

**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

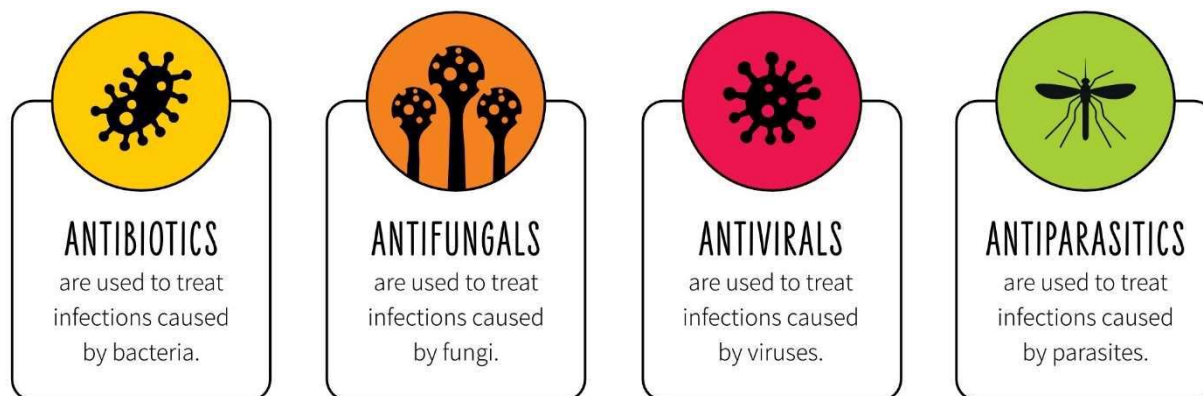
## The AMR Narrative

### 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

Our website was developed in early 2022. In 2023, we expanded it to include:

##### A Blog:

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:

1. The Role of Diagnostics in AMR
2. Infection Prevention and AMR
3. AMR: Not just bacterial infections. Let's talk about fungi.

##### Newsletter sign-ups:

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.

##### Personal Stories

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: <https://amrnarrative.org/narratives-matter/>

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

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.

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.



# 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 Intervarsity 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

#### Partnerships

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.

#### External work

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	444
		<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	4,345
		<u>5,171</u>
<b>Net income/(expenditure)</b>		<b>11,984</b>
<b>Reconciliation of funds</b>		
Total funds brought forward		-
<b>Total unrestricted funds carried forward</b>		<b><u>11,984</u></b>


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

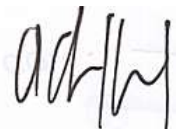
	Notes	2024 £
<b>Current assets</b>		
Cash and bank and in hand		16,981
		<u>16,981</u>
<b>Creditors: amounts falling due within on year</b>		
Trade creditors		452
Accruals		1,200
Amounts Owed to Related Parties	8	3,345
		<u>4,997</u>
<b>Net current assets and total net assets</b>		<u>11,984</u>
<b>The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

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

#### 4. Other Income

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

#### 5. Charitable activities and fundraising events

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

#### 6. Management and Administration

	2024
	£
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 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.