important strides in diversifying our income streams, ensuring the sustainability of our work.

The challenge of AMR grows more urgent each day. Yet I am inspired by the progress we have made and the momentum we continue to build. From influencing policy at the highest levels to supporting individual patients in finding their advocacy voice, The AMR Narrative is making a tangible difference.

None of this would be possible without the extraordinary commitment of our trustees, advisors, volunteers and funders. I am also deeply grateful to all the patients who shared with us their stories and remind us daily why this work matters.

As we look to the year ahead, together, we will continue to transform the narrative around AMR, championing the voices of those most affected and working towards a world where antibiotics remain effective.



**Dr Francesca Chiara**  
Chair, The AMR Narrative

## **The AMR Narrative**

### **Trustees' Report (continued)**

### **Year Ended 31 March 2025**

#### **What is antimicrobial resistance (AMR)?**

AMR or Antimicrobial Resistance, is a natural phenomenon that occurs when microorganisms (germs) - such as bacteria, fungi, viruses, and parasites - evolve in ways that make the medicines designed to kill them less effective. These germs develop resistance to treatments, making infections significantly harder to cure. To understand this better, think of antimicrobials as a group of medicines designed to target various types of germs. Different antimicrobial medicines are used for different types of germs, and typically:

When germs become resistant to antimicrobial medicines, infections become more difficult to treat, leading to longer illnesses and higher risks of death (mortality) or disability (morbidity). One of the major contributors to AMR is the inappropriate use of antimicrobial medicines. For instance, antibiotics are sometimes used for illnesses like the flu, colds, and COVID-19, which are caused by viruses—not bacteria. Since antibiotics can't kill viruses, using them for these conditions is not only ineffective but also harmful. This misuse gives germs the opportunity to become resistant to antimicrobial medicines, making future infections harder to treat. According to a recently published GRAM report (Global Report on AMR), in 2019 close to 1.3 million deaths alone were attributed to bacterial resistance to the medicines used to treat them. It has also been estimated that by 2050, more people could die from AMR than from cancer which is why it has been declared a global emergency.

Common medical-associated conditions that rely on antimicrobial medicines to work include, (not limited to):

- Cancer
- Surgical infections
- Urinary Tract Infections (UTI)
- Thrush (oral and vaginal)
- Difficult births or neonatal health
- Sexually transmitted diseases (e.g. Gonorrhoea)
- Organ transplants or prosthetic implants
- Malaria
- Dental infections
- HIV/AIDS
- Tuberculosis (TB) and other respiratory infections
- Foodborne illnesses or disease
- Rare diseases
- Immunocompromised patients
- Sepsis
- Non-communicable diseases (e.g. diabetes)

#### **Using a One Health approach**

AMR isn't just a human health issue; it affects animals, the environment, and, ultimately, everyone. In animal farming and food production, antimicrobials are often used to prevent or treat infections in animals. However, this practice can lead to the development and spread of resistance germs in the animals and the surrounding environment. This can spread to humans in several ways—through direct contact with animals, eating contaminated meat or animal products, or through exposure to contaminated soil and water. Antifungals as an example, play a critical role in both agriculture and human health, but their use in food production can contribute to the growing problem of AMR in humans.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2025



This is why the "One Health" approach is so important to our charity. It recognises that the health of humans, animals, and the environment are all connected, and it stresses the need for a coordinated effort across these sectors to address AMR. Consumers, the public and others are equally impacted which is why they should be included.

#### Charitable Objectives

As per our constitution, our charitable objectives are:

- For the public benefit, to advance education among the public, medical practitioners, patients, and others, about antimicrobial resistance (AMR) through the provision of educational resources, programmes, advocacy development, community building and tools including a website, social media campaigns, webinars, events, and other media.
- AMR is a natural phenomenon where microorganisms such as bacteria, viruses, fungi, and parasites evolve to become resistant to the drugs that are used to treat them. This means that the drugs become less effective or completely ineffective in treating the infections caused by these resistant microorganisms.

Whilst our charity is registered in the UK, we take a global approach, acknowledging that AMR is a worldwide issue that affects everyone. We also understand the importance of partnerships in addressing the complexities of AMR and saving lives. This is why we are committed to fostering meaningful relationships with other patient groups, civil society organisations, health professionals and associations, academic institutions, industry stakeholders, and others.

#### Founding Principles

The AMR Narrative was founded by AMR patient survivor (Vanessa Carter) and seven founding trustees. Officially registered as a Charitable Incorporated Organisation (CIO) on July 31, 2023, in the United Kingdom, it operates under its constitution. Vanessa's advocacy journey began after spending three years battling highly resistant infections following a car accident in South Africa in 2004 and an extensive ten-year facial reconstruction. Her experience exposed critical gaps in medical systems, particularly in communication and policy, and highlighted a lack of advocacy from fellow patients, motivating her to act. In 2013, she launched her advocacy efforts. Before relocating to the UK in 2020, she envisioned a charity dedicated to empowering others facing similar challenges with AMR. This vision was realised in 2022 with the establishment of the charity.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2025

#### Values

We believe in upholding the highest values, because ultimately people's lives are at stake. We focus our work on seven values which include:

1. Compassion
2. Empowerment
3. Collaboration
4. Integrity
5. Equality and Inclusion
6. Innovation
7. Sustainability

#### Primary Pillars and Strategic Goals

Considering its charitable objectives, The AMR Narrative has defined its strategy around three clear strategic pillars. Although these pillars cut across all programmes of work, our activities can be categorised according to their alignment of Developing Advocacy Capacity, Promoting Public Understanding and Fostering a Global Community



#### Risk Management

A risk register has been created, and we plan to monitor and review it annually, considering the growth of our charity and incoming revenue.

#### Volunteers

A voluntary accountant was appointed on the 8th of April 2024. At present we do not have any further appointed volunteers. As we are planning to expand our community outreach in 2026, we expect to appoint further volunteers to take part in these initiatives.

#### External Advisory

We have 25 external advisors who provide their input on an occasional basis voluntarily. This comes in the form of writing and editing patient stories, journalism expertise to keep our news section up to date, qualified scientific writers who often contribute evidence-based content to the website. On average, the most active advisors spend 1-2 hours every 3-12 months.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2025

#### Achievements, Performance and Major Activities

This second financial year, we have carried out several activities in line with our strategic objectives on a limited budget as set out in our financial report below with the aim of expanding our initiatives in the coming years.

#### Website development

Our website, first developed in 2022, is overseen by our Executive Director and consulting web developer and has evolved with generous support from our external advisors:

##### A Blog:

Our blog continues to provide clear, accessible articles on different aspects of AMR, written in plain language for patients, the public, and healthcare professionals. We receive generous contributions from scientific writers, including healthcare professionals, and each article is reviewed by both a patient and a trustee with scientific expertise to ensure accuracy and readability. In 2024–25, two key topics featured were the impact of AMR on people living with cancer, and the link between antibiotic use and C. diff. In 2025, we expanded our topics even further. The blog section can be viewed here: <https://amnarrative.org/blog>

##### Newsletter:

Our website includes a newsletter sign-up feature, enabling users to stay connected with updates from our charity. As the subscriber base continues to grow, we aim to secure funding to launch a quarterly newsletter. As of this year, we have 379 subscribers. These are currently made up of a combination of NGOs, patients, members of the public, health professionals, researchers and others.

##### Personal Stories:

Our website features a “**Narratives Matter**” section, showcasing stories from patients who have been affected by AMR infections. This section highlights the profound impact of AMR on individuals' lives, making this critical issue more relatable and accessible to a wider audience. It serves as a valuable resource for patients, the public, medical professionals, researchers, and policymakers, fostering greater understanding and empathy across all sectors. We have a strict data-consent process in place for patient storytellers and provide mentorship and support to those writing their stories for the first time. Stories can be viewed here: <https://amnarrative.org/narratives-matter/>

##### News Section

In May 2024, we launched a News section on our website to provide timely updates on our activities and wider developments in AMR. Over the year, we published eight news posts, making the site more dynamic and strengthening our advocacy by regularly highlighting our initiatives and partnerships. Read our latest news here: [News - The AMR Narrative](#)

##### Initiatives we Support

In 2024, we created a section on our website to highlight initiatives we support. At present, these include the [Antibiotic Guardian Pledge Campaign](#), managed by the UK Health Security Agency (UKHSA), and the AMR Symbol, hosted by the [European Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections](#) (EU-JAMRAI).

Subsequently, EU-JAMRAI kindly donated 200 AMR symbol badges to our charity.

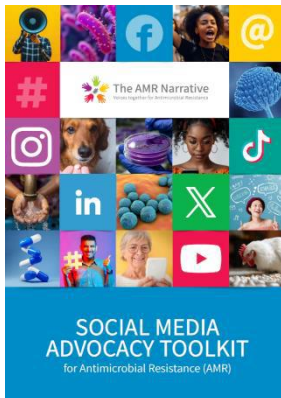
Whilst we are selective in promoting each external organisation's initiative, we firmly believe in forming partnerships. These two initiatives have proven successful; therefore, we did not feel the need to duplicate such important efforts, but rather to form close ties and explore how we could work together to complement each other's work.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2025

#### Tools and Resources



#### Social Media Advocacy Toolkit for Antimicrobial Resistance (AMR)

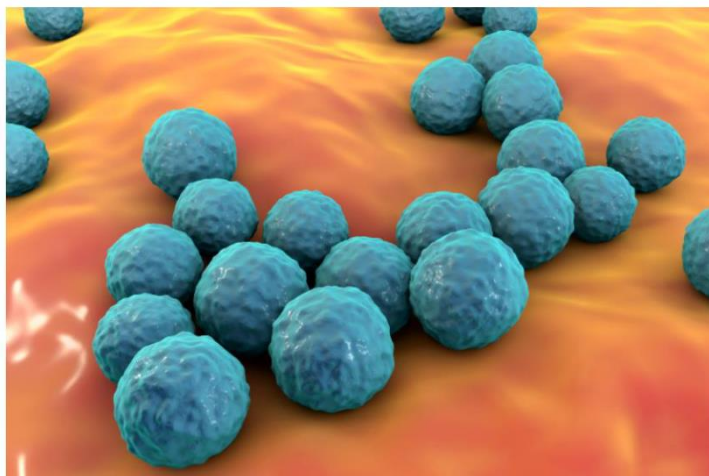
In November 2024, we published a **Social Media Advocacy Toolkit** on The AMR Narrative website. This resource is designed to help patients, healthcare professionals, and advocates strengthen their digital advocacy efforts on AMR. The toolkit provides practical guidance and examples, and it has already begun to be used by partners worldwide. The toolkit can be downloaded here: [Social Media Advocacy Toolkit for Antimicrobial Resistance \(AMR\) - The AMR Narrative](#)

#### A-Z of AMR (Directory)

The directory is designed to provide patients, the public, medical professionals, and others with easy access to relevant information. Recognising that internet searches can often be overwhelming; we aim to offer trustworthy and easy-to-understand resources that promote a clearer understanding of AMR and related topics. All entries are written by medical professionals and moderated by a patient expert and internal scientific advisor / trustee.

In 2024 – 2025, 10 entries were added over the year, the directory remains an important long-term project. Entries in 2024 included: Vancomycin-resistant *Enterococci*, Methicillin-resistant *Staphylococcus aureus* (MRSA), Surgical Site Infection (SSI) and Carbapenem-resistant *Acinetobacter baumannii* (CRAB). The directory can be viewed here: <https://amrnarrative.org/a-z-of-amr>

### Vancomycin-resistant Enterococci (VRE)



#### Recent News

Why are antibiotics ineffective against viruses?  
November 20, 2025

Fighting Antimicrobial Resistance (AMR): A One Health Call to Action and its connections to human health  
November 4, 2025

Beyond Treatment: Why Infection Prevention must be at the heart of AMR Strategy  
November 3, 2025

#### About Us

The AMR Narrative works to promote and develop advocacy capacity among patients and the public to improve identification and mobilisation against Antimicrobial

Image: Screenshot of the VRE medical directory page

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2025

#### Social media

##### YouTube

Our YouTube channel, launched in 2023, continues to develop as a patient-led platform for education and advocacy. In 2024–25 we expanded the channel with new content, most notably a high-end [animated educational video](#) on AMR co-created with a patient and healthcare professionals. This addition reflects our commitment to producing accessible, engaging resources that inform patients, the public and healthcare stakeholders. The channel is steadily becoming a valuable tool for extending our reach and sharing The AMR Narrative's resources with global audiences.



##### Podcast Interviews

In 2024, we also conducted four interviews hosted by a patient with lived experience together with two patients, a microbiologist and non-profit UK organisation working in Sepsis. The YouTube podcast can be viewed here: <https://www.youtube.com/@TheAMRNarrative>



Interview: What happens behind the scenes in microbiology for Antimicrobial Resistance (AMR)?

##### Social Media Dissemination

We maintained a consistent presence on social media throughout the year, using X, LinkedIn, Facebook and Instagram to share updates, campaigns and resources. Posts highlighted activities, patient stories and advocacy outputs, helping us to reach thousands globally and contribute to international conversations on AMR.

## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2025

#### Public Relations

##### Traditional and Online Media

In 2024–25, our work and patient perspectives continued to be featured across international media outlets, helping to raise awareness of AMR and strengthen our advocacy reach. Key coverage included:

- [Carte Blanche](#) - Investigative journalism programme in South Africa which covered the patient experience as well as overall impact of AMR (May 2024)
- [The Guardian](#) – Interview to highlight the patient experience of AMR (Aug 2024)
- [CIDRAP news](#) – An article highlighting the human experience of AMR (Aug 2024)
- [UK Mission at the UN](#): Sharing a patient story (Sept 2024)
- [Fleming Initiative](#) – Video interview with Dr Raj Arora featuring patient testimony (Nov 2024)
- [Pharmacist Diaries Podcast](#) – Podcast episode sharing the lived experience of AMR (Nov 2024)
- [Chronic Pain Club Talk Show \(Psoriatic Disease UK\)](#) – Interview between two patients (Dec 2024)
- [bioMérieux Blog](#) – Opinion piece on why participatory approaches to AMR matter (Dec 2024)
- [Aspergillosis Trust](#) (UK) – YouTube interview sharing a patient story (Dec 2024)
- [GARDP](#) - An interview which focused on the patient experience of AMR
- [360 Health Diaries, Zimbabwe](#): Featured our founders patient story and the impact of AMR in LMICs (Jan 2025)
- [Inside Precision Health](#) News article around sharing the lived experience of AMR (Feb 2025)

Through these outlets, our message reached diverse audiences, including the public, pharmacists, patient communities, clinicians, researchers and policy stakeholders.

# The AMR Narrative

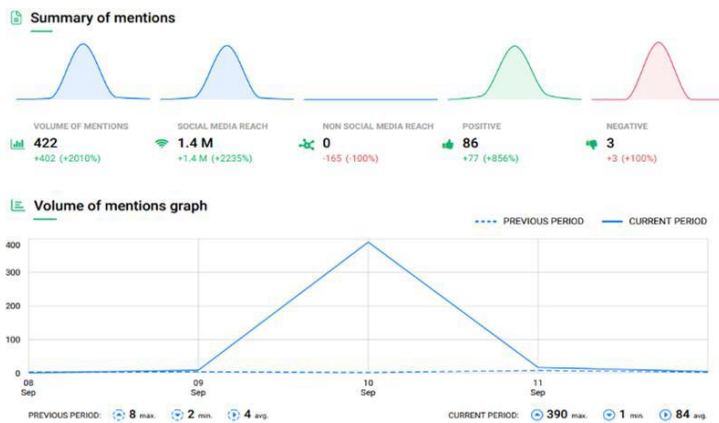
## Trustees' Report (continued)

### Year Ended 31 March 2025

#### Hosted Events

##### 1. Dialogue on X.com in partnership with ReACT

In September 2024, we continued to use X as a platform for patient-led conversations on AMR. Ahead of the United Nations General Assembly for AMR, we partnered with colleagues at ReACT, to coordinate and moderate an online dialogue (*Previously known as a tweet chat*) which resulted in over 1.4 million impressions during the 60-minute session and brought together 27 experts to share views around 4 questions related to "[Community Leadership in tackling AMR](#)" using the hashtag #theAMRnarrative.



##### 2. Online Webinar Series in Partnership with the European Patients Forum (EPF)

In 2024, we co-hosted a three-part webinar series together with the European Patients Forum which focused on the importance of patient advocacy for AMR.

- **Topics included:**
- Webinar 1: Patient Advocacy on AMR in the EU: where do we begin? - 20 June 2024
- Webinar 2: How do we use our voices to reach a wider community for AMR? - August 2024
- Webinar 3: How can we take AMR advocacy to the next level, including policymaking? - September 2024

Watch the webinar series [here](#). We had an average of 70 participants for each webinar.



## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2025

#### **EPF: Summer Training Course for Young Patient Advocates (STYPA)**

Further to the webinar series, we delivered advocacy capacity development training at the annual European Patient's Forum STYPA event in Brussels to 30 young patients all living with long-term medical conditions that aspire to advocate for AMR.

*Participant comments on the main value of the STYPA programme included: "I can't write everything because I learned a lot! There's too much to say... Maybe I could answer that the expertise of Vanessa was really interesting because she gave a patient perspective and dimension that I can add to the theory that I learned with Jan and the 3 other experts of the agora!"*

Read more [here](#).

#### **Activity and Event Participation**

Events play a vital role in disseminating and promoting our work with key stakeholders and ensuring that the patient voice is represented in global AMR discussions. In 2024–25, we contributed to a range of national and international events, engaging audiences from students, patient organisations and civil society to policymakers and the wider AMR community:

Key highlights included:

- [\*\*ESCMID \(Barcelona, 27-20 April 2024\):\*\*](#)  
Our Executive Director shared her patient experience at a Cepheid side event at the European Society of Clinical Microbiology and Infectious Diseases conference
- [\*\*World Health Assembly Roundtable \(May 2024, Geneva\):\*\*](#)  
Our Executive Director was invited to participate in a round table discussion featuring keynote speakers including Dame Sally Davies and Dr Tedros Adhanom Ghebreyesus, WHO Director-General and H.E. Mia Amor Mottley, Prime Minister of Barbados, Chair of Global Leaders Group on AMR. She spoke about the importance of including patients and shared her story.



*Image: Vanessa Carter at the World Health Assembly, 2024*

- [\*\*International Union of Cancer Control \(UICC\) \(Aug 2024, virtual\):\*\*](#)  
Our Executive Director attended and shared her lived experience to promote advocacy among Cancer patient networks.
- [\*\*57th South African Society for Basic and Clinical Pharmacology \(SASBCP\) Annual Conference \(September 2024, South Africa, virtual\):\*\*](#)  
Our Executive director shared her story and more around the charity work.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2025

- [CARB-X Patient Panel \(September 2024, Portugal\):](#)  
Our charity was approached to coordinate and moderate a patient panel to highlight the importance of including their voices in the innovation process for AMR to design meaningful interventions.
- [AMR Insights Masterclass \(September 2024\):](#) Our Trustee, Prof. Renier Coetzee delivered a presentation around the importance of storytelling and our work as a charity.



Image: Prof Renier Coetzee, AMR Insights virtual presentation

- [World AMR Congress, USA \(September 2024\):](#) Our Chair, Dr Francesca Chiara delivered a presentation around the importance of One Health to tackle AMR as well as around our work as a charity.
- [FDI World Dental Federation \(Nov 2024, virtual\):](#)  
Our Executive Director shared her lived experience of AMR with a dental audience, touching on implications which formed part of her facial reconstruction journey. The focus of the event was on Universal Health Coverage for Oral Health by 2030.
- [World Health Innovation Summit: Women's Health and AMR panel discussion \(Nov 2024\)](#)  
Our Executive Director participated in an online webinar focused on women's health where she shared her views around AMR.
- [BIOCODEX Foundation, France \(Nov 2024\):](#)  
Our Executive Director was invited to share her story as well as participate in the judging panel to award a grant for researchers working to advance microbiome focused work in various regions.
- [AMR Conference \(Feb 2025, Basel\):](#)  
Our Chair, Dr Francesca Chiara participated in one of the field's key international meetings, engaging directly with the global AMR community which focused on rethinking AMR communication.



Image: Dr Francesca Chiara (Chair), AMR Conference, Basel

- [World Bank Group \(Feb 2025, virtual\):](#)  
Our Executive Director presented her story and more around the importance of promoting patient advocacy.
- [Wilton Park, Foreign, Commonwealth and Development Office \(FCDO\) \(February 2025\):](#)  
Our Executive Director took part in a meeting hosted at Wilton Park by the FCDO to discuss and

## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2025

Outcomes Statement: Reinvigorating the response to antimicrobial resistance (AMR): from aspiration to implementation

- [Intervarsity Training Programme \(February 2025, virtual\):](#)  
Organised by various university students in Africa, including those working in health and law, our Executive Director spoke about the value of storytelling.
- **Sefako Makgatho University (March 2025, South Africa, virtual):**  
The Executive Director provided a lecture to pharmacy students in relation to communication, e-Patients and AMR.

#### [AMR – Dying to Change the World Pre-screening \(March 2025, London\):](#)

Our Executive Director participated in a panel discussion with keynote speakers including former UK Chief Medical Officer (CMO) Dame Sally Davies, Alex Tweed and Lord Ara Darzi to share her views around the importance of community outreach.



*Image: Vanessa Carter with Dame Sally Davies and Alex Tweed at the AMR: Dying to Change the World film premiere in London*

#### **Publications**

Our charity contributed to several publications in 2024-5 helping to raise awareness, share a patient perspective, and inform policy and practice.

- [Global Alliance for infections in Surgery \(Nov 2024\)](#)  
Global Infection Volume 1
- [Nature Communications \(January 2025\)](#)  
Patient and public involvement and engagement to improve impact on antimicrobial resistance

#### **United Nations General Assembly (UNGA)**

2024 was a crucial year for policy and AMR, with the United Nations General Assembly placing a special focus on antimicrobial resistance. The UN General Assembly High-Level Meeting on Antimicrobial Resistance took place because AMR is increasingly recognised as a mounting global threat to human, animal, and environmental health, and no single country can tackle it alone.

The AMR Narrative was delighted to have its work recognised with a special accreditation from the United Nations, enabling participation in two separate panels in New York.

Our work was also featured throughout the year as part of the lead-up to the High-Level Meeting in several ways, including:

## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2025

- [United Nations Multistakeholder Meeting \(May 2024\)](#)

Our Executive Director was accepted as an opening keynote speaker at the UN Multistakeholder Meeting held in New York which had the aim to draft the political declaration on AMR. Watch the recording [here](#).



*Image: Vanessa Carter at the UN Multistakeholder Meeting, opening segment*

- [UK Mission to the UN \(Sept 2024\)](#)

Shared a patient testimony in a video campaign alongside experts from the UKHSA

- [Global Media Briefing \(Sept 2024\)](#)

Our Executive Director took part in a global media briefing ahead of the UNGA, HLM.

- [ReACT joint workshop, UN side event \(Sept 2024\)](#)

The AMR Narrative were proud to contribute towards this important side event as a partner organisation which focused on the important of community leadership for AMR.

- [Danish Consulate General in New York, UN side event \(Sept 2024\)](#)

The Danish Consulate General in New York in partnership with the Novo Nordisk Foundation, and Healthcare Denmark hosted a reception which focused on Addressing the Global Health Challenge of AMR through Innovative Solutions and Global Cooperation.

- [The Fleming Initiative – Disruptive Innovation in AMR: A collaborative approach to change, UN side event \(Sept 2024\)](#)

Our Executive Director participated in a roundtable discussion around the importance of participatory approaches including patients and the public for meaningful innovation.

- [AMR Alliance Japan and Health and Global Policy Institute \(HGPI\), UN side event \(Sept 2024\)](#)

Our Executive Director took part in a panel discussion which was co-hosted by the Health and Global Policy Institute (HGPI) and AMR Alliance Japan in partnership with the AMR Multi-Stakeholder Partnership Platform, CARB-X and Global Antibiotic R&D Partnership (GARDP).

- [Panel 1 and 2: UNGA High-Level Meeting for AMR \(Sept 2024\)](#)

The AMR Narrative was accredited to participate as a civil society representative in the panel discussion held during the High-Level Meeting.

Jointly we also submitted a Call to Action with the European Patients Forum to the United Nations for more emphasis on including patient organisations and patient voices to tackle AMR [here](#).

## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2025

#### World AMR Awareness Week (WAAW)

World Antimicrobial Resistance (AMR) Awareness Week (18-24 November) matters because it shines a global spotlight on one of the most urgent health threats of our time. Led by the World Health Organization (WHO) and its partners, it raises public understanding of AMR, encourages responsible use of antibiotics and other antimicrobial medicines, and highlights the impact of resistance on patients, healthcare systems, and communities worldwide. For healthcare professionals, policymakers, and patient organisations, the week provides a platform to share knowledge, showcase research and patient stories, and drive coordinated action. Ultimately, it helps to mobilise collective efforts to preserve the effectiveness of life-saving treatments for current and future generations.

During WAAW 2024, we participated in a coordinated programme of activities across multiple platforms to raise awareness and strengthen patient-led advocacy.

Highlights included:

- Participation in the [Patients for Patient Safety Canada](#) campaign, sharing survivor stories with an international audience.
- The launch of our **Social Media AMR Advocacy Toolkit** which was promoted across social channels during the week.
- Presenting a patient perspective at the [English Surveillance Programme for Antimicrobial Utilisation and Resistance \(ESPAUR\)](#) webinar hosted by the UK Health Security Agency on 20 November 2024 as well as assisting with developing a lay summary of the report.
- We were invited to judge various media entries received by GAMA ([Global AMR Media Alliance](#)) as well as share a brief perspective around their importance in relation to promoting stories, advocacy and trustworthy news in the wider community.
- [WHO – “AMR is Invisible, I am Not” Campaign](#) – Our Executive Director shared her story in a recorded video for the World AMR Awareness Week.

Together, these activities showcased our ability to engage diverse audiences, from healthcare professionals to policymakers, the media and the wider public.

#### Outlook

We are still a young charity, and although we have very few resources, we continue to work hard towards our strategic goals and raising funds to achieve them. We have ambitious projects underway, although we hope to focus more extensively on community outreach in 2026.

In mid-2025, we were formally accepted as a non-profit organisation within the [WHO Civil Society Commission](#), which we will report on in our next financial year. In addition, we are placing greater emphasis on diversifying our income streams and have engaged in discussions with several new organisations, including those from the academic sector, regarding potential research-focused projects. We have also sought mentorship from long-established and respected charities with which we work, to help us better understand and achieve these goals.

## **The AMR Narrative**

### **Trustees' Report (continued)**

### **Year Ended 31 March 2025**

#### **Financial Review and Reserves Policy**

##### ***Financial Review***

Income for the year amounted to £35,884. This was made up of grant income totalling £30,055 and speaker/appearance fees of £5,829.

Expenditure for the year, including expenses incurred in relation to the registration and creation of the charity totalled £29,641. This was made up of expenditure for charitable activities and fundraising events totalling £11,108, £1,360 for insurance, and management, professional and administration fees (including salaries) of £17,173.

A surplus of £6,243 was generated and unrestricted funds carried forward total £18,227.

##### ***Reserves Policy***

We have developed a reserves policy. The target level of reserves will be reviewed annually by the Board of Trustees. At present, our reserves policy stipulates that we require at least six months of operational expenditure. This level is deemed sufficient to cover potential shortfalls in income and unexpected expenses as we continue to grow.

##### **Statement of Trustees' Responsibilities**

The Trustees 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).

The law applicable to charities in England and Wales 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 Charity and of the incoming resources and application of resources of the Charity for that period.

**The AMR Narrative**  
**Trustees' Report (continued)**  
**Year Ended 31 March 2025**

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations and the provisions of the Trust Deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the Trustees on 13/01/2026 by:

Dr F Chiara



Chairperson and trustee



Dr Renier Coetzee  
Co-chair and trustee

# **The AMR Narrative Independent Examiner's Report Year Ended 31 March 2025**

## **Independent examiner's report to the Trustees of The AMR Narrative**

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 March 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').

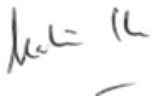
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). 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**

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 Charity as required by section 386 of the 2006 Act;
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.



Martin Hobbs BSc ACA  
Francis Clark LLP  
Sigma House  
Oak View Close  
Edginswell Park  
Torquay  
TQ2 7FF

13 January 2026  
.....

**The AMR Narrative**  
**Statement of Financial Activities**  
**Year Ended 31 March 2025**

	Notes	2025 £	2024 £
<b>Income from:</b>			
Grants	3	30,055	16,711
Other income	4	<u>5,829</u>	<u>444</u>
		<u><b>35,884</b></u>	<u><b>17,155</b></u>
<b>Expenditure on:</b>			
Charitable activities			
- Charitable activities and fundraising events	5	11,108	405
- Insurance		1,360	421
- Management and administration	6	6,144	4,345
- Salaries	7	<u>11,029</u>	<u>-</u>
		<u><b>29,641</b></u>	<u><b>5,171</b></u>
<b>Net income/(expenditure)</b>		<b>6,243</b>	<b>11,984</b>
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>11,984</u>	<u>-</u>
<b>Total unrestricted funds carried forward</b>		<u><b>18,227</b></u>	<u><b>11,984</b></u>

**The AMR Narrative**  
**Balance Sheet**  
**Year Ended 31 March 2025**

	Notes	2025 £	2024 £
<b>Current assets</b>			
Cash at bank and in hand		7,559	16,981
Debtors		<u>16,612</u>	<u>-</u>
		<u>24,171</u>	<u>16,981</u>
<b>Creditors: amounts falling due within one year</b>			
Trade creditors		-	452
Accruals		2,400	1,200
Amounts Owed to Related Parties	8	<u>3,544</u>	<u>3,345</u>
		<u>5,944</u>	<u>4,997</u>
<b>Net current assets and total net assets</b>		<u><u>18,227</u></u>	<u><u>11,984</u></u>
<b>The funds of the Charity</b>			
Unrestricted funds		<u><u>18,227</u></u>	<u><u>11,984</u></u>

The notes on pages 7 to 8 form part of these accounts.

Approved by the Trustees on 13/01/2026 and signed on their behalf by:



Dr F Chiara  
Chairperson



Dr Renier Coetzee (Co-chair)  
Trustee



Ms V Carter  
Executive Director

# The AMR Narrative

## Notes and Accounting Policies

### Year Ended 31 March 2025

#### 1. General Information

The AMR Narrative is a registered charitable incorporated organisation, registered under the number 1204055, and was established under a scheme of the Charity Commissioners dated 20 July 2023.

Its registered office and principal address is:

Suite 3f  
Peel House  
30 The Downs  
Altrincham  
WA14 2PX

#### 2. Accounting Policies

##### a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Statement of Recommended Practice "Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) Second Edition 2019 and the Charities Act 2011.

The accounts have been presented in sterling and rounded to the nearest £.

The trust constitutes a public benefit entity as defined by FRS 102.

The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

The following principal accounting policies have been applied.

##### b) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty of receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

##### c) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT. All expenses including support costs and governance costs are allocated to charitable activities.

Costs of Charitable activities include costs incurred directly on achieving the objects of the Charity, and governance costs.

**The AMR Narrative**  
**Notes and Accounting Policies (continued)**  
**Year Ended 31 March 2025**

**3. Grant Income**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
BioMerieux SA Grant	14,055	16,711
Cepheid UK Ltd Grant	16,000	-
	<b><u>30,055</u></b>	<b><u>16,711</u></b>

**4. Other Income**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
World AMR Awareness Week Speaker Fee	1,600	444
Donations	129	-
European Patients Forum	4,100	-
	<b><u>5,829</u></b>	<b><u>444</u></b>

**5. Charitable activities and fundraising events**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Promotional video for educational grant	10,569	363
Donation platform subscription	539	42
	<b><u>11,108</u></b>	<b><u>405</u></b>

**6. Management and Administration**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Accountancy fees	3,869	1,620
Professional fees	836	1,512
Bank fees	268	56
IT Software and Website Maintenance	128	1,094
Training costs	65	63
General Expenses	218	-
Travel - International & National	760	-
	<b><u>6,144</u></b>	<b><u>4,345</u></b>

**7. Staff Costs**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Salaries	10,420	-
Employers National Insurance	609	-
	<b><u>11,029</u></b>	<b><u>-</u></b>

**8. Trustees and Other Related Parties**

No trustee or connected persons have received any remuneration or reimbursed expenses.

During the prior year, the Executive Director incurred start up expenditure on behalf of the charity. These costs amounting to £3,345 were recognised in the prior year. Further accountancy subscription costs have been added totalling £199. The total due to the Executive Director as at 31 March 2025 is £3,544.

There were no other related party transactions.

**THE AMR NARRATIVE**

England & Wales - Charity number 1204055

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# Accounts

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**The AMR Narrative**  
**Unaudited Annual Report**  
**Year Ended 31 March 2024**

**The AMR Narrative  
Annual Report  
Year Ended 31 March 2024**

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# **The AMR Narrative**

## **Reference and Administration Details**

### **Year Ended 31 March 2024**

#### **Charity Name and Number**

The AMR Narrative registered charity number 1204055.

#### **Trustees**

The Trustees who served during the year and up to the date of approval of these accounts were as follows:

Dr F Chiara (Chairperson)  
Prof M Mendelson  
Dr A Brink  
Dr O Van Hecke  
Dr R Coetzee  
Dr E Charani  
Dr W Thompson

#### **Principal Address**

Suite 3f  
Peel House  
30 The Downs  
Altrincham  
WA14 2PX

#### **Bankers**

Unity Trust Bank plc  
Four Brindleyplace  
Birmingham  
B1 2JB

#### **Accountants**

Francis Clark LLP  
Sigma House  
Oak View Close  
Edginswell Park  
Torquay  
Devon  
TQ2 7FF

# **The AMR Narrative**

## **Trustees' Report**

### **Year Ended 31 March 2024**

#### **Trustees Report**

The trustees present their report for the year to 31 March 2024.

#### **Objectives, Activities and Public Benefit**

As per our constitution, our charitable objectives are:

- For the public benefit, to advance education among the public, medical practitioners, patients, and others, about antimicrobial resistance (AMR) through the provision of educational resources, programmes, advocacy development, community building and tools including a website, social media campaigns, webinars, events, and other media. The Trustees have regard to the Charity Commission's guidance on public benefit.
- AMR is a natural phenomenon where microorganisms such as bacteria, viruses, fungi, and parasites evolve to become resistant to the drugs that are used to treat them. This means that drugs become less effective or completely ineffective in treating the infections caused by these resistant microorganisms.

Whilst our charity is registered in the UK, we prefer to take a global approach, acknowledging that antimicrobial resistance (AMR) is a worldwide issue that impacts everyone. We also understand the importance of partnerships in addressing the complexities of AMR and saving lives. This is why we are committed to fostering meaningful relationships with other patient groups, civil society leaders, academic institutions, industry stakeholders, and others.

#### **Structure, Governance and Management**

##### ***Structure and Governance***

The AMR Narrative is a registered charitable incorporated organisation, registered under the number 1204055, and was established under a scheme of the Charity Commissioners dated 20 July 2023.

The constitution requires there to be a minimum of three Trustees and there is no maximum number of charity trustees that may be appointed to the CIO.

In June 2024, Marc Mendelson resigned, and a new legal trustee, Jonathan Green was appointed which will be included in our next annual report.

The charity had no employees nor paid any remuneration during the year and no trustees are trustees of any other organisation.

##### ***Management***

Day-to-day operation of the charity, and strategy implementation, is delegated to the executive director, who is supported by the trustees, an independent advisory board, paid consultants and a volunteer. In the first financial year, no paid staff were employed.

##### ***New trustee appointments***

Upon appointment of new trustees, we undergo a formal application process. During their induction meeting, minutes are recorded, and a resolution is passed at a properly convened meeting of the charity trustees. We present an overview of the charity, recent activities and explain its strategic objectives, as well as providing a financial overview. New trustees are also briefed on and sent the constitution document and internal policies which at present includes our safeguarding policy, financial procedures policy, conflict of interest, social media and data protection policy. Considering our aim to diversify expertise of our board we appointed a trustee with a legal background outside of the first financial year on the 11th of June 2024. Each trustee (including the first charity trustees) must be appointed for a five-year term with the board having the option to appoint the trustee for a second term of five years at the expiration of the first term.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2024

#### Chair's Foreword

It is with considerable pleasure that I write this foreword for our first Annual Report. As Chair of The AMR Narrative, it is both a privilege and a responsibility to reflect on the work we have undertaken as a newly established charity. Under the outstanding leadership of our Founder and Chief Executive, Vanessa Carter, and with the dedication of my fellow founding trustees, we have set the stage for a vital mission: raising awareness, building advocacy capacity, and fostering a global community to address one of the most critical challenges of our time.

In our few months, we laid strong foundations. This document serves as a resource, demonstrating our commitment to making antimicrobial resistance (AMR) an issue that is understood by everyone—from patients and the public to policymakers and health professionals. Vanessa's vision, shaped by her own lived experience of battling resistant infections and extensive advocacy, has guided our efforts in building an organisation that places people at its heart, ensuring that those affected by AMR have their voices amplified on the global stage. This past year has been one of growth, and strategic planning. We have engaged with experts, partners, and global stakeholders to ensure our work is grounded in evidence and inclusivity. As we look ahead, we are eager to expand the geographical reach and depth of our projects, continuing to deliver impactful initiatives such as our Narratives Matter and the A-Z of AMR directory, and expand our patient engagement through webinars, events and social media.

Our journey has only just begun, but our ambitions are clear: to provide meaningful education, advocacy, and support to all those impacted by AMR, while driving coordinated efforts to mitigate its devastating effects. None of this would have been possible without the dedication of our trustees, advisors, volunteers, and the generous support of our funders, for whom we are immensely grateful.

As we chart the path forward, I am filled with optimism and determination. Together, we can transform the narrative around AMR, ensuring a healthier and more equitable future for all.



.....  
Dr F Chiara  
Chairperson

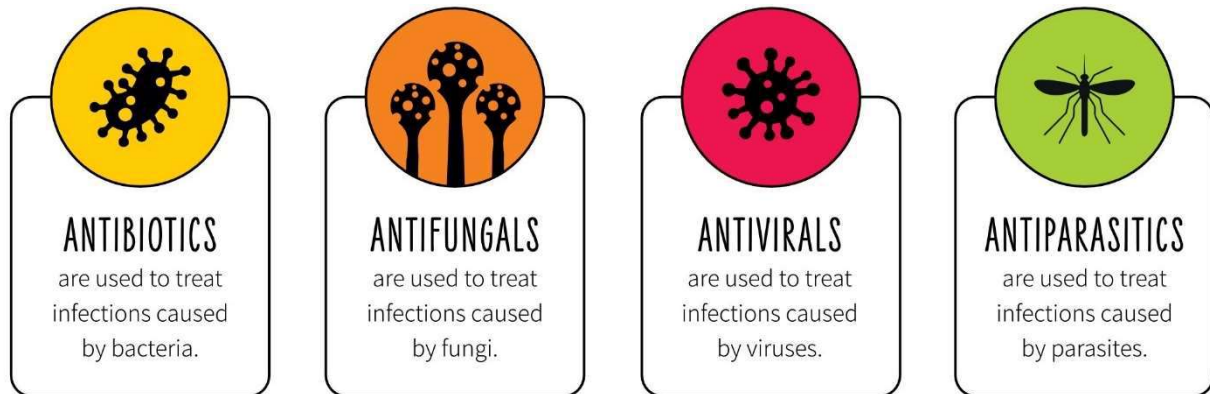
## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2024

#### What is antimicrobial resistance (AMR)?

AMR or Antimicrobial Resistance, is a natural phenomenon that occurs when microorganisms (germs) - such as bacteria, fungi, viruses, and parasites - evolve in ways that make the medicines designed to kill them less effective. These germs develop resistance to treatments, making infections significantly harder to cure. To understand this better, think of antimicrobials as a group of medicines designed to target various types of germs. Different antimicrobial medicines are used for different types of germs, and typically:



When germs become resistant to antimicrobial medicines, infections become more difficult to treat, leading to longer illnesses and higher risks of death (mortality) or disability (morbidity). One of the major contributors to AMR is the inappropriate use of antimicrobial medicines. For instance, antibiotics are sometimes used for illnesses like the flu, colds, and COVID-19, which are caused by viruses—not bacteria. Since antibiotics can't kill viruses, using them for these conditions is not only ineffective but also harmful. This misuse gives germs the opportunity to become resistant to antimicrobial medicines, making future infections harder to treat. According to a recently published GRAM report (Global Report on AMR), in 2019 close to 1.3 million deaths alone were attributed to bacterial resistance to the medicines used to treat them. It has also been estimated that by 2050, more people could die from AMR than from cancer which is why it has been declared a global emergency.

Common medical-associated conditions that rely on antimicrobial medicines to work include, (not limited to):

- Cancer
- Surgical infections
- Urinary Tract Infections (UTI)
- Thrush (oral and vaginal)
- Difficult births or neonatal health
- Sexually transmitted diseases (e.g. Gonorrhoea)
- Organ transplants or prosthetic implants
- Malaria
- Dental infections
- HIV/AIDS
- Tuberculosis (TB) and other respiratory infections
- Foodborne illnesses or disease
- Rare diseases
- Immunocompromised patients
- Sepsis
- Non-communicable diseases (e.g. diabetes)

# **The AMR Narrative**

## **Trustees' Report (continued)**

### **Year Ended 31 March 2024**

#### **Using a One Health approach**

AMR isn't just a human health issue; it affects animals, the environment, and, ultimately, everyone. In animal farming and food production, antimicrobials are often used to prevent or treat infections in animals. However, this practice can lead to the development and spread of resistance germs in the animals and the surrounding environment. This can spread to humans in several ways—through direct contact with animals, eating contaminated meat or animal products, or through exposure to contaminated soil and water. Antifungals as an example, play a critical role in both agriculture and human health, but their use in food production can contribute to the growing problem of AMR in humans.

This is why the "One Health" approach is so important to our charity. It recognises that the health of humans, animals, and the environment are all connected, and it stresses the need for a coordinated effort across these sectors to address AMR. Consumers, the public and others are equally impacted which is why they should be included.

#### **Founding Principles**

The AMR Narrative was founded by AMR patient survivor (Vanessa Carter) and seven founding trustees. Officially registered as a Charitable Incorporated Organisation (CIO) on July 31, 2023, in the United Kingdom, it operates under its constitution. Vanessa's advocacy journey began after spending three years battling highly resistant infections following a car accident in South Africa in 2004 and an extensive ten-year facial reconstruction. Her experience exposed critical gaps in medical systems, particularly in communication and policy, and highlighted a lack of advocacy from fellow patients, motivating her to act. In 2013, she launched her advocacy efforts. Before relocating to the UK in 2020, she envisioned a charity dedicated to empowering others facing similar challenges with AMR. This vision was realised in 2022 with the establishment of the charity, aimed at amplifying the voices of those affected by antimicrobial resistance.

#### **Values**

We believe in upholding the highest values, because ultimately people's lives are at stake. We focus our work on seven values which include:

1. Compassion
2. Empowerment
3. Collaboration
4. Integrity
5. Equality and Inclusion
6. Innovation
7. Sustainability

#### **Primary Pillars and Strategic Goals**

Considering its charitable objectives, The AMR Narrative has defined its strategy around three clear strategic pillars. Although these pillars cut across all programmes of work, our activities can be categorised according to their alignment:

1. Developing Advocacy Capacity
2. Promoting Public Understanding
3. Fostering Global Community

#### **Risk Management**

A risk register has been created, and we plan to monitor and review it annually, considering the growth of our charity and incoming revenue.

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2024

#### Volunteers and External Advisory

A voluntary treasurer was appointed outside of this financial year on the 8th of April 2024. At present we do not have any further appointed volunteers, however, our external advisory board do provide limited time voluntarily on an ad hoc basis. At present, we have 15 external advisors, 50% of which are made up of people with lived experience of AMR.

#### Achievements, Performance and Major Activities

During our initial 9 months as a registered CIO, we have carried out several activities in line with our strategic objectives on a limited budget and aim to expand in the coming years.

Website development
<p>Our website was developed in early 2022. In 2023, we expanded it to include:</p> <p><b>A Blog:</b> Designed to provide clear, concise articles that explain various aspects of AMR in plain language, catering to patients, the public, medical professionals, and others. Most articles are contributed by guest authors, including a general practitioner and an infectious disease expert. Each article is also reviewed by a patient and a trustee with scientific expertise. Topics we covered include:</p> <ol style="list-style-type: none"><li>1. The Role of Diagnostics in AMR</li><li>2. Infection Prevention and AMR</li><li>3. AMR: Not just bacterial infections. Let's talk about fungi.</li></ol> <p><b>Newsletter sign-ups:</b> A newsletter sign-up was added to our website, allowing users to stay updated on news about our charity. As our subscriber base grows, we plan to secure funding to launch a quarterly newsletter. At present we have 198 subscribers.</p> <p><b>Personal Stories</b> Our website features a "Narratives Matter" section, showcasing personal stories from patients who have been affected by AMR infections. This section brings to light the profound impact of AMR on individuals' lives, making this critical issue more relatable and accessible to a broader audience. It serves as a vital resource for patients, the public, medical professionals, researchers, and policymakers alike, fostering greater understanding and empathy across all sectors. Stories can be viewed here: <a href="https://amnarrative.org/narratives-matter/">https://amnarrative.org/narratives-matter/</a></p> <p><b>A-Z of AMR (Directory)</b> After securing our first round of funding in December 2023, we created an online medical directory. This resource offers accessible information on various pathogens (germs) and medical conditions linked to AMR. While initial funding enabled us to launch the directory with 10 entries, we plan to expand it as an ongoing project to include many more.</p> <p>The directory is designed to provide patients, the public, medical professionals, and others with easy access to relevant information. Recognising that internet searches can often be overwhelming; we aim to offer trustworthy and easy-to-understand resources that promote a clearer understanding of AMR and related topics. All entries are written by medical professionals and moderated by a patient expert and an internal scientific advisor. In the coming years we also aim to include entries submitted by trusted patient organisations relevant to AMR.</p>

# The AMR Narrative

## Trustees' Report (continued)

### Year Ended 31 March 2024

#### Social media

##### YouTube

In 2023, we launched a YouTube channel showcasing videos and interviews led by a patient, engaging with fellow patients, healthcare professionals, policymakers, and patient organizations. Our inaugural video featured a conversation between our founder, Vanessa, and the Chief Executive Officer of the UK Sepsis Trust. The video can be viewed at the following link: <https://youtu.be/-M4Kv7vFnNI?si=YTIVepjKTLaWOCU5>.

In 2024 we expanded our channel with further videos which we will add in our following report.

##### Social Media Dissemination

This year, we also focused on building our online presence despite limited resources. During our first year, we successfully established our presence across Facebook, Instagram, X (formerly Twitter), and LinkedIn.

##### Community Dialogue on X.com (Previously Twitter)

In partnership with the Centre for Disease Research and Policy (CIDRAP), we co-hosted a series of dialogues on X which brought together various stakeholders, including patient representatives, medical professionals and others. The series ran throughout 2023 and hosted a total of twelve 1-hour sessions.

##### Future Campaigns

The AMR Narrative has identified a set of world health awareness days relevant to AMR which it will utilise in upcoming campaigns on social media once we secure further funding.

#### Public Relations

##### Traditional Media

During our first nine months, we were included in various mass media publications and events, some of these included:

The UK Telegraph ([link](#))

Metro ([link](#))

Sun Newspaper ([link](#))

BBC Radio Devon ([link](#))

One Health in Action Initiative podcast ([link](#))

Lotus FM South Africa ([link](#))

##### Event Participation

Events play a vital role in sharing our work with key stakeholders. Although limited funding allowed us to attend only a few events this year, we are committed to expanding our participation in the years to come. Some of the events we presented at included:

ReAct

Global AMR Media Alliance (GAMA)

AMR Intersivity Training Programme (Nigeria)

Ducit Blue – Pan African Mentorship Programme webinar

CDC Foundation (USA)

Wilton Park (A UK Foreign, Commonwealth and Development Office)

WHO – Implementation of the people-centred framework for AMR

DRASA webinar: Supergerms and the future of infection (Nigeria)

Cara Network (Ireland)

Antibiotic Guardian Awards (Organised by the UK Health Security Agency - UKHSA)

Sefako Makgatho Health Science Pharmaceutical Division: medical student lecture (South Africa)

## The AMR Narrative

### Trustees' Report (continued)

### Year Ended 31 March 2024

University of Malta webinar: Political advocacy and closing gaps in AMR knowledge Pfizer virtual café (Ireland): Innovative approaches for AMR (webinar) WHO Task Force of AMR Survivors: The voice of AMR Survivors in advocacy (webinar) Confraternity of Patients in Kenya: (webinar) British Society for Antimicrobial Chemotherapy (BSAC) annual Spring Conference and AGM Malta University (virtual) WAAW symposium
<b>Partnerships</b>
Considering our goal to develop a global community, we have been working actively to build meaningful partnerships with other patient organisations, community leaders, academics and health authorities.
<b>External work</b>
In October 2023, our founder was appointed Chair of the WHO Task Force on AMR Survivors, which unites 12 patients and carers with diverse lived experiences. This followed her three-year appointment (2020-2023) on the WHO-STAG (Strategic Technical Advisory Group), during which she recommended the creation of a patient-focused working group within the WHO. She also advises the UK government as a lay member of the APRHAI (Advisory Committee on Antimicrobial Prescribing, Resistance and Healthcare Associated Infection) ministerial committee.

### Financial Review and Reserves Policy

#### **Financial Review**

Income for the year amounted to £17,155. This was made up of grant income totalling £16,711 and speaker/appearance fees of £444.

Expenditure for the year, including expenses incurred in relation to the registration and creation of the charity totalled £5,171. This was made up of expenditure for charitable activities and fundraising events totalling £405, £421 for insurance, and management, professional and administration fees of £4,345.

A surplus of £11,984 was generated and reflects the closing funds of the charity.

#### **Reserves Policy**

Since this was our first year raising funds, we have yet to establish a reserves policy. However, we plan to develop one in collaboration with our treasurer and accountants in the coming financial years as our budgets become more defined.

#### **Statement of Trustees' Responsibilities**

The Trustees 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).

The law applicable to charities in England and Wales 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 Charity and of the incoming resources and application of resources of the Charity for that period.

**The AMR Narrative**  
**Trustees' Report (continued)**  
**Year Ended 31 March 2024**

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations and the provisions of the Trust Deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the Trustees on 27.01.2025 by:



.....  
Dr F Chiara  
Chairperson



.....  
Name: Dr A Brink  
Trustee

## **The AMR Narrative Chartered Accountant's Report Year Ended 31 March 2024**

In order to assist you to fulfil your duties under the Charities Act 2011, we have prepared for your approval the accounts of The AMR Narrative for the year ended 31 March 2024 as set out on pages 11 to 14 from the charity's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the Trustees of The AMR Narrative, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of The AMR Narrative and state those matters that we have agreed to state to the Trustees of The AMR Narrative, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than The AMR Narrative as a body for our work or for this report.

It is your duty to ensure that The AMR Narrative has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of The AMR Narrative. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanation you have given to us and we do not, therefore, express any opinion on the statutory accounts.



Francis Clark LLP  
Chartered Accountants  
Sigma House  
Oak View Close  
Edginswell Park  
Torquay  
TQ2 7FF

27 January 2025

**The AMR Narrative**  
**Statement of Financial Activities**  
**Year Ended 31 March 2024**

	Notes	2024 £
<b>Income from:</b>		
Grants	3	16,711
Other income	4	<u>444</u>
		<u>17,155</u>
 <b>Expenditure on:</b>		
Charitable activities		
- Charitable activities and fundraising events	5	405
- Insurance		421
- Management, professional and administration fees	6	<u>4,345</u>
		<u>5,171</u>
 <b>Net income/(expenditure)</b>		 <b>11,984</b>
 <b>Reconciliation of funds</b>		
Total funds brought forward		<u>-</u>
<b>Total unrestricted funds carried forward</b>		<u><u>11,984</u></u>

**The AMR Narrative**  
**Statement of Assets and Liabilities**  
**Year Ended 31 March 2024**

	Notes	2024 £
<b>Current assets</b>		
Cash and bank and in hand		<u>16,981</u>
		<u>16,981</u>
<b>Creditors: amounts falling due within on year</b>		
Trade creditors		452
Accruals		1,200
Amounts Owed to Related Parties	8	<u>3,345</u>
		<u>4,997</u>
<b>Net current assets and total net assets</b>		<u><u>11,984</u></u>
<b>The funds of the Charity</b>		
Unrestricted funds		<u><u>11,984</u></u>

These accounts have been prepared in accordance with the Financial Reporting Standards 102 Second Edition 2019.

The notes on pages 7 to 8 form part of these accounts.

Approved by the Trustees on ....27 January 2025..... and signed on their behalf by:



.....  
 Dr F Chiara  
 Chairperson



.....  
 Name: Dr A Brink  
 Trustee



.....  
 Ms V Carter  
 Executive Director

# The AMR Narrative

## Notes and Accounting Policies

### Year Ended 31 March 2024

#### 1. General Information

The AMR Narrative is a registered charitable incorporated organisation, registered under the number 1204055, and was established under a scheme of the Charity Commissioners dated 20 July 2023.

Its registered office and principal address is:

Suite 3f  
Peel House  
30 The Downs  
Altrincham  
WA14 2PX

#### 2. Accounting Policies

##### a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these financial statements. The financial statements have been prepared in accordance with the Statement of Recommended Practice "Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) Second Edition 2019 and the Charities Act 2011.

The accounts have been presented in sterling and rounded to the nearest £.

The trust constitutes a public benefit entity as defined by FRS 102.

The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

The following principal accounting policies have been applied.

##### b) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty of receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

##### c) Expenditure recognition

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 settlement will be required, and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT. All expenses including support costs and governance costs are allocated to charitable activities.

Costs of Charitable activities include costs incurred directly on achieving the objects of the Charity, and governance costs.

**The AMR Narrative**  
**Notes and Accounting Policies (continued)**  
**Year Ended 31 March 2024**

**3. Grant Income**

	<b>2024</b>
	<b>£</b>
BioMerieux SA Grant	16,711
	<u>16,711</u>

**4. Other Income**

	<b>2024</b>
	<b>£</b>
World AMR Awareness Week Speaker Fee	444
	<u>444</u>

**5. Charitable activities and fundraising events**

	<b>2024</b>
	<b>£</b>
Promotional video for educational grant	363
Donation platform subscription	42
	<u>405</u>

**6. Management and Administration**

	<b>2024</b>
	<b>£</b>
Accountancy fees	1,620
Professional fees	1,512
Bank fees	56
IT Software and Website Maintenance	1,094
Training costs	63
	<u>4,345</u>

**7. Staff Costs**

The charity did not employ any staff during the year.

**8. Trustees and Other Related Parties**

No trustee or connected persons have received any remuneration either directly or indirectly.

The Founder of the Charity paid for expenses before the Charity was created, as well as during the period ended 31 March 2024, totalling £2,545. These expenses, combined with the £800 of funds the Founder injected when the when the Charity bank account was opened, make up the £3,345 balance owed to the Founder at the year end.

Included in the £2,545 of expenses borne personally by the Founder was £970 relating to IT Software and Website Maintenance, £1,218 of Professional Fees in relation to the registration of the Charity, and £357 of other Professional Fees and Training Costs.