

THE FERTILITY ALLIANCE

England & Wales · Charity number 1206323

Details

Status Registered

Legal form CIO

Registered 2023-12-21

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

Contact

Address 5 Brayford Square
London
E1 0SG

Phone 07825827865

Email Thefertilityalliance@outlook.com

Activities

Objects: THE ADVANCEMENT OF EDUCATION OF THE GENERAL PUBLIC ON EFFECTS AND TREATMENT OF FERTILITY PROBLEMS AND OTHER SUCH RELATED CONDITIONS BY• PROVIDING INFORMATION, SERVICES AND SUPPORT FOR PEOPLE ON A FERTILITY/INFERTILITY JOURNEY AND RELATED CONDITIONS• PROMOTING/PARTICIPATING IN RESEARCH WORK INTO FERTILITY/INFERTILITY AND RELATED CONDITIONS AND PUBLISH THE RESULTS OF SUCH WORK• DELIVERING INFORMATION SESSIONS TO PROFESSIONALS IN RELATION TO FERTILITY AND INFERTILITY

Activities: The advancement of education of the general public on effects and treatment of fertility problems and other such related conditions by providing information, services and support for people on a fertility/infertility journey and related conditions. promoting/participating in research work into fertility/infertility and related conditions and publish the results of such work.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, Disability, Other Charitable Purposes
- **Who:** The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-11-07	£37,837	£26,908	-	-
2024-11-07	£5,995	£576	-	-

Trustees

Name	Role	Appointed
Abha Maheshwari		2023-12-21
Angela Pericleous-Smith		2023-12-23
Anyia Sizer		2023-12-23
Rajneesh Singh Mathur		2024-05-02
Tim Child		2023-01-05

THE FERTILITY ALLIANCE

England & Wales - Charity number 1206323

Accounts



THE FERTILITY
ALLIANCE

ANNUAL REPORT

2024 – 2025



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1. REFERENCE AND ADMINISTRATIVE INFORMATION

Charity name	The Fertility Alliance
Charity number (England and Wales)	1206323
Scottish charity number	SC053407
Governing Document	Constitution 2023
Registered office	5 Brayford Square London E1 0SG
Bank	Lloyds Bank 25 Gresham Street London EC2V 7HN

2. STRUCTURE, GOVERNANCE & MANAGEMENT

The charity is constituted as a charitable incorporated organisation and is therefore governed by the constitution. The number of Trustees shall not be less than 3 and not more than 12. The charity trustees may not appoint any other charity trustee if as a result the number would exceed the maximum. The Board meets quarterly and as necessary. The Trustees, who served during the year, were:

Angela Pericleous-Smith	Appointed	23/12/23
Anya Sizer	Appointed	23/12/23
Professor Abha Maheshwari	Appointed	21/12/23
Professor Tim Child	Chair Appointed	05/01/24
Raj Mathur	Appointed	02/05/24

Professor Tim Child



Tim is an Associate Professor of Reproductive Medicine in the Nuffield Department of Women's and Reproductive Health at the University of Oxford.

He became an HFEA member in January 2021 and Chairs the Scientific and Clinical Advances Advisory Committee (SCAAC). Tim was a member of the 2013 NICE Fertility Guidelines Group. He is co-author of the UK's highest selling Obs and Gynae textbook and has published over 100 research papers and chapters. Tim is a firm believer in Evidence Based Medicine and has undertaken many trials assessing assisted conception interventions.

Professor Abha Maheshwari



Professor Abha Maheshwari is the lead consultant for Reproductive Medicine and Surgery in Aberdeen Fertility Centre.

Being Person Responsible and laboratory director, she is fully aware of clinical and legislative practices as well as challenges facing fertility treatments. She has been part of a number of subcommittees working on Scottish Guidance on various aspects of fertility over the years.

Nationally she is a panel member for licence centres in HFEA and Andrology special interest Group of British Fertility Society. She is also subspecialty training supervisor for RCOG accredited subspeciality training in Reproductive Medicine and Surgery as well as trainer for multiple training modules for British Fertility Society. She is a strong advocate for research and research being lead and delivered in clinical setting to improve patient care.

She is also Clinical lead for Reproductive Health and Childbirth for National Research Scotland after having had personal fellowships from Chief Scientist Office for working on safety and efficacy of Assisted Reproduction. She has published extensively in the field both primary and secondary research and given talks nationally and internationally.

Angela Pericleous-Smith



Angela is Chair of the British Infertility Counselling Association working as a counsellor with over 20 years' experience and specialising in fertility counselling since 2004 when she joined Leeds Fertility alongside her Private counselling and supervision practise in York. Previously, working with one-parent families, survivors of rape and abuse and as a Children's counsellor for the NSPCC. alongside her private counselling and supervision practise in York.

Angela is a member of British Association of Counsellors and Psychotherapists (BACP) and an Accredited member of BICA. Currently she is a Trainer with the BICA Training Group providing training to other fertility counsellors to promote high standards of fertility counselling and is Deputy Chair of the BICA Accreditation Board. Angela has co-authored BICA Guidelines for Good Practice in Fertility Counselling 4th Ed. 2019.

Angela is Chair of the British Infertility Counselling Association (BICA), Counsellor representative for British Fertility Society (BFS) and a Trustee for the Fertility Alliance, she has specialised in fertility counselling since 2004 working both within the NHS, private fertility clinics and in private practice since 2004. Angela has written and spoken about the emotional impact of infertility and has co-authored BICA Guidelines for Good Practice in Fertility Counselling 4th Ed. 2019 and Counselling in Surrogacy in UK Licensed Centres (2021). Other research and writing have focused on Covid-19's impact on UK counselling provision and patients' experiences, The emotional, physical and psychological impact of infertility in the workplace and Counselling challenges associated with donor conception and surrogacy.

Angela is driven to improve professional standards in fertility counselling; the psychological support, provision and accessibility of information and fair treatment for patients.

Anya Sizer



Anya has been a prolific campaigner for fair IVF treatment on the NHS . She has spent the last fifteen years working in fertility and IVF support . Anya was appointed as and HFEA Authority Member in October 2024.

Anya has delivered many talks/presentations throughout the UK to organisations such as BICA, BFS, NHS, HFEA and Adoption UK. As a mum of three through IVF and adoption, Anya’s experience of fertility spans first-hand experience and professional life. Anya is the author of ‘Fertile Thinking ’and is an Executive Committee Member for Fabian Women’s network .

Raj Mathur



Raj is a reproductive medicine specialist working in a large NHS fertility service based in Saint Mary’s Hospital Manchester and is also Senior Consultant at Manchester Fertility. He has been in the field of fertility for over 25 years and has led NHS fertility services in Manchester and Cambridge. Between 2021 and 2024 Raj chaired the British Fertility Society, which represents professionals working in this field in the UK. He has been an advisor to the Human Fertilisation and Embryology Authority.

Raj’s interests are in ensuring equitable access to fertility treatment in the NHS and reducing the risks associated with IVF. He has published several original research papers and book chapters and is the lead author of national guidelines on prevention and management of Ovarian Hyperstimulation Syndrome. He is a member of the NICE guideline committee tasked with developing guidance to support the care of people with fertility problems. He is active in public engagement and advocacy for improved NHS fertility care.

Our Patron – Allan Pacey



We are delighted Professor Allan Pacey is our founding Patron at the Fertility Alliance.

Allan recently joined the University of Manchester where he is the Deputy Vice President and Deputy Dean of the Faculty of Biology, Medicine and Health. He is also Professor of Andrology and has published over 200 research papers, book chapters and review articles.

He is a former Secretary (2005-2010) and Chairman (2012-2015) of the British Fertility Society and former Editor in Chief of the BFS journal Human Fertility (2015-2022). In addition, Allan is an accomplished science communicator and broadcaster. Recent television programmes include Me, My Brother and our Balls (2020), Alex Jones – Fertility and Me (2016), Britain's Secret Code Breaker (2011), Donor Unknown (2011), The Great Sperm Race (2009), The Truth About Food (2007), Make me a Baby (2007) and Lab Rats (2004).

Awards include, a Fellowship ad eundem of the Royal College of Obstetricians and Gynaecologists (2014) in recognition of contributions to the speciality and the Wellbeing of Women, an MBE from Her Majesty Queen Elizabeth II for services to Reproductive Medicine (2016), and Honorary (lifetime) Fellowship from the British Fertility Society (2023).

Our Advisory Board

Professor Adam Balen
Professor Siladitya Bhattacharya
Natalie Gamble
Professor Nicky Hudson
Professor Jackson-Kirkman-Brown
Maria Satchi
Rachel Gregoire

Marta Jansa Perez
Victoria Macdonald
Jane Plumb
Anthony Ribb
Tracey Sainsbury
Francesca Steyn

For further information about our Advisory Board - [Our Advisory Board – The Fertility Alliance](#)

We were delighted to welcome three new Ambassadors over the year:

Jonathan Luwagga



We have been working with Jonathan for a while and were so pleased and proud that he decided to become an Ambassador for The Fertility Alliance.

Jonathan says "I am passionate about breaking the silence around male infertility, a journey I know all too well. Diagnosed with non-obstructive azoospermia, I've faced the challenges of navigating a condition that affects not only my health but also my identity and relationships. Through countless appointments, tests, and procedures, I've gained first hand insight into the emotional and mental toll of infertility - a struggle often underrepresented in conversations about reproductive health."

My experience has inspired me to become an Ambassador for Fertility Alliance by sharing my story, I hope to foster understanding, dismantle stigmas and empower others to embrace their fertility journeys with resilience and hope."

Professor Husain



Professor Husain is a highly experienced Consultant in Obstetrics and Gynaecology working at Frimley Health Foundation Trust and is a Clinical Professor at the American University of the Caribbean. She is a leading advocate for health equity and has published research on ethnic disparities in fertility care.

Professor Husain was an elected member of the Council of the Royal College of Obstetricians and Gynaecologists which oversees the work of the College and sets strategy.

We welcome her to The Fertility Alliance where she will have a particular focus on issues around equality and diversity.

Bethan Shoemark-Spear



Bethan has worked in the field of fertility for the last three years, focusing on support solutions and patient representation for those on a fertility journey who are LGBTQ+. She is a lay committee member on the NICE fertility guideline and an HFEA Patient Engagement Forum member.

Bethan and her wife underwent their own journey spanning 4 years and 9 IVF cycles. During this time they made connections with others on a similar journey and know firsthand the importance of organisations like The Fertility Alliance for facilitating safe spaces for people to connect.

Bethan and her wife are both egg and embryo donors, as well as using a donor on their own journey. Unexpectedly Bethan discovered her own infertility and health-related fertility issues during their journey, and she is passionate about educating health professionals to ensure their diagnostic questioning is relevant for same sex female couples.

Bethan tells us she is honoured to become an Ambassador for the Fertility Alliance and is excited to work alongside such a dedicated, knowledgeable and compassionate team.

Co-Founder Kate Brian



Kate is an author and journalist who has been working in the fertility sector for more than 25 years. Kate is an Honorary Fellow of the Royal College of Obstetricians and Gynaecologists where she was the first Women's Voices Lead.

Kate was a lay member of the Human Fertilisation and Embryology Authority where she chaired the Licence Committee and continued to work with the Authority as a member of the Scientific and Clinical Advances Advisory Committee. Kate is a member of the NICE fertility guideline update group and also sat on the previous NICE fertility guideline development group.

Kate has written five books about fertility, IVF treatment and pregnancy, and presented two Radio Four documentaries about donor treatment.

Chief Executive, Gwenda Burns



Gwenda has over 17 years of experience in leadership roles supporting fertility patients across the UK. She has represented patients on numerous forums across all four nations and Europe, including the National Fertility Group, former CCG groups, health working groups, government bodies, the British Fertility Society, and Fertility Europe.

Passionate about fair and equitable access to fertility care, Gwenda played a key role from 2010 as a member of the National Fertility Group in Scotland, helping to establish an equitable service that offers up to three cycles of treatment in line with NICE fertility guidelines.

Gwenda remains committed to driving positive change and improving outcomes for fertility patients across the UK.

The Chief Executive is appointed by the Board of Trustees to manage the day-to-day operations of the charity and has overall responsibility for managing the charity's operations and employees.

3. OUR MISSION AND OBJECTIVES

The Fertility Alliance is a national charity focused on providing fertility information, education and support, taking a life course approach.

We support and educate everyone who wants to know more about their fertility, including the 3.5 million people currently facing fertility issues. Our broad range of programmes and activities will deliver education, wellbeing support, digital innovation, knowledge and guidance about all aspects of fertility. We will work with our partners to ensure the public and stakeholders are at the centre of designing services which are fit for purpose.

We bring together and champion the expertise of people with lived experience, the third sector, and organisations across fertility and reproductive health to inform policy, practice and service delivery. We aim to ensure fair and equitable access to information, to fertility care and to treatment. Together our voice is stronger, and we will use it to promote meaningful change.

The charity's objectives are subject to review each year to ensure it continues to deliver value to the individuals, couples, communities, and entities it supports.

- ❖ *The advancement of education of the general public on effects and treatment of fertility problems and other such related conditions by*
- ❖ *Providing information, services and support for people on a fertility/infertility journey and related conditions*
- ❖ *promoting/participating in research work into fertility/infertility and related conditions and publish the results of such work*
- ❖ *Delivering information sessions to Professionals in relation to fertility and infertility*

We aim to:

- ❖ *Improve fertility awareness, education and health through effective partnership engagement.*
- ❖ *Champion and support wellbeing and self-care*
- ❖ *Campaign for fair and equal access to fertility treatment across the UK*
- ❖ *Support research projects which aim to increase knowledge, improve health, wellbeing and treatment options.*
- ❖ *Ensure lived experience and stakeholder insights drive policy and sit at the heart of design, delivery and improvement of support and services.*

Our Values are simple:

- ❖ *We will work in an honest, kind, transparent and accountable manner.*
- ❖ *We are ambitious, we will continually evolve and change by listening*
- ❖ *We collaborate with other organisations.*

❖ *We are inclusive, we recognise and respect the value and diversity of all*



4. CHAIR REPORT

The Fertility Alliance: Building Momentum and Driving Change

It is with great pride that I present the Chair's Report for The Fertility Alliance's second annual accounts. This year has been one of significant progress, marking a period in which the charity has moved beyond its establishment phase into a phase defined by delivery, influence, and measurable impact. Our team, volunteers, and partners have worked tirelessly to ensure that people navigating fertility challenges are heard, supported, and empowered, and I am delighted to reflect on the achievements and developments of the past year.

Our Achievement Highlights

Over the past year, The Fertility Alliance has continued to grow in both reach and reputation, establishing itself as a trusted voice for patients and a valued partner across the fertility sector. Among our key achievements:

- **Responding to growing demand for support:** There has been a marked increase in individuals accessing our one-to-one support services and specialist support groups. These include tailored services for men, LGBTQ+ communities, and people at different stages of their fertility journey. By listening to our community and responding to their needs, we have ensured that no one feels alone during this often-challenging experience.
- **Embedding the People's Panel:** Our People's Panel, which brings together individuals with lived experience of fertility challenges, has become central to our work. The Panel informs service development, contributes to research, and ensures that our advocacy and policy positions are rooted in real patient experiences. Their input continues to shape every aspect of our work, helping us maintain a truly patient-centred approach.
- **Building presence and influence across the sector:** The Fertility Alliance has established a credible and influential presence in the fertility community. We have delivered presentations at national conferences, contributed to professional forums, and engaged in clinical discussions, allowing us to share patient insights and best practice guidance widely.
- **Producing accessible, evidence-based resources:** This year, we expanded our library of digital content, producing videos, webinars, and written guides that address gaps in reliable fertility information. By offering clear, accessible resources, we support patients, professionals, and the wider public in understanding complex fertility issues.
- **Influencing national conversations:** Through initiatives such as our Fertility Awareness Week survey, we have highlighted systemic issues in fertility education, information, and access. These

insights have strengthened our role as a key advocacy organisation, ensuring that patients' experiences are central to national discussions.

- **Deepening partnerships:** We have worked closely with key organisations across the sector, most notably through our formal collaboration with the British Fertility Society. These partnerships enable us to address inequalities in access to treatment, improve patient support, and drive positive change at a system-wide level.
- **Engaging policymakers:** We have actively participated in discussions on the variation in fertility provision across the UK, attending Integrated Care Board meetings, briefing MPs, and presenting evidence from our research and patient community. This engagement ensures that patient voices are represented at the highest levels and that national policy decisions reflect the realities faced by those navigating fertility challenges.

Financial Overview

The Fertility Alliance continues to manage its finances responsibly, focusing on directing resources to where they have the greatest impact:

- **Income:** We have achieved continued growth through donations, fundraising initiatives, and partnerships, enabling us to expand delivery and reach more people in need.
- **Expenditure:** Our spending has focused on increasing capacity, developing programmes, and strengthening infrastructure to support sustainable growth.
- **Reserves:** We continue to develop a sustainable reserves position, ensuring the long-term stability and resilience of the charity.

Looking Ahead

As we move into our third year, our focus is on scaling our impact and strengthening our influence across all aspects of fertility support and advocacy. Our priorities for the coming year include:

1. **Expanding access to support** – ensuring underserved and underrepresented communities receive the guidance, care, and resources they need.
2. **Developing health and wellbeing programmes** – complementing emotional and practical support with initiatives such as wellbeing coaching, nutrition, and holistic care.
3. **Continuing policy advocacy** – championing equitable access to fertility treatment across the UK, supporting the implementation of national guidance, and amplifying patient voices.
4. **Strengthening partnerships** – collaborating with professionals, researchers, and organisations to drive improvements in care and reduce inequalities.
5. **Increasing income generation** – ensuring sustainability and continued growth, allowing us to expand services and reach more people in need.

Closing Reflections

This year has been a testament to the dedication, expertise, and passion of our team, volunteers, and partners. Their commitment has enabled The Fertility Alliance to move from foundation to influence, establishing the charity as a central voice in fertility support and advocacy.

While challenges remain in ensuring equitable access and consistent quality of care across the UK, we are well positioned to build on the momentum of the past year. Our determination remains steadfast: to ensure that everyone navigating fertility challenges has access to the support, information, and care they deserve.

I would like to thank all our supporters, partners, and the wider community for their continued commitment. Together, we will continue to drive meaningful change and make a real difference in the lives of those we serve.

OPERATIONAL HIGHLIGHTS & ACHIEVEMENTS

We are deeply passionate about putting the patient perspective at the centre of every conversation, decision, and initiative relating to fertility. To ensure we can do this effectively, all our team members receive comprehensive training when joining the charity, including trauma-informed training, equipping them with the skills, knowledge, and sensitivity needed to support people navigating often complex and emotionally challenging fertility journeys.

Over the past year, we have actively shared our expertise and insights across a wide range of audiences. We've delivered talks and presentations to doctors, nurses, embryologists, counsellors, healthcare assistants, and the public at conferences and professional events. In addition, we have led workshops and facilitated discussions designed to foster understanding, collaboration, and practical solutions for improving patient experiences.

Our commitment extends beyond events and workshops. We have visited fertility clinics across the UK to engage directly with staff and explore ways to enhance patient support on the ground. These visits have provided invaluable insights and will continue over the coming year, as we seek to work hand-in-hand with clinics to ensure care is consistently compassionate, informed, and patient-focused.

A key part of our work has been the ongoing growth and development of our People's Panel, which brings together individuals with lived experience of fertility challenges. The Panel is open to anyone who wishes to contribute to our mission of amplifying patient voices, and it has become an increasingly integral part of our work. Over the past year, we have worked closely with the Panel, involving members in consultations, focus groups, and discussions to ensure that patient perspectives directly inform our programmes, services, and advocacy. By collaborating with those who have lived experience, we are laying the foundation for better, more inclusive care for everyone in the future.

Social media

Over the past year, we have established and grown our social media presence, building an engaged community and reaching people across the UK. Our platforms have been developing organically, reflecting increasing interest in fertility support, education, and advocacy:

- **LinkedIn** – 1213 followers
- **Instagram** - 1365 followers with 135,631 views over the past quarter



- **Facebook** - 378 followers with 58.371 views over the past quarter
- **YouTube** - 4.2k views



View the webinar series - [The Fertility Alliance - YouTube](#)

Our social media channels are more than just numbers, they are spaces where people can access trusted information, share experiences, and connect with our community.

As we move forward, we aim to continue growing our reach, fostering engagement, and using these platforms to amplify patient voices and highlight key issues in fertility care.

Research and Collaboration

The Fertility Alliance is proud to actively contribute to fertility research, working closely with leading universities and research teams across the UK. Our involvement ensures that the patient perspective is embedded in studies that aim to improve fertility care, treatment outcomes, and long-term health.

Aberdeen University

- **When to start assisted reproductive technology treatment in couples with unexplained infertility** – exploring the optimal timing for treatment to improve success rates and patient experience.
- **Infertility and Long-term population health** – investigating the broader health impacts of infertility across the population.
- **Making pregnancy predictable: exploring the use of prediction models to streamline treatment decisions in infertility** – we have attended several meetings and provided feedback on trial papers to help shape the study's design and ensure patient needs are reflected.

Anglia Ruskin University

- **AFFINITY Trial** – Evaluating the efficacy of IVF add-ons in improving reproductive outcomes through a Bayesian multi-stage, multi-arm adaptive randomised trial.
- **CONCRETE Trial** – Investigating the effectiveness of Clomiphene Citrate in managing male infertility in a randomised, double-blind, placebo-controlled study.
- **Prediction Model for OHSS Risk** – Acting as co-applicants to develop a model to predict and reduce the risk of ovarian hyperstimulation syndrome among couples undergoing IVF.

Through these collaborations, The Fertility Alliance helps ensure that research is not only scientifically robust but also grounded in real-world patient experiences. By participating in meetings, reviewing papers, and providing expert insight, we are helping shape studies that have the potential to transform fertility care, inform clinical practice, and improve outcomes for patients and families across the UK.

People's Panel



Our People's Panel is made up of representatives from diverse communities, including ethnic minority groups, men, and the LGBTQ+ community. Over the coming year, we aim to further broaden the panel's demographics to ensure even more voices are represented.

The panel plays a vital role in shaping our work by:

- Sharing insights into the lived experiences of people navigating fertility challenges.
- Ensuring that our initiatives, services, and policies are inclusive, community-informed, and responsive.
- Keeping our community at the heart of everything we do.
- Providing high-quality patient and public involvement (PPI).
- Participating in focus group sessions to inform our strategies and projects.

Over the past year, the People's Panel has contributed their perspectives on a wide range of topics, helping us to continuously improve our support and advocacy for everyone affected by fertility issues.



During 2024/25, our dedicated team has been supporting a growing number of individuals navigating fertility challenges via email, telephone, and online platforms. We provide a comprehensive range of services designed to meet emotional, informational, and practical support needs. Over the past year, we have seen a remarkable increase in demand for one-to-one support, reflecting the importance of personalised guidance during what can often be a complex and emotionally challenging journey.



We were delighted to welcome Kelly Da Silva to the Fertility Alliance in the role as Head of Patient Support for the charity.

Kelly is the founder of The IVF Gap and [The Dovecote: Childless Support Organisation](#).

Drawing on her own ten-year personal experience of infertility, Kelly has spent the last decade working in the fertility sector, supporting others through treatment and in the often-overlooked space beyond.

She is currently a PhD researcher at the Centre for Reproduction Research at De Montfort University, where her work explores the lived experience of unsuccessful fertility treatment.

Kelly recently worked as a Patient Experience and Co-Production Facilitator, using her professional insight and lived experience to shape more compassionate and responsive support pathways.

Her work is grounded in a trauma-informed approach, with a strong focus on emotional wellbeing, validation, and psychological safety for those navigating fertility challenges.

Over the past ten years, she has worked for a leading UK fertility provider to design and deliver emotional support services -helping to develop emotional support services that were formally recognised by the HFEA for their contribution to improving patient care.

Kelly is a trained practitioner in Neuro-Linguistic Programming (NLP), Emotional Freedom Technique (EFT) and Mindfulness practitioner, weaving these approaches into her work to gently support people at any stage of their journey - including life after fertility treatment.

In addition to individual support, we have facilitated a variety of group sessions to meet the diverse needs of our community, including:

- **General Support Group**
- **Secondary Fertility**
- **Considering Moving On from Treatment**
- **Male Support**
- **Diet and Nutrition**
- **The Book Club**
- **LGBTQ+ Group**
- **Professional Group**
- **Reclaiming Christmas**

These sessions provide a safe and welcoming space for people to share experiences, gain insight, and feel part of a supportive community.

We have also developed a rich library of information resources, producing 32 new videos over the course of the year. Our three most popular videos were:

- *Lived Experiences: Going through treatment in a same-sex couple* – 341 views
- *Research on social media and fertility* – 292 views
- *Surrogacy – Q & A with Sarah Jones from Surrogacy UK* – 286 views

Looking ahead to 2026, we plan to expand our support services further, with a particular focus on Health and Wellbeing. This initiative aims to empower people to take back some control during their fertility journey and will include access to one-to-one wellbeing coaching, as well as yoga and nutrition sessions. By offering holistic support, we hope to help individuals maintain their emotional and physical health while navigating fertility challenges.

The impact of our support is reflected in the voices of those we help:

"It was very helpful to talk through my situation with someone who understands the situation, and who has experienced going through the same things. It was helpful to think about how to best manage the situation while keeping up my mental health."

"The guidance and support we received helped us feel less alone and more confident in our journey."

"Having someone to talk to who truly understands what we're going through has made a world of difference."

"Knowing there's a community that truly understands this journey has given me hope when I felt like giving up."

Through these services, The Fertility Alliance continues to provide compassionate, person-centred support, helping individuals and families feel informed, understood, and empowered at every stage of their fertility journey.

Events/Meetings

During the course of the last year, we have attended and spoke at many events on a variety of subjects. We have also attended numerous meetings over this period. Some of these have included:





Fertility 2025 in Liverpool

DELTA Reproductive Health Symposium

RCOG/BFS meeting on patient experiences

Conway House

LWC Bristol

Female Reproductive Endocrinology conference

Aberdeen Fertility

All-Party Parliamentary Group on PCOS Report

The Fertility Show London

Fertility Europe

National Fertility Group

Masterclass for professional

BFS Fertility Education Initiative SIG

Fertility Preservation Group

BFS Study Week

IBSA ARTiculate meeting

Newcastle Fertility

ESHRE 41st Annual Meeting

Clare Lewis-Jones award



We were thrilled to announce the opening of nominations for the inaugural Clare Lewis-Jones Award for Outstanding Patient Care and would like to extend our heartfelt thanks to Clare's family for supporting this exciting new initiative.

The award will be presented for the first time at Fertility 2026 to a healthcare professional nominated by their patients as someone who exemplifies the qualities that Clare held dear: compassion, dedication, and a genuine commitment to putting patients at the heart of care.

Clare Lewis-Jones was a true pioneer in fertility patient advocacy, dedicating over 30 years of her life to supporting individuals and families navigating fertility challenges. She was instrumental in shaping the fertility support sector, initially leading the charity CHILD, which later merged with ISSUE to form the Infertility Network. Clare was also a founding member and driving force of Fertility Europe, serving as Chair for six years, and she played a pivotal role in leading the patient forum AFPO and the National Infertility Awareness Campaign. In recognition of her outstanding contributions to health, Clare was awarded an MBE in 2009.

Clare's vision, dedication, and passion for patient-centred care were a constant inspiration. She was a mentor to the staff team at The Fertility Alliance and a guiding influence in the charity's founding. Establishing this annual award is our way of honouring Clare's remarkable legacy and ensuring that her values continue to inspire excellence in patient care across the fertility sector.

By recognising healthcare professionals who embody Clare's ethos, the award celebrates not only outstanding practice but also the compassion, empathy, and dedication that make a real difference to the lives of those navigating fertility treatment. The Clare Lewis-Jones Award will stand as a lasting tribute to a remarkable advocate, mentor, and pioneer, ensuring her impact on the fertility community is remembered and celebrated for years to come.

Fertility Week



During National Fertility Awareness week, we joined with our fellow UK charities BICA - British Infertility Counselling Association, Verity - PCOS Charity and Chana - and our all colleagues in Fertility Europe, bringing together the fertility charities from across Europe, to raise awareness of the need for evidence-based fertility education and information to ensure everyone has the knowledge they need.



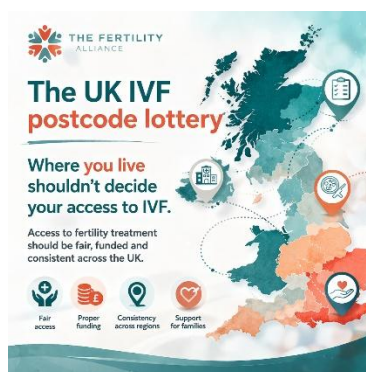
We carried out a snapshot survey of fertility patients for Fertility Awareness Week (Nov 3-9) which found that the majority of respondents felt confused and overwhelmed by the experience of trying to find fertility information.

- 8% of respondents said their GP had been able to give them the information they needed about their fertility, and only 44% thought their fertility clinic gave them what they needed.
- The majority (57%) had found it difficult to find information about fertility and fewer than 1% of respondents were confident that the information they were finding online was accurate and evidence based. 74% had used social media to source information, but not a single respondent said they were very confident that the information they found this way was accurate. Only 7% of respondents reported being “very confident” that they would be able to identify bias in social media posts about fertility.
- Two-thirds of patients (67%) found that information from different sources was conflicting. This was often from social media and online influencers, but they also reported that different doctors and different clinics were giving conflicting advice.
- When asked how they felt about the experience of trying to find fertility information the most common responses were that they felt overwhelmed, confused, anxious and uncertain. Fewer than 1% of respondents said it made them feel certain about fertility information.
- More than 90% had not been told anything during their school education about the possibility of infertility and 98% did not receive any information about family-building options of LGBTQ+ communities.

Gwenda Burns, Chief Executive of The Fertility Alliance said “These results show just how much we’re failing people when it comes to fertility education. That leaves them turning to the internet and social media, where accuracy and trust are major concerns. Fertility impacts so many aspects of people’s lives, yet reliable, evidence-based information is still far too hard to access. We urgently need a national effort to improve fertility education and ensure clear, trustworthy information is available for everyone.”

Kevin McEleny, Chair of the British Fertility Society said: “This study builds on previous work, showing that patients find it difficult to access accurate information about fertility issues, particularly from social media, leading to confusion and anxiety. The British Fertility Society is keen to work with The Fertility Alliance, primary care and educators to improve this situation and help support patients better through this early part of their fertility journey.”

Advocacy and Access to Fertility Treatment



Access to fertility treatment across the UK remains highly variable. In England, provision can differ significantly from postcode to postcode, resulting in unequal opportunities for patients depending on where they live. Scotland stands out as the only nation providing the gold standard of treatment in line with **NICE guidelines**. Wales and Northern Ireland offer more equitable provision, but both fall short of delivering carefully aligned with NICE recommendations. In contrast, many areas of England continue to disinvest in fertility services, with a majority of Integrated Care Boards failing to adhere to national guidance.

Throughout the year, The Fertility Alliance has devoted significant time and energy to advocating for fairer access. We have attended numerous ICB meetings, written to and met with MPs, and consistently highlighted the urgent need for equitable, evidence-based fertility care.

A key highlight of our advocacy work was being hosted by Navendu Mishra MP in the House of Commons, where the Fertility Alliance team, alongside the British Fertility Society, briefed MPs on the state of fertility provision in the UK. This important discussion centred on the newly published joint BFS / Fertility Alliance report: **“Ending IVF Inequity: A Business Case for Change” (October 2025)** <https://shorturl.at/jkdz7>. The business case calls for all Integrated Care Boards (ICBs) in England to implement the full NICE fertility guideline, providing three fully funded IVF cycles for eligible patients—

an approach recommended by NICE for over two decades. The briefing was supported by several committed MPs, including Andrew Griffith (Arundel and South Downs), Olivia Blake (Sheffield Hallam), Dr Caroline Johnson (Sleaford and North Hykeham), Kate Osborne (Jarrow and Gateshead East), and Liz Twist (Blaydon and Consett).

Through these efforts, The Fertility Alliance continues to champion fair and equitable fertility care, ensuring that patient voices are heard at the highest levels of government. This vital work will continue throughout 2026 and beyond, as we push for evidence-based policy, equitable funding, and the consistent implementation of national standards to benefit patients across England and the UK.



We participated in several radio interviews, submitted requested quotes for national papers, and wrote articles for various outlets. We will continue to grow our media contacts and coverage over the next year, highlighting issues that impact our beneficiaries.



We were absolutely delighted and truly honoured to announce our official partnership with the British Fertility Society, marking an exciting step forward in our shared commitment to improving fertility care across the UK. This collaboration brings together two organisations dedicated to putting patients at the centre of fertility services, and it represents a unique opportunity to combine professional expertise with the lived experiences of those navigating fertility challenges.

Through this partnership, we will work more closely than ever to promote the highest possible standards of care for every patient. Together, we aim to ensure that everyone has access to accurate, evidence-based information, while also campaigning jointly for fair and equitable funding for fertility treatment. By uniting the voices of healthcare professionals with those of patients, we can drive

meaningful progress and help ensure that every individual seeking fertility care receives the support and treatment they deserve.

Gwenda Burns, Chief Executive of The Fertility Alliance, said:

"We are delighted to partner with the British Fertility Society to strengthen our shared commitment to high standards, collaboration and patient-centred fertility care. Together, we aim to promote evidence-based information for those wanting to know more about fertility, and to champion fair access to treatment following NICE guidance, ensuring that everyone who needs fertility treatment and support has the opportunity to receive it."

Kevin McEleny, Chair of the British Fertility Society, said:

"The British Fertility Society shares the aims of The Fertility Alliance in providing patients with evidence-based information and promoting the rights of patients, including fair access to fertility treatments in line with the NICE recommendations. We are delighted to be working in partnership with The Fertility Alliance and feel that this new relationship is a 'win win' for both patients and the professionals that look after them."

This partnership is a commitment to collaboration, to innovation in fertility care, and to making a real difference for patients across the UK. By combining expertise, experience, and advocacy, we are confident that together we can achieve lasting improvements in the quality, accessibility, and fairness of fertility services.

Strengthening Partnerships, Driving Impact

The Fertility Alliance continues to work closely with the UK regulator, the Human Fertilisation and Embryology Authority, and leading organisations across the fertility sector, including the British Fertility Society, European Society of Human Reproduction and Embryology, British Infertility Counselling Association, Fertility Europe, Royal College of Nursing, Royal College of Obstetricians and Gynaecologists, and the Senior Infertility Nurse Group. These collaborations amplify our collective voice and help shape improvements in fertility care, policy, and access nationwide.

Over the past year, we have proudly supported individuals and families on their fertility journeys, providing compassionate, person-centred guidance and fostering hope at every stage. By working closely with clinicians, partners, and communities, we've expanded our reach, strengthened our influence, and championed the voices of those who need it most.

Looking forward, we are committed to building on this momentum, deepening partnerships, growing programmes, and ensuring that everyone experiencing fertility challenges has access to the support, information, and advocacy they deserve. Together, we are driving change, promoting equity, and creating a future where high-quality fertility care is accessible to all.

6. FINANCIAL REVIEW

Over the next year we will continue to look at income diversification initiatives. We are extremely grateful for the support of all those individuals who have kindly donated to us, have carried out fundraising

challenges and organisations that have supported us. We look forward to a new year working with everyone in the community to offer vital support.

7. OUR TRUSTEES & TRUSTEE RESPONSIBILITIES

Trustee Responsibilities

Our trustees are the people that have overall oversight of the charity. They are not involved in running the charity on a day-to-day basis but collectively make decisions about the approach the charity will take and its future direction. They make sure that we have the policies and procedures needed to show we're complying with our legal obligations. They provide support, ideas and constructive challenge to our team to help the charity to achieve the best it can for our beneficiaries and demonstrate the difference that we make.

The Trustees 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.

In line with our legal responsibilities and commitment to strong financial governance, the Trustees undertook an external review of the charity's accounts for the financial year. As our annual income exceeded the threshold at which independent scrutiny is required, the Trustees appointed Dumas Accounting to carry out an Independent Examination of our financial statements.

The examination was conducted by Dumas Accounting, 16 Butlers Grove, Great Linford, Milton Keynes, MK14 5DT. Their review provided an objective assessment of our accounting records, financial controls and year-end statements, offering assurance that the accounts present a fair and accurate reflection of the charity's financial position. The Trustees are satisfied that the Independent Examination was completed thoroughly and in accordance with the relevant regulatory standards.

This process reinforces our commitment to transparency, accountability and the responsible stewardship of the funds entrusted to us.

Signed on behalf of the Board of Trustees



Date:

5 June 2026



THE FERTILITY ALLIANCE		1206323	
Receipts and payments accounts			
For the period from	08 November 2024	To	07 November 2025

CC16a

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	3,898	-	-	3,898	-
Corporate Partnership	3,800	-	-	3,800	-
Scottish Government and Wellbeing Grant	-	22,500	-	22,500	-
Other income	7,639	-	-	7,639	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	15,337	22,500	-	37,837	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	15,337	22,500	-	37,837	-
A3 Payments					
Bank fees	43	-	-	43	-
Consulting	3,025	-	-	3,025	-
Evaluation/dissemination	150	-	-	150	-
General expenses	320	-	-	320	-
Insurance	157	-	-	157	-
IT Software and consumables	754	16	-	770	-
Pension costs	-	854	-	854	-
Postage, freight & courier	192	12	-	204	-
Printing & stationery	590	274	-	865	-
Rent	26	-	-	26	-
Salaries	-	18,650	-	18,650	-
Travel-National	1,428	417	-	1,845	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	6,685	20,223	-	26,908	-
A4 Asset and investment purchases, (see table)					
Church music equipments	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	6,685	20,223	-	26,908	-
Net of receipts/(payments)	8,652	2,277	-	10,929	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	5,349	-	-	5,349	-
Cash funds this year end	14,001	2,277	-	16,278	5,349

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank - Current Account	14,001	2,277	-
		-	-	-
		-	-	-
	Total cash funds	14,001	2,277	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Tim Child	5-Jun-26



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
The Fertility Alliance

On accounts for the year
ended

07 November 2025

Charity no
(if any)

1206323

Set out on pages

1 - 2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 07/11/2025. DD / MM / YYYY.

Responsibilities and
basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:

Nana Opoku Barfi

Date:

21 May 2025

Name:

Nana Opoku Barfi

Relevant professional
qualification(s) or body
(if any):

1. Fellow - Certified Public Accountants Association (FCPAA)
2. Member – Association of Independent Charity Examiners (MCIE)

Address:

16 Butlers Grove

Great Linford, Milton Keynes

MK14 5DT

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

THE FERTILITY ALLIANCE

England & Wales - Charity number 1206323

Accounts



ANNUAL REPORT

DECEMBER 2023 – NOVEMBER 2024

CONTENTS

- 1. Reference & Administrative Information**
- 2. Structure, Governance & Management**
- 3. Our Mission & Objectives**
- 4. Chair Report**
- 5. Operating Highlights**
- 6. Financial Review**
- 7. Trustee Responsibilities**
- 8. Annual Accounts**

1. REFERENCE AND ADMINISTRATIVE INFORMATION

Charity name	The Fertility Alliance
Charity number (England and Wales)	1206323
Scottish charity number	SC053407
Governing Document	Constitution 2023
Registered office	5 Brayford Square London E1 0SG
Bank	Lloyds Bank 25 Gresham Street London EC2V 7HN

2. STRUCTURE, GOVERNANCE & MANAGEMENT

The charity is constituted as a charitable incorporated organisation and is therefore governed by the constitution. The number of Trustees shall not be less than 3 and not more than 12. The charity trustees may not appoint any other charity trustee if as a result the number would exceed the maximum. The Board meets quarterly and as necessary. The Trustees, who served during the year, were:

Angela Pericleous-Smith	Appointed	23/12/23
Anya Sizer	Appointed	23/12/23
Professor Abha Maheshwari	Appointed	21/12/23
Professor Tim Child	Chair Appointed	05/01/24
Raj Mathur	Appointed	02/05/24

Professor Tim Child



Tim is an Associate Professor of Reproductive Medicine in the Nuffield Department of Women's and Reproductive Health at the University of Oxford.

He became an HFEA member in January 2021 and Chairs the Scientific and Clinical Advances Advisory Committee (SCAAC). Tim was a member of the 2013 NICE Fertility Guidelines Group. He is co-author of the UK's highest selling Obs and Gynae textbook and has published over 100 research papers and chapters. Tim is a firm believer in Evidence Based Medicine and has undertaken many trials assessing assisted conception interventions.

Professor Abha Maheshwari



Professor Abha Maheshwari is the lead consultant for Reproductive Medicine and Surgery in Aberdeen Fertility Centre.

Being Person Responsible and laboratory director, she is fully aware of clinical and legislative practices as well as challenges facing fertility treatments. She has been part of a number of subcommittees working on Scottish Guidance on various aspects of fertility over the years.

Nationally she is a panel member for licence centres in HFEA and Andrology special interest Group of British Fertility Society. She is also subspecialty training supervisor for RCOG accredited subspeciality training in Reproductive Medicine and Surgery as well as trainer for multiple training modules for British Fertility Society. She is a strong advocate for research and research being lead and delivered in clinical setting to improve patient care.

She is also Clinical lead for Reproductive Health and Childbirth for National Research Scotland after having had personal fellowships from Chief Scientist Office for working on safety and efficacy of Assisted Reproduction. She has published extensively in the field both primary and secondary research and given talks nationally and internationally.

Angela Pericleous-Smith



Angela is Chair of the British Infertility Counselling Association working as a counsellor with over 20 years' experience and specialising in fertility counselling since 2004 when she joined Leeds Fertility alongside her Private counselling and supervision practise in York. Previously, working with one-parent families, survivors of rape and abuse and as a Children's counsellor for the NSPCC. alongside her private counselling and supervision practise in York.

Angela is a member of British Association of Counsellors and Psychotherapists (BACP) and an Accredited member of BICA. Currently she is a Trainer with the BICA Training Group providing training to other fertility counsellors to promote high standards of fertility counselling and is Deputy Chair of the BICA Accreditation Board. Angela has co-authored BICA Guidelines for Good Practice in Fertility Counselling 4th Ed. 2019.

Angela is Chair of the British Infertility Counselling Association (BICA), Counsellor representative for British Fertility Society (BFS) and a Trustee for the Fertility Alliance, she has specialised in fertility counselling since 2004 working both within the NHS, private fertility clinics and in private practice since 2004. Angela has written and spoken about the emotional impact of infertility and has co-authored BICA Guidelines for Good Practice in Fertility Counselling 4th Ed. 2019 and Counselling in Surrogacy in UK Licensed Centres (2021). Other research and writing have focused on Covid-19's impact on UK counselling provision and patients' experiences, The emotional, physical and psychological impact of infertility in the workplace and Counselling challenges associated with donor conception and surrogacy.

Angela is driven to improve professional standards in fertility counselling; the psychological support, provision and accessibility of information and fair treatment for patients.

Anya Sizer



Anya has been a prolific campaigner for fair IVF treatment on the NHS . She has spent the last fifteen years working in fertility and IVF support . Anya was appointed as and HFEA Authority Member in October 2024.

Anya has delivered many talks/presentations throughout the UK to organisations such as BICA, BFS, NHS, HFEA and Adoption UK. As a mum of three through IVF and adoption, Anya’s experience of fertility spans first-hand experience and professional life. Anya is the author of ‘Fertile Thinking ’and is an Executive Committee Member for Fabian Women’s network .

Raj Mathur



Raj is a reproductive medicine specialist working in a large NHS fertility service based in Saint Mary’s Hospital Manchester and is also Senior Consultant at Manchester Fertility. He has been in the field of fertility for over 25 years and has led NHS fertility services in Manchester and Cambridge. Between 2021 and 2024 Raj chaired the British Fertility Society, which represents professionals working in this field in the UK. He has been an advisor to the Human Fertilisation and Embryology Authority.

Raj’s interests are in ensuring equitable access to fertility treatment in the NHS and reducing the risks associated with IVF. He has published several original research papers and book chapters and is the lead author of national guidelines on prevention and management of Ovarian Hyperstimulation Syndrome. He is a member of the NICE guideline committee tasked with developing guidance to support the care of people with fertility problems. He is active in public engagement and advocacy for improved NHS fertility care.

Our Patron – Allan Pacey



We are delighted Professor Allan Pacey is our founding Patron at the Fertility Alliance.

Allan recently joined the University of Manchester where he is the Deputy Vice President and Deputy Dean of the Faculty of Biology, Medicine and Health. He is also Professor of Andrology and has published over 200 research papers, book chapters and review articles.

He is a former Secretary (2005-2010) and Chairman (2012-2015) of the British Fertility Society and former Editor in Chief of the BFS journal Human Fertility (2015-2022). In addition, Allan is an accomplished science communicator and broadcaster. Recent television programmes include Me, My Brother and our Balls (2020), Alex Jones – Fertility and Me (2016), Britain's Secret Code Breaker (2011), Donor Unknown (2011), The Great Sperm Race (2009), The Truth About Food (2007), Make me a Baby (2007) and Lab Rats (2004).

Awards include, a Fellowship ad eundem of the Royal College of Obstetricians and Gynaecologists (2014) in recognition of contributions to the speciality and the Wellbeing of Women, an MBE from Her Majesty Queen Elizabeth II for services to Reproductive Medicine (2016), and Honorary (lifetime) Fellowship from the British Fertility Society (2023).

Our Advisory Board

Professor Adam Balen
Professor Siladitya Bhattacharya
Natalie Gamble
Professor Nicky Hudson
Professor Jackson-Kirkman-Brown
Maria Satchi

Marta Jansa Perez
Victoria Macdonald
Jane Plumb
Anthony Ribb
Tracey Sainsbury
Francesca Steyn

For further information about our Advisory Board - [Our Advisory Board – The Fertility Alliance](#)

Co-Founder Kate Brian



Kate is an author and journalist who has been working in the fertility sector for more than 25 years. Kate is an Honorary Fellow of the Royal College of Obstetricians and Gynaecologists where she was the first Women's Voices Lead.

Kate was a lay member of the Human Fertilisation and Embryology Authority where she chaired the Licence Committee and continued to work with the Authority as a member of the Scientific and Clinical Advances Advisory Committee. Kate is a member of the NICE fertility guideline update group and also sat on the previous NICE fertility guideline development group.

Kate has written five books about fertility, IVF treatment and pregnancy, and presented two Radio Four documentaries about donor treatment.

Chief Executive, Gwenda Burns



The Chief Executive is appointed by the Board of Trustees to manage the day-to-day operations of the charity and has overall responsibility for managing the charity's operations and employees.

3. OUR MISSION AND OBJECTIVES

The Fertility Alliance is a national charity focused on providing fertility information, education and support, taking a life course approach.

We support and educate everyone who wants to know more about their fertility, including the 3.5 million people currently facing fertility issues. Our broad range of programmes and activities will deliver education, wellbeing support, digital innovation, knowledge and guidance about all aspects of fertility. We will work with our partners to ensure the public and stakeholders are at the centre of designing services which are fit for purpose.

We bring together and champion the expertise of people with lived experience, the third sector, and organisations across fertility and reproductive health to inform policy, practice and service delivery. We aim to ensure fair and equitable access to information, to fertility care and to treatment. Together our voice is stronger, and we will use it to promote meaningful change.

The charity's objectives are subject to review each year to ensure it continues to deliver value to the individuals, couples, communities, and entities it supports.

- ❖ *The advancement of education of the general public on effects and treatment of fertility problems and other such related conditions by*
- ❖ *Providing information, services and support for people on a fertility/infertility journey and related conditions*
- ❖ *promoting/participating in research work into fertility/infertility and related conditions and publish the results of such work*
- ❖ *Delivering information sessions to Professionals in relation to fertility and infertility*

We aim to:

- ❖ *Improve fertility awareness, education and health through effective partnership engagement.*
- ❖ *Champion and support wellbeing and self-care*

- ❖ *Campaign for fair and equal access to fertility treatment across the UK*
- ❖ *Support research projects which aim to increase knowledge, improve health, wellbeing and treatment options.*
- ❖ *Ensure lived experience and stakeholder insights drive policy and sit at the heart of design, delivery and improvement of support and services.*

Our Values are simple:

- ❖ *We will work in an honest, kind, transparent and accountable manner.*
- ❖ *We are ambitious, we will continually evolve and change by listening*
- ❖ *We collaborate with other organisations.*
- ❖ *We are inclusive, we recognise and respect the value and diversity of all*



4. CHAIR REPORT

The Fertility Alliance: Reflecting on Our First Year

It is with immense pride and gratitude that I present the Chair's Report for The Fertility Alliance's first annual accounts. This year has been one of foundation, growth, and unwavering commitment to our mission of supporting people on their fertility journey.

Our Achievement Highlights

Over the past year, The Fertility Alliance has established itself as a beacon of hope and support for people navigating the often complex and emotional terrain of fertility. Among our key achievements are:

We officially registered with the Charity Commission on the 21st of December 2023 and launched as a national charity in the UK in June 2024, with a focus on inclusivity and accessibility for all who need fertility support. We officially registered a branch in Scotland with OSCR in April 2024

Recognising the unique challenges fertility issues can bring, we engaged with the community to understand their specific needs and how we can better support them.

We have connected with people at all stages of the path through tests and treatment, offering resources and advocacy to ensure their voices are heard and their journeys supported.

Through partnerships we have worked to de-stigmatise fertility issues and advocate for improved access to support services. We have delivered more than 20 presentations to professionals.

We gained candidate membership with Fertility Europe. We joined the Maternal Mental Health Alliance local affiliate pilot and the HFEA's Patient Organisation Stakeholder Group (POSG)

Financial Overview

We are committed to prudent financial management and transparency. As a newly established charity, we are committed to diversifying funding streams and allocating resources effectively to maximise impact for our community.

- **Income:** Our first-year income has been derived from a combination of donations and initial fundraising efforts.
- **Expenditure:** Funds have been judiciously spent on initial program development, support and operational costs.
- **Reserves:** We have begun to look at reserves to ensure sustainability and capacity for future growth.

Looking Ahead

While we are proud of our accomplishments within our first year, we have much more to accomplish. In the coming year, we aim to:

1. Expand our reach and support throughout the UK including underrepresented communities.
2. Develop targeted programs based on the insights gained from our focus groups and consultations.
3. Strengthen partnerships with healthcare providers, clinic staff teams, professionals, policymakers, and other charities to amplify our impact.
4. Increase fundraising efforts to support the growing demand for our services.
5. Ensure we increase our visibility and our mission to support individuals and communities in navigating fertility issues by attending conferences and events.

Our initial achievements this year would not have been possible without the dedication of our team, volunteers, partners, and supporters. Your belief in our mission has been the cornerstone of our success in our first year.

As we reflect on this foundational year, we are energised and inspired to continue our journey, supporting those who seek to build families and creating a more inclusive, compassionate approach.

Thank you for your continued support.



5. OPERATIONAL HIGHLIGHTS & ACHIEVEMENTS

We are passionate about putting the patient perspective at the heart of every discussion about fertility. We ensure our team members are equipped with the skills and knowledge required, including receiving trauma informed training when joining the charity.

In the six months since we launched, we've given more than 20 talks to audiences of up to 600 professionals including doctors, nurses, embryologists, counsellors and health care assistants at conferences and events, and we have run workshops and facilitated discussions.

We have visited fertility clinics around the UK to discuss ways of improving patient support.

We have developed a People's Panel of those with lived experience which is open to anyone who'd like to help us in our mission to ensure patient views are listened to. We are turning to the Panel more and more as we grow and develop, so we can work together to ensure better care for everyone in the future.

Social media

We established our Social Media sites which have been growing organically over the past 6 months:

- **LinkedIn** - 617 followers
- **Instagram** - 797 followers, 15K accounts reached with 25k views
- **Facebook** - 185 followers, reach of 7.2k, views 11.8k
- **Twitter/X** - 132 followers
- **YouTube** - 829 views



View the webinar series - [The Fertility Alliance - YouTube](#)

Research

- We are co-applicants on several research projects in Scotland and England and have provided PPIE focus groups with our People's Panel
- We have worked with the **AFFINITY trial** on add-ons and the **CONCRETE trial** on male fertility
- We have sent letters in support of several projects
- We worked with QMUL on information about treatment add-ons

People's Panel

We established a people's panel which is growing in numbers and have representatives from ethnic minority groups, men and the LGBTQ+ community. Our intention is to widen the demographics of the group in the coming year.



Our panel:

- Provides insights into the lived experiences of people navigating fertility challenges.
- Ensures that the charity's initiatives, services, and policies are inclusive and community informed.
- Ensures our community is at the heart of everything we do
- Provides a high standard of PPI

Over the last 6 months we consulted the People's Panel on a variety of subjects.

Survey

We carried out a snapshot survey to mark World Infertility Awareness Month which found delays at every stage of the fertility journey which are having an impact on wellbeing and mental health, with some patients describing the waiting as “torture”.

The survey found people were facing lengthy waits to be referred for specialist care, tests and procedures before treatment and for treatment itself.

Respondents reported an impact on their mental health, causing stress and anxiety, and financial pressures of funding private treatment.

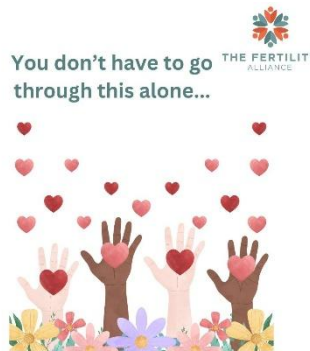
The main findings:

- More than 40% of respondents had waited more than six months to be seen at an NHS fertility clinic after referral from a GP. 14% had waited more than a year.
- 66% of respondents had to wait for other tests or procedures before they could start treatment. For those who had to wait, around a third (30%) had to wait more than six months, with the majority waiting more than three months.
- For those having NHS-funded fertility treatment, 42% had waited more than six months for treatment after being told they'd need it, and 20% had waited more than a year.
- In the private sector, the majority had their treatment in 1-2 months.
- The most common reasons for seeking private treatment were delays for NHS provision or ineligibility - just 4% of respondents chose to pay because felt treatment was more likely to be successful, 6% because they thought they'd get a better service, and 6% because there was a wider range of treatment options.
- 30% of those who paid for treatment had borrowed money from family and 27% had used credit cards or taken out loans.

- A third of those who paid said it wasn't clear how much treatment was going to cost - many referred to extra scans, tests and blood tests they hadn't anticipated paying for. One respondent reported having to pay an unexpected £500 for blood tests alone.
- The majority said delays had impacted their mental health - talking about stress, anxiety, frustration, lack of support, life on hold, biological clock, race against time - quite a few used the word "torture" to describe how this felt. Respondents also talked about a lack of timelines and communication problems making things harder.

Chair of the British Fertility Society, Kevin McEleny, commented on the findings *"This survey by the newly launched Fertility Alliance demonstrates the barriers that people face when seeking help for fertility issues. It is vital that commissioners and providers recognise the emotional and financial toll that delays can place on patients who need fertility treatments, and we call on the NICE recommendations for fertility treatment to be implemented across the entire UK."*

Support



Since the charity has been registered in December 2023, the team have been supporting many individuals via email and telephone. We provide a range of services to address emotional and informational and support needs.

In the Autumn of 2024, we recruited a volunteer who is now running a monthly online support group. We also introduced the book club, which is open to patients and professionals with a guest author participating and answering questions. We developed and disseminated a monthly newsletter to our beneficiaries and professional networks to keep them regularly updated on our activities.

We collate regular feedback from our group and events:

"Very well hosted. A lot more effective than I thought it would be."

"Was so nice to feel supported in a safe space to share vulnerable feelings"

"Thank you for hosting tonight's session. I felt seen when I read the book but again tonight I have had that same feeling, so thank you again."

During 2024 the team represented patients on several on ICB review groups, meetings and at the National Fertility Group in Scotland.

We were delighted to welcome Jonathan Luwagga to the Fertility Alliance in the role as a Peer Advocate for the charity, which involves being a voice for male patients.

We have produced 16 information videos since our launch in June. Our most popular videos are
Endometriosis (177 views)
PCOS awareness (93 views)
Lived Experience of egg freezing (49 views)

We will expand our support services during 2025 with an additional focus on Health and Wellbeing.

Events/Meetings

During the course of the last six months, we have attended and spoken at more than 20 events on a variety of subjects. We have also attended numerous meetings over this period. Some of these have included:



Fertility Scotland Network Seminar
Medical Education Academy
Biomedical Innovation in the Hope Market event
Nurses Workshop
BFS Executive Meeting
Fertility Preservation Group
Fertility Awareness
HFEA 100th birthday of Mary Warnock
MATEX 10-year celebration
Fertility Europe EuMAR

BFS Study Week
National Fertility Group
Masterclass for professional
Conway House
LWC Bristol
workshop Aberystwyth University
Fertility Europe EFW2024
Wythenshawe Quarterly MNVP Meeting
Westminster – Launch of RCOG report
PET celebration of Bio News



We were delighted to attend the premiere at the British Film Institute Film Festival of Joy. It is the story of Bob Edward, Partrick Steptoe and Jean Purdy and how their pioneering work led to the birth of the first IVF baby Louise Joy Brown.

Fertility Week



During National Fertility Awareness week, we joined forces with other charities (CHANA, Verity and BICA) and stakeholders to raise awareness and provide support to all those struggling with fertility problems. We shared videos, visuals, posts and tweets to engage with our social media community and extend our reach.

Media

We participated in several radio interviews, submitted requested quotes for national papers, wrote an article for the BICA Journal, the Guild of Health writers newsletter and the BFS newsletter. We will continue to grow our media contacts and coverage over the next year, highlighting issues that impact our beneficiaries.

General

The Fertility Alliance will continue to work in close collaboration with the regulator of the UK fertility industry, the Human Fertilisation and Embryology Authority (HFEA). We will continue working with British Fertility Society, European Society of Human Reproduction & Embryology (ESHRE), British Infertility Counselling Association (BICA), Fertility Europe, Royal College of Nursing (RCN), Royal College of Obstetricians & Gynaecologists (RCOG), Senior Infertility Nurse Group (SING) and other stakeholders.

As The Fertility Alliance, we are thrilled to celebrate the start of our second year as a charity. Over the past year, we have been honoured to support people on their fertility journeys, fostering hope and delivering compassionate care. From partnering with leading specialists, we have worked diligently to make a meaningful impact. As we look ahead, we are committed to building on these foundations, strengthening our alliances, and continuing to provide unparalleled support to those navigating fertility challenges.

6. FINANCIAL REVIEW

Over the next year we will look at income diversification initiatives. We continue to be extremely grateful for the support of all those individuals who have kindly donated to us and organisations that have supported us. We look forward to a new year and to kick it off we have successfully secured a grant from The Scottish Government with a further two submitted applications outstanding.

7. OUR TRUSTEES & TRUSTEE RESPONSIBILITIES

Trustee Responsibilities

Our trustees are the people that have overall oversight of the charity. They are not involved in running the charity on a day-to-day basis but collectively make decisions about the approach the charity will take and its future direction. They make sure that we have the policies and procedures needed to show we're complying with our legal obligations. They provide support, ideas and constructive challenge to our team to help the charity to achieve the best it can for our beneficiaries and demonstrate the difference that we make.

The Trustees 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.

As the annual income of The Fertility Alliance falls below the threshold of £25,000, the charity is not required to have its accounts independently examined under the Charities Act 2011. These accounts have been prepared by the trustees and the Chief Executive in accordance with the charity's governing document and relevant financial reporting standards.

Signed on behalf of the Board of Trustees



Date:

25 February 2025

8. Annual Accounts

Financial Statement

The Fertility Alliance

For the period 21 December 2023 to 7 November 2024

	UNRESTRICTED	TOTAL
Income		
Donation	5,994.87	5,994.87
Total Income	5,994.87	5,994.87
Gross Profit	5,994.87	5,994.87
Expenditure on Charitable Activities		
General Expenses	12.75	12.75
IT Software and Consumables	346.49	346.49
Postage, Freight & Courier	20.75	20.75
Printing & Stationery	66.04	66.04
Rent	26.40	26.40
Travel - National	104.05	104.05
Total Expenditure on Charitable Activities	576.48	576.48
Operating Profit	5,418.39	5,418.39

Balance Sheet

The Fertility Alliance
As at 7 November 2024

	7 NOV 2024	7 NOV 2023
Assets		
Bank		
The Fertility Alliance	1,061.72	-
Total Bank	1,061.72	-
Current Assets		
Accounts Receivable	4,450.00	-
Total Current Assets	4,450.00	-
Total Assets	5,511.72	-
Liabilities		
Current Liabilities		
Accounts Payable	159.48	60.16
Total Current Liabilities	159.48	60.16
Total Liabilities	159.48	60.16
Net Assets	5,352.24	(60.16)
Equity		
Current Year Earnings	5,535.89	(60.16)
Retained Earnings	(183.65)	-
Total Equity	5,352.24	(60.16)