

REGISTERED IN ENGLAND
REGISTERED CHARITY NO 1209448

MORTAL AND STRONG

ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 AUGUST 2025

Clenshaw Minns Ltd
Chartered Accountants
Swaffham

MORTAL AND STRONG

INFORMATION

FOR THE PERIOD ENDED 31 AUGUST 2025

Trustees

Pam Birkby (Chair)
Edward James Howard Bell
Sarah Browne
Lisa Mendes

Charity number

1209448

Principal office

Glaven
Brinton Road
Stody
Melton Constable
Norfolk
NR24 2ED

Accountants

Clenshaw Minns
Chartered Accountants
Norfolk House
24 Market Place
Swaffham
Norfolk
PE37 7QH

MORTAL AND STRONG

CONTENTS

	Page
Trustees’ annual report	1-66
Independent examiner’s report	67
Statement of financial activities	68
Balance sheet	69
Notes to the financial statements	70

MORTAL AND STRONG

2024/25 CHARITY ANNUAL REPORT

ENSURING NO ONE FACES A LIFE CHANGING OR
INCURABLE DIAGNOSIS WITHOUT SUPPORT



Testimonial: *"They are there for everyone and every condition which is rare as many are just for a certain disease/condition"*



"My story is not one I would change; I am proud of my body. The trauma I have experienced, although unjust, has gifted me with a unique lens - with gratitude and joy. There is something profound about living with my cancer."

Fiona G

WHAT WE DO

EDUCATION

ACROSS COMMUNITIES OF HEALTH FOR MAXIMUM OUTREACH, IMPACT AND TO ADDRESS INEQUALITIES IN HEALTH

SUPPORT

NAVIGATING THE IMPACT OF A DIAGNOSIS, NAVIGATING THE HEALTH CARE SYSTEM, AND FOR THE FAMILY

MEDICAL PROFESSIONAL LED

SPECIALIST COLLABORATION



STRIVING FOR **HEALTH EQUITY** AT OUR CORE
ENSURING NO ONE FACES A LIFE CHANGING OR INCURABLE HEALTH DIAGNOSIS WITHOUT SUPPORT

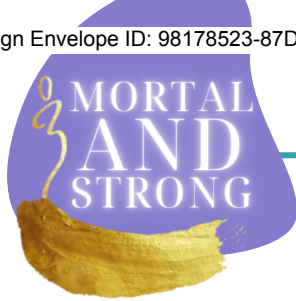
VOICES OF LIVED EXPERIENCE

HIGHER CHANGE

LEARNING THROUGH USER ENGAGEMENT OF COMMON CHALLENGES, THEN PROPOSING CHANGE SOLUTIONS TO AT HIGHER LEVELS VIA OUR COLLABORATIONS WITH NATIONAL HEALTH DELIVERY SERVICES

**ANYONE - ANY HEALTH CONDITION -
EVERY STEP OF THE WAY**

AN INDEPENDENT CHARITY SUPPORTED BY PEOPLE WITH LIVED EXPERIENCE, DELIVERED BY PEOPLE WITH LIVED EXPERIENCE,



EXECUTIVE SUMMARY 2024/25

With your help, the start of incredible change has begun in building a platform of centralised support.

OUR MISSION

To provide support which meets the needs of any patient navigating any health condition, at any stage. Taking people from a place of barely surviving to thriving every step of the way - feeling in control of their own life and health journey.

OUR APPROACH

All of our services are designed by medical professionals, qualified and trained life coaches and a team of people with lived experience.

These services are produced through the support of our donors, fundraisers and corporate partners.

EDUCATION

Providing regulated, safe and reliable resources and guides across a range of health care topics, stages of diagnosis/treatment.

SUPPORT

Designed by professionals and people with experience to deliver critical support to take people from a place of surviving to thriving. Pulling people out of the diagnosis spiral and onto the thrive arc.

HIGHER CHANGE

Hearing from the people who have lived the challenges within the system, taking these to higher organisations to drive change.

Our 2024-25 Year in Impact:

- Over 25,000 people reached through campaigns and digital resources
- 12 national partners engaged across health, media and education sectors
- 100+ patient stories captured through Scars Of Gold – amplifying experiences for education, support and signposting
- 3 flagship programmes launched: Scars of Gold, Sunshine Support, and Reflect & Rise
- Policy impact: contributed to UK conversations on health information safety and online regulation
- Media reach: features across national press and public health platforms
- Charity growth: expansion of volunteer and peer-support network across the UK
- 160 different health topics addressed

PARTNER WITH US

Join us in lighting the path towards safer, medically guided support.

Whether through sponsorship, collaboration or shared advocacy – your partnership helps every story become a force for change. As an independent charity, every single collaboration - moment of shared skillsets, time, experience, funding is vital and plays an enormous role in shaping a future where anyone can access equal support.

WWW.MORTALANDSTRONG.COM
CONTACT@MORTALANDSTRONG.COM



CONTENTS

WELCOME FROM OUR CHAIR OF TRUSTEES

4

WELCOME FROM OUR CEO

5

OUR MISSION - OUR VISION

7

OUR STORY - OUR VALUES

8

WHAT WE DO

9

WHAT WE DO: EDUCATION

10

WHAT WE DO: SUPPORT

12-13

OUR WHY: DIAGNOSIS SPIRAL

18-22

OUR WHY: THRIVE ARC

23

5 YEAR STRATEGY

24

YEAR IN REVIEW

25-28

SCARS OF GOLD IMPACT REPORT

30-50

BENEFICIARIES & LEGACY

51-52

CONCLUSION

53

LOOKING TO 2025/26

55

FINANCIAL REPORT

57-62

PEOPLE

62-65

CHARITY STRUCTURE

66

LEGAL INFORMATION

67



A WORD FROM THE CHAIR

Dear Friends,

Welcome to our very first annual report. This milestone offers us a moment to pause, reflect, and share the story of how far we have come in such a short time.

When Liz founded Mortal and Strong, the vision was ambitious. Yet thanks to the dedication of our team, the generosity of our supporters, and the trust of our community, we have laid strong foundations for impact that will last for years to come.

Over the past year, we have held a unique multi-faceted Scars of Gold campaign, bringing together over 160 people, kickstarting our fundraising in a unique way which shines a light on the health challenges experienced by so many people. As well as pulling together a series of Support Services which we are very proud to launch this coming Autumn.

Looking ahead, one of our key priorities is to grow our fundraising efforts so you can continue to deliver the services urgently needed. We are also focused on fully launching our Support Services, expanding our Health Hub, strengthening the role of our Medical Advisory Board, and unveiling Scars of Gold Season II, where we will meet and share the stories of more remarkable individuals.

Finally, we pause to remember and honour five of our Voices who we sadly lost: Amy, Anjee, Siobhan, Tracey, and Melanie. Each of these incredible women faced a devastating illness with courage, and still chose to give their time to share their story in the hope of helping others. They truly embodied the spirit of Mortal and Strong, and will always remain part of our story.

On behalf of the board, I want to thank everyone who has played a part in our journey so far. Whether you have volunteered, been a Voice, an Artist, donated, partnered with us, or simply cheered us on, your support has been the driving force behind our progress so far.

We can't wait to see where the next 12 months takes us.

PAM BIRKBY

CHAIR OF TRUSTEES

A WORD FROM THE CHIEF EXECUTIVE

The first year has been a phenomenal one of growth, revelations and collaborations.

As the intentions of the charity landed and became public knowledge, so did the resounding response of need for support return.

Mortal And Strong was founded to provide a centralised place of support & guidance for anyone, with any health condition. Navigating the impact of health conditions upon their life, and navigating the healthcare system. Alongside this vision was the absolute focus upon using the power of art for the purpose of change. Utilising the arts as a way of amplifying messages of support and awareness - to connect with people in new and innovative ways with the ultimate goal of tackling health inequalities.

Our charity has several core values which unite to strive towards health equity - providing equal support for anyone, regardless of their diagnosis, every step of the way.

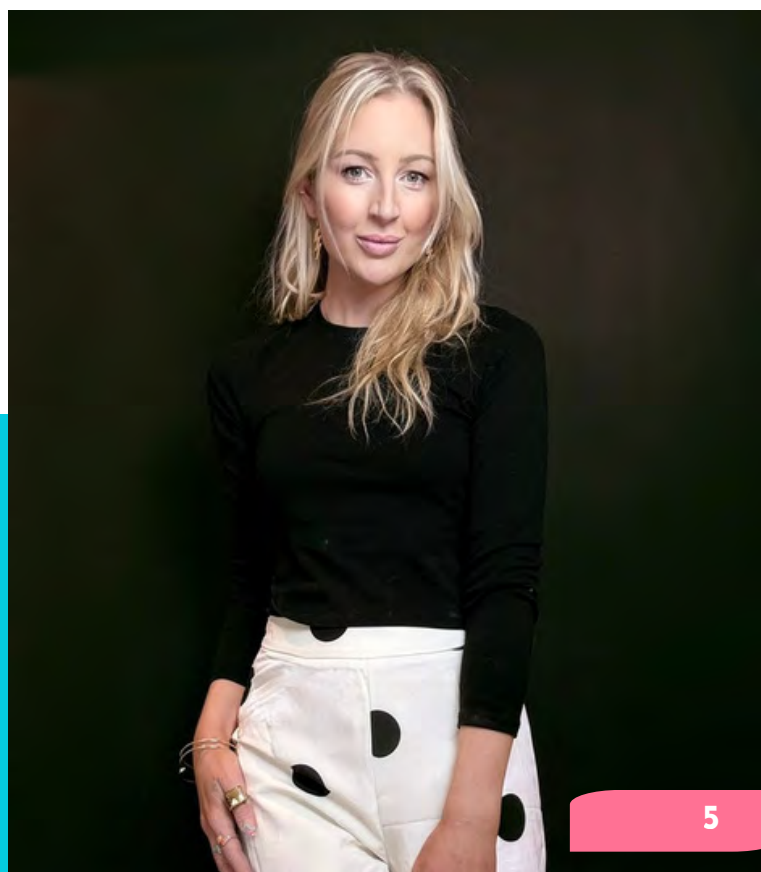
This year has proved that not only is the need absolute, but the urgency stronger than we had anticipated.

We have adapted accordingly and are continuously responding to the unfolding revelations of what patients are experiencing and needing. All of which ultimately come down to one unified problem: that people need support beyond what has been previously acknowledged. Support in continuation within their employment, support with their physical impact of disease, support with navigating the healthcare system.

At a time of unprecedented challenges facing our healthcare system - people need help. I am so proud to watch as our team grows, our services adapt and evolve and we unfold to meet those needs. It is without a doubt a true reflection of immense collaboration of skillsets and contributions that we meet those needs and continue to grow.

Thank you to every single person who has supported us with enthusiasm, time, fundraising, donations and skills. The charity, and everything achieved this year, is a result of you - so thank you. The achievements and impact that lie within these pages are yours, a collaborative success of far reaching impact.

DR LIZ MURRAY BCA
CEO





AMY SECONDARY BREAST CANCER

Amy was one of our first Voices in the SOG campaign and a founding Trustee for the charity.

"Amy wasn't just part of MAS she was one of the many beating hearts of the charity. When Amy joined, something clicked. **She didn't just support it's mission she lived it.** She was a living example of everything it stood for. When we talk about what it is to both mortal and strong, we are talking about resilience without denial...purpose, always purpose in the face of adversity. Being mortal doesn't make us weak, it makes us precious, brave and strong. **This wasn't just a charity to her, not just a role, it was her heartbeat.** A radical act of hope in a world that often leaves people feeling unseen. She saw MAS as a declaration that no matter your diagnosis you deserve support and care, the right to live well. The mission of MAS is bold and Amy loved that...If you could see the charity through Amy's eyes she would tell you this: **It is not just about illness, it is about life. About helping people feel seen, understood and supported at every twist in the road.** It is about ensuring that no one faces life changing conditions alone, especially not in the prime of their lives. It is about joy, care and making sure that even **in the darkest moments there is someone there saying 'we see you, you matter, we're here'.** Amy believed MAS could and should change the entire experience of healthcare by offering hope, dignity, community and joy.

Amy wanted people to find joy even in the darkest moments. Joy isn't what happens when life is easy, joy is what we fight for when life is hard.

This is why she was perfect for the charity, because MAS is about more than medicine, it is about living well with honesty, laughter, colour meaning."

Steve W - Amy's husband



OUR VISION

We envision a future whereby Mortal And Strong is a place of centralised support for anyone, with any condition, at any stage of their treatment journey. Addressing health equity at its core by ensuring regardless of diagnosis, the support, community and education is available. Equally available to anyone, not just those with the more prevalent of conditions. This is because we recognise that the impact of a diagnosis and potential to negatively impact someones life is the same. Built by a team of people who understand the benefits of supporting helping people to thrive, not just survive; we are here to put people onto the path of thriving not just surviving.

We see a future where people are given a diagnosis and know where to turn to know they have all the tools they need every step of the way. Mortal And Strong being that centralised place. A community built by medical professionals, voices of lived experience and with the support of people who value health equity.

OUR MISSION

To provide support which meets the needs of any patient navigating any health condition, at any stage. Taking people from a place of barely surviving to thriving every step of the way - feeling in control of their own life and health journey.

To foster medical expertise, feedback from people with lived experiences: merge communities of health, through one centralized platform that responds to the critical needs of anyone affected by life changing health challenges.

To provide education, support and instigate higher change. Delivering innovative campaigns to educate and raise awareness of health inequalities, utilising art as a power of communication to invoke emotion and connect. Engaging in social platforms, incorporating voices of lived experience to connect with potential service users in accessible and effective methods.

To take our unique insight into patient experiences and gather research for which we can instigate change at a higher level for the benefit of larger communities.

OUR STORY

MAS was borne from the vision of one doctor who, after facing her own mortality through complex incurable health conditions, realised a lack of centralised support for patients. Support navigating the healthcare system as well as support navigating the impact upon their life. Dr Liz Murray left a clinical role as a doctor after 15 years in the profession (5 years training, 10 years working) due to her health challenges, and founded the charity.

Liz partnered with photographer Sammy Weston and together they produced the inaugural campaign Scars Of Gold which became the foundation of research, evaluation and influenced many of the services for the charity moving forwards.

Immediately the recognition for the need for such support and services triggered a snowball effect and the number of volunteers grew - both medical professionals and voices of lived experience.

OUR VALUES

COMPASSION - nurturing a community of support delivered by people who understand and know how to empathize and communicate sensitively.

EMPOWERMENT - we believe everyone should have access to the correct knowledge, reliable information and tools to be empowered and have control over their own health

EQUITY - we truly believe everyone should have equal access to support within every health community. No matter the underlying condition.

INTEGRITY - delivering professional services, regulated by the Patient Information Forum to assure quality, safe and reliable information.

COLLABORATION - working together can maximize impact, and collaborating with other charities and organizations is essential to our mission

INNOVATION - we incorporate new, creative ways to raise awareness, engagement and events. Artistic approaches is a key part of our approach.

EQUALITY/DIVERSITY - we incorporate new, creative ways to raise awareness, engagement and events. Artistic approaches is a key part of our approach.



WHAT WE DO

EDUCATION

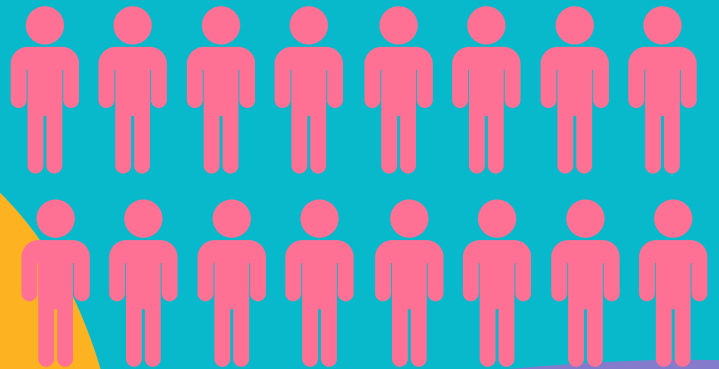
NATIONAL
HEALTH
AWARENESS
CAMPAIGNS

RESOURCES &
GUIDES ON
NAVIGATING
THE
HEALTHCARE
SYSTEM

RESOURCES &
TOOLKITS
HEALTH-
SPECIFIC

IN PERSON
EVENTS

MEDICAL PROFESSIONAL LED
EDUCATION ACROSS ALL
COMMUNITIES OF HEALTH



EDUCATION & AWARENESS

Through our initial research into how patient communities engage in support and access health information we became aware of the need to revolutionise how charities approach health education and support.

Following the Covid pandemic, public engagement and interactions shifted greatly to online platforms; the growth of patient-led community forums and dependence on social media platforms increased not only for social interaction, but health support and education. With this surge a growing problem of health misinformation has ensued, with organisations like PIF campaigning for legalised regulation of health information.

We are a proud regulated member of the Patient Information Forum - providing reassurance to our beneficiaries that our health education is of a gold standard quality. Produced by medical professionals, overseen by our medical advisory board - our education sets a precedence for putting patient safety at its core.

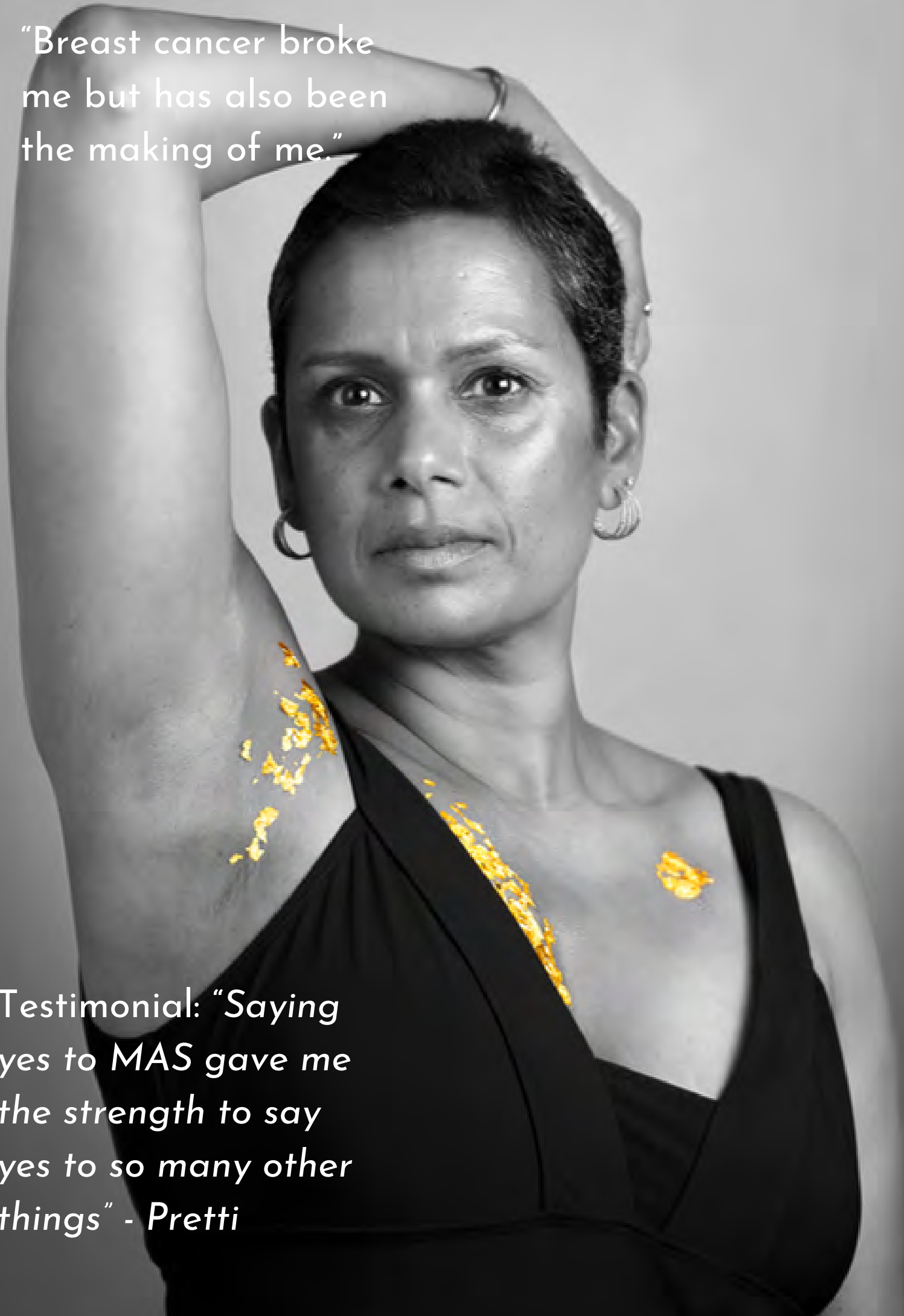


ART FOR CHANGE

We utilise the arts as a mode of public communication in an innovative way. Art can be an empowering and emotive tool for connection and inspiration as well as an outlet for healing and trauma processing. Our art-orientated campaigns can provide extended impact for particular projects and purposes, to put a spotlight on health inequalities whilst serving as a mode for fundraising in a combined approach.

"Breast cancer broke
me but has also been
the making of me."

Testimonial: "Saying
yes to MAS gave me
the strength to say
yes to so many other
things" - Pretti



WHAT WE DO SUPPORT

NAVIGATING THE IMPACT OF A DIAGNOSIS

PHYSICAL
IMPACT

RELATIONSHIPS

MENTAL
WELLBEING

WORK

NAVIGATING THE HEALTHCARE SYSTEM

PRE DIAGNOSIS

NEWLY
DIAGNOSED

ACTIVE
TREATMENT

LIFE AFTER
TREATMENT

FACING AN
UNCERTAIN
FUTURE

FAMILY & COMMUNITY

SPOUSE

PARENTS

SIBLINGS

FRIENDS



With the previous role of the GP as a centralised support to navigate the patient journey and healthcare system no longer viable - a void and critical need has been created. One which we, with a growing community of like minded patients and medical professionals, have stepped forward to fill.



HOW WE PROVIDE SUPPORT

VOICE 2
VOICE
BUDDY
SYSTEM

LIVED
EXPERIENCE
PODCAST

REFLECT &
RISE
PROGRAMME

SUNSHINE
WORKSHOP
PROGRAMME

SUPPORT
HELPLINE

ONLINE
COMMUNITY
SUPPORT
PROGRAMME



All of our services are designed by medical professionals, qualified and trained life coaches and a team of people with lived experience.

These services are produced through the support of our donors, fundraisers and corporate partners.

WHAT WE DO

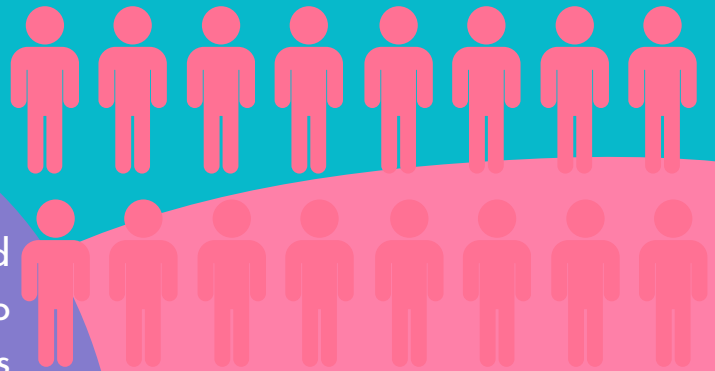
HIGHER CHANGE

MEDICAL SCHOOL OUTREACH PROGRAMME

OCCUPATIONAL HEALTH

NHS OUTREACH

TAKING FEEDBACK FROM PATIENTS WITH EXPERIENCE TO ADDRESS SYSTEMIC PROBLEMS AT THEIR CORE



Working directly with patients with lived experiences, we don't just want to support them through the challenges they face, we want to gain research into the common areas and failings within the system, and address these at a higher level.

We are voluntary members of National Voices, an organisation connecting the voluntary sector with the Government bodies, NHS England and higher institutions to be feedback for strategies and policy making.

We are also building outreach programmes with medical schools. All of which allow for us to feed back and instigate programmes of change to improve healthcare services informed by common challenges we recognise through our engagement with service users.

CAREER RE-ENGAGEMENT

Ability to continue in an employed role can be greatly impacted by a major health diagnosis. We are developing an occupational health programme to improve education and support for our service users.

We also value professional skillsets with our volunteer roles. Many of our volunteers are patients with lived experience who are unable to formally re-engage with their previous careers but want to continue to contribute to society and use the skills for which they have worked for years to acquire. Our volunteer programmes value these skills whilst recognising the need for flexibility and support in light of health conditions. This allows for portfolio experience, and confidence building to prepare for re-integration in the workplace.

STRIVING FOR HEALTH EQUITY AT OUR CORE...

When we began the SOG campaign we wanted to **provide a spotlight on health inequalities**, but through the process of the campaign we became aware of a far greater problem facing the country; **inequities in health**.

Through a pandemic of online misinformation of health education, inequity in funding for the voluntary sector and increasing pressures on the NHS - patients are left confused, without support and overwhelmed as to where to turn.

Education is fundamental to empowering patients to be truly autonomous over their own health care. Unfortunately **with an elite 1% of charities receiving 60% of donations across the country** - specialist services inequities are contributing to the inequities of support and education impacting patients across the UK with less prevalent conditions.

This further deepens the burden of disease not only on patient physical and mental wellbeing, but for the socioeconomic climate. Employment, relationships, physical wellbeing and the ability to thrive and navigate the journey of health affects 1 in 2 people directly, everyone indirectly. And yet we remain faced with these gross inequities in health, funding for voluntary sectors, education and support. We recognised a need for providing centralised support delivered equally to all communities of health that included education, support and signposting - medical professional led and built by direct engagement with voices of lived experience.



SARAH D
MULTIPLE SCLEROSIS
STEM CELL TRANSPLANT



*"Empowering charity giving voice to those faced with
their own mortality"*



*"An excellent, informative campaign
celebrating the positive experience
but also supporting women through
the difficult experiences. Educating
and recognising the extraordinary
strength that is not spoken about.
Recognising the effects on mental
health, family life, work and
friendship that long term conditions
have."*

**MAXIMISE
OUTREACH**

IMPACT
**ACROSS ALL
HEALTH
COMMUNITIES**
CENTRALISED SUPPORT
FOR HEALTH EQUITY

**MAXIMISE
IMPACT**

**MAXIMISE
FUNDING
DELIVERY**

THE EXPERIENCES OF FACING A LIFE CHANGING OR INCURABLE DIAGNOSIS ARE SIMILAR WHATEVER THE DIAGNOSIS, BUT TRUE HEALTH EQUITY MEANS PROVIDING SUPPORT TO EVERYONE. HEALTH EDUCATION NEEDS TO FALL ON PEOPLE NOT ALREADY DIAGNOSED. BY BRINGING TOGETHER COMMUNITIES OF HEALTH WE MAXIMISE IMPACT, OUTREACH AND EDUCATION - OPTIMISING FUNDING DELIVERY

THE WHY

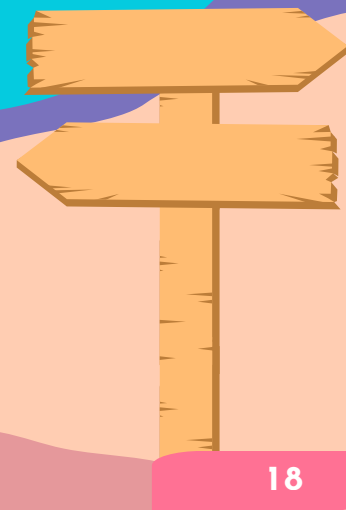
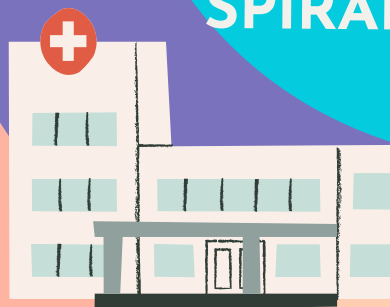
INTRODUCING THE
DIAGNOSIS SPIRAL™
AND HOW YOUR
SUPPORT HELPS PUT
PATIENTS ONTO THE
THRIVE ARC™

WHAT IS THE DIAGNOSIS SPIRAL™?

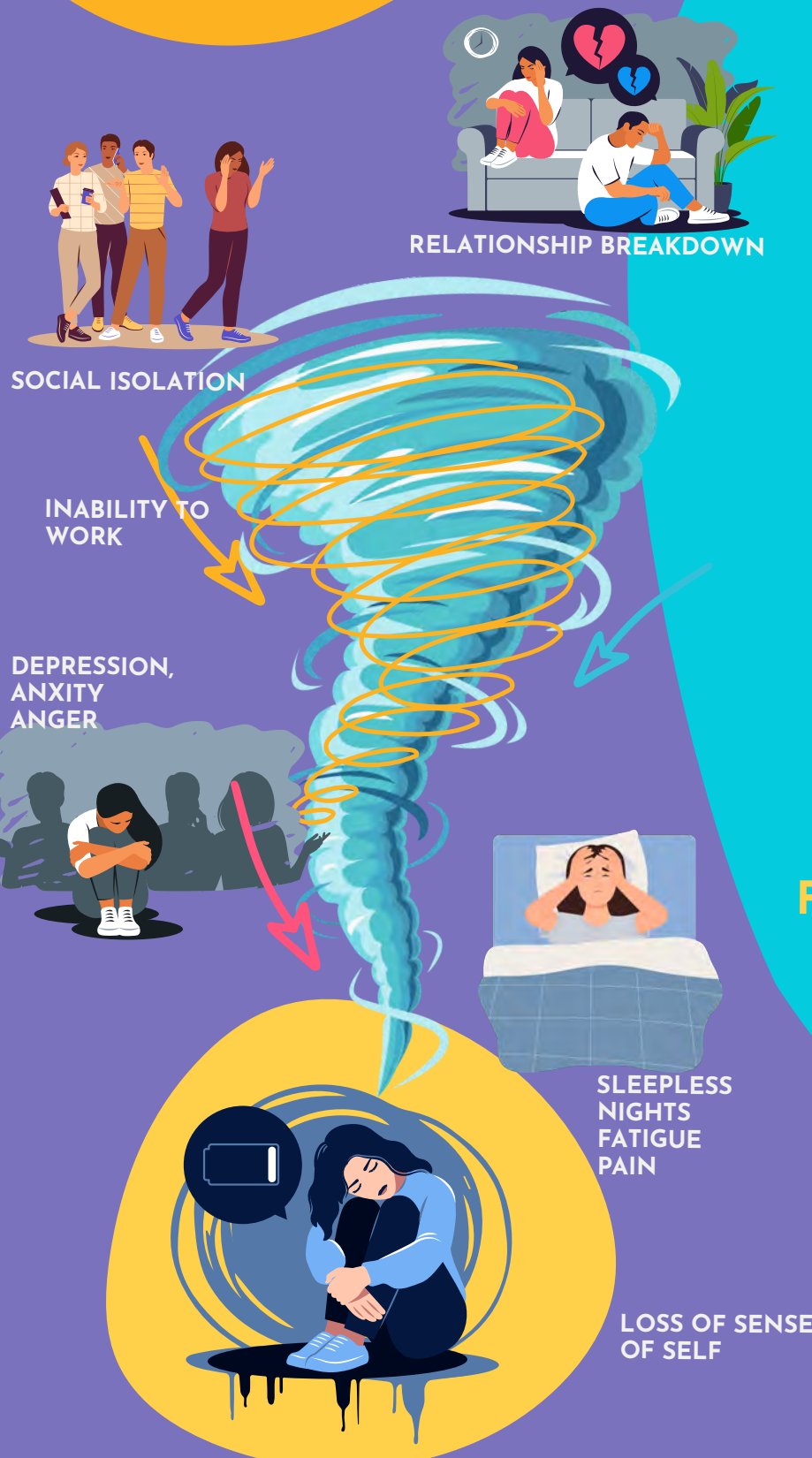
DIAGNOSIS
DELIVERED...

WITHOUT
SUPPORT

YOU HEAR THE WORDS
"YOU HAVE..."
YOU WALK OUT **WITH**
A DIAGNOSIS -
BUT **WITHOUT** A MAP.
THAT'S WHERE THE
SPIRAL BEGINS....



WHAT IS THE DIAGNOSIS SPIRAL™?



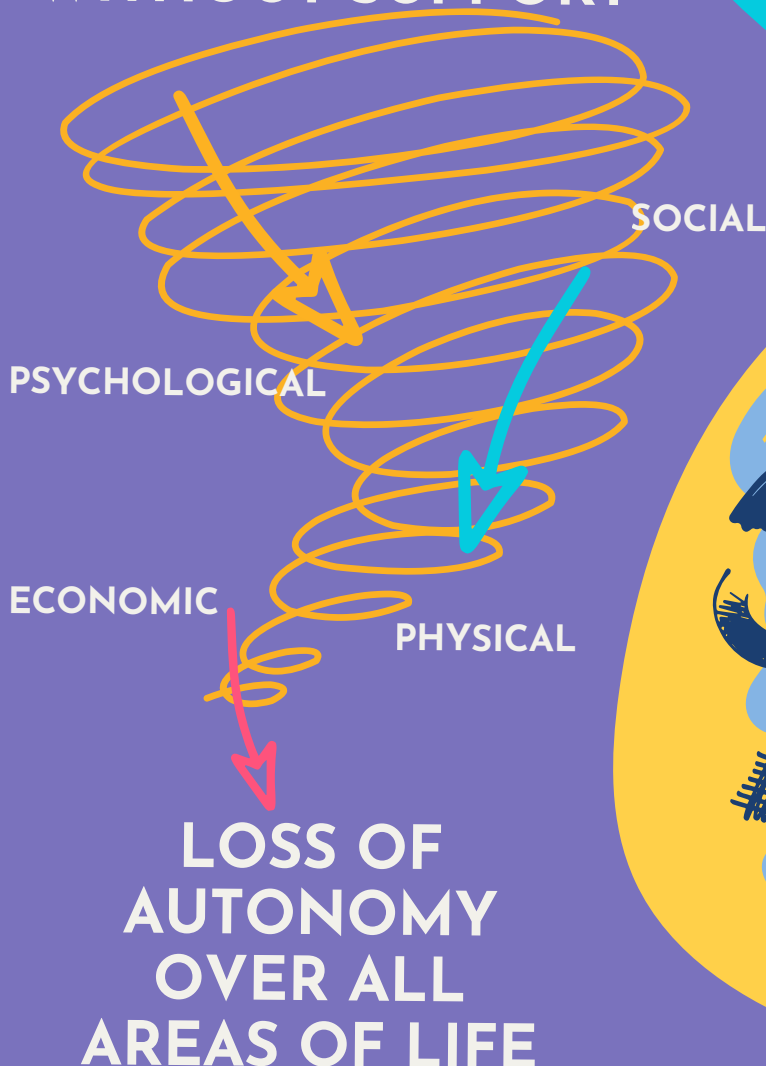
WITHOUT SUPPORT, DIAGNOSIS BECOMES DESCENT. FEAR...SLEEPLESS NIGHTS...ENDLESS GOOGLE SEARCHES. THEN FATIGUE, THE JOB YOU CAN'T KEEP UP WITH. FRIENDS WHO DON'T KNOW WHAT TO SAY. A BODY THAT WON'T COOPERATE. BILLS RISE, CONFIDENCE FALLS. ISOLATION SETS IN. **EACH TURN OF THE SPIRAL PULLS YOU FURTHER FROM WHO YOU WERE - AND FROM THE LIFE YOU THOUGHT YOU'D HAVE.**

WHAT IS THE DIAGNOSIS SPIRAL™?

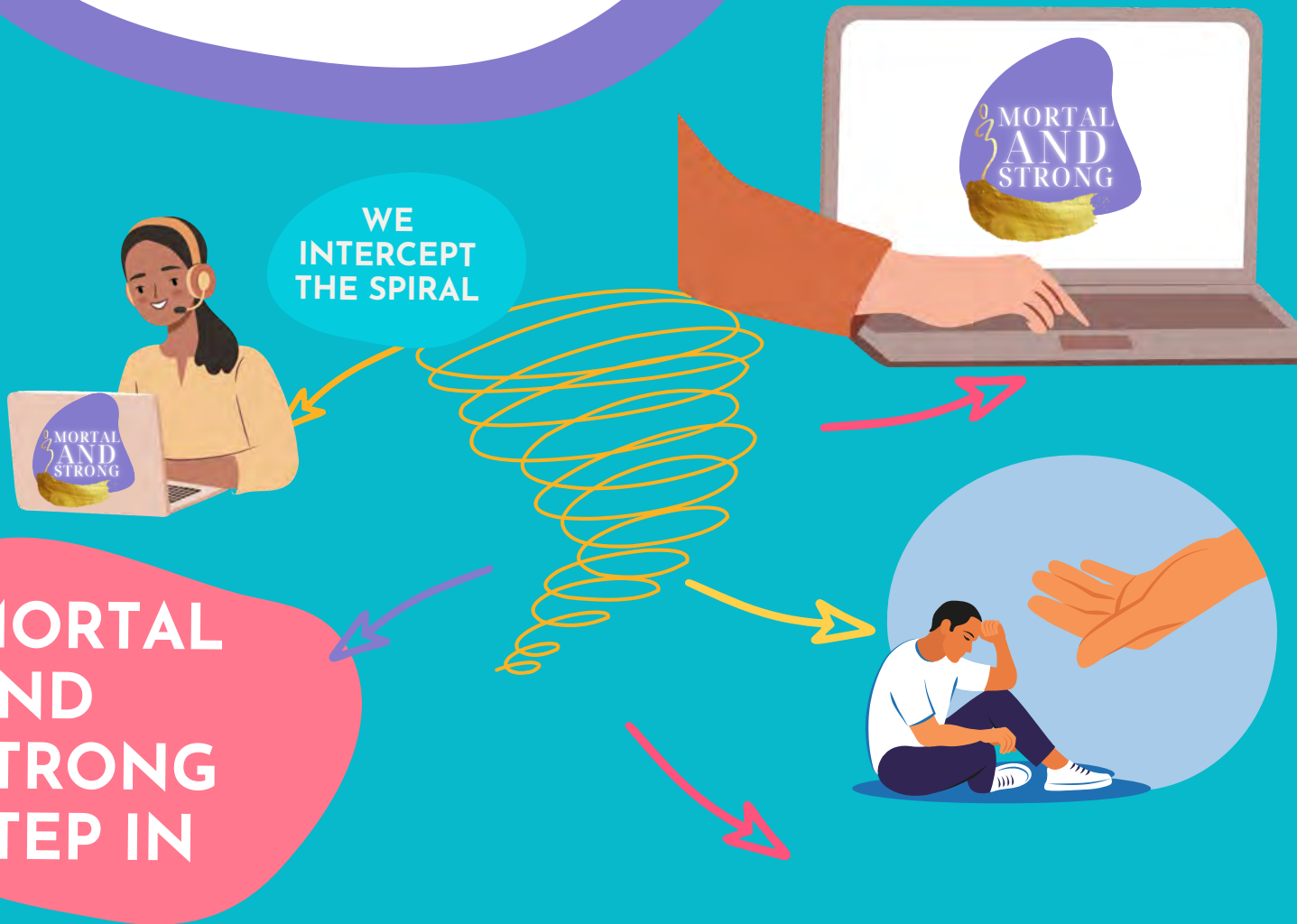
WHAT BEGAN AS A
MEDICAL CONDITION
BECOMES A TOTAL
COLLAPSE -
**PSYCHOLOGICAL,
PHYSICAL, SOCIAL,
ECONOMIC.**
THIS IS THE DIAGNOSIS
SPIRAL™.

TOO MANY PEOPLE
FALL THROUGH IT
ALONE.

DIAGNOSIS
WITHOUT SUPPORT



THE INTERVENTION



STABILISING,
SUPPORTING, SHOWING
THE WAY FORWARD.
A VOICE THAT LISTENS
A PLAN THAT REBUILDS
A HAND THAT LIFTS

SUPPORT IN ACTION



YOUR SUPPORT HELPS
PEOPLE REBUILD FROM THE
INSIDE OUT
**REFLECT & RISE - TO PROCESS
THE SHOCK AND SILENCE**



**SUNSHINE SUPPORT -
REDISCOVER PURPOSE AND
STRENGTH
VOICE TO VOICE - BECAUSE
NO ONE SHOULD NAVIGATE
ALONE**

YOUR
SUPPORT
REBUILDS
CONFIDENCE,
COMMUNITY
AND HOPE

**EDUCATION TOOLKITS - TO
TURN CONFUSION INTO
CLARITY
PARTERSHIPS WITH
EMPLOYERS AND MEDICAL
SCHOOLS - TO CHANGE THE
SYSTEM ITSELF**



BECAUSE
WHEN THE
RIGHT
SUPPORT
ARRIVES AT
THE RIGHT
MOMENT -
FALL
BECOMES
FLIGHT

THE THRIVE ARC™



EVERY
PERSON WE
MEET BEGINS
A NEW
JOURNEY -
UPWARD
ALONG THE
THRIVE ARC

FROM
CRISIS TO
CLARITY

DIAGNOSIS
BECOMES
DIRECTION

SURVIVING
TO THRIVING



OUR STRATEGY 2024-2029

With the foundation of our vision and mission to provide centralised support, education whilst addressing inequities in health our strategy has adapted with shorter goals focused on immediate expansion of our charity services and awareness, with longer goals directed at ensuring longevity, lasting change with greater impact.

Whilst our longer term focus is on attaining our vision of becoming the centralised place of support and establishing our authority as such, we recognise we are early in the process and establishing ourselves at a time of economic instability, health sector fragility and public health uncertainty.

We have therefore adapted our shorter term goals to meet the immediate demands of our service users whilst continuing to invest in our longer term core foundations for sustainable growth.

CORE PILLARS

The core pillars for our five year strategy are IMPACT, RESEARCH, INCOME and AWARENESS. Underpinning these four pillars are the essential components of outreach programmes, collaboration and service user engagement.

IMPACT

To continue to maximise impact: in striving towards equity in health support for people facing life changing health challenges in the prime of their life. As part of this; to advance our ability to monitor, reflect and improve upon each year within every aspect of our work.

RESEARCH

To collate data both qualitative and quantitative of the experiences of health conditions, the impact of such and challenges faced within the health care sector (both public and private). This can inform the growth of our services whilst also being used to assist in our strategies for higher change.

INCOME

Investing in a financial strategy to ensure we have a sustainable source of income to provide these essential services. As a young charity aiming to meet the needs of a large proportion of the population, our growth is dependent on investing in people with the right skillsets to assist our work and delivery.

AWARENESS

To develop a solid programme of marketing encompassing all online and social platforms to expand our outreach; providing education on a broad range of health challenges as well as an awareness of both the existence and benefit of our services throughout the UK, notably within NHS organisations.

OUR YEAR IN REVIEW: IMPACT 2024-25

Our first year saw unprecedented growth for an independent new charity with a grand vision. Our fundraising efforts, service production, impact and outreach surpassed our original expectation. With a BBC article citing us: 'a rolling stone gathering pace' - this is further affirmation of our trajectory and purpose.

We are a unique charity trying to provide a service like no other which is evidently needed, valued and consequently on the precipice of exponential growth.

Our achievements in the first year were the early markings of what will become continued growth. **The foundations for a legacy of change.** We have adapted to the rapidly growing demand and urgent need for support and as we transition from our first year into the second, we are equipped with a stronger strategy and foothold for sustainable support and lasting impact.

Our 2024-25 Achievements In Summary:

- Scars Of Gold - health awareness campaign
- Podcast - Voices of Experience for support
- Inaugural Event
- PIF Accreditation
- Book launch
- Charity anthem
- Brand collaboration
- Press headlines
- Support Services
- Medical Advisory Board
- Brand collaborations
- National Voices



2024-25 ACHIEVEMENTS

SCARS OF GOLD CAMPAIGN

As we will shortly include; the SOG campaign served not only as an innovative health awareness campaign, fundraising tool but it provided invaluable research and direction to the future of MAS as a charity.

INAUGURAL EVENT

Our first in-person event far exceeded expectations, with national press coverage, higher-than-predicted footfall and fundraising and a resounding positive response for the health talk events.

The event was unique in design which meant success was not guaranteed, but far exceeded our expectations and set a benchmark and reputation for us moving forwards.

BOOK

Our Scars Of Gold book was an investment that not only saw fantastic return for fundraising, but proved to be an invaluable asset for distributing the charity's vision and toolkits of support.

ORIGINAL ANTHEM - MUSIC

Inspired by our SOG campaign; we partnered with professional musicians to produce our own EP - 6 music singles in dedication to the charity.

INTERNATIONAL PODCAST

Our SOG podcast saw regular engagement from over 80 countries, meaning the impact and outreach of our education and awareness far exceeded prediction.

PIF TICK REGULATED

The certification of being regulated by the UK's only health education regulator for online forums was an enormous achievement. Evidence of our commitment to gold standard delivery of education, and reassurance to our beneficiaries.

PRESS

Our organisation, campaign and mission was featured in multiple online and print media coverage. National newspapers, BBC platforms of radio, TV and internet, brand blogs and celebrity call-outs.

HEALTH SERVICES

Our services not only launched but were intricately designed through the year in review and reflection of the feedback from our Voices during the SOG campaign.

NATIONAL VOICES

We became an organisation member of the National Voices association; attending national strategy meetings with governmental representatives to offer comment, thought and insights on how to instigate change at a higher level.



160

**HEALTH CONDITIONS
COVERED**

THROUGH ONE CAMPAIGN

1M+

**COLLECTIVE ONLINE
COMMUNITY OUTREACH**

The collective following of those directly involved in our campaign was above 1M+ users.

COUNTRIES

the action or activity of gathering information about consumers' needs and preferences.

80

90K

**MONTHLY
ENGAGEMENTS ONLINE**

OUR ONLINE SOCIAL MEDIA
ACCOUNTS REGULARLY
RECEIVE 70-90K ENGAGEMENTS
PER MONTH

150

**VOLUNTEERS
SUPPORTED OUR SOG
CAMPAIGN**

PATRON & AMBASSADOR



PATRON - HELENE RAYNSFORD

Our patron Helene Raynsford is a paralympic gold medalist and participated in the Scars Of Gold campaign. She has been an invaluable support to the team.

AMBASSADOR - NATASHA HAMILTON

Natasha Hamilton is a celebrity popstar from award winning band Atomic Kitten and has embraced her role as ambassador to the charity, engaging with the Scars Of Gold campaign and event to help maximise outreach.



COLLABORATIONS

SCAMP
& DUDE ⚡

cool crutches
& WALKING STICKS

Making connections with other organisations is a way of maximising outreach and attaining our goals of awareness, income and impact. We always strive to explore the opportunity for any collaboration to provide education and awareness to ensure the collaboration is utilised for maximum benefit.

COOL CRUTCHES

We collaborated with mobility aid brand Cool Crutches to produce an exclusive design of crutch 'Scars Of Gold'. This was the first charity collaboration of its kind for CC, and 10% of sales were donated to us as a charity. This collaboration brought invaluable outreach to new communities, provided vital fundraising.

SCAMP & DUDE

We partnered with Scamp & Dude for a blog feature interview to share awareness of the charity and provide information on important topics of health impact.

DALER ROWNEY

Daler Rowney is a leading art brand supplier and partnered with us ahead of the SOG exhibition, increasing our outreach, awareness and providing benefit-in-kind for the event.



ANJLEE SECONDARY BREAST CANCER

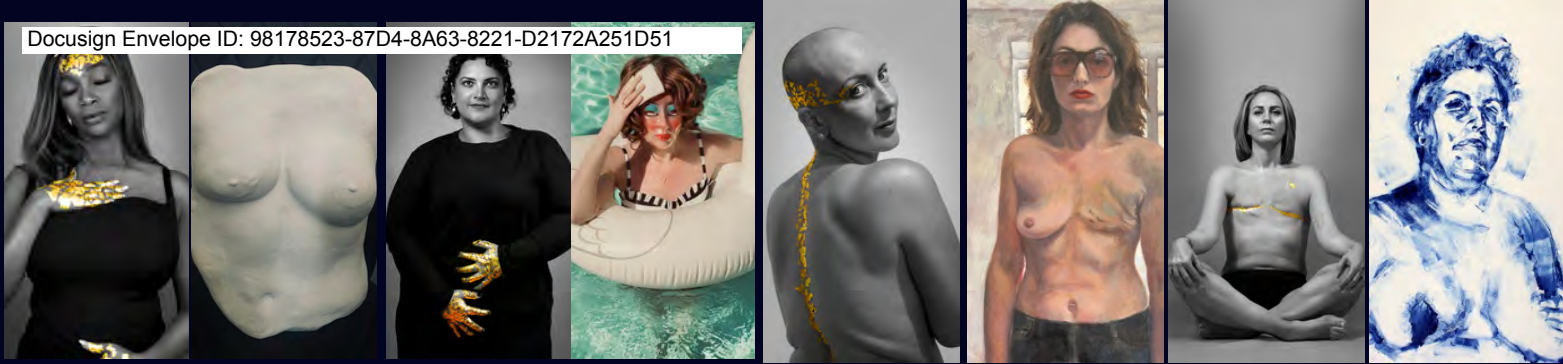
Anjee was the first of our Voices who died during the campaign, shortly after filming with us. Her philosophy for finding joy in a sunrise inspired our the name for our support services.



"Anjee was one of the Voices and spread her message of living life to the fullest. Anjee left a legacy through the community she created. We thank Mortal And Strong for eternalising Anjee's voice. Scars Of GOld brought her so much solace and will be a space where her sons can go back to in the future - thank you for giving our family that space' - Aditi and Janhvi



"Don't lose yourself in your diagnosis. Focus on areas of life that bring you joy...like the joy in a sunrise. Your diagnosis does not define you."
-Anjee



MORTAL
AND
STRONG

SCARS OF GOLD

IMPACT REPORT 2024/25

A CAMPAIGN PUTTING THE SPOTLIGHT ON WOMEN'S HEALTH INEQUALITIES. USING ART TO RAISE AWARENESS OF WOMEN FACING THEIR MORTALITY AT A YOUNG AGE. HEALTH EDUCATION, SUPPORT & SIGNPOSTING.



Testimonial:

"Siobhan was my best friend and soulmate I feel so privileged to the team and the charity for bringing us all together and supporting the family. I will always look back on this. Our niece ran a marathon to say thank you to all of you for what you have given us"
Siobhan's mum.

Siobhan (left) died of secondary breast cancer during the campaign.

"The beauty is not in the scars themselves, but the strength borne from those scars."

**A HEALTH AWARENESS CAMPAIGN TO PUT A
SPOTLIGHT ON WOMEN'S HEALTH
INEQUALITIES; WOMEN FACING THEIR
MORTALITY AT A YOUNG AGE THROUGH LIFE
CHANGING/INCURABLE HEALTH CONDITIONS.
100 WOMEN SHARING THEIR SCARS TO PROVIDE
MESSAGES OF HOPE AND STRENGTH. BECAUSE
ONE PERSON'S STORY IS ANOTHER PERSON'S
SURVIVAL GUIDE.**



SCARS OF GOLD

EXECUTIVE INTRODUCTION

Dr Liz Murray was inspired by the Japanese art of Kintsugi and had a vision of transferring it to real human scars 6 years ago after facing her own mortality through a major, traumatic life health event. Liz then partnered with co-director and photographer Sammy Weston to see the vision come to fruition. Both worked for 18 months unpaid to produce the campaign.

Scars Of Gold (SOG) became the launching campaign for the charity - not only for its bold, innovative approach to utilising the power of art, voice and photography to instigate thought and change within health inequalities - but for challenging the way people view the nonprofit industry as a platform for support and guidance.

The campaign's purpose was grounded in its mission to put a spotlight on women's health inequalities for the purpose of utilising real stories of finding strength beyond facing one's own mortality, whilst building on the vision to launch a centralised support system to bring communities of health together in dynamic, innovative ways that utilising the current evolving social infrastructure through online platforms.

The campaign ran for 14 months, sharing the honest, impactful and empowering stories of 100 women (the Voices) who collectively covered over 160 health topics. The campaign culminated in a major London exhibition event that ran for 10 days, seeing visitors come from 4 different continents to support, be part of and learn from this unique event combining art and health in a never-before-done approach.



KINTSUGI:

'an aesthetic or world view characterized by embracing imperfection and treating healing as an essential part of human experience.'

Kintsugi is the Japanese art of putting broken pottery pieces back together with gold – a metaphor for embracing your flaws and imperfections.

"You won't realise your full potential until you go through the tough times,"

SCARS OF GOLD

ABOUT THE CAMPAIGN

Launched in March 2024, "Scars of Gold" aimed to amplify the voices of women confronting significant health challenges at a young age. The campaign was built upon three pillars that rooted the focus of combining art with health in an innovative approach.

The campaign served to not only be an educational and informative awareness campaign of women's health inequalities, but to serve as the inaugural fundraising and publicity campaign of the charity itself. Uniquely designed to be multi-dimensional in its execution and delivery so as to serve as a means of education, support and research to inform future support services all in one simultaneous process.

The overarching roots of the campaign were embedded in the truth that voices of lived experience are invaluable. They carry a truth like no other that can serve as a beacon of hope, guidance and support to someone else following in their footsteps. In the process of recording and sharing their experiences, the charity is gaining a rare insight into the areas of support and guidance lacking and so this process allowed us to utilise these insights for informing our future service delivery design processes.

100 VOICES - Shared through the podcast 'Mortal And Strong the Podcast'

PHOTOGRAPHY - Capturing the scars both visible and invisible inspired by Kintsugi in a striking series to portray the physical impact and trauma not always seen.

ART - Capturing in a way that words and photography alone can not; the essence of strength, hope and resilience of these 100 Voices.

"Cancer treatment may have taken a year of my life, but it has given me my life back with an ability to enjoy the simplicity of life." - Jemma (Volunteer)



"This (the charity) has genuinely changed my life. If it hadn't have been for Mortal And Strong, I would sitll be under a duvet somewhere feeling alone. I can not say how significant this has been for my life." - Laura, Addison's disease, volunteer

SCARS OF PRIMARY GOLD OBJECTIVES

Empower Women:

Women's health inequalities remain at a particular crisis point with current government reports highlighting the difficulties within women's health remaining a major socioeconomic problem and worsening disease burden. The focus of the campaign was not to primarily highlight the problems people are already aware of - but share messages of strength and toolkits of support to empower women to face these inequalities directly themselves. The value of taking lived experiences of someone who is further in their own health journey is that they can impart advice to someone else in need of guidance.

Foster Communities of Health:

Communities of health have, in more prevalent health conditions, strong foundations of support. However, our concern for inequalities in support was validated as we engaged with a broader community of voices. The realisation is that the full spectrum of diseases have pockets of conditions which have less funding and thus weaker support systems. The inequities of funding, support and education within the nonprofit industry and communities of health remains a national challenge. Yet the impact of a life changing health condition is equal - regardless of the diagnosis.

ADVOCATE FOR CHANGE

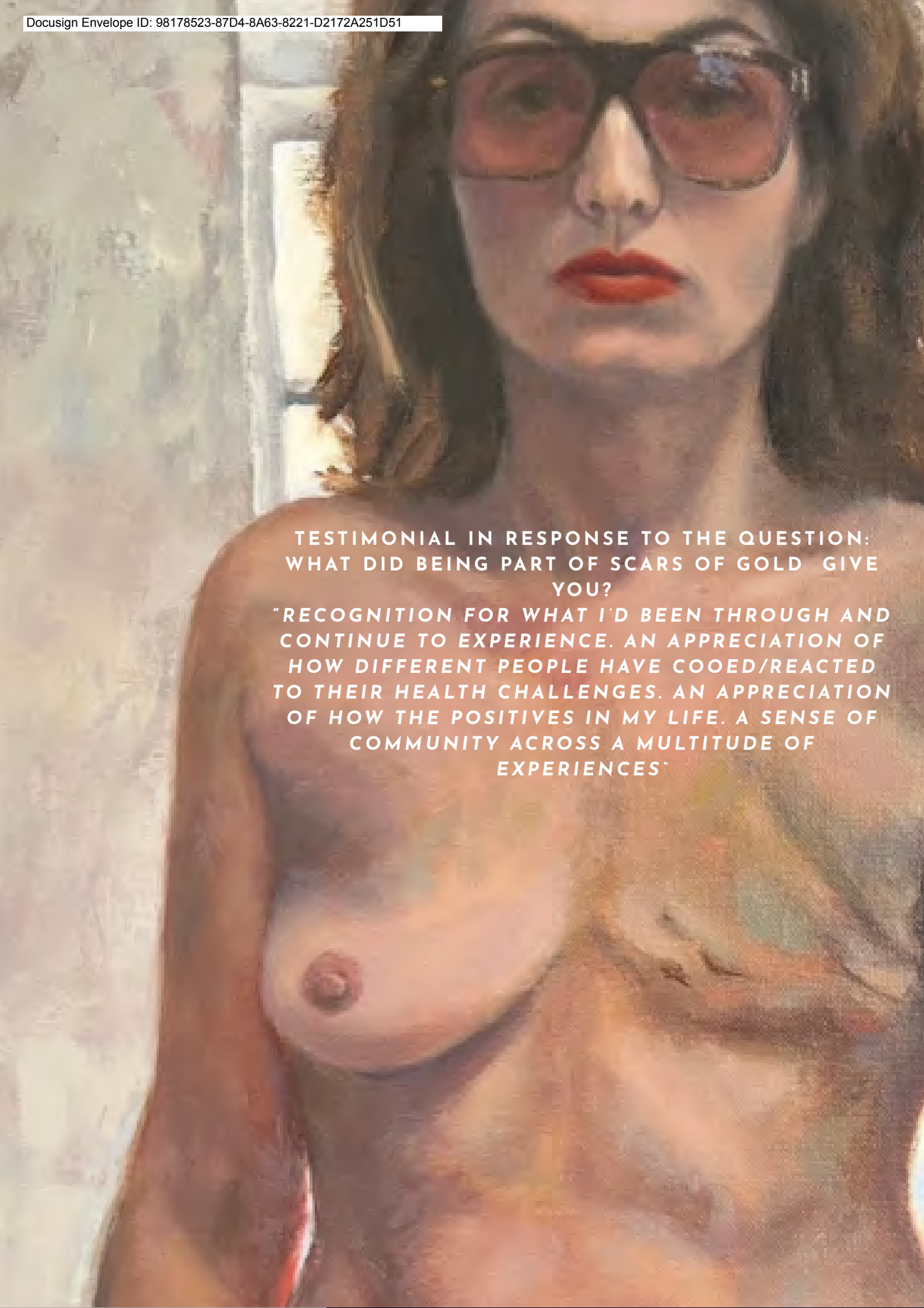
Advocate for Change: Encourage policy discussions and actions addressing women's health issues. Our charity connections with organisations such as National Voices allowed for us to have a direct route to present areas of concern within the health care system. Throughout the campaign we were gaining invaluable research into the genuine, firsthand experiences (both good and bad) of patients meeting barriers within their healthcare journey. Rather than put a spotlight on these issues, we used this information to inform our next annual strategy; informing the services we design moving forwards and taking this information directly to higher organisations to implement real change.

Health Education

By having a unique opportunity of bringing the attention of so many health communities together we were able to provide education of conditions that some may not be aware of. The reality is that often people do not know of all types of cancers, diseases and conditions until faced with themselves. The early signs of disease can be missed if people are not aware, with a delay in diagnosis often resulting in poorer prognosis. A key objective is to provide medical-professional led education with awareness and signposting of conditions to audiences that may not have been exposed to such otherwise.

Address Health Inequalities & Health Inequity

Highlight women's health inequalities and the impact of life-limiting conditions. Each Voice shared their experiences of not only a collective of 160 health conditions - but the impact on their life, mental wellbeing, and navigating the healthcare system. This truly provided a huge spotlight on the sheer prevalence of what 1 in 2 people are facing every day.



TESTIMONIAL IN RESPONSE TO THE QUESTION:
WHAT DID BEING PART OF SCARS OF GOLD GIVE
YOU?

"RECOGNITION FOR WHAT I'D BEEN THROUGH AND
CONTINUE TO EXPERIENCE. AN APPRECIATION OF
HOW DIFFERENT PEOPLE HAVE COOED/REACTED
TO THEIR HEALTH CHALLENGES. AN APPRECIATION
OF HOW THE POSITIVES IN MY LIFE. A SENSE OF
COMMUNITY ACROSS A MULTITUDE OF
EXPERIENCES"

SCARS OF GOLD SECONDARY OBJECTIVES

Raise Awareness of Mortal And Strong:

The campaign launch coincided with the launch of the charity. With the vision for the charity deeply founded, the campaign served to deliver its primary objectives and in doing so attract a community of people looking for and needing the type of platform that Mortal And Strong was ready to provide. The campaign set the standard of our brand, our ethos and values as well as making invaluable connections with people that would become part of the volunteer family.

Fundraise For The Development Of Our Support Services:

One vital component of the exhibition was to deliver not only the education, awareness and celebration of the campaign for public, artists and voices - but to fundraise through the auction to provide the core costs to establish our new support services.

SCARS OF GOLD

THE PROCESS

An invitation was shared in online community forums, social media and health support groups seeking 100 women to share their story of facing their own mortality at a young age. The emphasise was upon sharing the toolkits of drawing upon hope to find strength and how to navigate the physical and mental challenges faced when experiencing major health conditions, through diagnosis, treatment and beyond.

There was no pre-requisite for health conditions - in fact the pitch was opened broadly to allow anyone, with any health condition to apply. Whilst wanting to represent a realistic prevalence of conditions (to adequately educate on the more commonly present health challenges) there was as much a value on allowing people with rarer conditions to take part to ensure minority health groups were included. As a result, the campaign captured 160 health topics and represented people with diagnoses for whom don't have a large platform of specialist support normally.

The campaign was produced by Co-Directors Dr Liz Murray BCA and Professional Photographer Sammy Weston. Together they travelled the country to over 12 locations to ensure that geographical location was not a barrier to inclusion.

DELIVERY

ONLINE
SOCIAL
PLATFORMS

PODCAST

MEDIA & BRAND
COLLABORATION

MUSIC
STREAMING
PLATFORMS

WEBSITE

LONDON
EVENT
IN PERSON



TESTIMONIAL IN RESPONSE TO
THE QUESTION: WHAT DID BEING
PART OF SCARS OF GOLD GIVE
YOU?

"BEING PART OF A WIDER GROUP.
I'M NOT EASILY MOVED BUT I WAS
IN TEARS AT THE CLOSING
CEREMONY LOOKING ROUND AT
SO MANY WOMEN SHARING THEIR
EXPERIENCES."

SCARS OF GOLD **IMPACT**

GLOBAL REACH

PODCAST accessed from over 90 countries
ATTENDEES of the event from multiple continents

The campaign signposted to over 15 charities and organizations, offering support and resources to participants and the broader community.

GROWTH

The collective following of those directly involved in the event was over 1M+ with 90K views throughout the 9 days. Our online following grew 329% and by the end of the campaign our monthly traffic is 75K views across all platforms which is significantly higher than expected - a testament to the resonance of the campaign.

160+ HEALTH TOPICS COVERED

We were so proud of the organic arrival at having captured, within the 100 voices, over 160 health topics. This broadened the outreach, resonance and impact. With a diverse community following from different healthcare communities, we wanted to deliver new information cross-communities. The online breast cancer community often follow, engage with and receive information on breast cancer - similarly the cardiac disease community are immersed in cardiac health awareness.

By combining this many communities of health, we were able to deliver new information to communities who would not have ordinarily received this otherwise. The benefit of this was palpable and echoed back as women voiced their relief at finally having a community of support who could talk about 'something other than their own health condition'. Similarly, women became aware of conditions and experiences that were genuinely new information to them, with women then seeking medical support for suspected autoimmune conditions because of being immersed in the diversity of health topics.

SCARS OF GOLD IMPACT

Empower Women:

RESULT:

The rapid growth of engagement with podcast, online following and support for the exhibition itself was a true reflection of how women were drawn to and absorbed with the benefit of the campaign. The continuous engagement in insight reporting showed that regular engagement was high as well as organic exponential growth with new followers.

The podcasts particularly were a resource for sharing messages of hope, strength and guidance into navigating the way forwards from facing their mortality - finding a place of thriving not just surviving. These are survival toolkits not available in the hospital or GP clinics and were designed to empower women who could relate with their own journeys.

Foster Communities of Health:

RESULT:

Our campaign highlighted these common themes and bonding similarities to strengthen health communities for greater impact and stronger support. In doing so we challenged those inequalities in health head on with resounding success and an audible applause of gratitude. Genuine lasting friendships were formed amongst the Voices and followers - with voices attending other events together with new friendships with people with different health diagnoses. There was overwhelming feedback from the Voices particularly who attended filming each day with people with a diagnosis different to their own. The majority reported how hearing other women's stories gave them a new awareness of the similarities and common ground - that the impact of a life changing diagnosis is the same. For some women this was the first time they had found support or established connections with a community outside of their own condition. The impact of this will continue to form a foundational stronghold within the charity and future campaigns; as this empathy across communities allows for greater outreach of education, support as well as addressing social stigma of disease.

Health Education

RESULT:

After having covered 160 health topics this meant that 160 points of awareness, points of education were delivered to audiences that would not have necessarily seen or been exposed to otherwise. On one of the exhibition days the theme was 'impact of health' and five of our Voices sat together sharing their impact with each of them having different diagnoses who would never have normally interacted together before.

We received countless reports of people subsequently getting a new diagnosis of a new condition that they had never heard of prior to the event, but through participation or following recognised the signs or symptoms, sought help and were subsequently diagnosed.

SCARS OF GOLD IMPACT

ADVOCATE FOR CHANGE

RESULT:

Several themes, common barriers and issues were reported as women shared their experiences of facing inequalities in health. Medical misogyny, inability to advocate for themselves, confusion within the private vs NHS healthcare system, difficulty with work/employment. We utilised these insights to not only inform what toolkits, resources and support services we ourselves wanted to deliver in the coming years, but also took them to our connections with higher organisations such as the Patient Information Forum and National Voices.

Our charity has enrolled with National Voices and become a regulated member of Patient Information Forum (PIF). Our team have attended round tables and conferences with both of these organisations - delivering our collected concerns of patient misinformation in the online space due to lack of regulation, concerns over the lack of regulation of private healthcare delivery, and the need for support in advocacy.

Address Health Inequalities & Health Inequity

RESULT:

One of the resounding revelations to arrive from the process of producing the campaign was hearing not only in the inequalities in health but the gross health inequity that exists as a whole. This realisation had a profound shift in the way the charity looks toward its future strategies. The campaign highlighted the inequalities in health women face through their gender-linked health conditions and associated barriers and impact on fertility, work and relationships. But what further transpired was the inequities in health education, communication and support amongst the communities of health. With the realisation that an elite 1% of charities receive 60% of all UK donations, this reinforces the fact that patients experiencing 'less prevalent' or conditions with less media focus receive less funding, less support and a detrimental impact to their wellbeing and ability to thrive equally. This outcome was not expected and whilst we successfully highlighted the inequalities in health and were able to represent such a large range of issues - a secondary outcome was one which will then inform our future strategies and design for the charity moving forwards.

“I hope this shows
everyone the power of
hope”



SCARS OF GOLD FROM THE ATTENDEES

"I have been to countless conferences including TedxNHS talks but I have learnt more in one day than anywhere else I have been - the value of combining patient experiences with health education is golden"

"this is the most astounding thing I have ever seen. Why is this not National news?"

"I brought my daughter here to see what strength looks like"

"What I learnt today will make me a better doctor, a more empathic doctor"

WITH THANKS TO OUR SCARS OF GOLD SUPPORTERS

CAMPAIGN SUPPORTERS

The entire campaign was a phenomenal collaborative effort of volunteers and supporters through donations, grants and support-in-kind as people and organisations came together to deliver this unique event. The production began with an individual investment from the founder to begin production, and then as the momentum and charity grew organisations offered the venues and facilities to host filming to allow the team to travel to be able to capture such a wide range of health topics. Without this support, the extent and outreach would not have been as great and for that we are truly thankful.

- Norfolk Little Massingham Manor
- The FFolkes
- Norfolk Farmhouse
- Oxford Town Hall
- Cambridge Novotel
- Leeds She Who Dares Wins Podcast Studio
- Pink Ribbon Foundation

EVENT SUPPORTERS

The production of the Event was further exemplified in how organisations were in support of our mission and cause. An enormous thank you to the following organisations who donated financially to enable the event production, or through discount or benefit in kind with their services. Without this input the event would not have been possible and we are so grateful to have had such invaluable support.



NOTE OF THANKS TO THE KEY SPONSORS AND SUPPORTERS



COLLIERS WAS OUR LEADING SPONSOR FOR THE EVENT AND WE ARE SO GRATEFUL FOR THEIR CONTINUED HELP. THEIR SUPPORT ALLOWED THE VOICES TO ATTEND WITHOUT CHARGE, PATRONS TO EXPERIENCE THE EXHIBITION AND SUPPORT THROUGH DONATION-TICKETS MEANING THE OUTREACH WAS ACCESSIBLE WITHOUT BARRIERS. THEIR SUPPORT AND PHYSICAL ATTENDENCE HELPED DELIVER THIS HEADLINE EVENT.

DARKTRACE

WE ARE GRATEFUL TO DARKTRACE FOR SPONSORING THE PRODUCTION COSTS OF THE SOG BOOK. THIS ALLOWED FOR THE CAMPAIGN TO BE ADEQUATELY REPRESENTED IN A TIMELESS, HIGH END BOOK THAT WILL ENSURE THE MESSAGES OF HOPE AND STRENGTH REMAIN A LEGACY FOR HUNDREDS OF PEOPLE.



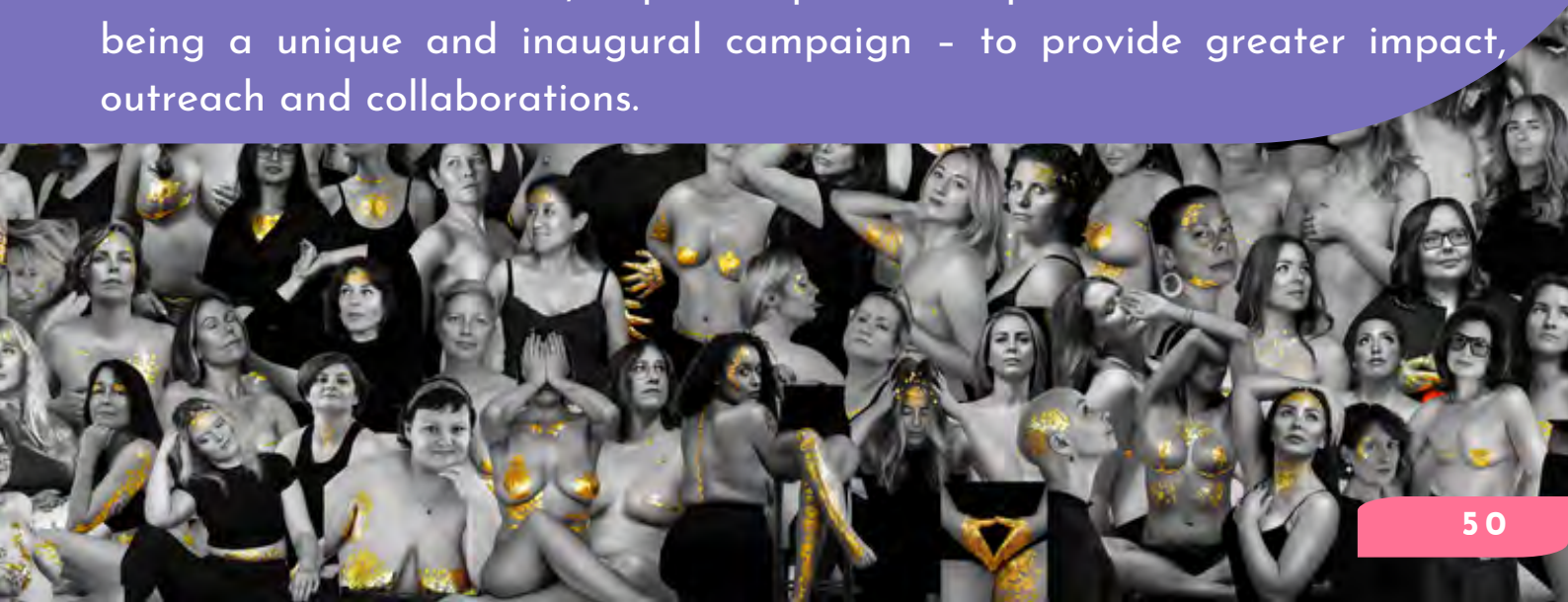
SCARS OF GOLD CONCLUSION

The Scars Of Gold campaign was intended to put a spotlight on women's health inequalities - provide awareness, education and support - whilst being a founding tool to demonstrate the charity's vision in having an innovative approach to addressing inequities in health whilst utilising the arts as a conduit for communicating health education.

What ultimately transpired far exceeded our expectations; a culmination of engagement across a broad range of communities of health and a united collaborative effort to recognise and support the reality that young people are facing life changing or incurable health conditions.

Not only did this deliver - beyond our hopes -its original purpose, but the reflections of the campaign and event informed and redirected the charity's vision and mission - redesigning the support services, goals and foundational pillars for the future.

The campaign was not merely a fundraising campaign or marketing tool. It was deliberately designed to be multi-modal in its purpose, impact and value to the position and future growth of the charity. As we transition into our second year as a charity and prepare our proposal for our second Scars Of Gold campaign, we are excited to build upon those elements that went well, improve upon the aspects that were due to it being a unique and inaugural campaign - to provide greater impact, outreach and collaborations.



FROM OUR BENEFICIARIES

Mortal and Strong has changed my life, and no, I'm not exaggerating. I found the charity at a time when I felt very low and was unsure of what my life would look like with a long term health condition. Liz and Sammy welcomed me like a hug and showed me how important it was to share my experiences. This charity has integrity, knowledge and most importantly a huge heart. Being a volunteer for the Scars of Gold Campaign as well as a voice gave me a purpose when I felt invisible and I am honoured to say I am now a charity ambassador for them ... so yeah Mortal and Strong changed my life and continues to do so.

LAURA BRYCE - ADDION'S DISEASE



I had the pleasure of finding Mortal AND Strong on instagram.

At the time I still getting used to my new body. I saw the most beautiful images of women with various health conditions looking so beautiful with their scars covered in GOLD - just beautiful.

I really wanted to be part of what is the most amazing community.

The wonderful Liz was so amazing

I had to keep changing my time to share my story and be part of the podcast due to feeling unwell & recovering from surgery.

Mortal And Strong are the most amazing charity. Giving a life-line and support to everyone who feels not listened to or taken seriously by the medical field.

Thank you so much for all you do - your work has been, and is, a godsend to us all.

I feel so honoured to be part of the amazing campaign and charity.

Having my pictures taken and my scars painted in gold has made me love my body more than I ever thought I could.

GLORIA NELSON - BREAST CANCER

VOICES LEAVING A LEGACY OF SUPPORT

LEGACY OF HOPE

IN OUR FIRST YEAR WE LOST 5 OF OUR VOICES. EACH OF THESE WOMEN CAPTURED THE ESSENCE OF THE CHARITY; LIVING A LIFE FUELLED BY HOPE AND A DETERMINATION TO LIVE LIFE TO ITS FULLEST.

LEGACY OF SUPPORT

THE EARLY PASSING OF AMY, ANJLEE AND SIOBHAN DEEPLY AFFECTED THE TEAM. THEIR UNITED FOCUS ON FINDING JOY IN THE ESSENCE OF LIFE ITSELF, AND THE SIMPLEST OF THINGS SUCH AS THE SUNRISE OF A NEW DAY INSPIRED THE NAME AND DIRECTION OF OUR SUNSHINE SUPPORT PROGRAMMES.

THEIR LEGACY WILL CONTINUE IN OUR SUPPORT PROGRAMMES.

WORKING WITH THEIR FAMILIES TO IMPROVE OUR SHADOW SUPPORT

SOME OF THESE WOMEN WERE INTEGRAL TO THE GRASSROOTS DEVELOPMENT OF THE CHARITY; AMY WAS A TRUSTEE, ANJLEE HAD PLANNED TO BE A FORMAL VOLUNTEER, TRACY WAS AN ENTHUSIASTIC VOLUNTEER. ALL FIVE WOMEN HAD A PROFOUND IMPACT ON HOW WE SHAPE OUR SUPPORT. WE WERE HUMBLLED AND MOVED TO BE RECOGNISED IN THE MAJORITY OF THESE WOMEN'S FUNERAL FUNDRAISING WISHES.

WE ARE CONTINUING TO WORK CLOSELY WITH THEIR FAMILIES TO SHAPE FUTURE SUPPORT FOR OTHERS; RECOGNISING THAT THOSE 'IN THE SHADOWS'; ALSO NEED SUPPORT.



2024-25 CONCLUSION

We launched the charity knowing there was a need for centralised support and an innovative approach to health education and support.

With the first year being entirely volunteer-led - we relied on unprecedented collaboration. The Scars of Gold campaign directed our vision, services and trajectory to respond to a critical need. What we thought was a need to address health inequalities transpired to be something far more important: health equity.

In recognition that the previously valued role of the GP as a centralised place of support is no longer sustainable under NHS constraints, we have solidified our place as fulfilling that need. Through our media coverage, brand collaborations, extensive online outreach and your support together we have begun what promises to be a platform of sustainable support. Bringing communities of health together, providing gold standard education and much needed support.

For anyone, any health condition, any stage of journey.

LOOKING FORWARDS 2025-26

As we move into the next year we are already in a phase of rapid growth. Our support services are actively growing, our online resources expanding and strategic plans developing for various programmes.

The transition from one year to the next comes at a pivotal moment as our Medical Advisory Board grows and our services launched. We already saw a surge in online website traffic reinforcing the need for growth and adaptability to meet demand.

We are excited for the coming year which will see the launch of two new major campaigns; Scars Of Gold II and Shadows. In addition to this we expect our Sunshine Support Programmes to launch within Phase 1 and 2; providing unique support in a multi modal approach.

Our collaborations are rapidly expanding and we are excited to be unfolding new plans for advancing our accessibility inclusion, incorporating medical students across the UK and progressing our resources with our occupational health connections.

KEY TARGETS FOR 25-2026

EDUCATION

- MONTHLY TOOLKITS
- SCARS OF GOLD II
- OCCUPATIONAL HEALTH
- LEGAL PLANNING

SUPPORT

- SUNSHINE SUPPORT PROGRAMMES
- REFLECTION PROGRAMMES
- ONLINE COMMUNITY SUPPORT
- IN PERSON PROGRAMMES

HIGHER CHANGE

- MEDICAL SCHOOL OUTREACH PROGRAMMES
- EMPLOYER WELLBEING PROGRAMMES



SUPPORT SERVICES 2025-26

OUR GENERAL SUPPORT SERVICES CONTINUE TO GROW - AVAILABLE TO ANYONE REGARDLESS OF DIAGNOSIS

BUDDY SUPPORT SYSTEM

ONLINE COMMUNITY SUPPORT

SUPPORT HELPLINE

ONLINE RESOURCES

SUNSHINE SUPPORT PROGRAMME

A life-coach designed programme of support to help people process their experience, reflect on how they have changed, what their physical and emotional needs are moving forwards.

A vital 10-step programme to help patients process, reflect and find a way to proceed forwards into the next chapter of life.

REFLECTION SUPPORT

One-to-one support with a MAS-trained facilitator. Sometimes the first thing you need is someone to listen whilst you reflect and debrief to process just what you have gone through. This could take one session, or several. Processing and sometimes just talking through what you have gone through is the first step in finding strength and recovery.

KEY TARGET FOR FUNDRAISING



OUR FINANCIAL REPORT

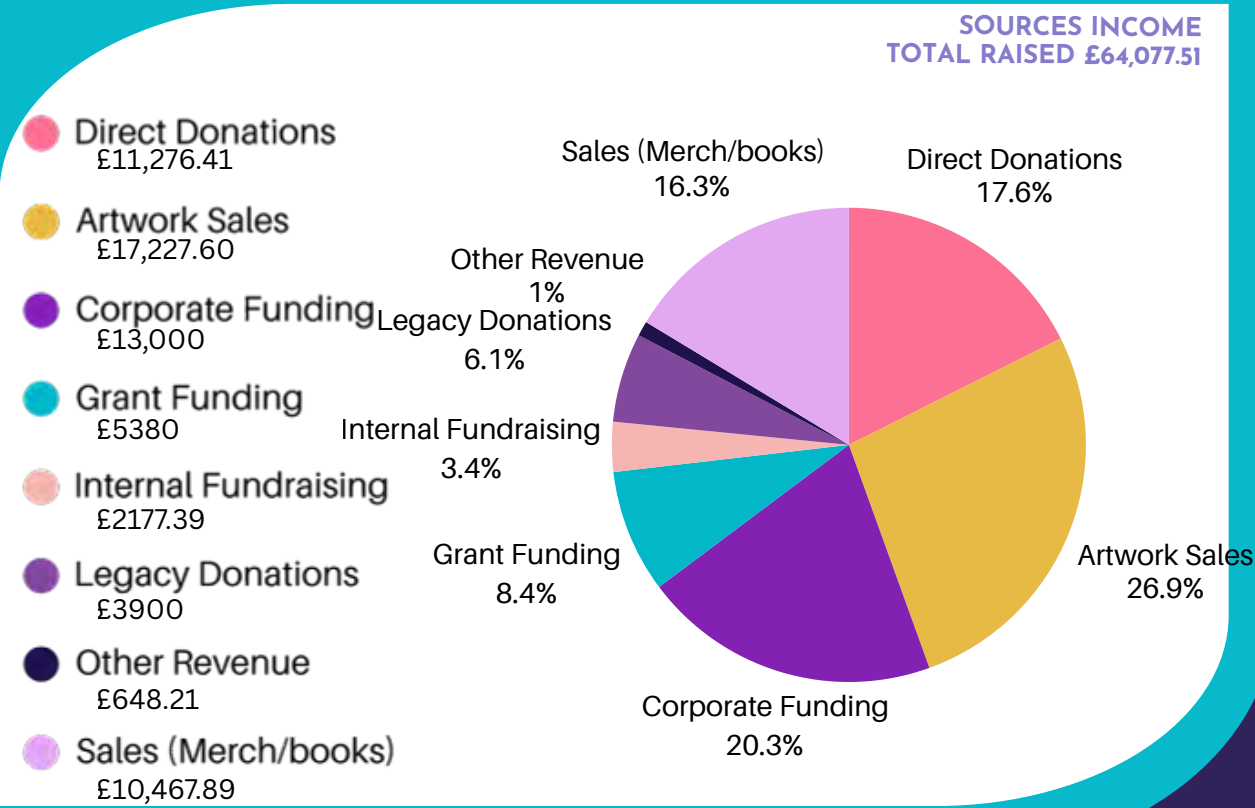
2024-OCTOBER 2025

OUR FIRST YEAR AS A CHARITY WAS A HUGE SUCCESS; STARTING WITH AN INITIAL INVESTMENT OF ASSETS AND FINANCIAL START OF £4K BY DR LIZ MURRAY, THE CHARITY RELIED ON DONATIONS, FUNDRAISERS AND CORPORATE GIVING TO PRODUCE OUR INAUGURAL CAMPAIGN AND LAUNCH OUR SERVICES.

TOTAL
RAISED
£64,077.51
TOTAL INCOME

TOTAL SPENT
DELIVERING
OUR MISSION
£52,586.15
TOTAL EXPENDITURE

HOW WE RAISED MONEY TO PROVIDE CRITICAL SUPPORT FOR PEOPLE



PLANS FOR FUTURE 2025-26

**TARGET
INCOME
£100,000**

**TO SEE
SUPPORT
SERVICE
DELIVERY AS
PRIORITY FOR
FUNDING USE**

WHAT WE AIM TO RAISE TO EXPAND OUR SUPPORT FOR PEOPLE FACING THEIR MORTALITY AT A YOUNG AGE

**GRANTS
CORPORATE
PARTNERSHIPS
DIRECT GIVING
FUNDRAISING (MAS)
EXTERNAL
FUNDRAISING
LEGACY
MERCHANDISE**

**TO AIM FOR >50% OF
FUNDS TO GO
DIRECTLY ON
SUPPORT SERVICES**

TARGET INCOME DISTRIBUTION

**TO AIM FOR A BROADER RANGE
OF INCOME STREAMS WITH
SUSTAINABILITY AND A
TRAJECTORY FOR GROWTH.**

TARGET EXPENDITURE DISTRIBUTION

**TO CONTINUE TO INVEST IN
FUNDRAISING WHERE
COST:RETURN EXCEEDS 1:2
PRIORITISE SUPPORT SERVICES**

The next SOG event will be in 2027, therefore this is a significant source of expenditure won't be present, but similarly it's fundraising and indirect income streams won't be as prevalent.

The focus for this year is to instigate a stronger fundraising strategy that aims to change the ratio of income to provide more sustainable streams, and look to increase those areas.

Our priority is to have support services (direct and indirect) as the predominant source of expenditure for the next year, with some investment in fundraising where return is greater than 1:2. We have already consulted with a professional fundraising expert to help direct us with this.

"I think it's absolutely incredible how so many journeys and voices have been recognised, sharing this with other people and seeing it (SOG) turn something so tragic into something so powerful has been empowering."

"Being part of this campaign would mean so much to me, especially as a Deaf person navigating Triple Positive Breast Cancer. It's crucial for me to connect with a space where I don't have to face these challenges alone - life is already a constant uphill journey with both deafness and cancer. Thank you for creating such an important and empowering space."

"I felt like more than my diagnosis and that my voice could be used to benefit others"





THE TEAM

LEADERSHIP

- CEO - DR LIZ MURRAY BCA
- CREATIVE DIRECTOR SAMMY WESTON
- OPERATIONS MANAGER PAM BIRKBY

TRUSTEES

- CHAIR - PAM BIRKBY
- TREASURER - ED BELL
- SECRETARY - LISA MENDES
- TRACY WESTON
- NIRUSHA RIDGWELL
- SARAH BROWNE

AMBASSADORS

- PATRON - HELENE RAYNSFORD
- CELEBRITY AMBASSADOR - NATASHA HAMILTON
- VICTORIA BELL
- LAURA BRYCE
- JULES STONE (ARTIST LEAD)
- CHLOE BARNES (ARTIST)
- EMMA ROBERTS (ARTIST)
- KEIHLA DOMINICE (ARTIST)
- CAROL BURNS (ARTIST)
- MANDY CHARD
- LAURA WOOD
- SARAH PHILIPS

MEDICAL ADVISORY BOARD

- DR LIZ MURRAY
- DR JULIE HAMMOND
- DR CLAIRE PHIPPS
- JEMMA REDFARN
- NAABIL KAHN

PEOPLE WHO WERE PART OF MORTAL AND STRONG'S MISSION 2024-25

VOLUNTEERS

AMY
LISA
LAURA B
LAURA W
TOR
JULIE
JEMMA
HELENE
NATASHA
KARIANNE
TRACY P
TRACY W
SARAH P
ANJLEE
NIRUSHA
PAM
MANDY
LIZ
SAMMY
SARAH B
LUCY
EMMA R
BETHANY
HANNAH
JULES
SALLY
TIM

EMMA
GLORIA
FIONA
PRETTI
CLAIRE
CHARLOTTE
NIKKI
CAHRLOTTE
LUCY
STEVE W
KERRIE
CHARLIE
AIMEE

SPEAKERS

DR LIZ MURRAY
DR JULIE
HAMMOND
DR CLAIRE PHIPPS
BRIDIE HOULIHAN
VITORIA HARDY
GABRIELLA
PEARSON
ANNA GOLDSMITH
VICKI HODGES
CLARE BAUMHAUER
JESSICA VACARRO
NAABIL KHAN
ROXY MURRAY
KATHRYN
NATTRESS
KRISTIE SCOTT
BETHANY
HANNAH
FIONA EASTMAN
HELENE
RAYNSFORD
LUCY THOMPSON
MEERA SHAH
NATALIE MIZUIK
JEMMA REDFARN
CARLY MOOSAH

BRAND COLLABORATIONS

LUSH
SCAMP AND DUDE
COOL CRUTCHES
COLLIERS
PICTURE FRAMES & ART
DALER ROWNEY
DSTUDIO UK
DARKTRACE
SWALLOWTAIL
MSC
BIG YELLOW STORAGE
MARTELLO
PINK MOVES LTD
SPACE MASKS
BOOJA BOOJA
BIRD AND BLEND TEA
LAZY LOBSTER NORWICH
BREWD OG
KETTLE
NORFOLK NATURAL
LIVING
GLOBAL GREEN CBD
BODY FORM UK
YARE VALLEY OILS
CITY FURNITURE

LOGISTICAL SUPPORT

OXFORD CITY HALL
NOVOTEL CAMBRIDGE
SHE WHO DARES WINS
SIDINGS WATERLOO
NORFOLK FARMHOUSE
THE FFOLKES
LITTLE MASSINGHAM
MANOR

PEOPLE WHO WERE PART OF MORTAL AND STRONG'S MISSION 2024-25

ARTISTS

CAROL BURNS	DONNA MORRIS	JEAN KIEKOPF	SALLY CRANHAM
JULES STONE	CHLOE BARNES	SARAH HOLLAND	AIMEE LEONHARDT
DEBORAH PEARSE	TRACY WESTON	KAREN MCPHAIL	KRISTEN OLLINGER
MERYL TYERS-CHHABRA	SAMMY WESTON	LEIGH-ANNA BARBER	CLARE ELLEN GREGORY
EMMA ROBERTS	LIZ MURRAY	CORBETT	JEN CABLE
KEIHLA DOMINICE	NAOMI HULATT	KATE KELLY	ELIZABETH LYONS
WHITNEY ELLIS	MAGS DEARDEN	SUE MURKETT	HAYLEYHAYWARD-BOYLE
REBECCA SNOW	CHARLIE KIRKHAM	LIV COLLINS	CAMILLA FELLAS-ARNOLD
LEANNE DUNSTAN	EMMA WASHINGTON	KERRIE KENT	

VOICES

AMY	JULIE	ANJLEE	SIOBHAN
KERRIE	MEL	NIRUSHA	JULES
NATALIE M	JEMMA	JULIET	SOPHIE S
NATALIE B	GEMMA	CHRISSIE	MARIA
CHARLIE	HELENE	KATE B	EMILY
HAYLEY	NATASHA H	MERYL	TRISHA
NIKKI S	JEN	PAM	MEHV
NIKKI W	GIZELA	MANDY	GEORGI
PRETTI	LORNA	LIZ	VICTORIA
DANIELA	HELEN	SAMMY	TASH
CHARLOTTE D	KARIANNE	SARAH B	NIKKI S
CHARLOTTE W	LISA W	MEERA	MAGS
MELISSA	CAMILLA	ALEX	JOSIE
LISA	TRACY P	LUCY	EMMA H
GLORIA	TRACY W	ROISIN	LEANNE
LAURA H	VIV	STEPH	LAURA CS
LAURA B	JO	MICHELLE	JO
LAURA W	JEANNIE	FAYE	EMMA P
FIONA	ELLIE	SARAH W	CAT
ROXY	DAWN	EMMA R	PRETTI
TOR	CLAIRE W	BETHANY	KIM G
EMMA W	CLARE B	HANNAH	AIMEE
EMMA R	SUE	GABZ	KAZ
ASTRID	SARAH P	KATHRYN	CLARE EG
BEV	SARAH D	SOPHIE L	LUCY
	HOLLY	BRIDIE	TANYA

FRIENDS OF MORTAL AND STRONG

AN ENORMOUS THANKS TO ALL OF YOU WHO HELPED PROVIDE THE VITAL FUNDS FOR US TO DELIVER OUR WORK THIS YEAR. YOUR FINANCIAL SUPPORT HAS BEEN INVALUABLE TO PROVIDE THE CRITICAL EDUCATION, SUPPORT AND IMPACT NEEDED.

CORPORATE GIVING

COLLIERS
DARKTRACE
MSC
MARTELLO

GRANTS

ONESTOP
PINK RIBBON FOUNDATION

SIGNIFICANT INDIVIDUAL DONATIONS, FUNDRAISERS/LEGACY GIVING

ADAM PARKINS
ED AND VICTORIA BELL
ANONYMOUS DONOR (SOG EVENT)
VAL FOX

HARRIET INGLIS
ANDREW ATTACK (S4S)
KATHRYN HOLLAND (S4S)
PRETTI STANLEY (S4S)
SUE MURKETT (S4S)
KEAN KIEKOPF (S4S)
LIZ MURRAY (S4S)
SAMMY WESTON (S4S)
SARAH BROWN (S4S)
NIRUSHA RIDGWELL (S4S)
MANDY CHARD (S4S)

AMY WEBBER & FAMILY- LEGACY
MILLS & REEVE - AMY WEBBER LEGACY
ANJLEE & FAMILY - LEGACY
TRACY PRATT & FAMILY - LEGACY

SUPPORT IN KIND

DALER ROWNY
PICTURE FRAMS & ART
DSTUDIO UK
PINK MOVES LTD
BIG YELLOW STORAGE

OXFORD CITY HALL
NOVOTEL CAMBRIDGE
SHE WHO DARES WINS
SIDINGS WATERLOO
NORFOLK FARMHOUSE
THE FFOLKES
LITTLE MASSINGHAM MANOR

*S4S STRONG 4 SEPTEMBER 2024

LEGAL & ADMINISTRATIVE DETAILS

Mortal and Strong is here to support anyone in the prime of their life (18-65) any gender, any race, any background, facing into life with a life-limiting / chronic illness. Whatever your health condition and whether you are awaiting diagnosis, mid-treatment, after treatment or facing life-limiting / palliative care; Mortal and Strong is here to support you.

Charity by CIO Reg No. 1209448
Patient Information Forum regulated
Regulated by the Fundraising Regulator
Gift Aid

www.mortalandstrong.com
[@mortalandstrong](https://twitter.com/mortalandstrong)
contact@mortalandstrong.com

Glaven, Brinton Road, Norfolk, NR24 2ED
07572879810

Regulated by Fundraising Regulator
GIFTAID Registered
Regulated by Patient Information Forum
Member of National Voices

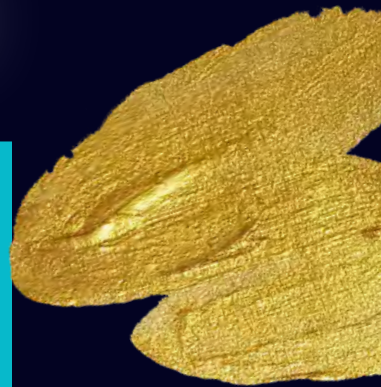
*Note: The charity was registered in August 2024, but our impact report and financial report for this first year is August 2024-October 2025. Future reports will run October-October.

A woman with dark, curly hair is shown from the waist up, wearing a black long-sleeved shirt. Her hands are painted with gold paint, and she is holding them in front of her. The background is a plain, light gray.

“For anyone reading my story, I want you to remember to always hold on to ‘hope’ and ‘faith’, that’s what is helping me through my cancer journey. To let go of the little things, live in the moment, make amazing memories with all your loved ones and be grateful for your precious life.”

MORTAL AND STRONG

THANK YOU TO EVERYONE
WHO PROVIDED ANY
CONTRIBUTION, SUPPORT
OR ENTHUSIASM.
TOGETHER YOU ALL
HELPED PROVIDE
INVALUABLE SUPPORT &
EDUCATION TO CHANGE
THE WAY PEOPLE
NAVIGATE A LIFE
CHANGING DIAGNOSIS.



"FACING MY MORTALITY
TAUGHT ME HOW TO LIVE"

MORTAL AND STRONG

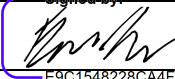
TRUSTEES’ REPORT
FOR THE PERIOD ENDED 31 AUGUST 2025

DECLARATION

The Trustees declare that they have approved the above trustees’ report.

Signed on behalf of the charity’s trustees:

Signature(s)

Signed by:  E9C1548228CA4F8...	
--	--

Full name(s)

Edward Bell	
-------------	--

Position (e.g. Secretary, Chair, etc)

Trustee	
---------	--

Date

27-04-2026

MORTAL AND STRONG

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES FOR THE PERIOD ENDED 31 AUGUST 2025

I report to the charity trustees on my examination of the accounts of the charity for the period ended 31 August 2025 which are set out on pages 68 to 73.

Responsibilities and basis of report

As the charity's trustees 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 charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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

.....

Date

Clenshaw Minns Ltd
Chartered Accountants
Norfolk House
24 Market Place
Swaffham
PE37 7QH

MORTAL AND STRONG

STATEMENT OF FINANCIAL ACTIVITIES
PERIOD ENDED 31 AUGUST 2025

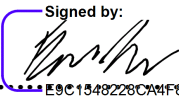
		Unrestricted funds	Total funds 2025
	Notes	£	£
Incoming resources			
Income from:	2		
Donations		35,076	35,076
Charitable activities		33,035	33,035
Total incoming resources		68,111	68,111
Resources expended			
Raising funds	3	53,883	53,883
Other costs	4	600	600
Total resources expended		54,483	54,483
Net income/(expenditure)		13,628	13,628
Net movement in funds		13,628	13,628
Total funds brought forward		-	-
Total funds carried forward		13,628	13,628

MORTAL AND STRONG

BALANCE SHEET
AS AT 31 AUGUST 2025

	Notes	Unrestricted funds £	Total funds 2025 £
Current assets			
Cash at bank and in hand	5	14,228	14,228
		<u>14,228</u>	<u>14,228</u>
Creditors: amounts falling due within one year	6	600	600
		<u> </u>	<u> </u>
Net current assets		<u>14,228</u>	<u>14,228</u>
		<u> </u>	<u> </u>
Total assets less current liabilities		13,628	13,628
		<u> </u>	<u> </u>
Total net assets		<u>13,628</u>	<u>13,628</u>
		<u> </u>	<u> </u>
Total charity funds			
Unrestricted funds	7	13,628	13,628
		<u> </u>	<u> </u>
		<u>13,628</u>	<u>13,628</u>
		<u> </u>	<u> </u>

The financial statements were approved by the Trustees on 27-04-2026
and are signed on its behalf by:

Signed by: 
Trustee E9C1548228CA4F6... Trustee

The notes on pages 70 to 73 form part of these financial statements.

MORTAL AND STRONG

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 AUGUST 2025

1. Accounting policies

1.1 Basis of preparation of financial statements

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 accounts.

The accounts 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) effective 1 January 2019 and with the Charities Act 2011.

1.2 Accounting policies

The accounts present a true and fair view and the accounting policies adopted are those outlined in note (1.1).

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

1.4 Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

Donated services or facilities, which comprise donated services, are included in income at a valuation which is an estimate of the financial cost borne by the donor where such a cost is quantifiable and measurable. No income is recognised where there is no financial cost borne by a third party.

Income Tax recoverable in relation to donations received under Gift Aid or Deeds of Covenant is recognised at the time of the donation.

MORTAL AND STRONG

NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 AUGUST 2025

Income Tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

1.5 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management carried out at headquarters. Management and administration costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

2. Income and endowments

	Unrestricted Funds 2025 £
Donations	35,076
Charity trading income	33,035
	—————
Net income	68,111
	=====

3. Charitable Expenditure

	2025 £
Direct Costs	
Event expenses	29,966
Merchandise expenses	915
Commission and sales fees	10,570
	—————
	41,451
Support Costs	
Advertising and Marketing	2,335
Insurances	213
Postage, Stationery and Administration	1,127
Fees and Subscriptions	1,149
Travel	7,607
	—————
	12,431
	=====
	53,882
	=====

MORTAL AND STRONG

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 AUGUST 2025

4. Other costs

	2025 £
Accountancy	600
	<u>600</u>

5. Cash at bank and in hand

	2025 £
Current account	14,228
	<u>14,228</u>

6. Creditors: amounts falling due within one year

	2025 £
Accruals and deferred income	600
	<u>600</u>

7. Charity funds

	2025 £
Opening funds	-
Net movement in funds for the period	13,628
	<u>13,628</u>
Closing funds	<u>13,628</u>

Closing funds shown above are held on trust and in accordance with the restrictions contained in the Charity's Memorandum of Association.

MORTAL AND STRONG

NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 AUGUST 2025

8. Analysis of net assets between funds

	Unrestricted 2025 £
Current assets	14,228
Creditors due within one year	(600)
	13,628