

MENINGITIS NOW

England & Wales · Charity number 803016

Details

Other names MENINGITIS TRUST, THE MENINGITIS TRUST

Status Registered

Legal form Charitable company

Company number [02469130](#)

Registered 1990-03-09

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

Contact

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Activities

Objects: A. TO RELIEVE SICKNESS AND DISTRESS AMONG PERSONS WHO ARE SUFFERING FROM MENINGITIS (WHICH IN THESE OBJECTS MEANS MENINGITIS IN ALL FORMS AND INCLUDES ALL AND ANY ASSOCIATED CONDITIONS) OR SEPTICAEMIA OR WHO ARE DISABLED AS A RESULT OF MENINGITIS OR SEPTICAEMIA.B. TO UNDERTAKE AND FUND RESEARCH INTO ALL STRAINS OF MENINGITIS WHETHER VIRAL OR BACTERIAL OR SEPTICAEMIA AND TO PUBLISH, ASSIST WITH, AND/OR FUND THE PUBLICATION AND DISSEMINATION OF THE USEFUL RESULTS THEREOF.C. TO WORK TOWARDS THE ELIMINATION OF MENINGITIS AS A SERIOUS MEDICAL PROBLEM.D. TO PROVIDE SUPPORT TO PEOPLE WHO SUFFER MENINGITIS OR SEPTICAEMIA AND THEIR IMMEDIATE FAMILIES, GUARDIANS OR PARTNERS.

Activities: Meningitis Now is a charity formed in 2013 by the merger of Meningitis UK & Meningitis Trust, founders of the meningitis movement in the UK in the mid 1980s. We exist to save lives & rebuild futures through research, awareness & support. Our vision is a future where no one in the UK loses their life to meningitis & everyone affected gets the support they need to rebuild their lives.

Classification

- **How:** Makes Grants To Individuals, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability, Amateur Sport
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,147,388	£2,572,610	£1,119,504	49
2024-03-31	£2,157,226	£2,515,715	£1,516,351	42
2023-03-31	£2,077,811	£2,365,849	£1,813,339	41
2022-03-31	£2,051,890	£1,955,576	£2,141,807	36
2021-03-31	£2,240,287	£2,085,844	£2,027,241	49

Trustees

Name	Role	Appointed
Christopher Edwin Philipsborn		2021-10-21
Emma Thomas		2020-12-10
Hannah Marsh		2017-10-12
Holly lauren Byrne		2021-10-21
James Sutherland		2017-10-12
Julie Elizabeth Marsh		2019-10-10
Nikki Richardson		2021-10-21
Professor John Simon Kroll		2019-10-10
RODERICK ADLINGTON		2017-10-12
Randy William Packer Weeks		2021-10-21
Stephen Alan Sutcliffe		2021-10-21

Linked charities

- [MENINGITIS UK \(803016-1\)](#)

MENINGITIS NOW

England & Wales - Charity number 803016

Accounts

Company number: 2469130

Charity number: 803016

Scottish Charity No. SC037790

Meningitis Now

Annual report and financial statements 2024-25



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Chair and CEO's introduction

Introduction: What matters

The theme of this year's Annual Report is 'what matters', a theme chosen because – in a year of mixed fortunes – we can confidently say that in 2024-25 we focused on what matters to our supporters and the people we are here to support.

In many ways, this was deliberate as we set about realising our strategic aims of fighting to defeat meningitis in the UK within a generation, of reaching out to everyone who needs help, support and information, and of being recognised as a centre of expertise for aftercare and support.

For example, we launched our 'No Plan B for MenB' campaign to raise awareness of the risks of MenB and to protect current and future generations of young adults. We adopted a new focus on raising awareness of meningitis amongst sixth-formers, working collaboratively with our supporters and the PSHE Association. And we were delighted to have worked closely with NHS England in the implementation of Martha's Rule.

At other times, our focus was more reactive. The calling of the General Election in July prompted the rapid publication of our 'Manifesto for Meningitis', which identified seven key changes that a prospective government could implement to make a real difference to our supporters. This included changes to vaccine policy, clinical culture and practice, scientific research and development, and support for the World Health Organisation's global plan to defeat meningitis. In the months since, we have continued to advocate for positive changes to health and care, not least as Government embarks on its new 10-year health plan.

A challenging economic year also meant that we had to adapt the charity's financial management in both proactive and reactive ways. We invested in new charitable activities and initiatives, whilst also seeking savings and efficiencies – such as downsizing our office at Fern House, a decision that will save over £120k over the next five years.

Financially, 2024-25 was a mixed picture. Income at £2.147m was static compared to 2023-24, as funds that had been anticipated in the final quarter of the year either did not materialise or slipped into 2025-26. With expenditure at £2,573k, our deficit was therefore greater than originally budgeted at £397k, compared to £297k in the previous year. Fortunately, our reserves enabled this deficit to be absorbed, but in 2025-26 the charity is obliged to realign its financial plans to return to balance sooner than originally planned.

Thankfully, the generosity of our supporters leaves us in awe and we grateful for the many thousands of individuals, families and organisations who supported us in 2024-25. This ranged from the amazing 'Walk for Lloyd' community who walked the Lake District's 214 Wainwrights to raise £18,000 in memory of Lloyd Sutton, to many people who support us with regular direct debits or by kindly leaving a gift in their Will, to many companies and philanthropic organisations who provide invaluable

grants, donations and funds. And of course our work in 2024-25 was made possible by our incredible network of volunteers, who continue to support our activities in their communities across the UK. We are grateful to all who supported us in 2024-25, some of whom are mentioned throughout this report.

What drives our charity, of course, is the ongoing incidence of meningitis in the UK. In 2024-25, data from the UKHSA showed cases of the disease continued to rise within unvaccinated groups of the population following lull induced by the Covid-19 pandemic. At Meningitis Now, we know only too well the pain and the devastation that disease can cause. This is why our mission of saving lives and rebuilding futures continues to be at the heart of what matters to us.

Thank you for taking the time to read this report.

Dr Tom Nutt and Chris Philipsborn
Meningitis Now CEO and Chair of Trustees

Vision & strategy

Our vision is a future where nobody in the UK loses their life to meningitis and everyone affected has the support they need to rebuild their lives. We're working towards making this vision a reality through our current strategy – Making a difference, every day. This means we strive to:

1. Fight to defeat meningitis in the UK within a generation
2. Reach out to everyone who needs help, support and information
3. Be recognised as a centre of expertise for aftercare and support

Looking back on 2024-25

April 2024

Our incredible **London Marathon** runners raise in excess of £170,000 for Meningitis Now.

CEO Tom takes part in an **NHS conference** on ‘Worry and Concern’ pilot projects – which aim to ensure seriously ill people, and their carers or loved ones, are listened to by doctors and nurses.

May 2024

25 supporters who have lost loved ones to meningitis come together for a **Forever Weekend** in Doncaster. Meningitis Now provided invaluable bereavement support in 2024-25, working with bereaved families and individuals across the UK.

June 2024

We hold our **Midsummer Party** at the Mall Galleries in London. Centred around a private viewing of the annual exhibition of the Society of Woman Artists, this was a wonderful chance to gather and celebrate the work of Meningitis Now.

Thanks to our first national recruitment campaign, we **recruit 45 new volunteers**, who will raise vital awareness in their communities across the UK.

July 2024

As the General Election is held in the UK, we publish our **‘Manifesto for Meningitis’** – outlining seven things Meningitis Now would like to see from the new government. We continue to shape and influence Government whenever possible, such as through a submission in December 2024 to the 10-year health plan consultation.

August 2024

Our **student campaign** launches with a press campaign that reaches 50,000,000 people through 196 pieces of media coverage across TV, radio and print. We also send 58,598 awareness materials to 58 universities and other organisations and reach nearly 422,000 people via social media.

September 2024

1,400 walkers take on the **Five Valleys Walk**, raising an incredible £54,000 by walking the fabulous 21-mile route around the Stroud valleys.

UKHSA publish new figures showing a rise in meningitis cases, following a lull in cases caused by the Covid-19 pandemic. CEO Tom appears on BBC Breakfast to discuss the risks of meningitis – joined by Sue Astley Theodossiadis, who lost her son Alex to meningitis. Supporters sharing their experiences remain vital to raising awareness of meningitis.

October 2024

We mark **World Meningitis Day** by ‘lighting the tracks ahead’ with Great Western Railway (GWR). The special ‘meningitis train’ ran from Cheltenham to London Paddington, with a range of supporters on board who shared their meningitis experiences with journalists. We had brilliant coverage on both BBC and ITV news.

We bring together 31 people for a **Family Day** at the Winchester Science Centre and Planetarium. These important support events give children the chance to be children – and give parents the chance to meet other families who understand how tough life after meningitis can be.

November 2024

436 supporters join us at our **Gloucester Cathedral Carol Concert**, a moving and uplifting evening. The centrepiece is our tree adorned with white ribbons remembering lives lost to and changed by meningitis – part of our annual **Ribbon Appeal**, which was supported by 386 people and raised just under £12,000 in 2024.

December 2024

Bev Corbett leaves Meningitis Now after seven years as Director of Information and Support, but not before developing a new **research strategy** that ensures research remains at the heart of Meningitis Now’s work.

11 people join us for a **Keep Connected online event** for people experiencing fatigue after meningitis. One attendee said, "This was one of the most validating and uniting experiences I’ve had on this journey." We ran four Keep Connected events in 2024-25, providing vital support for people navigating life after meningitis.

January 2025

We **launch new teaching resources** with the PSHE Association, to give young people vital lifelong skills to make informed choices about their health, seek urgent care and remain healthy. The materials are created with supporter Sue Astley Theodossiadis in memory of her 25-year-old son Alex, who died from meningitis in January 2020.

February 2025

Our **Rebuilding Futures Fund** panel meet throughout the year, providing financial awards to 166 people – totalling over £53,000. Our financial support continues to change lives, funding specialist equipment, funeral costs and counselling in 2024-25.

March 2025

We launch our **No Plan B for MenB campaign**, calling for more people to be protected against MenB and receive the lifesaving MenB vaccine on the NHS.

We are proud to be awarded the **Patient Information Forum (PIF) TICK** accreditation quality mark for our health information – showing we create meningitis information people can trust.

12 young people attend our **Believe & Achieve residential**. 90% of those who attended felt more confident after the event, with one attendee saying “I always thought that an independent life was something I would never have... After coming away [to the residential], I can see how this could be something in my future.”

Fight to defeat meningitis

Focus on what matters

- Campaigning for the MenB vaccine to be more widely available
- Being part of the conversation with the NHS, government and policy makers
- Developing a strategy that keeps research at the heart of what we do

No Plan B for MenB

MenB is one of the most common causes of meningitis in the UK. MenB kills. It changes lives forever. Its impact is devastating, cruel, life-changing – and preventable. That is why in March 2025 we launched a new campaign – No Plan B for MenB.

We have effective, life-saving vaccines against MenB, and vaccines are the only way to prevent meningitis. **For those most at risk, there is no plan B for MenB.** We must vaccinate those most vulnerable to protect them – now. And with cases of MenB on the rise amongst young people following the Covid-19 pandemic, it's vital we take action.

Our campaign is calling for three things:

- The MenB vaccination to be given to all those at most risk of disease.
- A MenB booster programme to protect adolescents from 2030.
- Availability of the MenB vaccination on the high street at a fair price.

We launched this campaign in March 2025 to our supporters, asking them to support us by sharing their experiences of MenB so we can highlight the devastating impact meningitis has. This campaign will be a central part of our work in 2025-26, with plans to launch a petition, engage policy makers and keep MenB on the national agenda.

Kate and Sophia's story

One of the thousands supporting our No Plan B for MenB campaign is Kate Speirs, whose daughter Sophia, 19, fell ill in 2023.

Kate told us: "Sophia was admitted to hospital whilst she was in her first year at Manchester University. She had spent a day vomiting and feeling very ill with a high temperature and flu-like symptoms.

"It was only when I Facetimed her and saw her jaw wide open and eyes glazed over that I raised the alarm. She was unable to speak or move.

"It is so important for me to share this story because all this could have been avoided if she had been given the MenB vaccine. She received every vaccine that was

offered to her within the NHS vaccine programme, including the MenACWY vaccine at school when she was in Year 9. Babies have been offered it on the NHS since 2015, so those who were born before that will not have been offered it.

“We were unaware, as so many others are, that MenB is a different vaccine that the NHS don’t currently offer to teenagers. And yet it is the cause of 9 out of 10 cases of meningococcal meningitis in the UK.”

Sophia has kindly told her story as part of this year’s student campaign – read more on page 14.

Working collaboratively on policy

We continue to work collaboratively with a range of partners to influence policy and practice – and to promote meningitis awareness. In 2024-25 this has included:

- **Contributing to The Partnership for Change:** CEO Tom Nutt was one of 10 patient organisation representatives brought together for The Partnership for Change initiative, exploring the challenges patients face across the health system, and calling for reforms to the NHS needed to create more joined-up, person-centred coordination and care. Read more about The Partnership for Change’s report, *‘Connected Care: Transforming Care Coordination’* on our website.
- **Attending Pharmacy in Practice conference:** Tom was part of a panel discussing the risks of antimicrobial resistance, the importance of community pharmacists promoting awareness of meningitis and the essential role of vaccines.
- **Attending an AMRC and ABPI event:** We were part of a joint Association of Medical Research Charities (AMRC) and Association of British Pharmaceutical Companies (ABPI) event on promoting diversity and inclusivity in clinical trials.
- **Speaking at The King’s Fund conference:** Tom was invited to speak at a session focusing on ‘how to build effective partnerships between health and care and the life sciences industry.’ Meningitis Now have always worked closely with companies such as GSK and Pfizer and it was valuable to be able to explore this important issue.
- **Taking part in Martha’s Rule conference:** Tom took part in an NHS conference celebrating the successful conclusion of the ‘Worry and Concern’ pilot projects and joined NHS England’s new ‘Martha’s Rule’ Programme Board. We have been focussed on improving diagnosis and treatment of meningitis since 2018, when the report of the ‘Meningococcal Working Group’ was presented to then secretary of State for Health and Care, the Rt. Hon. Jeremy Hunt MP.

- **Manifesto for Meningitis:** With the General Election announced for July 2024, we presented our manifesto for what we wanted to see from the new government. Heading our list was a commitment to make lifesaving vaccines available on the NHS to everyone in the UK who would benefit and leadership to ensure that the UK's vaccination and immunisation programme remains one of the best in the world.
- **Supporting the World Health Organization:** We also fully backed the World Health Organization's (WHO) initiative to eradicate meningitis by 2030. We were a co-signatory to a commitment organised by CoMO, the worldwide Confederation of Meningitis Organisations, to bring together global voices of people affected by meningitis.

Focus on research

December 2024 saw the departure of our Director of Information and Support, Bev Corbett. During her seven years in post, Bev played a pivotal role in our fight to defeat meningitis and provide support to those impacted by the disease. Our new Director of Information and Support, Sue Rogers, will be joining the team in April 2025.

Before she left, a key priority for Bev was developing our research strategy. Research remains at the heart of what we do, and our revised research strategy derives from our vision of a future where no one in the UK loses their life to meningitis and everyone affected gets the support they need to rebuild their lives.

Meningitis Now has funded scientific and medical research into meningitis and meningococcal disease over the last four decades. In many cases, this research has advanced the charity's aims and objectives, by hastening and improving the development and deployment of vaccines – and by improving scientific and medical understanding of meningitis, its causes, treatment, after-effects and impact.

Our new research strategy ensures this legacy will continue and identifies two key research areas:

- **Improving quality of life** – undertake research that looks at long-term outcomes and improves the quality of life for individuals and their families who have experienced meningitis.
- **Understanding lived experience** – gather data on people's lived experiences of meningitis and real-world outcomes to provide insights that can guide future research and inform best practice. We will ensure that those affected, including families and caregivers, have opportunities to contribute to the research agenda, influencing areas that directly affect their lives.

As a member of the Association of Medical Research Charities (AMRC), it also helps ensure we work to recognised standards of best practice and within the AMRC's guidelines.

Current and recently completed research projects

Developing a multivalent streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis.

Professor Jeremy Brown and Professor Brendan Wren, of University College London's Department of Respiratory Medicine, have been leading on this three-year project.

The research team has developed a new technique that has the potential to produce cheaper vaccines that protect against more strains of pneumococcal bacteria, including those that cause pneumococcal meningitis.

Understanding survival and adaptation of the meningococcus bacteria in aerosol droplets

PhD candidate Mia Dierks Treece, and supervisor Dr Darryl Hill of the University of Bristol, aim to understand more about how meningococcal bacteria survive and adapt during transmission from human to human in aerosol droplets. Understanding more about meningococcal bacteria could one day help us improve how we prevent, diagnose and treat meningitis.

Meningitis Now is funding a four-year studentship for Mia, who presented her findings so far at our all-staff meeting in February. These included that the survival of meningococcal bacteria in the air partly depends on humidity. The team have also begun to unravel the mechanisms that cause this bacteria to die in the air.

SURE + DP: Improving diagnosis and prognosis for paediatric tuberculous meningitis through the SURE treatment trial

A team based around University College London and London School of Tropical Medicine is carrying out this research.

Tuberculosis meningitis (TBM) is the most severe form of TB, killing 20 - 40% of people affected and leaving many survivors with lifelong disabilities. Young children are particularly at risk. This research is running clinical trials to improve the diagnosis and treatment of this type of meningitis.

Reaching more people

Focus on what matters

- Raising awareness, with a focus on young people
- Reaching new audiences through traditional and digital channels
- Creating meningitis information people can trust

A focus on young people

This year we worked with the PSHE (Personal, social, health and economic) Association and Meningitis Now supporter Sue Astley Theodossiadis to launch new teaching resources. These resources will give young people vital lifelong skills to make informed choices about their health, seek urgent care and remain healthy. They have been produced in memory of Sue's son Alex who sadly died from meningitis aged 25.

Alex was living away from home and hadn't registered with a local GP. When he became unwell, he struggled to gain access to healthcare services quickly – it took three separate attempts over five days to finally be diagnosed and treated for meningitis, by which time it was too late to save his life.

We were pleased to work closely with Sue and the PSHE Association on developing resources and preparing them for publication. Focus groups with sixth formers were arranged to make sure the materials were appropriate and relevant. The resource consists of two lessons which teach 16 to 18-year-olds how to recognise serious illness in themselves and others, and to have the confidence and knowledge to navigate the healthcare system. One section includes role playing on how to get a doctor's appointment.

The pack has been funded by Meningitis Now, GSK and the Faculty of Biology, Medicine and Health at The University of Manchester, where Sue works.

Sue said: "My hope is that these teaching resources will help prevent others dying in a similar way. All healthcare professionals, and GP receptionists, need to be aware of the difficulties young people can have in explaining themselves."

Sue also shared Alex's story as part of our Ribbon Appeal and at our Christmas concert in Gloucester Cathedral.

Roundtable on meningitis awareness

Each year we work collaboratively with charities Meningitis Research Foundation and a Life for a Cure, alongside the NHS and the UK Health Security Agency, on an awareness campaign funded by GSK. The 'Roundtable on Meningitis Awareness' produces a Tackle Meningitis website and social media campaign, which this year ran in January 2025.

This year's campaign also featured a media day with ex-England rugby star Matt Dawson and Paralympian runner Jonnie Peacock in June to promote the Tackle Meningitis website and to raise awareness of meningitis risk.

Do students know when to sound the alarm?

Our annual student awareness campaign this year focused on asking students, universities and parents: Do you know when to sound the alarm?

- 58 organisations, including 44 universities, requested our information materials.
- Nearly 50,000 signs and symptoms cards were ordered, alongside thousands of other promotional and awareness materials.
- Best-ever media reach of 390,574,007 with 196 items of press coverage, including BBC Breakfast, with a total value of £54,151.
- Radio coverage campaign resulted in 192 pieces of coverage, reaching 50,000,000 listeners.
- A new webpage received 5,188 views.
- Social media reach was 421,889, a video on TikTok was viewed nearly 11,000 times.

We plan to build on the impact of this year's 'sound the alarm' messaging with our 2025 student campaign. Thank you to 'a Life for a Cure' who continue to fund this vital work.

In 2024-25 we also started to focus on raising awareness amongst sixth form and college students. It is vital to raise awareness of meningitis with this audience before they leave home and start university – and whilst they are still in further education, they are perhaps a more captive audience than university students.

Thanks to a grant from GSK, this year we have begun producing a new awareness video, as well as other digital assets and physical materials to raise awareness at sixth forms and colleges across the UK. The materials will be distributed by our UK-wide network of volunteers. This project is due to launch in July 2025, and we look forward to sharing details of its impact in next year's report.

Reaching new audiences for World Meningitis Day

The theme for this year World Meningitis Day was 'lighting the road ahead to a future free of meningitis'. We marked the occasion by 'lighting the tracks ahead' with our corporate supporters Great Western Railway (GWR). A special meningitis train service ran from Cheltenham Spa to London Paddington, calling at Stroud where our head office is based.

On board, Meningitis Now supporters shared their meningitis experiences with journalists and highlighted the importance of World Meningitis Day.

At stations along the line volunteers collected donations while raising awareness of meningitis and its symptoms, and explained the support available from us.

The special train arrived at London Paddington just before midday to be greeted by charity supporters and Meningitis Now president, TV and radio presenter Lisa Snowdon.

On Saturday 5 October we joined organisations across the world lighting up buildings and landmarks to mark World Meningitis Day. HSBC in Birmingham lit their Head Office, and GWR and Network Rail lit up Paddington Station at 8.30pm in our corporate orange colour to help raise further awareness, as part of the worldwide movement to defeat meningitis.

PR success from disease statistics

New data released by the UK Health Security Agency (UKHSA), which is responsible for public health protection in England, showed that MenC disease is down by around 96% since 1999 when the vaccine was first introduced to the NHS routine vaccination programme. Cases of MenC, MenW and MenY are also reported by UKHSA as being very low because of the teenage MenACWY vaccine programme.

We welcomed the news that the MenACWY vaccination programme is having a positive impact on the number of cases and worked with the UKHSA and our supporter Becca Heritage to help publicise the findings. Her story was widely covered in the national and regional news media.

Becca's story

Becca, from Southampton, contracted meningitis when she was 19, leaving her with life-changing after-effects.

“Six weeks after starting at the University of Southampton, I contracted meningococcal septicaemia in November 2018.

“I felt slightly unwell, a bit like a hangover, but was vomiting continuously so went to A&E. I was about to be sent home when I collapsed and started showing signs of sepsis. A few hours later I was put in an induced coma and moved to intensive care. I was in the coma for two weeks, during which my family were told to prepare for the worst twice.

“Fortunately, I came out the other side but faced permanent after-effects. I spent nearly four months in hospital and several more recovering at home.

“I lost both my legs below the knee and fingers on both hands. I spent seven weeks in rehabilitation when I was discharged from hospital learning to walk on prosthetic legs.

“I was fortunate to receive a hand transplant in Leeds last year, which has been absolutely amazing! I have much more function so far and I am still doing physiotherapy to help improve this. I am also gaining sensation in my new hand now, so I can feel warmth, cold and some textures.

“Although my life has a new ‘normal’, I’m very grateful that I am back to uni and living my life! Everything is going well and I hope to graduate in 2027 as a Doctor.

“The support my family and I received from Meningitis Now at one of the hardest times was amazing. They offered a range of types of support including counselling and peer support through their Believe & Achieve programme for young people.

“We are now keen to help support other families affected by this disease.”

A big tick for our health information

We were delighted to receive the Patient Information Forum (PIF) TICK accreditation quality mark for our printed and digital health information. The PIF TICK is the only independently assessed quality mark for printed and digital health information. Many health charities and NHS organisations use it as a mark of trusted health information.

To become a ‘trusted information creator’, we had to undergo a stringent assessment showing we met 10 key criteria, covering such areas as systems, training, need, evidence and transparency.

The importance of information you can trust

With misinformation rife, it has never been more important for Meningitis Now to produce accurate, trustworthy and easy to understand information. Our PIF TICK shows we are doing this, but our work on our digital platforms is also essential to ensure this information reaches as many people as possible.

There have been real challenges in this area in 2024-25. In January 2025, Meta brought in new rules for all health charities, affecting the way our website and Meta platforms like Facebook and Instagram interact. In August 2024, Google introduced AI overviews – creating AI-generated overviews of information when people search rather than showing them websites where they can find that information. We have to change the way we work to ensure that our accurate information is included in as many of these searches as possible.

We also have concerns – shared by many other charities and organisations – about the dangers of AI overviews, which often draw on inaccurate information. Combatting this kind of misinformation will be a priority for Meningitis Now in 2025-26.

Centre of expertise for aftercare & support

Focus on what matters

- Providing a range of life-changing and impactful support services
- Helping people navigate life after meningitis and find their new normal
- Creating communities through the support we provide

Small team, big impact

With nearly 40 years of experience, Meningitis Now is leading the way in meningitis aftercare and support.

We're doing this by:

- Providing information people can trust
- Providing vital support services
- Informing best practice to improve the lives of people affected by meningitis

Our unique support team provides an impactful package of support to anyone affected by meningitis across the UK. We work with multiple partners and health organisations to develop educational materials to increase awareness of meningitis, promote the importance of vaccination to support public health and deliver high-quality aftercare and support – providing an invaluable lifeline for thousands of people and their families each year.

During 2024-25 we had 1,738 unique contacts to our nurse-led Helpline. Of these 1,269 were first-time callers. Many of these people will require several weeks of support, advice and guidance before they have the information and confidence necessary to navigate their journey or to access our wider range of support – including one-to-one personalised support with our community team across the UK.

"Thank you so much. I am so grateful. You have given me a lot of information and it's incredibly helpful. It's put my mind at rest and given me a lot of comfort."

Helpline caller

This year we allocated over £53,000 of funding through our Rebuilding Futures Fund, supporting 166 people through our unique programme of financial support. And 118 callers went on to have one-to-one support from one of our Community Support Officers across the UK.

"Thank you so much for being there. I feel listened to and supported. The two nurses I have spoken with in the past few months have been excellent and provided me with really helpful information."

Claire, whose daughter contracted meningitis at one-day-old.

Of those who completed our post-call user survey this year, 100% rated the information we provided as very useful, and 91% said they felt more confident in dealing with the issue.

This year we spent nearly 30,000 minutes supporting 490 people, providing vital emotional, practical and financial support completely free of charge.

Paul's story: bereavement support through our Rebuilding Futures Fund

Our Rebuilding Futures Fund has helped to create a private remembrance garden for a young girl who sadly lost her mother to meningitis five years ago.

Grandfather Paul told us: 'In February 2020 we lost our daughter to this cruel disease at the age of 35. She left behind an eight-month-old baby girl and a heartbroken husband and family.

"Recently our granddaughter started asking questions about why she couldn't visit a grave for her mummy and place flowers there as her friends at school do when they visit their grandparents' graves. There is only a book of remembrance at the crematorium.

"We came up with the idea of creating a memorial garden for our granddaughter at home where she could spend time and have quiet moments to reflect.

"We created the garden with Meningitis Now's help, putting down some hard stone, getting a birdbath (a robin often visits the garden) and providing a pot with a rose named after our daughter. There's also a bench with an engraving of her name and a tree that sits with mummy's ashes in the pot in the garden.

"The award has made a huge difference to the whole family and it is a place where we can all sit and reflect, which really helps us all. We are so grateful to receive this award – it has helped us to create a wonderful place for our granddaughter to remember her mummy.

"It brought a tear to my eye when I heard that our application had been successful."

Connection through lived experience

Over the year our support team organised a range of in-person and online support events, creating opportunities to connect, share experiences and build community. The team provided five online and four in-person events.

These included a number of events with our popular Believe & Achieve programme for young people affected by meningitis and an online support event for adults aged who have hearing loss.

"We are so grateful to have the support of the Meningitis Now charity. It has been a helping hand to us for support and offers an outlet to meet other families in a similar situation. It is like a family who are always there for each one of us on the darkest of days."

A weekend of fun and friendship with Believe & Achieve

In March 2025, 12 young adults with an experience of meningitis enjoyed a residential experience at Center Parcs, Woburn Forest – an opportunity for adventure, connection and personal growth.

The weekend included an indoor climbing adventure and an escape room challenge, both designed to stretch comfort zones and build trust.

A group life-coaching session on Sunday morning created space for reflection and time to think about personal and professional aspirations for the future. Guided by skilled coach, Lou, young adults were invited to consider where they are now and where they want to go – learning how to create a step-by-step plan of action and using powerful questions to unlock skills.

Perhaps the most important part of any Believe & Achieve event is the power of shared experiences, and the comfort found in sharing and listening to each other's personal stories. It was clear that being heard, and hearing others, in a safe space with no expectation or judgement, was just as transformative as climbing a rock face or solving a puzzle.

“It was such a good experience and nice to have a break where you're understood without explanation. I will remember the open conversations and people being comfortable to share.”

Supporting those with hearing loss after meningitis

In September, we hosted an online support event for adults who have hearing loss after meningitis and for parents and carers of children who have hearing loss as a result of meningitis. We were delighted to have Rebecca Mansell, Chief Executive of the British Deaf Association, join us for this session.

Rebecca, who had meningitis aged four, shared her personal experience of living with hearing loss after meningitis and talked about some of the work the British Deaf Association do to empower deaf people.

After the event, attendees overall felt more confident in managing their hearing loss. One told us: "I have profound hearing loss in one ear, and moderate hearing loss in the other. It's good to know that I am not alone in this, and it was good to hear some inspiring stories."

Our Community Support Officer Ellie said: “We had a range of supporters join for the event and it felt great to be able to create an environment that was inclusive to everyone's needs.”

Other online support events we ran in 2024-25 include 'Managing fatigue after meningitis' (December 2024) and a six-week anxiety management course (March 2025).

Fundraising & volunteering

Whilst 2024-25 was a successful year for fundraising and volunteering at Meningitis Now, it was not without its challenges. The changing post-pandemic landscape of fundraising, the cost-of-living crisis, and political uncertainty all impacted our ability to raise funds. We were aiming for fundraising growth in 2024-25 but ended the year in a comparable position to the previous financial year.

But although we fell just short of our total income target, the charity still finished in its strongest financial position since the Covid-19 pandemic. Our wonderful supporters helped us raise £2.147m in 2024-25 and we remain incredibly grateful for their amazing support.

Incredible supporters doing incredible things for Meningitis Now

Eye-catching fundraising events this year included supporter Scott climbing Mont Blanc, inspired by his daughter Noa Rose. Ben and Bertie unicycling from London to Bristol. And the Walk for Lloyd team conquering all 214 Wainwright Walks, raising over £18,000 along the way in memory of Lloyd Sutton.

Josie completed a wing walk, whilst 1,400 of you kept your feet firmly on the ground for our Five Valleys Walk, raising over £54,000. The Cycle for the Vicar group pedalled all the way from Paris to Somerset. And Laura Barley was one of 131 people who took on our Squats Save Lives Facebook Fundraising Challenge, together raising a massive £17,800.

Olivia and a team of family and friends walked from her home to the hospital that saved her life and raised an amazing £4,000, whilst long-time supporter Julie Fleming pulled out all the stops to reach £30,000 through her daughter Jessica's Forever Fund – with a range of fundraising events themed around the figure 30. Hundreds of you joined us at our London and Gloucester Carol Concerts. And Team Alexis Rose continued their amazing programme of fundraisers and have now raised an incredible £135,000 to support the fight against meningitis in the UK.

Thank you one and all – and all those too numerous to mention here – for everything you do and continue to do.

Paul's London Marathon success

This year's London Marathon team raised an impressive £174,000 for Meningitis Now. One of those to take on the challenge was Paul, who was running in memory of his stepdaughter, Rhiannon.

“I ran my first marathon just before my 50th birthday and got a bit of a bug for it. I thought I'd do one marathon every year and this was my last. I turned 60 on the day of the race and for this marathon I've raised almost £5,000 for Meningitis Now.

“What started us on the fundraising journey was the support we had from Meningitis Now from day one after Rhiannon passed, and we continue to get. My wife still gets a phone call from a Community Support Officer at least every couple of months to check in.

“We’ve been on Forever Weekends and we just felt that we wanted to raise awareness of meningitis so people know what the symptoms are and can take action quickly. We also wanted to give something back to the charity so they can support other people going forward, other families like us.

“The London Marathon is such an amazing course with great landmarks to see and fantastic support from the crowds. My race went really well – I was buzzing and proud of my achievement.

“Rhiannon's memory is my true inspiration together with the awesome support we have had from people during my fundraising efforts.”

Thank you to our corporate supporters ...

- Brewin Dolphin, whose West of England team have chosen us as their Charity of the Year.
- CORE Special Projects Ltd, who raised a fantastic £2,380 through their golf day in June. Sarah-Jayne Beckett and Sarah Spyvee at CORE also completed a skydive in September. The team have now raised over £5,000 for Meningitis Now in memory of Pete Hynes.
- The team at Caroline Gardner Publishing for donating over £9,400 from the sale of their Christmas cards and for joining us to cheer on our runners at this year’s London Marathon.
- The team at Quayside Wealth Management who raised funds in June by running the Swansea Half Marathon with our CEO Tom. They were joined by staff from Tayntons, Leaders Romans Group and Miint Marketing.
- The Fays Flowers team for hosting a Mother’s Day competition for us, with the lucky winner winning a three-month flower subscription.
- GSK for their donation of £20,000 towards our awareness work with sixth forms and colleges.
- Alison Eddy, a Meningitis Now Business Ambassador, and the team at Irwin Mitchell Solicitors for renewing their support as one of our Brighter Futures Partners with a donation of £5,000 as well as additional generous sponsorship during the year.
- The teams at Irwin Mitchell and Enable Law for taking part in May Mayhem to raise vital funds and awareness.
- Nationwide, Ripley, for donations totalling over £500 including their recent Valentine’s Day, Mother’s Day and Easter hamper raffles.

- Easement Solutions Limited for all their fundraising efforts this year raising over £1,300 in memory of baby Teddy. A particularly big thank you goes to Jason Everett who took on a 150-mile bike ride in one day, raising over £500.
- Institute of Cemetery and Crematorium Management for a wonderful £11,600 towards our work.
- Longstanding supporter, Renishaw, for agreeing to be the headline sponsor of this year's Five Valleys Walk.
- Bluestone Insurance Services for sponsoring our Five Valleys Walk for a second year running.
- Tigerbond for climbing Scafell Pike and taking on the Three Peaks Challenge in memory of colleague, Rhiannon.
- Source Group International for hosting a golf day in July to raise vital funds in memory of Primrose Adey.
- Hometrack team, who walked 10k steps a day throughout May and raised over £2,000.

School selects us as its Charity of the Year

Students and staff from King Edward VI School (KES) – William Shakespeare's school in Stratford-upon-Avon – have raised an amazing £26,000 towards our ongoing work after we were selected as their Charity of the Year.

We were nominated by two A-level students, Katherine and Job, who have both seen the impact meningitis can have on loved ones.

Katherine said "Following the death of my grandma due to meningitis, my family received support from Meningitis Now which helped us a lot. I became an ambassador for them and through this I have learned more about the disease and what the charity does in terms of raising awareness.

"Knowing both how vital the charity's work is in saving lives and how close it was to both of our hearts, we are very grateful to have successfully campaigned for it to be charity of the year at KES."

Job added: "My dad was hospitalised with the disease when I was four-years-old. Meningitis Now offered him support in order to aid his, fortunately, successful recovery."

"The charity's work in raising awareness about the disease is crucial, considering the symptoms are frequently ignored."

Throughout the academic year, students have been holding a variety of fundraisers, including 24 in 24, which saw 100 students and staff run 4km every four hours for 24 hours. They also handed out our symptoms cards to spectators along the route of

the annual Shakespeare Birthday Parade. KES headmaster Bennet Carr also did his bit, taking on the London Marathon for us.

‘Live your life’ with Beds & Bars

A huge thank you to Bed & Bars, whose annual charity week raised awareness and an amazing £21,182 for Meningitis Now, accounted for in 2025-26.

Beds & Bars is a leading operator of tourist accommodation and entertainment venues in Europe, with backpacker hostels, bars and traditional British pubs in 12 cities and eight countries.

During Live Your Life Week, every profit made from three of their drinks was donated directly to us, and there was a special Meningitis Now themed drink on offer. Signs and symptoms information was also advertised around the bars.

The week culminated in parties at bars across the UK and Europe, decorated with Meningitis Now’s signature orange with balloons and posters. Live music and special cocktails encouraged more fundraising and was a fantastic way to end the week.

Making a splash with Turtle Tots

Turtle Tots teaches vital lifesavings skills, builds water confidence and creates special, fun-filled memories for babies and toddlers. Throughout the month of October, members of this award-winning baby, toddler and preschool swim school once again took part in Splash Now – a week of sponsored water-based activities to raise vital funds for us.

The creation of Splash Now was inspired following the death of baby Clara, who tragically lost her battle with meningitis at just 10-months-old.

This was the fourth year that Turtle Tots have supported Meningitis Now. To date, their brilliant team have raised an incredible £86,773, including Gift Aid.

We would like to say a special thank you to Turtle Tots co-founders, Caroline Sparks and Gaby Lixton for choosing to support Meningitis Now and to the franchises and families who have taken part in this special event over the past four years.

The power of Gifts in Wills

In 2024-25 we received 15 legacy gifts and raised a significant £121,504 from Gifts in Wills. This is an important source of income for Meningitis Now and behind each gift lies a powerful and emotional story.

Supporter Geoff Howse and his wife Lynda told us: “The reason for Meningitis Now being a beneficiary of our Wills is to provide funds for research into meningitis vaccines, to help rebuild the lives of people affected by this disease and hopefully to

stop families having to go through what I went through with my daughter Emma 25 years ago.

“Emma lost her fight against the C strain of meningitis in 1999, aged just 15. What she would have done with her life we shall never know – we can only speculate.

“Since then, the charity has been amazing to myself and Lynda, Emma’s stepmum. We just want to give something back. Being involved with Meningitis Now for the last 25 years is the one good thing that came out of losing Emma.

“That’s why Lynda and I have made Meningitis Now a beneficiary of our Wills. Hopefully our story will encourage other people to leave a legacy in their Will to Meningitis Now to fight against this disease in the future and help protect our children and families.”

Our Midsummer Party raises an incredible £18,600

Our first Midsummer Party at the Mall Galleries in London was a huge success, raising £18,600. Thank you to everyone who showed their support and made it such a special night.

The event, kindly sponsored by Irwin Mitchell, brought together our amazing supporters for a private viewing of the annual exhibition of the Society of Woman Artists. Guests had the opportunity to win donated works of art, purchase one-off pieces and show their support for the charity.

During the event two meningitis survivors had their art on display – Matilda Sharpley and Liz Curry.

Meningitis Now Trustee, Randy Weeks, led an exciting live auction of pieces that had been donated with 100% of the auction proceeds going to Meningitis Now. A raffle was drawn by Rachel Parker, Vice President of the Society of Women Artists. Rachel’s daughter survived meningitis as a baby and last year Rachel and her family took on the Richmond Air 10K to raise £5,000 for Meningitis Now.

The evening also featured a Q&A session with Believe & Achievers Erin and Charlotte, who did an amazing job sharing their experiences of meningitis.

“I hope that through sharing my experiences, I can help someone else to feel less alone, to know what support is available, and to feel hopeful about their future.”
Erin Jones

Regular giving

In 2024-25, 1,558 people supported us through a regular gift – including Direct Debits, standing orders, giving through payroll and playing our lottery. Regular giving remains vital for Meningitis Now – allowing us to better future financial planning and raising £140,536 this year alone.

Trusts & grants change lives

We were honoured to receive the support of 91 grant makers during the year. 10 of these funders were supporting the charity for the very first time. A huge thank you to all the charitable trusts and grant-making organisations who made life-changing donations to our work in 2024-25. These include:

The National Lottery Community Fund	Shanly Foundation
The Boshier-Hinton Foundation	The Summerfield Charitable Trust
Ulster Garden Villages	GeneSys Legacy Project Ltd
Alice Faith Mittelman Foundation	

Fabulous team of volunteers

At Meningitis Now we count ourselves fortunate to have a fabulous team of volunteers supporting our work and making a huge contribution to what we do. We have 195 active volunteers around the UK, tirelessly helping us to raise awareness of this devastating disease and fighting back against its impact.

Our volunteers help us raise awareness by giving talks, running stands and distributing literature. They also raise funds in street or supermarket collections – as well as helping out at our big events like the London Marathon, the Five Valleys Walk and our Christmas Concerts.

In June we celebrated our volunteers during National Volunteer Week. Our CEO Tom said: “Quite simply, they are invaluable to us. They work as part of a fantastic team across the UK and bring a richness and diversity to our work. We simply couldn’t do what we do without your ongoing support, generosity and inspiration.

“Because of you we are louder with our awareness messages, reaching more people who need us, making change happen, funding more research and, above all, getting closer to making our goal – where no one dies from meningitis and everyone affected gets the support they need – a reality.”

Volunteering matters

Volunteering has a positive impact on the volunteer as well as the organisation. Here are just a few of the many comments we’ve received from our volunteers:

“Meningitis Now has helped to transform a dark, frightening period of my life into an opportunity to make a difference and connect with incredible people.”

“I always enjoy volunteering and always come home feeling I've made a difference!”

“Volunteering for Meningitis Now is very rewarding and fun.”

New volunteers join the Meningitis Now family

In June 2024 we ran our first ever national volunteer recruitment campaign. Through email, newsletters and social media, the campaign resulted in 90 applicants and 45 successful new volunteers to date. We can't wait to hear about the incredible ways these new volunteers will help us save lives and rebuild futures.

The future

Our plans for 2025-26 include:

1. Fight to defeat meningitis within a generation

- Campaign for more young people to be protected against meningitis through our No Plan B for MenB campaign.
- Develop a new scientific panel, to support research development and current projects.
- Continue to work collaboratively with external partners including UKHSA, NHS, WHO and other charities and industry.

2. Reach out to everyone who needs help, support and information

- Expand our awareness raising with young people to focus on sixth forms and colleges, including a new student awareness video.
- Prepare to mark our 40th anniversary in 2026 through awareness and fundraising activities.
- Create a Participation Panel consisting of volunteers with diverse lived experience of meningitis to inform our work.

3. Be recognised as a centre of expertise for aftercare and support

- Review and update our disease literature, including factsheets and signs & symptoms cards.
- Explore needs-based opportunities to develop our support offer, whilst continuing to deliver our existing wide range of services.
- Seek opportunities to work in partnership, strengthen our existing relationships and broaden our networks.

Finance, staff & infrastructure

Finance

The charity set an ambitious budget for the year, making use of surplus reserves. With the challenging economic environment in 2024/25, income fell short of the budget target but remained roughly in line with the previous year overall. This has required bringing forward plans to use up surplus reserves and realignment of the five-year finance model to manage expenditure against income and ensure we continue to maintain our reserves target. At the year end, the charity's reserves were within the target range set by the Reserves Policy.

Income

Total income raised in the year, including gifts in kind, was £2,147k (2024: £2,157k). Gifts in kind were £185k (2024: £215k).

Expenditure

Total expenditure in the year was £2,573k (2024: £2,516k). We spent 69% (2024: 66%) on charitable activities, and 31% (2024: 34%) on raising funds. Expenditure on research was £110k (2024: £226k).

Investment performance

With the turbulence of the stock markets during the year, at 31 March our investments produces a gain of £28k and overall value of £778k. The original investment of £500k in April 2016 is held in a portfolio fund of Sarasin and Partners LLP.

Overall, Meningitis Now made a deficit of £397k (2024: deficit £297k). The charity had planned a deficit budget for the year, although the actual deficit was greater than the budget. This has advanced the plan to realign the income and expenditure budget in future years, with the charity proactively seeking savings whilst continuing to explore opportunities to grow income.

Cash and Investments

At the year end the charity held cash of £676k (2024: £1,155k) plus investments of £778k (2024: £750k).

Reserves

Unrestricted reserves were £956k (2024: £1,170k).

Financial planning and forecasting

The charity has continued to maintain and update its financial plans, recognising the impact of the current economic climate, ensuring it continues to operate as a going concern and is able to deliver its charitable objectives.

Review of performance of our Trading Subsidiary

Meningitis Now's wholly owned trading subsidiary, Meningitis Trust Trading Limited, was effectively dormant in 2024-25. There were no transactions in the year (2024: no transactions).

Staff & infrastructure

Staff continued to be our greatest asset in 2024-25. Headcount increased to 48.7 or FTE 37.6, from 42.4 or FTE 32.6 the previous year (as of 31 March). This year we:

- Continued our programme of staff engagement (entitled 'Making Meningitis Now a Great Place to Work'), with our staff satisfaction survey showing overall 'positive' results year on year.
- Continued to develop our recruitment processes to deliver a positive and personalised experience for applicants, tailored to their needs.
- Delivered a varied wellbeing programme for staff and workshops for managers.
- Expanded our training programme, including new e-learning courses such as Neurodiversity and Sexual Harassment Awareness, and development sessions on topics such as Courageous Conversations in the Workplace.
- Continued the roll-out of cloud-based IT systems, including the introduction of VOIP (Voice over Internet Protocol) phones.
- Maintained our Cyber Essential Plus accreditation.
- Reduced our office space, and refreshed the layout, furniture and hybrid meeting equipment. Not only has this created a more pleasant and useable space for staff to work from and visitors to visit, but crucially it will also save the charity £120,000 over the next five years. We are hugely grateful to Abbey Business Interiors who helped us with this refurbishment.

Equality, diversity and inclusion (EDI)

EDI remained a top priority at Meningitis Now in 2024-25. This year, our EDI steering group achieved a number of things.

- We changed our EDI training programme.
- We published an EDI statement online.
- We adopted a new approach to photographs and photographic representation of meningitis and Meningitis Now, creating better image diversity.
- We changed our recruitment processes.
- We introduced a new mode of EDI monitoring.

Accounts & governance

Organisational structure

Meningitis Now is based and operates in the UK, with its headquarters in Stroud, Gloucestershire. During 2024-25, we were governed by a Board of 12 (11 after October 2024) Trustees who met on a quarterly and needs-basis during the year. The Trustees operate with four sub-committees that review specialist aspects of our work or that undertake work on behalf of the full Board of Trustees: Audit and Risk, Investment, Remuneration, and Nominations.

Day-to-day running is delegated to the Chief Executive and the Senior Leadership Team. Budgets and plans are approved by the Board with performance subsequently reported against plans and budgets via Board meetings.

Remuneration and conflicts of interest

In determining our remuneration policies and practice, the Remuneration Committee takes into account all factors which are deemed necessary. The overall objective is to ensure that the CEO and staff team are remunerated in line with market rates for the skills, competencies and experience they bring. We operate a 'Pay Review Panel' comprising the CEO, Head of Finance and HR Manager which meets regularly and ensures that we remain responsive to factors such as pay, employment and market conditions.

Delivery of our charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. The annual cost of living award in 2024-25 was 3%, taking into account the customary factors of inflation and wage growth, pensions/NI and tax changes, affordability and organisational context.

There was one member of staff who earned between £60k and £70k and one member of staff earned between £80k and £90k (excluding employer pension costs) in the year. Further information on pension arrangements and on the salary costs for the year, with comparisons with the previous year, are presented in the notes to the financial statements.

No Trustees are remunerated for their role within the Charity, receiving only out-of-pocket expenses. A Conflicts Register is maintained to ensure no Trustees receive indirect remuneration for their involvement.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees considered how planned activities will contribute to the aims and objectives that have been set.

Fundraising practice

We have a clear Fundraising Policy, which has been approved by the Board and is reviewed annually (<https://www.meningitisnow.org/support-us/who-we-are/data-protection/fundraising-policy/>).

This governs how we work with funders, and whilst we actively seek to work with external organisations and individuals to achieve shared objectives, we recognise that it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of Meningitis Now into disrepute.

Meningitis Now's key principles of responsible fundraising are:

- We have honest relationships with our donors
- We retain our independence and avoid over reliance on one or more donors.
- We have good processes for making decisions about who we accept money from
- We seek to be as cost effective as possible in developing sustainable fundraising income streams
- We will adhere to all Fundraising Regulator Codes of Practice to ensure best practice, transparency and accountability and are governed by part II of the Charities Act 1992
- We are registered with the Fundraising Regulator.

Reserves policy and going concern

Over the last few years, the charity has held reserves above the upper limit set in its Reserve's Policy. This has been kept under review with a deficit budget set as part of the plan to realign the position. In 2024, the Board reviewed and adopted a new Reserves Policy, moving to a risk-based approach and assessing free reserves. It is noted that the definition of free reserves are the total charity funds less restricted reserves and fixed assets. The charity's policy is to maintain the following reserves:

- Restricted funds – funds that have been donated to the charity for a specific purpose
- General funds – being unrestricted funds available to meet the planned operating needs of the charity and to cover any unforeseen circumstance that the charity may face. The upper limit is set to meet the planned operating cash for five months with consideration of the risk of failing to achieve income targets; the minimum level is set at three months planned operating cash, with consideration of winding up costs of the charity should closure become necessary.

At the start of 2024-25, we had planned to use £104k of our reserves during the year. Due to the challenges of raising funds in the current economic environment, the net out-turn used £397k from reserves.

Using our new Reserves Policy, the target free reserves was £791k, being the midpoint in the range with a minimum of £619k and maximum of £964k. Our closing free reserves position is £936k; overall this is £207k less than the prior year.

The Trustees are confident that the Charity remains a going concern and that there are no reasonably foreseeable material uncertainties within the next 12 months that would endanger our ability to continue operating and paying liabilities as they fall due.

Investment policy and performance

The Trustees have the power to invest in such assets as they see fit. In 2016-17, the Trustees invested £500k of the reserves with Sarasin & Partners in a multi-asset, multi-market portfolio, recognising their responsibility to make the assets of the Charity work as effectively as possible. This is seen as a long-term investment. Foster Denovo were appointed as investment advisers. The investment was made in 2016 and has been overseen since then by the Investment Sub-Committee of the Board. During 2024-25 the value of these investments increased to a value of £778k at March 2025.

During 2024-25, the majority of cash was held in interest bearing accounts; the yield on which was 1.8% for the year.

Risk statement

The Board has an Audit and Risk Committee comprising five Trustees with the Chief Executive and Head of Finance in attendance. The Committee formally reviews and updates the Charity's operational and strategic risk register at twice yearly meetings. Risk is also discussed regularly by the Senior Leadership Team and contemporaneous risks/issues requiring management attention are reported to the Board using the quarterly KPI Dashboard.

The risk environment elevated in 2024-25, as the charity faced a challenging economic environment and associated challenges in fundraising and income generation. In particular, the worse than expected financial outturn in 2024-25 has impacted negatively upon the charity's balance sheet, limiting the financial headroom that the charity has benefitted from as it has sought to recover and rebuild following the Covid-19 pandemic. This limitation exacerbates income risks, hence the charity has refocussed its financial plans for 2025-26 and beyond in order to realign income and expenditure budgets, whilst proactively seeking savings/efficiencies and exploring opportunities to invest and grow income.

In 2025-26, we anticipate the following risks:

1. Income growth. A challenging end to the 2024-25 year, coupled with a difficult economic environment, lead to the risk around income growth being elevated. The charity has always been sensitive to income risks and hence has, in recent years, planned on both on a short- and long-term basis. Income risks are similarly judged to

be both short-term (e.g. an uncontrollable event affecting the London Marathon or a global-financial shock) and medium- and long-term (e.g. the failure the plan effectively for growth). Awareness of these risks ensures the charity actively monitors and manages its finances as well as its fundraising capacity and capabilities.

2. Cyber security and data protection. As reported over the last several years, Meningitis Now has significantly enhanced its cyber security through adopting defence systems and upgrading to cloud-based software. This is recognised by the charity being award the Cyber Essentials Plus accreditation. Unfortunately, ever-changing digital risk environment means that we can never guarantee total protection from a cyber/data security breach which could, in turn, prove operationally, financially and reputationally damaging.

3. Workforce risks and change management. Since the Covid-19 pandemic forced the charity to restructure and downsize, the charity has grown its staffing establishment in line with its strategic, operational and financial plans. With risks around income growth and the economic environment elevating, the charity will need to take a more cautious approach and adapt its operational activities accordingly. This can entail challenges of change management, such as the pace and nature of change and how to adapt organisational and staff development accordingly.

We consider that reasonable mitigations or plans are in place to address these principal risks, as well others identified in the charity's Risk Register.

Statement of Trustees' Responsibilities

The Trustees (who are also Directors of Meningitis Now for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company/group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees

The Trustees, who are also directors under company law, who served during the year and up to the date of this report, were as follows:

Mr R Adlington
Mrs S Blackie (resigned, October 2024)
Ms H Byrne
Professor S Kroll
Miss H Marsh, Treasurer
Mrs J Marsh
Mr C Philipsborn, Chair
Mrs Richardson
Mr S Sutcliffe
Mr J Sutherland, Vice Chair
Ms E Thomas, Deputy Treasurer
Mr R Weeks

Appointment of Trustees

The Trustees operate a Nominations Committee. This committee is made up of four Trustees and the Chief Executive in attendance. This committee is responsible for overseeing the skills mix of the Board and recruitment of new Trustees. No new Trustees were appointed in 2024-25.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31st March 2025 was 43 (2024 – 44). The Trustees have no beneficial interest in the group or charitable company.

Auditors

Sayer Vincent were reappointed as auditors during the year and have expressed their willingness to continue in that capacity.

The report of the Trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 25th September 2025 and signed on their behalf by

Christopher Philipsborn - Chair of the Board of Trustees

Reference and administrative details for the year ended 31 March 2025

Status The organisation is a charitable company limited by guarantee, incorporated on 12 February 1990 and registered as a charity in England and Wales on 9 March 1990. On 7 February 2007, the Charity was registered with the Office of the Scottish Regulator (OSCR).

Governing document The organisation was established under a Memorandum of Association, which established the objects and powers of the organisation and is governed under its Articles of Association, which were last updated in October 2022.

Company number	2469130
Charity numbers	803016 England & Wales SC037790 Scotland
Registered office and operational address	Fern House, Bath Road, Stroud, Gloucestershire GL5 3TJ
Trustees	Mr R Adlington Mrs S Blackie (resigned October 2024) Ms H Byrne Professor S Kroll Miss H Marsh, Treasurer Mrs J Marsh Mr C Philipsborn, Chair Mrs Richardson Mr S Sutcliffe Mr J Sutherland, Vice Chair Ms E Thomas, Deputy Treasurer Mr R Weeks
President	Lisa Snowdon
Principal staff	Dr Thomas Nutt, Chief Executive Officer
Honorary Medical Director	Professor Simon Kroll MA, BM, BCh, FRCPCH, FMedSci
Scientific & Medical Advisors	Dr Caroline Vipond PhD Professor Simon Kroll Dr Xilian Bai PhD Dr Darryl Hill BSc, PhD (Wales)
Royal Patron	HRH The Duchess of Edinburgh GCVO

Patrons & Ambassadors

- Dr Tim Brain OBE, QPM, BA, PhD, FRSA, CCMi
- Dr Ellie Cannon
- Baroness Corston
- Professor the Lord Darzi of Denham KBE, OM, HonFrEng, FMedSci
- Petra Ecclestone
- Andrew Harvey
- Julie Hesmondhalgh
- Dr Robert Hicks
- Seema Jaswal
- Denis Law CBE (died January 2025)
- Ken Loach
- Dr Mark Porter MBE
- Tana Ramsay
- Ian Rush MBE
- Dr Ranj Singh
- Geoff Shaw
- Lisa Snowdon
- Dr Chris Steele MBE
- Joanna Trollope OBE
- Dr Jane Wells MBE
- Rt Rev. and the Rt Hon. The Lord Williams of Oystermouth

Independent auditor's report to the members of Meningitis Now

Opinion

We have audited the financial statements of Meningitis Now (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 March 2025 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2025 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Meningitis Now's ability to continue as a going concern for a

period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or

- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent

to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)
7 October 2025
for and on behalf of Sayer Vincent LLP, Statutory Auditor
110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

Meningitis Now

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2025

	Note	Unrestricted £	Restricted £	2025 Total £	Unrestricted £	Restricted £	2024 Total £
Income from:							
Donations and legacies	2	1,478,603	64,612	1,543,215	1,425,292	86,229	1,511,521
Charitable activities							
Support	3	-	187,936	187,936	-	244,166	244,166
Comms & Awareness	3	-	32,861	32,861	-	35,825	35,825
Advocacy & Engagement	3	-	-	-	-	10,000	10,000
Knowledge & Info Sharing	3	-	-	-	-	5,000	5,000
Research	3	-	67,670	67,670	-	34,200	34,200
Other trading activities							
Fundraising events		287,484	6,446	293,930	287,486	5,929	293,415
Other income		5,417	-	5,417	7,632	57	7,689
Investments – interest on bank deposits		16,359	-	16,359	15,410	-	15,410
Total income		1,787,863	359,525	2,147,388	1,735,820	421,406	2,157,226
Expenditure on:							
Raising funds							
Donations and legacies		721,722	-	721,722	774,371	-	774,371
Fundraising events		70,987	5,947	76,934	67,161	1,935	69,096
		792,709	5,947	798,656	841,532	1,935	843,467
Charitable activities							
Support		342,949	332,550	675,499	370,283	206,371	576,654
Comms & Awareness		535,558	91,709	627,267	468,226	103,322	571,548
Advocacy & Engagement		247,342	10,000	257,342	195,372	-	195,372
Knowledge & Info Sharing		99,145	5,000	104,145	102,994	-	102,994
Research		12,149	97,552	109,701	9,729	215,951	225,680
		1,237,143	536,811	1,773,954	1,146,604	525,644	1,672,248
Total expenditure	4	2,029,852	542,758	2,572,610	1,988,136	527,579	2,515,715
Transfers between funds		-	-	-	-	-	-
Net income / (expenditure) before net gains on investments		(241,989)	(183,233)	(425,222)	(252,316)	(106,173)	(358,489)
Net (losses)/gains on investments		28,375	-	28,375	61,500	-	61,500
Net movement in funds	17	(213,614)	(183,233)	(396,847)	(190,816)	(106,173)	(296,989)
Reconciliation of funds:							
Total funds brought forward		1,169,596	346,755	1,516,351	1,330,836	482,504	1,813,340
Total funds carried forward		955,982	163,522	1,119,504	1,140,020	376,331	1,516,351

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 17a to the financial statements.

Meningitis Now

Balance sheets

Company no. 2469130

As at 31 March 2025

		The group		The charity	
	Note	2025	2024	2025	2024
		£	£	£	£
Fixed assets:					
Tangible assets	10	20,311	26,929	20,311	26,929
Investments	11	778,289	749,728	778,291	749,730
		798,600	776,657	798,602	776,659
Current assets:					
Debtors	13	47,734	33,966	47,734	33,966
Cash at bank and in hand		676,185	1,155,265	676,183	1,155,263
		723,918	1,189,231	723,916	1,189,229
Liabilities:					
Creditors: amounts falling due within one year	14	403,015	449,538	403,015	449,538
Net current assets / (liabilities)		320,903	739,693	320,901	739,691
Total assets less current liabilities		1,119,504	1,516,351	1,119,504	1,516,351
Total net assets / (liabilities)		1,119,504	1,516,351	1,119,504	1,516,351
Funds:	17				
Restricted income funds		163,522	346,755	163,522	346,755
Unrestricted income funds:					
General funds		955,982	1,169,596	955,982	1,169,596
Total unrestricted funds		955,982	1,169,596	955,982	1,169,596
Total funds		1,119,504	1,516,351	1,119,504	1,516,351

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the trustees on 25 September 2025 and signed on their behalf by

Christopher Philipsborn
Chairman

Meningitis Now

Consolidated statement of cash flows

For the year ended 31 March 2025

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2025 £	2024 £
Net (expenditure) / income for the reporting period (as per the statement of financial activities)	(396,847)	(296,989)
Depreciation charges	10,781	9,784
Losses/ (Gains) on investment	(28,375)	(61,500)
Dividends and interest from investments	(16,359)	(15,410)
(Profit)/loss on the disposal of fixed assets	532	-
Decrease/ (increase) in debtors	(13,768)	9,614
Increase/(decrease) in creditors	(46,523)	157,250
Net cash provided by operating activities	(490,558)	(197,251)

	2025 £	2024 £
Cash flows from operating activities		
Net cash (used in) operating activities	(490,558)	(197,251)
Cash flows from investing activities:		
Dividends and interest	16,359	15,410
Purchase of fixed assets	(4,695)	(6,367)
Movement in investment cash	(186)	(177)
Net cash provided by / (used in) investing activities	11,478	8,866
Change in cash and cash equivalents in the year	(479,080)	(188,385)
Cash and cash equivalents at the beginning of the year	1,155,265	1,343,650
Cash and cash equivalents at the end of the year	676,185	1,155,265

1 Accounting policies

a) Statutory information

Meningitis Now is a charitable company limited by guarantee and is incorporated in United Kingdom. The registered office address and principal place of business is Fern House, Bath Road, Gloucester, GL5 3TJ.

- b) The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Meningitis Trust Trading Limited, over which the charity has control through membership, on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. In making this statement, the trustees have completed financial projections through to March 2025 including cash and reserves.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income from fundraising events is recognised in the period in which it is received, except where it is refundable. Where it is refundable, income is retained on the balance sheet and only released when the obligation to refund is no longer applicable. Where expenditure is incurred for an event in a future year, it is expensed to the accounts of the year in which the legal obligation arises.

Income from trading activities is the income from the Charity's trading subsidiary which is transferred to the Charity by way of a gift in accordance with a profit shedding agreement between the Charity and its subsidiary.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

1 Accounting policies (continued)

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of communication and education, community support, the helpline and supports grants undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	16.3%
● Support	14.3%
● Communication and awareness	16.7%
● Advocacy & Engagement	10.7%
● Knowledge & Info Sharing	2.3%
● Research	1.1%
● Support costs	27.0%
● Governance costs	11.6%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	33.7%
● Support	30.9%
● Communication and awareness	21.0%
● Advocacy & Engagement	9.5%
● Knowledge & Info Sharing	4.0%
● Research	0.9%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Grants payable

Financial Support Grants (i.e. Rebuilding Futures Fund) payable are accounted for in the period in which the award is communicated to the recipient, and becomes a contractual commitment. Research Grants are recognised as they become contractually due which is on production of acceptable progress reports or a final report at the end of the research project.

l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

Notes to the financial statements

For the year ended 31 March 2025

1 Accounting policies (continued)

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £300. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Office & computer equipment 25% per annum on cost
- Furniture 15% per annum on cost
- Motor Vehicles 33% per annum on cost

n) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

o) Investments in subsidiaries

Investments in subsidiaries are at cost.

p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

t) Foreign exchange

Transactions in foreign currencies are translated at the average exchange rate for the period. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

u) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

2 Income from donations and legacies

	2025		2024			
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Legacies	121,504	-	121,504	163,366	100	163,466
Donated services	179,437	5,847	185,284	213,056	1,935	214,991
Community fundraising	580,390	5,268	585,658	525,147	2,362	527,509
Other donations	597,272	53,497	650,769	523,723	81,832	605,555
	<u>1,478,603</u>	<u>64,612</u>	<u>1,543,215</u>	<u>1,425,292</u>	<u>86,229</u>	<u>1,511,521</u>

Gifts in kind comprise mainly pro bono advertising services and awareness campaign support.

Notes to the financial statements

For the year ended 31 March 2025

3 Income from charitable activities

	Unrestricted £	Restricted £	2025 Total £	Unrestricted £	Restricted £	2024 Total £
Big Lottery		94,570	94,570	-	92,307	92,307
Garfield Weston Foundation		-	-	-	35,000	35,000
Other Income for Support	-	93,366	93,366	-	116,859	116,859
Sub Total for Support	-	187,936	187,936	-	244,166	244,166
Other income for Comms & Awareness	-	32,861	32,861	-	35,825	35,825
Sub-total for Comms & Awareness	-	32,861	32,861	-	35,825	35,825
Garfield Weston Foundation		-	-	-	10,000	10,000
Sub-total for Advocacy & Engagement	-	-	-	-	10,000	10,000
Garfield Weston Foundation		-	-	-	5,000	5,000
Sub-total for Knowledge & Info Sharing	-	-	-	-	5,000	5,000
UKRI-Medical Research Council		62,170	62,170		-	-
Other income from research	-	5,500	5,500	-	34,200	34,200
Sub-total for research	-	67,670	67,670	-	34,200	34,200
Total income from charitable activities	-	288,467	288,467	-	329,191	329,191

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2025

4a Analysis of expenditure (Current year)

	Charitable activities								2025 Total £	2024 Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £	Central Support costs £		
Staff costs (Note 7)	378,140	276,126	158,687	60,493	14,084	418,439	41,936	94,283	1,442,188	1,259,176
Recruitment, training & other	11,014	5,497	2,612	1,072	201	10,827	453	6,675	38,351	39,841
Travel & subsistence	7,901	5,263	2,606	1,070	200	8,260	452	-	25,752	27,718
Trustee expenses	-	-	-	-	-	-	1,905	-	1,905	-
Awareness, Campaigns, Advocacy, Engagement	20,810	202,066	24,132	20,762	528	39,696	1,191	-	309,185	363,007
Support Activity	36,670	145	151	268	91	-	-	-	37,325	49,989
Grants payable to individuals	53,017	-	-	-	-	-	-	-	53,017	53,719
Research grants	-	-	-	-	89,986	-	-	-	89,986	205,916
Computer related	-	-	-	-	-	-	-	118,170	118,170	106,479
Property	-	-	-	-	-	-	-	138,940	138,940	104,496
Postage, phones, stationery & subscriptions	7,804	5,198	2,574	1,057	198	8,158	446	10,313	35,748	34,492
Auditors' remuneration	-	-	-	-	-	-	16,686	-	16,686	16,494
Legal, professional, bank, insurance	-	-	-	-	-	-	-	52,585	52,585	37,885
Fundraising event costs	5,078	15,233	10,155	-	-	76,934	-	-	107,400	85,886
Other fundraising expenditure	5,191	15,574	10,383	-	-	72,679	-	-	103,827	129,136
Miscellaneous	475	316	157	64	12	494	27	-	1,545	1,481
	526,100	525,418	211,457	84,786	105,300	635,487	63,096	420,966	2,572,610	2,515,715
Support costs	121,386	83,191	36,646	15,566	3,690	132,283	28,204	(420,966)	-	-
Governance costs	28,013	18,658	9,239	3,793	711	30,886	(91,300)	-	-	-
Total expenditure 2025	675,499	627,267	257,342	104,145	109,701	798,656	-	-	2,572,610	-
Total expenditure 2024	576,653	571,548	195,372	102,994	225,680	843,467	-	-	-	2,515,715

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2025

4b Analysis of expenditure (prior year)

	Charitable activities								2024 Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £	Support costs £	
Staff costs (Note 7)	318,635	213,589	116,294	57,631	13,917	431,948	16,556	90,606	1,259,176
Recruitment, training & other	9,217	6,765	1,998	1,074	235	12,078	2,905	5,569	39,841
Travel & subsistence	7,811	5,013	2,301	1,237	271	10,664	421	-	27,718
Trustee expenses	-	-	-	-	-	-	-	-	-
Awareness, Campaigns, Advocacy, Engagement	19,266	249,607	19,924	24,896	669	47,607	1,038	-	363,007
Support Activity	49,279	158	167	290	95	-	-	-	49,989
Grants payable to individuals	53,719	-	-	-	-	-	-	-	53,719
Research grants	-	-	-	-	205,916	-	-	-	205,916
Computer related	-	-	-	-	-	-	-	106,479	106,479
Property	-	-	-	-	-	-	-	104,496	104,496
Postage, phones, stationery & subscriptions	7,108	4,561	2,094	1,126	247	9,704	383	9,269	34,492
Auditors' remuneration	-	-	-	-	-	-	16,494	-	16,494
Legal, professional, bank, insurance	-	-	-	-	-	-	-	37,885	37,885
Fundraising event costs	-	8,395	8,395	-	-	69,096	-	-	85,886
Other fundraising expenditure	-	12,914	12,914	-	-	103,308	-	-	129,136
Miscellaneous	418	268	122	65	14	571	23	-	1,481
	465,453	501,270	164,209	86,319	221,364	684,976	37,820	354,304	2,515,715
Support costs	93,692	59,043	26,005	13,902	3,708	128,255	29,698	(354,303)	-
Governance costs	17,508	11,235	5,158	2,773	608	30,236	(67,518)	-	-
Total expenditure 2024	576,653	571,548	195,372	102,994	225,680	843,467	-	-	2,515,715

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2025

5a Grant making (current year)

	Grants to institutions £	Support and other costs £	2025 £	2024 £
Cost/(recall of amounts)				
University of Bristol – PhD Studentship	40,486	8,550	49,036	22,046
London School H&TP– Prof. Basu Roy	6,500	1,373	7,873	23,500
UCL – Prof.Brown	43,000	9,081	52,081	93,454
Imperial College London – Prof. Wilkinson	–	–	–	86,072
At the end of the year	<u>89,986</u>	<u>19,004</u>	<u>108,990</u>	<u>225,072</u>

The governance costs allocated for 2024/25 totalled £711 (2023/24 £608). These are described in detail in Note 4.

Commitments

Commitments in respect of grants for approved projects which have not been accrued in the accounts:

	2025 £	2024 £
Within one year	40,813	89,985
Over one year	61,856	102,669
	<u>102,669</u>	<u>192,654</u>

These commitments are not recognised as expenditure in the year as payments are subject to reviews of project progress by Meningitis Now.

5b Grant making (prior year)

	Grants to institutions £	Support and other costs £	2024 £
Cost			
University of Bristol – PhD Studentship	20,170	1,876	22,046
London School H&TP– Prof. Basu Roy	21,500	2,000	23,500
UCL – Prof.Brown	85,500	7,954	93,454
Commissioned Research – Picker Institute Europe			–
University of Liverpool – Prof.Kadioglu			–
Imperial College London – Prof. Wilkinson	78,746	7,326	86,072
At the end of the year	<u>205,916</u>	<u>19,156</u>	<u>225,072</u>

6 Net incoming resources for the year

This is stated after charging / crediting:

	2025 £	2024 £
Depreciation	10,781	9,784
Operating lease rentals:		
Property	66,000	66,000
Other	728	831
Auditors' remuneration (excluding VAT):		
Audit	13,905	12,795
Other services	700	950

Notes to the financial statements

For the year ended 31 March 2025

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2025 £	2024 £
Salaries and wages	1,289,084	1,116,833
Redundancy and termination costs	–	13,683
Social security costs	110,895	92,644
Employer's contribution to defined contribution pension schemes	42,210	36,016
	<u>1,442,188</u>	<u>1,259,176</u>

1 employee earned between £60,000 and £70,000 during the year (2023/24: 1). 0 employee earned between £70,000 and £80,000 in the year (2023/24: 0). 1 employee earned between £80,000 and £90,000. 0 employee earned between £90,000 and £100,000 in the year (2023/24: 0).

The total employee benefits including pension contributions and national insurance of the key management personnel were £261,154 (2023/24: £262,791).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2024: £nil). No charity trustee received payment for professional or other services supplied to the charity (2024: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £33 (2024: £nil).

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2025 No.	2024 No.
Raising funds	16.4	16.2
Support	14.0	12.3
Comms & Awareness	10.1	7.6
Advocacy & Engagement	5.1	3.5
Knowledge & Info Sharing	2.0	1.9
Research	0.4	0.4
Governance	0.8	0.6
	<u>48.7</u>	<u>42.4</u>

The average number of Full Time Equivalent employees (based on number of staff employed) during the year was as follows:

	2025 No.	2024 No.
Raising funds	12.1	12.1
Support	11.5	9.8
Comms & Awareness	7.7	5.8
Advocacy & Engagement	3.8	2.7
Knowledge & Info Sharing	1.6	1.4
Research	0.3	0.3
Governance	0.7	0.5
	<u>37.6</u>	<u>32.6</u>

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Notes to the financial statements

For the year ended 31 March 2025

9 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Meningitis Trust Trading Limited gift aids available profits to the parent charity. Its charge to corporation tax in the year was:

	2025 £	2024 £
UK corporation tax at 19% (2024: 19%)	-	-

10 Tangible fixed assets

The group and charity

	Freehold property £	Fixtures and fittings £	Computer equipment £	Total £
Cost				
At the start of the year	4,000	80,958	77,808	162,766
Additions in year	-	-	4,695	4,695
Disposals in year	-	(79,864)	(29,442)	(109,306)
At the end of the year	4,000	1,094	53,061	58,155
Depreciation				
At the start of the year	80,958	54,879	-	135,837
Charge for the year	-	10,781	-	10,781
Eliminated on disposal	(79,864)	(28,910)	-	(108,774)
At the end of the year	1,094	36,750	-	37,844
Net book value				
At the end of the year	4,000	-	16,311	20,311
At the start of the year	4,000	-	22,929	26,929

All of the above assets are used for charitable purposes.

11a Listed investments

	2025 £	2024 £
Fair value at the start of the year	745,884	684,384
Additions at cost	-	-
Disposal proceeds	-	-
Net gain/loss on change in fair value	28,375	61,500
	774,259	745,884
Cash held by investment broker pending reinvestment	4,030	3,844
Fair value at the end of the year	778,289	749,728

The charity only also holds £2 (2024: £2) of shares in the Meningitis Trust Trading.

Notes to the financial statements

For the year ended 31 March 2025

11b Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Meningitis Trust Trading Limited which is registered in England. The subsidiaries are used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the Meningitis Trust Trading Limited is shown below:

	2025 £	2024 £
Turnover	-	-
Cost of sales	-	-
Gross profit	-	-
Administrative expenses	-	-
Operating profit / (loss)	-	-
Deed of covenant to parent undertaking	-	-
Profit / (loss) for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	2	2
Liabilities	-	-
Funds	2	2

12 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2025 £	2024 £
Gross income	2,147,388	2,157,226
Result for the year	(396,847)	(296,989)

13 Debtors

	The group		The charity	
	2025 £	2024 £	2025 £	2024 £
Trade debtors	316	-	316	-
Prepayments	34,458	32,966	34,458	32,966
Accrued income and other debtors	12,959	1,000	12,959	1,000
	47,734	33,966	47,734	33,966

Notes to the financial statements

For the year ended 31 March 2025

14 Creditors: amounts falling due within one year

	The group		The charity	
	2025	2024	2025	2024
	£	£	£	£
Trade creditors	113,658	105,225	113,658	105,225
Taxation and social security	23,478	24,050	23,478	24,050
Other creditors	7,055	7,169	7,055	7,169
Accruals	135,181	199,572	135,181	199,572
Deferred income	123,643	113,521	123,643	113,521
	403,015	449,538	403,015	449,538

15 Deferred income

Deferred income comprises income related to future fundraising events.

	The group		The charity	
	2025	2024	2025	2024
	£	£	£	£
Balance at the beginning of the year	113,521	103,392	113,521	103,392
Amount released to income in the year	(133,027)	(134,619)	(133,027)	(134,619)
Amount deferred in the year	143,149	144,748	143,149	144,748
Balance at the end of the year	123,643	113,521	123,643	113,521

16a Analysis of group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	20,311	-	20,311
Investments	778,289	-	778,289
Net current assets	157,381	163,522	320,903
Net assets at the end of the year	955,982	163,522	1,119,504

16b Analysis of group net assets between funds (prior year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	26,929	-	26,929
Investments	749,728	-	749,728
Net current assets	392,938	346,755	739,693
Net assets at the end of the year	1,169,595	346,755	1,516,351

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2025

17a Movements in funds (current year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds					
Support	108,920	204,341	(332,550)	40,000	20,711
Comms & Awareness	1,333	74,377	(91,709)	16,000	
Advocacy & Engagement	10,000	-	(10,000)	-	-
Knowledge & Info Sharing	5,000	-	(5,000)	-	-
Research	221,503	74,860	(97,552)	(56,000)	142,811
Fundraising	-	5,947	(5,947)	-	-
Total restricted funds	346,755	359,525	(542,758)	-	163,522
Unrestricted funds:					
General funds	1,127,100	1,787,863	(2,001,477)	-	913,486
Non-charitable trading funds	42,496	-	-	-	42,496
Total unrestricted funds	1,169,596	1,787,863	(2,001,477)	-	955,982
Total funds	1,516,351	2,147,388	(2,544,235)	-	1,119,504

Support – provision of support services for individuals and families including financial awards

Comms and Awareness – general meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – projects related to the prevention, treatment and outcomes of meningitis

Transfers –

£16,000 was moved from research to communications for use on a student campaign as agreed by the funder.

£40,000 was moved from research to support for use on a support services as agreed by the funder.

17b Movements in funds (prior year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds:					
Support	37,414	277,877	(206,371)	-	108,920
Comms & Awareness	10,786	75,869	(103,322)	18,000	1,333
Advocacy & Engagement	-	10,000	-	-	10,000
Knowledge & Info Sharing	-	5,000	-	-	5,000
Research	434,304	50,726	(215,951)	(47,576)	221,503
Fundraising	-	1,935	(1,935)	-	-
Total restricted funds	482,504	421,406	(527,579)	(29,576)	346,755
Unrestricted funds:					
General funds	1,288,340	1,735,820	(1,926,636)	29,576	1,127,100
Non-charitable trading funds	42,496	-	-	-	42,496
Total unrestricted funds	1,330,836	1,735,820	(1,926,636)	29,576	1,169,596
Total funds	1,813,340	2,157,226	(2,454,215)	-	1,516,351

17b Purposes of restricted funds

Support – provision of support services including grants for beneficiaries
 Comms and Awareness – General meningitis awareness raising
 Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support
 Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis
 Research – projects related to the prevention, treatment and outcomes of meningitis

Transfers

£23,336 was moved from research to communications for use on a student campaign as agreed by the funder.
 £13,500 transfer from prior year unrestricted to research as omitted.
 £13,409 was transferred from restricted to unrestricted with agreement with the funders in light of Covid-19.

18 Operating lease commitments

The group and the charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property 2025 £	2024 £
Less than one year	46,072	66,000
One to five years	184,288	–
	<u>230,360</u>	<u>66,000</u>

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

MENINGITIS NOW

England & Wales - Charity number 803016

Accounts

Company number: 2469130

Charity number: 803016

Scottish Charity No. SC037790

Meningitis Now

Report and Financial Statements

31 March 2024



saving lives, rebuilding futures

Introduction: the difference we make

Chris Philipsborn?Chair.of.the.Board.of.Trustees?and.Dr.Tom.Nutt?Chief.Executive.Officer.

Close followers of Meningitis Now may be aware that our current Strategic Plan, launched in 2021 and running to 2026, is entitled 'Making a difference, every day'. The reason for this is hopefully self-explanatory – we are a charity that has always strived to make difference.

Over four decades, we have aimed to save lives through funding scientific, medical and social research, and by raising awareness of the signs and symptoms of meningitis and of how to prevent it with vaccination. We have helped countless individuals and families to rebuild their lives following their experience of this often-devastating disease.

And as we reviewed the 2023-24 year, we couldn't help but be struck by how much has been achieved by Meningitis Now during this year alone. Perhaps this can be seen as a welcome contrast to the immediate years following the Covid-19 pandemic, when we had to work hard to rebuild and renew the charity. It's also the culmination of work that has gone into realising the strategy, 'Making a difference, every day' and its three key priorities:

1. Fight to defeat meningitis in the UK within a generation
2. Reach out to everyone who needs help, support and information
3. Be recognised as a centre of expertise for aftercare and support.

Our confidence that we do 'make a difference, every day' is not just born out of the pride we hold in the charity as Chair and Chief Executive; we're not asking you just to take our word for it! The difference we make is evidenced in the feedback and evaluation data that we collect systematically across many areas of our work. Some of this evidence is shared with you today, in this report, and we hope you enjoy reading about our work. We strongly believe that one of the cornerstones of good governance is to be able to know that the activities we have undertaken as a charity are meaningful and impactful for the people the charity is here to support.

What are our highlights of the year?

- Launching our report, 'Understanding the experiences and support needs of adults with meningitis' at the House of Lords, hosted by our Patron, Professor the Lord Darzi. This report was submitted as evidence for the new NICE guidelines in relation to the recognition, diagnosis and management of meningococcal disease
- Funding a new PhD studentship at the University of Bristol, as part of Spencer's Legacy, a campaign that raised funds in 2022-23 in memory of Spencer Dayman, son of Steve and Gloria Dayman
- Celebrating five years of our 'Believe & Achieve' programme through an online conference, sharing learnings and critical reflections with an audience of youth-work and healthcare professionals, funders and researchers
- Bringing together the 'Meningitis Now family' at our Gloucester Christmas Carol Concert, where we remembered loved ones lost to meningitis, and at our London concert where we were joined by our Royal Patron HRH The Duchess of Edinburgh and our fabulous new President, Lisa Snowdon
- Launching a new TikTok channel to engage young people with our disease awareness messaging
- Being part of a 70-strong team of London Marathon runners

- Creating momentum behind our efforts to be a charity for everyone, building a more diverse and inclusive Meningitis Now
- Our Trustee Rod Adlington's phenomenal Atlantic Row, lasting 42 days and nights and raising over £73k for Meningitis Now.

These activities took place against a backdrop of rising levels of meningitis in the UK, following the lull in incidence during 2020-21. Sadly, we estimate that the number of cases of meningitis in unvaccinated groups has started to reach pre-Covid levels. We continue to see deaths and devastation caused by meningitis across all ages groups and across the UK.

Financially, the year saw Meningitis Now's income increase by nearly 4% to £2.16 million. In line with our five-year plan, our expenditure was £2.52 million. This resulted in a lower-than-expected deficit and a negative net movement in funds of £297k. This performance reflected the intentions of our financial strategy: to invest in charitable and fundraising activities, to reduce and then maintain our reserves at an appropriate and prudent level, and to ensure our ongoing financial sustainability in the context of a challenging external environment. You can read more about this positive financial performance on page 20.

As ever, we couldn't achieve any impact without the invaluable support of the Meningitis Now family. People such as Daksha and Dilip Mistry who organised a ball to honour the 35th anniversary of their daughter Bhavini's death from meningitis in 1988, or Jess Vickery whose family featured in our annual Ribbon Appeal. Our supporters continue to inspire us and one another – not least our Community Ambassadors who met in February 2024 for their annual Away Day, including new Ambassadors appointed during the year: Charles, Heather, Ian, Katy, and Lucy. You can read Heather's experience of meningitis on page 3. They join an incredible group of hundreds of active volunteers, ambassadors, patrons and trustees who share their time, expertise and experience to help us achieve our aims.

We therefore conclude by stating our sincere thanks to all those who have supported Meningitis Now during the past year. We know that meningitis affects people of all ages and it doesn't discriminate. But without the support of many people – countless individuals, families, companies, trusts, and others – from all across England, Scotland, Wales and Northern Ireland, we couldn't make a difference – now or in the future. Thank you.

Vision & strategy

Our vision is a future where nobody in the UK loses their life to meningitis and everyone affected has the support they need to rebuild their lives. We're working towards making this vision a reality through our current strategy – Making a difference, every day. This means we strive to:

1. Fight to defeat meningitis in the UK within a generation
2. Reach out to everyone who needs help, support and information
3. Be recognized as a centre of expertise for aftercare and support

Fight to defeat meningitis

Influencing policy

This year saw the introduction of two important announcements that Meningitis Now has influenced over several years. 'Martha's Rule' gives patients and carers the right to a second opinion in a hospital setting when they feel they are not being listened to by clinicians – something we have been calling for for many years.

In 2018 we took three families – including bereaved parents Elaine Zographou, Paul Gentry and Kirsty Ermenekli – to meet the then Secretary of State for Health, the Rt Hon. Jeremy Hunt MP. In a report that followed, clinicians were urged to 'listen to parents, carers and family members', that 'parents know their child best' and to record parental views in the patient's notes. Fast forward to 2024 and these principles will now be rolled out in English hospitals.

In March we welcomed updated national guidelines on recognising, diagnosing and managing bacterial meningitis and meningococcal disease, which we believe are a significant turning point in the treatment of the disease.

As stakeholders, we worked with the National Institute for Health and Care Excellence (NICE) on the updated guidelines. Findings from our research "Understanding the experiences and support needs of adults with meningitis" were submitted as evidence. We are pleased to see changes such as providing details of meningitis charities early in a hospital stay and referral for support to include family members, carers and those who contracted meningitis. For the first time the guidelines will cover young people and adults, not just children under 16.

"We now have a set of clear guidelines that we can all sign up to that will save lives and support those living with the after-effects of this disease – it's a significant turning point for how we treat meningitis in this country." Dr Tom Nutt

Being part of the conversation

We continued to play an important role in promoting meningitis awareness and influencing broader policy – collaborating and partnering with a range of organisations and events throughout the year.

We supported the international Confederation of Meningitis Organisations (CoMO) World Meningitis Day. This year's theme was to light the road towards defeating meningitis – which we marked by lighting up local landmark, the Stroud Subscription Rooms.

We presented a poster presentation at Meningitis Research Foundation's (MRF) conference in November based on the findings from our survey carried out with the Picker Institute. This revealed that many adults who recently had meningitis are battling life-changing after-effects and do not receive adequate follow-up and aftercare once discharged from hospital. The survey findings were launched at a well-attended event at the Houses of Parliament.

Our chief executive, Dr Tom Nutt, continued to sit on the Association of the British Pharmaceutical Industry (ABPI)'s Patient Advisory Council, working towards more patient-focussed strategy, policies and priorities. He is a member of NHS England's Acute Deterioration Board and the 'Worry and Concern' collaborative Steering Group, and became a Trustee of the Association of Medical Research Charities during the year. We also contributed our thought leadership and experience on vaccine policy and practice to workshops convened by think tanks such as the Institute for Public Policy Research and the Office of Health Economics.

We also continued to convene and chair the unique 'Roundtable' on meningitis awareness – a collective of pharmaceutical companies, government organisations and other charities, all working together to raise awareness of meningitis amongst students and young adults. This included an impressive social media campaign in later summer 2023. We also ran our own student awareness campaign, including activity across social media, radio and press – as well as our volunteers running awareness stands at universities across the UK.

Investing in scientists of the future

This year we began funding a four-year PhD studentship at the University of Bristol that will shed light on a little-known aspect of how meningitis-causing bacteria are spread.

PhD student Mia Dierks Treece's graduate studies and research are titled 'Survival and adaptation of the meningococcus in aerosol droplets'. Mia studied Cellular and Molecular Medicine as an undergraduate and later developed a passion for research. The results of her research could help to improve vaccine development and inform the design of new drugs in the future.

"Funding this project means that we are not only investing in scientists of the future but making a significant contribution towards learning how meningitis causing bacteria can survive during transmission, which will help lead scientists towards new ways to prevent meningitis in the future." Bev Corbett, Director of Information and Support

Our current research projects

- *Developing a multivalent Streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis, **University College London***
Professor Jeremy Brown and Professor Brendan Wren are investigating whether a new vaccine can protect against different strains of pneumococcal meningitis.
- *Improving treatment outcomes in tuberculous meningitis, **Imperial College London & Francis Crick Institute***
Professor Robert Wilkinson and team are investigating how TB-causing bacteria enter the brain and how the brain responds to infection and treatment.
- *SURE + DP: Improving diagnosis and prognosis for paediatric tuberculous meningitis through the SURE treatment trial, **University College London & London School of Hygiene & Tropical Medicine***
Dr Robindra Basu Roy and team are investigating how TB meningitis is diagnosed in children, leading to improved tests and outcomes.

We spent £226k on research projects in 2024, bringing the total spend over the last five years to £839k.

Reaching out

Progress & innovation

2023-24 was a year of progress and innovation across our digital platforms, as we launched both a new website and TikTok channel.

In October we launched our brand-new website for people to access information about meningitis and our work. The new site is fully mobile-optimised to make it easy to navigate on any device and includes important new accessibility features to make our important information about meningitis, support and fundraising accessible to as many people as possible.

In September we launched our new TikTok channel, aiming to spread awareness of meningitis to students and young people. Content included real-life stories of young people who have experienced meningitis, information about the signs and symptoms and what to do if their friends are ill and getting worse.

Followers: 1,400

Views: 217,000

“By expanding our social media presence to incorporate TikTok we will be the leading meningitis charity in the UK bringing regular, student-focused information to young people which could, quite literally, save lives.” Trevor Reid, Director of Fundraising and Communications

A commitment to equality, diversity and inclusion

This year we continued our important work promoting equality, diversity and inclusion (EDI) at Meningitis Now. We established a dedicated EDI steering group, led by our new EDI lead, which has been working on how we can promote diversity and be more inclusive in our work.

EDI group's focus in 2023-24

- Creating an EDI action plan
- Transforming our recruitment process and diversity monitoring forms
- Staff training, learning and development.

We have also been reaching out to groups who typically don't engage with our support services – for example people who identify as men. Our support team created a survey for anyone who identifies as a man, is over eighteen, and has had an experience with meningitis, either directly or indirectly. On the back of this survey, we have produced podcasts and videos with male supporters talking about their experiences, and plan to further explore activities with this group in the future.

New relationships

Relationships have always been at the heart of Meningitis Now's work, and in 2023-24 we were pleased to begin several new relationships.

We continued to expand our programme of Business Ambassadors – people with experience of meningitis and who can use their business or professional profile to raise awareness of meningitis and Meningitis Now. Our Business Ambassadors include people such as Alison Eddy, Partner at Irwin Mitchell LLP; Ian Stuart, CEO of HSBC Bank UK plc; Nigel Tait, Partner at Carter Ruck LLP; Allan Halsall, formerly Chair of Silver Cross prams, and cyber security expert, Rajinder Tumber MBE.

In December, we were delighted to announce TV presenter and fashion model Lisa Snowdon as Meningitis Now's new President. Lisa has been an active supporter of Meningitis Now since falling ill with viral meningitis in 2010. Since then, Lisa has raised vital awareness of both meningitis and Meningitis Now, as well as raising tens of thousands of pounds for the charity's work to support people affected by the disease.

"I am absolutely delighted to be taking up the role of the President of Meningitis Now. It is a charity which is very close to my heart and I've seen firsthand how the charity is there to support people whose lives have been devastated by this disease. I hope to help many more people understand the dangers of meningitis, and the warning signs to watch out for." Lisa Snowdon, Meningitis Now President

We also continued many successful relationships with corporate supporters. We began a partnership with ASDA Pharmacy, following the tragic death of one of their colleagues. ASDA Pharmacy are committed to helping Meningitis Now raise vital awareness, and the partnership is off to a great start as we attended several of their conferences. We are excited to see what this relationship brings in 2024-25.

Centre of expertise for aftercare & support

Our focus as a centre of expertise for aftercare and support in 2023-24:

- Focus on expertise – whether sharing our knowledge and expertise or bringing in expertise from outside Meningitis Now
- Focus on how we evaluate our activities and demonstrate impact
- Focus on adults and mental health – bespoke interventions, based on need, at the right time.

Expertise – sharing it and seeking it

As a centre of expertise for aftercare and support, we are focused on contributing to the body of knowledge about meningitis. We made significant progress in 2023-24 – at times sharing our expertise, and at other times bringing in expertise from outside Meningitis Now.

One way we shared knowledge was our Believe & Achieve online conference, where we shared insight into running a successful support programme for young people with a range of professionals and individuals. We also presented findings from a report which demonstrated the significant impact on the lives of young people over the first 5 years of the programme.

The impact of Believe & Achieve:

- 9/10 young people involved in the programme achieved positive outcomes
- 85% made good or excellent progress across all three outcome areas – Get Stronger, Get Together and Get Ready
- Chrysalis Research described the programme as ‘the most impactful’ they had ever seen.

“Believe & Achieve has changed my life. I don’t think I would be where I am right now if it wasn’t for them.”

With speakers including Director of Chrysalis Research Dr. Natalia Buckler, Meningitis Now staff and former Believe & Achieve participants, the event was a great success.

“This conference showed the heart of Believe & Achieve through its beginnings, ethos, impact and the future. We gained learnings and understanding through the first five years of Believe & Achieve and created a model that we were able to share with others. We were also privileged to have young adults who’d benefitted from the programme sharing their experiences and how being part of Believe & Achieve changed their lives for the better. I can’t wait to see where Believe & Achieve goes next. One thing is certain, our young people will always be central to it.” Becky Hartwell, Support Services Manager

We were also very proud to launch our meningitis aftercare and follow-up report at a Reception at the House of Parliament. We commissioned leading healthcare research charity the Picker Institute to undertake this important report, which provided evidence for what we have known anecdotally for a long time – that follow-up and aftercare for adults leaving hospital following meningitis is severely lacking.

The findings have already been used to inform NICE guidelines and presented in a poster presentation at MRF's conference. We will also be running a workshop with members of the Royal College of Nursing in the coming year and have submitted an article for publication to the Patient Experience journal. In addition, we are preparing a checklist to help people navigate discharge and recovery alongside a fact sheet providing much needed information and guidance.

Zachary's story

In 2023-24 we continued to provide people affected by meningitis with much needed support through our nurse-led Helpline, Community Support Officers (CSOs) and the Rebuilding Futures Fund.

We know that life after meningitis is tough. That's why the Rebuilding Futures Fund provides financial, practical and emotional support for people of all ages affected by meningitis. For three-year-old Zachary and his family from Norfolk, the Rebuilding Futures Fund has been a beacon of support during an uncertain time returning to life after meningitis.

Zachary was only two months old when he contracted pneumococcal meningitis in 2019 resulting in multiple brain abscesses. During his first week in hospital he had three seizures, a stroke and a blood transfusion due to the infection.

After initially contacting us through our nurse-led Helpline, Zachary's family has received ongoing support from Meningitis Now, including three Rebuilding Futures Fund awards. In 2023 we funded a mobility trike for a now three-year-old Zachary.

The specialist tricycle is extremely beneficial to Zachary as he now has an independent method of mobility outside – which will help him practice his reciprocal leg movement, working towards a goal of independent stepping. Additionally, the trike also allows him new safe and fun ways to play with his sister and friends.

Rachael expressed her thanks to the Rebuilding Futures Fund for helping support the purchase of the trike. "Zachary amazes us with what he has achieved despite everything he has been through and his ongoing complex medical needs. We wanted Zachary to be able to play safely outside on suitable equipment alongside his sister and friends. Even after the first few times on the trike Zachary has expressed lots of joy and is showing awareness of independently pushing the pedals forwards and backwards. He enjoys his time on this lovely piece of equipment."

The Rebuilding Futures Fund makes an important and lasting difference for hundreds of people like Zachary's and we are proud of every award that we've been able to grant.

We made 68 awards through the Rebuilding Future Fund during the year. 97% of people who received support said that the award made a difference to them.

Demonstrating impact – the difference we make

2023-24 was another successful year for our support team, as we delivered vital support throughout the UK through our Helpline, support events, community support, and financial support programme.

During the year our national Nurse-led Helpline received more than 1,400 contacts. 100% of people who responded to a survey following contact with our nurse-led Helpline found the information useful and felt more confident dealing with their issues.

Every day we hear from supporters about the incredible difference our support makes for them and their families. It's important for us to document and evidence this impact – for example through an impact report focused on the work of our Community Support Officers which we commissioned this year with Chrysalis Research.

Alison Yelland, Scotland & Northern Ireland

Ellie Trusty, North England

Esme Lee, Wales, West Midlands & South West England

Gagan Taylor, East Midlands, South East & East Anglia

Paul Blackburn, a new role in East Midlands, South East & East Anglia

“Having a trusted person to talk to is priceless. My CSO is like my very own security blanket. I always feel more assured after our meetings.” Supporter who has had meningitis

“She is such a unique person - her listening skills, her empathy and understanding. She is simply able to hear and allow your grief. This sounds like it's not difficult but believe me it is hard to listen to someone else's pain, especially when it is the pain of losing your child. I cannot thank my CSO enough for the support she has given me since my child died of meningitis.” Supporter who lost a loved one to meningitis

- 90% said CSO support was excellent or very good
- 90% said support from their CSO improved at least one aspect of their mental & emotional wellbeing
- 80% said they felt better heard and understood.

Adults & mental health

In June and July, we ran an anxiety management course with chartered psychologist Dr Sue Jackson, which was written specifically for adults with experience of meningitis. Delivered online over six weeks, the course covered topics such as trauma, self-esteem and health anxiety. The hugely successful course was developed with input from an advisory group of supporters, volunteers and ambassadors.

- All participants said the quality of the course was good or very good
- Eight of the 13 participants said their anxious feelings had improved

“This course was so well put together and delivered, absolutely great.” Course participant

“I have found this course to be one of the most useful single things I have done in 10 or so years, post ABI [Acquired Brain Injury]” Course participant

We have taken the learnings from this course to develop and deliver our next course focusing on sleep issues, as we know this is a huge issue for the people we support. This will be launched early next year.

Heather's story

In 2023-24 we have continued to provide bereavement support for those who have lost a loved one to meningitis. Our nurse-led Helpline, Community Support Officers (CSOs) and bereavement events like the Forever Weekend are important parts of the support we provide.

The annual Forever Weekend, funded by the National Lottery Community Fund, provides a free opportunity for those who have lost a loved one to share memories of them, take part in sessions with bereavement specialists and meet others who understand what they're going through - regardless of how many years have passed. It's a safe and supportive environment that many people and families benefit from each year.

People like Heather who lost her daughter, Halle, in 2019. Halle was 19 years old and in her first year of university when she died from a rare form of meningitis. After Halle's death Heather reached out to Meningitis Now and was supported by one of our CSOs.

In 2023 Heather attended the Forever Weekend where she was able to understand her grief, access support from us and have time in a safe environment to talk about Halle.

"These weekends are so lovely to attend," says Heather. "It's comforting to be amongst a community of people in grief who understand what it is like to lose a loved one to meningitis. The activities and learning that is weaved through the day is gentle yet so supportive."

"Me and my mum have been twice now, and it's really good for us to stop and sit with our grief, to continue remembering Halle. We recognise that we don't do it enough but get a lot out of it when we do. For newly bereaved or people that haven't attended one of these weekends then I would 100% recommend that they do."

Inspired by the support she was given after Halle's death, Heather has volunteered for Meningitis Now and became a Community Ambassador this year. She is passionate about spreading awareness about meningitis and its signs and symptoms.

"It was a real privilege to be asked to be a Community Ambassador for the charity – it's another part of my continuing bonds with Halle, especially raising awareness amongst the young people and at universities. Halle wanted to work with young people in teaching, so it feels like another connection with her and part of continuing her journey."

Fundraising & volunteering

2023-24 was a successful year for fundraising and volunteering, with our incredible supporters helping us to raise £2.16 million. We remain incredibly grateful for their amazing support.

Our network of volunteers continues vital work

Our wonderful volunteers are our voice in local communities across the UK. In 2023-24 they raised crucial awareness of meningitis, signposted people to Meningitis Now and made our many fundraising events possible.

“What I love about volunteering for Meningitis Now is how much it feels like a family.”
Lucy, Meningitis Now volunteer

In 2023-24 we had 158 volunteers and 30 Community Ambassadors helping us deliver our vital work. We welcomed 13 new volunteers and five new Ambassadors during the year.

- Gifts in Wills raised £163,466 from 17 legacies.
- Regular giving raised £68,526 from 718 regular donors.
- Trusts & grants applications raised £428,739 after submitting 139 applications.
- Five Valleys Walk raised £41,602 with 1,303 walkers taking part.

Clare & Mark’s story

Our enthusiastic and creative community fundraisers play a huge role in raising the funds we need to carry out our lifesaving and life-changing research, awareness and support work.

There are many ways in which people decide to fundraise, from golf days and bake sales to Facebook challenges and races. Some of our most popular fundraising events are races such as the London Marathon. In 2023, our 70 London Marathon runners raised an incredible £181,152.

Two of those supporters were Clare and Mark, who raised over £6,000 for Meningitis Now. Their daughter Lyra survived meningitis as a baby and the family have become avid fundraisers and advocates for awareness.

“When Lyra was four weeks old, she was admitted into hospital with meningitis,” Clare said. “At the time we didn't know what it was. She had a temperature and had been really floppy for a couple of days. I just knew something wasn't right and we had to get to hospital. That scared me because I didn't know why I felt like that. Something inside me just clicked.”

“I do always look back and think, what if I hadn't felt like that?”

“We were really lucky as she made a full recovery. Now she's a very fit and strong 12-year-old. She's a swimmer and qualified for English swimming nationals this year.”

“My husband watched the London Marathon on the telly and suddenly he decided to apply to run it for Meningitis Now. We wanted to raise money for Meningitis Now because we felt so lucky. We'd read all these stories of children who weren't as lucky as Lyra, so many stories that didn't have a happy ending. We wanted to do our bit to support those families – because that very easily could have been us.”

We would like to say a huge thank you to Clare, Mark and all our wonderful London Marathon runners.

A family and community affair

Daksha and Dilip Mistry lost their baby daughter to meningitis in 1988, when Bhavini was only 11 months old. The trauma of Bhavini's death lives on with the family. It is the engine in their tireless pursuit to raise vital funds and awareness to stop this devastating disease.

Daksha and her husband Dilip have raised funds and awareness with us for 35 years. Daksha has organised many fundraising events, sold delicious spice pastes and inspired family and friends to take on fundraising challenges – all in memory of Bhavini and to raise vital funds to support Meningitis Now's work. To date, they have raised over £100,000.

In 2023-24, Daksha and Dilip held an amazing charity ball to honour the 35th anniversary of Bhavini's death – and to highlight the need to raise funds to ensure no more families face the loss of a child to meningitis.

“Within one day our whole lives were turned upside down and I never got to live my dream of raising a little girl,” says Daksha.

“I watch my friends' daughters getting married and I can't ever have that experience with Bhavini or see her raising her own children. Bhavani left us with a mission – I don't want anyone else to go through what we do every day because of meningitis.”

The ball was huge success, raising £5,150 for Meningitis Now. And this year Bhaven Mistry, Daksha's middle son, also completed an epic bike ride from Spain to London – raising a fantastic £7,200.

Daksha and Dilip recently welcomed a little granddaughter who brings them immense joy. Mila recently received her meningitis vaccinations, which was a powerful moment for the couple. As Dilip said, “Our baby will be safe.”

We would like to thank the Mistry family for their incredible support over the last 35 years and their continued efforts for Meningitis Now. You are truly inspirational, and we are honoured to receive your support.

Fundraising innovation

We were keen to invest in fundraising innovation in 2023-24, with clear growth in our number of engaged supporters following the disruption of the Covid-19 pandemic. We launched our own Weekly Lottery, giving supporters another form of regular giving with which to support the charity. And in January we also ran a Facebook Challenge. We worked with a specialist agency to deliver our '8,000 steps a day in January' campaign – we learnt a lot and are planning to run another campaign in 2024-25.

Facebook Challenge

Total raised: £55,731

Fundraising pages: 299

% new supporters: 63%

Average page value: £170

Weekly Lottery

We recruited 103 new players to our new Weekly Lottery this year – and had two winners too!

Rod's incredible Atlantic row

In January, trustee and long-standing supporter Rod Adlington rowed across the Atlantic, to raise funds for Meningitis Now and The Get A-Head Charitable Trust – all in memory of Rod's son Barney, who died of meningitis aged three.

Day one: Rod and his crew - Anna, Alex and Guy - set off from Lanzarote. The crew are named The Brightsides, named after Barney's favourite song by The Killers.

Day 18: Despite experiencing head winds and storms, the crew have now rowed an incredible 1,000 miles!

Day 27: The crew reach the halfway point! They row in pairs, with one pair rowing for two hours then resting for two hours while the other pair rows – for the entire journey. They're consuming around 5,000 calories a day to undertake this incredible feat.

Day 39: Happy birthday Rod! To celebrate, the crew see whales and dolphins today – they've also seen sharks and lots of different fish so far.

Day 52: They did it! The crew reach Antigua, rowing 3,200 miles and raising an incredible £146,000.

Jess & Josh's story

Losing her husband Josh to meningitis was not something that had ever crossed Jess Vickery's mind. And yet in 2021, Josh – a fit, healthy 40-year-old and father to their three children – died of pneumococcal meningitis.

“Josh is with us every day, and we speak about him all the time. The children have gotten so much from him in the little time that they had with him, especially his love of cricket.”

Since Josh's death, Meningitis Now have been there to support Jess and her family. They set up a Forever Fund in memory of Josh and have raised over £27,000 in his name. In 2023-24 we had 657 Forever Funds, each raising vital funds and giving family and friends a place to share memories, add photos and mark anniversaries.

Jess also supported our 2023 Ribbon Appeal by sharing her story. Not only is the Ribbon Appeal a crucial source of funds for Meningitis Now, it's also an important part of the Christmas season for our supporters. Each year they write the names of loved ones lost to meningitis on white ribbons – which are then hung on the Christmas tree at our Gloucester Cathedral carol concert. This year Jess also poignantly shared her story at the concert – a moving reminder of how important Meningitis Now's work and how much more there is to do.

This year's Ribbon Appeal raised £11,245, with 427 people supporting the campaign. Our Gloucester Cathedral carol concert raised almost £5,500, with 465 people attending the event.

Charity of the Year success with Hoburne Devon Bay

Support from businesses remains an important way for us to raise both funds and awareness. This year Meningitis Now were fortunate to be Hoburne Devon Bay's Charity of the Year, after we were nominated by one of the holiday park's department leads – whose baby son was diagnosed with meningitis over 20 years ago.

The team set out to raise £10,000 over the year. As the year ended, they had raised in excess of £12,000 – an incredible achievement.

The Hoburne team really threw themselves into fundraising this year – from a charity day in May, to a 'Party in the Park' fundraising event in July, to a Sports Day in August. Hoburne has collected donations for Meningitis Now at every opportunity and involved their holiday-makers at every opportunity – raising vital funds and awareness. In September, Hoburne's Food and Beverages Manager Chris even took to the skies with friends, to complete a hair-raising sky dive, inspired by his team's dedication to their Charity of the Year.

In addition to all their amazing fundraising, Hoburne also donated the use of one of their caravans for families with an experience of meningitis to use for a much-needed break.

Richard Ridley, Park Manager at Hoburne Devon Bay, said: "We were thrilled to be able to support Meningitis Now as our selected charity throughout 2023. With deep personal meaning for many on our team, we take great pride in contributing to a cause that holds a special place in our hearts."

Thank you to the whole Hoburne team for your amazing support of Meningitis Now this year. Your partnership has been essential to our success and we hope that each team member feels proud of all you have helped us to achieve.

Funders to thank

We would like to thank our amazing funders and supporters for their generosity in 2023-24. More than 70 grant makers supported our charity during the year including:

- Garfield Weston Foundation, who have supported our work as a centre of expertise for aftercare and support
- National Lottery Community Fund, who have funded Believe & Achieve, support services in Scotland and our 2023 Forever Weekend
- Masonic Charitable Foundation and the Gloucestershire Freemasons, who have funded the Rebuilding Futures Fund
- James Tudor Foundation, who have helped fund a new Community Support Officer
- The Pixel Fund, who have funded Believe & Achieve
- The Hospital Saturday Fund, who have funded Community Support and awareness in Northern Ireland
- Sovereign Health Care Community Programme, who have funded the Rebuilding Futures Fund
- Scottish Children's Lottery Trust, who have funded the Rebuilding Futures Fund
- Robert Luff Foundation, who have funded pneumococcal research at UCL
- The Eveson Trust, who support our Community Support work across the West Midlands.

We received donations from 67 companies during the year, including Pfizer, Irwin Mitchell, Source Group International, Enable Law, GSK, Simply Sports, Bluestone Insurance, Redkite Solicitors and John F Hunt Regeneration Ltd.

Thank you also to these companies whose staff selected us as their chosen charity: Hoburne Holidays Devon Bay, Nationwide (Ripley and Dover branches), Berwin Rubber Ltd, Dignity Funerals Ltd, ARUP, TSI Turbo Service International and CORE Special Projects Ltd.

We were delighted to receive the continuing support of companies such as Caroline Gardner Publishing, Turtle Tots, DP World London Gateway, Source Group International, Renishaw, Bloomberg L.P., Tiny Lagoon Studios, B&A Group, Wood Leisure, Carter-Ruck and Miele.

The future

Our plans for 2024-25 include:

1. Fight to defeat meningitis in the UK within a generation
 - Review and develop our research strategy and programme
 - Expand our marketing and campaigning capacity and focus
 - Continue to work collaboratively with external partners in order to progress our aims.

2. Reach out to everyone who needs help, support and information
 - Develop a volunteer recruitment campaign
 - Raise awareness amongst students and other at-risk groups
 - Attain the PIF Tick accreditation, an independently-assessed quality mark for print and digital health information.

3. Be recognised as a centre of expertise for aftercare and support
 - Continue to develop digital support, including online workshops and courses
 - Develop and improve financial support through the Rebuilding Futures Fund
 - Increase our support presence in the devolved nations.

Finance, staff & infrastructure

Finance

With the development of a 5-year financial model, the charity has a clear pathway to get back on track after the challenges created by the Covid-19 pandemic and unprecedented inflation over the last two years. Our aim has been to grow income and to use surplus reserves whilst planning to return to a financial breakeven position and deliver our strategic aims. Overall, we have maintained a strong financial position with additional staff being taken on to support our charitable activities and raising funds, plus further investment in research.

Income

We achieved an increase in income of 3.8%, from £2.078 million to £2.157 million.

Expenditure

As planned, we increased total expenditure in the year to £2.515 million (2023: £2.366 million). We spent 66.5% (2023: 69.2%) on charitable activities and 33.5% (2023: 30.8%) on raising funds. Expenditure on research was £226k (2023: £221k).

Investment performance

With the recovery of the markets during the year, our investment fund performed well, producing a gain by the year end of £62k and overall value of £750k. The original investment of £500k in April 2016 is held in a portfolio fund of Sarasin and Partners LLP.

Overall financial outturn

Overall, Meningitis Now made a deficit of £297k (2023: deficit £328k). This was in accordance with the budget for the year (indeed, lower than planned), with long-term plans in place to make use of the additional buffer of reserves accumulated over a number of years. It is planned to continue to utilise some of these reserves in conjunction with new funds raised in 2024-25 to deliver our strategic and operational plans.

Cash and Investments

At the year end the charity held cash of £1.155 million (2023:£1.344 million, plus investments of £750k (2023: 688k).

Reserves

Unrestricted reserves were £1.2 million (2023: £1.3 million).

Financial planning and forecasting

The charity has continued to develop its financial plans to ensure its financial health is maintained and the aims set out in the strategic plan can be delivered. Our aim is to develop and grow in a sustainable fashion, with both appropriate resources for our day-to-day charitable activities and reserves to underpin the long-term needs of the charity.

Review of performance of our Trading Subsidiary

Meningitis Now's wholly owned trading subsidiary, Meningitis Trust Trading Limited was set up to provide a tax efficient way to raise funds, with its profits being given to

Meningitis Now through Gift Aid. At present, and as there were no transactions in 2023-24, we have plans to make the subsidiary dormant (2023: Turnover £20).

Staff & infrastructure

Our staff continued to be our greatest asset in 2023-24. Headcount increased to 44 or FTE 34.8, from 41 or FTE 32 the previous year (at the 31st March). This year we:

- Continued our programme of staff engagement (entitled 'Making Meningitis Now a Great Place to Work'), with our staff satisfaction survey showing overall 'positive' results of 74% in 2023, compared to 68% in 2022 and 2019 and 56% in 2018.
- Made changes to our recruitment process to promote inclusivity, including our applicant tracking system, anonymised recruitment and sharing interview questions in advance.
- Continued to deliver our wellbeing programme for staff and workshops for managers.
- Updated and digitised all staff contracts.
- Expanded our training programme, including mandatory courses on EDI and unconscious bias, as well as development courses on topics such as time management and menopause awareness.

In the context of a difficult economic environment, recruitment has at times been challenging and reduced team capacity has posed a risk to us achieving our plans. We took steps to mitigate the difficulties of recruitment, including reviewing starting salaries for key roles and targeting pay increases for key staff to support retention. As a result, we have made excellent appointments to the Support, Fundraising and Communications teams, including several remote roles.

Accounts & governance

Organisational structure

Meningitis Now is based and operates in the UK, with its headquarters in Stroud, Gloucestershire. During 2023-24, we were governed by a Board of 12 Trustees who met on a quarterly and needs-basis during the year. The Trustees operate with four sub-committees that review specialist aspects of our work or that undertake work on behalf of the full Board of Trustees: Audit and Risk, Investment, Remuneration, and Nominations.

Day-to-day running is delegated to the Chief Executive and the Senior Leadership Team. Budgets and plans are approved by the Board with performance subsequently reported against plans and budgets via Board meetings.

Remuneration and conflicts of interest

In determining our remuneration policy and practice, the Remuneration Committee takes into account all factors which are deemed necessary. The objective of the policy is to ensure that the CEO and staff team are remunerated in line with market rates for the skills, competencies and experience they bring. We operate a 'Pay Review Panel' comprising the CEO, Head of Finance and HR Manager which meets regularly and ensures that we remain responsive to factors such as pay, employment and market conditions.

Delivery of our charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. The planned pay award for staff in 2023 was brought forward with all staff awarded 4% from January 2023 in recognition of the financial pressures they faced due to significant inflation and cost-of-living pressures.

There was one member of staff who earned between £60k and £70k and one member of staff earned between £80k and £90k (excluding employer pension costs) in the year. Further information on pension arrangements and on the salary costs for the year, with comparisons with the previous year, are presented in the notes to the financial statements.

No Trustees are remunerated for their role within the Charity, receiving only out-of-pocket expenses. A Conflicts Register is maintained to ensure no Trustees receive indirect remuneration for their involvement.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees considered how planned activities will contribute to the aims and objectives that have been set.

Fundraising practice

We have a clear Fundraising Policy, which has been approved by the Board and is reviewed annually (<https://www.meningitisnow.org/support-us/who-we-are/data-protection/fundraising-policy/>).

This governs how we work with funders, and whilst we actively seek to work with external organisations and individuals to achieve shared objectives, we recognise that it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of Meningitis Now into disrepute.

Meningitis Now's key principles of responsible fundraising are:

- We have honest relationships with our donors
- We retain our independence and avoid over reliance on one or more donors.
- We have good processes for making decisions about who we accept money from
- We seek to be as cost effective as possible in developing sustainable fundraising income streams
- We will adhere to all Fundraising Regulator Codes of Practice to ensure best practice, transparency and accountability and are governed by part II of the Charities Act 1992
- We are registered with the Fundraising Regulator.

Reserves policy and going concern

Over the last few years, the charity has held reserves above the upper limit set in its Reserve's Policy. This has been kept under review with a deficit budget set as part of the plan to realign the position. In 2024 the Board reviewed and adopted a new Reserves Policy, moving to a risk-based approach. The impact of this does not produce a significant change in the target reserves levels from the previous policy, but Trustees consider it provides a more prudent approach to managing reserves levels by taking risk factors into account. It is noted that the definition of free reserves has been revised to be total charity funds less restricted reserves and fixed assets. The charity's policy is to maintain the following reserves:

- Restricted funds – funds that have been donated to the charity for a specific purpose
- General funds – being unrestricted funds available to meet the planned operating needs of the charity and to cover any unforeseen circumstance that the charity may face. The upper limit is set to meet the planned operating cash for 5 months with consideration of the risk of failing to achieve income targets; the minimum level is set at 3 months planned operating cash, with consideration of winding up costs of the charity should closure become necessary.

At the start of 2023-24, we had planned to use £491k of our reserves during the year. Due to income exceeding the budget and expenditure being below budget, the net out-turn used £297k from reserves.

Using our new reserves policy the target free reserves was £783k, being the midpoint in the range with a minimum of £600k and maximum of 965k. Our closing free reserves position is £1.143 million, being £178k higher than the maximum set in the policy; overall this is £157k less than the prior year. The budget for 2024-25 plans to use this surplus and return the charity to a level of free reserves within the new policy target levels.

The Trustees are confident that the Charity remains a going concern and that there are no reasonably foreseeable material uncertainties within the next 12 months that would endanger our ability to continue operating and paying liabilities as they fall due.

Investment policy and performance

The Trustees have the power to invest in such assets as they see fit. In 2016-17, the Trustees invested £500k of the reserves with Sarasin & Partners in a multi-asset, multi-market portfolio, recognising their responsibility to make the assets of the Charity work as effectively as possible. This is seen as a long-term investment. Foster Denovo were appointed as investment advisers. The investment was made in 2016 and has been overseen since then by the Investment Sub-Committee of the Board. During 2023-24 the value of these investments increased to a value of £750k at March 2024.

During 2023-24, the majority of cash was held in interest bearing accounts; the yield on which was 1.2% for the year.

Risk statement

The Board has an Audit and Risk Committee comprising five Trustees with the Chief Executive and Head of Finance in attendance. The Committee formally reviews and updates the Charity's operational and strategic risk register at twice yearly meetings. Risk is also discussed regularly by the Senior Leadership Team and the top contemporaneous risks (and mitigations) are reported to the Board using a quarterly KPI Dashboard.

The risk environment in 2023-24 was judged to have de-escalated in comparison to prior years. This is mainly due to a reduction in the severity of external risks, such as those associated with the Covid-19 pandemic, as well as the growing resilience of the charity. Tangible examples of this resilience (and the mitigations implemented as a result of our active risk management) include ongoing Cyber Essentials and Cyber Essentials Plus accreditation (as well as investment in cloud-based IT systems); targeted investment in the staff team to enable growth of capacity and developmental capability; and a 'mini' strategic review undertaken by SLT and Trustees over 2023-24 to re-assess whether we had the medium and long-term plans to deliver our strategy. We also undertook careful and active financial management during the year to manage inflation and its associated challenges which remained mtunprecedentedly high during the year.

In 2024-25, we anticipate the following risks:

1. Cyber security and data protection. Meningitis Now has significantly enhanced its cyber security through adopting defence systems and upgrading to cloud-based software, yet the ever-changing digital risk environment means that we can never guarantee total protection from a cyber/data security breach which could, in turn, prove operationally, financially and reputationally damaging.
2. Income growth. Our five-year financial plan provides clear parameters to enable the charity to invest and remain financial sustainable. However, failure to deliver income targets could jeopardise those plans. Risks are judged to be both short-term (e.g. an uncontrollable event affecting the London Marathon or a global-financial shock) and medium- and long-term (e.g. the failure the plan effectively for growth). Awareness of these risks ensures the charity actively monitors and manages its finances and its fundraising capacity and capabilities.
3. Workforce risks and change management. The charity has grown its staffing establishment in line with its strategic, operational and financial plans. Such growth can entail challenges of change management, whilst an unpredictable labour market can make recruitment challenging. Such risks can affect the pace and nature of change, although successful growth and change management counters other risks associated with key person dependency and succession planning.

We consider that reasonable mitigations or plans are in place to address these principal risks, as well others identified in the charity's Risk Register.

Statement of Trustees' Responsibilities

The Trustees (who are also Directors of Meningitis Now for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company/group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees

The Trustees, who are also directors under company law, who served during the year and up to the date of this report, were as follows:

Mr R Adlington
Mrs S Blackie
Ms H Byrne
Professor S Kroll
Miss H Marsh, Treasurer
Mrs J Marsh
Mr C Philipsborn, Chair
Mrs Richardson
Mr S Sutcliffe
Mr J Sutherland, Vice Chair
Ms E Thomas, Deputy Treasurer
Mr R Weeks

Appointment of Trustees

The Trustees operate a Nominations Committee. This committee is made up of four Trustees and the Chief Executive in attendance. This committee is responsible for overseeing the skills mix of the Board and recruitment of new Trustees. No new Trustees were appointed in 2023-24.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31st March 2024 was 44 (2023 – 44).

The Trustees have no beneficial interest in the group or charitable company.

Auditors

Sayer Vincent were reappointed as auditors during the year and have expressed their willingness to continue in that capacity.

The report of the Trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 18th September 2024 and signed on their behalf
by

Christopher Philipsborn - Chair of the Board of Trustees

Reference and administrative details for the year ended 31 March 2024

Status	The organisation is a charitable company limited by guarantee, incorporated on 12 February 1990 and registered as a charity in England and Wales on 9 March 1990. On 7 February 2007, the Charity was registered with the Office of the Scottish Regulator (OSCR).
Governing document	The organisation was established under a Memorandum of Association, which established the objects and powers of the organisation and is governed under its Articles of Association, which were last updated in October 2022.
Company number	2469130
Charity numbers	803016 England & Wales SC037790 Scotland
Registered office and operational address	Fern House, Bath Road, Stroud, Gloucestershire GL5 3TJ
Trustees	Mr R Adlington Mrs S Blackie Ms H Byrne Professor S Kroll Miss H Marsh, Treasurer Mrs J Marsh Mr C Philipsborn, Chair Mrs Richardson Mr S Sutcliffe Mr J Sutherland, Vice Chair Ms E Thomas, Deputy Treasurer Mr R Weeks

President	Andrew Harvey (to December 2023) Lisa Snowdon (from December 2023)
Principal staff	Dr Thomas Nutt, Chief Executive Officer
Honorary Medical Director	Professor Simon Kroll MA, BM, BCh, FRCPCH, FRCP, FMedSci
Scientific & Medical	Dr Caroline Vipond PhD (Senior Scientific Advisor) Professor Simon Kroll
Advisors	Dr Xilian Bai PhD Dr Darryl Hill BSc, PhD (Wales)
Royal Patron	HRH The Duchess of Edinburgh GCVO

Patrons & Ambassadors

Dr Tim Brain OBE, QPM, BA, PhD, FRSA, CCMI

Dr Ellie Cannon

Baroness Corston

Professor the Lord Darzi of Denham KBE, OM,

HonFrEng, FMedSci

Petra Ecclestone

Andrew Harvey

Julie Hesmondhalgh

Dr Robert Hicks

Seema Jaswal

Denis Law CBE

Ken Loach

Dr Mark Porter MBE

Tana Ramsay

Ian Rush MBE

Dr Ranj Singh

Geoff Shaw

Lisa Snowdon

Dr Chris Steele MBE

Joanna Trollope OBE

Dr Jane Wells MBE

Rt Rev. and the Rt Hon. The Lord Williams of
Oystermouth

Independent auditor's report to the members of Meningitis Now

Opinion

We have audited the financial statements of Meningitis Now (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 March 2024 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Meningitis Now's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or

- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)

11 December 2024

for and on behalf of Sayer Vincent LLP, Statutory Auditor

110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

Meningitis Now

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2024

	Note	Unrestricted £	Restricted £	2024 Total £	Unrestricted £	Restricted £	2023 Total £
Income from:							
Donations and legacies	2	1,425,292	86,229	1,511,521	1,410,049	80,174	1,490,223
Charitable activities							
Support	3	-	244,166	244,166	-	230,524	230,524
Comms & Awareness	3	-	35,825	35,825	-	29,500	29,500
Advocacy & Engagement	3	-	10,000	10,000	-	10,000	10,000
Knowledge & Info Sharing	3	-	5,000	5,000	-	5,000	5,000
Research	3	-	34,200	34,200	-	54,590	54,590
Other trading activities							
Fundraising events		287,486	5,929	293,415	212,462	23,708	236,170
Other income		7,632	57	7,689	15,843	-	15,843
Trading activities	11b	-	-	-	20	-	20
Investments – interest on bank deposits		15,410	-	15,410	5,941	-	5,941
Total income		1,735,820	421,406	2,157,226	1,644,315	433,496	2,077,811
Expenditure on:							
Raising funds							
Donations and legacies		774,371	-	774,371	674,760	-	674,760
Fundraising events		67,161	1,935	69,096	51,127	2,863	53,990
Trading activities		-	-	-	-	-	-
		841,532	1,935	843,467	725,887	2,863	728,750
Charitable activities							
Support		370,283	206,371	576,654	385,139	242,282	627,421
Comms & Awareness		468,226	103,322	571,548	453,889	58,845	512,734
Advocacy & Engagement		195,372	-	195,372	163,052	10,600	173,652
Knowledge & Info Sharing		102,994	-	102,994	96,761	5,300	102,061
Research		9,729	215,951	225,680	43,257	177,974	221,231
		1,146,604	525,644	1,672,248	1,142,098	495,001	1,637,099
Total expenditure	4	1,988,136	527,579	2,515,715	1,867,985	497,864	2,365,849
Transfers between funds		-	-	-	-	-	-
Net income / (expenditure) before net gains on investments		(252,316)	(106,173)	(358,489)	(223,671)	(64,368)	(288,039)
Net (losses)/gains on investments		61,500	-	61,500	(40,430)	-	(40,430)
Net movement in funds	17	(190,816)	(106,173)	(296,989)	(264,101)	(64,368)	(328,469)
Reconciliation of funds:							
Total funds brought forward		1,330,836	482,504	1,813,340	1,594,936	546,871	2,141,807
Total funds carried forward		1,140,020	376,331	1,516,351	1,330,836	482,503	1,813,339

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 17a to the financial statements.

Meningitis Now

Balance sheets

Company no. 2469130

As at 31 March 2024

	Note	The group		The charity	
		2024	2023	2024	2023
		£	£	£	£
Fixed assets:					
Tangible assets	10	26,929	30,346	26,929	30,346
Investments	11	749,728	688,051	749,730	688,053
		<u>776,657</u>	<u>718,398</u>	<u>776,659</u>	<u>718,400</u>
Current assets:					
Debtors	13	33,966	43,579	33,966	43,599
Cash at bank and in hand		1,155,265	1,343,650	1,155,263	1,343,649
		<u>1,189,231</u>	<u>1,387,229</u>	<u>1,189,229</u>	<u>1,387,248</u>
Liabilities:					
Creditors: amounts falling due within one year	14	449,538	292,288	449,538	292,309
Net current assets / (liabilities)		<u>739,693</u>	<u>1,094,941</u>	<u>739,691</u>	<u>1,094,939</u>
Total assets less current liabilities		<u>1,516,351</u>	<u>1,813,339</u>	<u>1,516,351</u>	<u>1,813,339</u>
Total net assets / (liabilities)		<u>1,516,351</u>	<u>1,813,339</u>	<u>1,516,351</u>	<u>1,813,339</u>
Funds:	17				
Restricted income funds		346,755	482,503	346,755	482,503
Unrestricted income funds:					
General funds		1,169,596	1,330,836	1,169,596	1,330,836
Total unrestricted funds		<u>1,169,596</u>	<u>1,330,836</u>	<u>1,169,596</u>	<u>1,330,836</u>
Total funds		<u>1,516,351</u>	<u>1,813,339</u>	<u>1,516,351</u>	<u>1,813,339</u>

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the trustees on 18th September 2024 and signed on their behalf by

Christopher Phillipsborn
Chairman

Meningitis Now

Consolidated statement of cash flows

For the year ended 31 March 2024

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2024 £	2023 £
Net (expenditure) / income for the reporting period (as per the statement of financial activities)	(296,989)	(328,469)
Depreciation charges	9,784	11,059
Losses/ (Gains) on investment	(61,500)	40,430
Dividends and interest from investments	(15,410)	(5,941)
(Profit)/loss on the disposal of fixed assets	-	(6,813)
Decrease/ (increase) in debtors	9,614	99,374
Increase/(decrease) in creditors	157,250	(57,025)
Net cash provided by operating activities	(197,251)	(247,385)

	2024 £	£	2023 £	£
Cash flows from operating activities				
Net cash (used in) operating activities		(197,251)		(247,385)
Cash flows from investing activities:				
Dividends and interest	15,410		5,941	
Purchase of fixed assets	(6,367)		(5,594)	
Proceeds from sale of investments	-		-	
Purchase of investments	-		-	
Disposal proceeds	-		6,857	
Movement in investment cash	(177)		(67)	
Net cash provided by / (used in) investing activities		8,866		7,138
Change in cash and cash equivalents in the year		(188,385)		(240,247)
Cash and cash equivalents at the beginning of the year		1,343,650		1,583,897
Cash and cash equivalents at the end of the year		1,155,265		1,343,650

1 Accounting policies

a) Statutory information

Meningitis Now is a charitable company limited by guarantee and is incorporated in United Kingdom. The registered office address and principal place of business is Fern House, Bath Road, Gloucester, GL5 3TJ.

- b) The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Meningitis Trust Trading Limited, over which the charity has control through membership, on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. In making this statement, the trustees have completed financial projections through to March 2024 including cash and reserves.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income from fundraising events is recognised in the period in which it is received, except where it is refundable. Where it is refundable, income is retained on the balance sheet and only released when the obligation to refund is no longer applicable. Where expenditure is incurred for an event in a future year, it is expensed to the accounts of the year in which the legal obligation arises.

Income from trading activities is the income from the Charity's trading subsidiary which is transferred to the Charity by way of a gift in accordance with a profit shedding agreement between the Charity and its subsidiary.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1 Accounting policies (continued)

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of communication and education, community support, the helpline and support grants undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	21.7%
● Support	16.1%
● Communication and awareness	15.4%
● Advocacy & Engagement	10.4%
● Knowledge & Info Sharing	2.5%
● Research	1.1%
● Support costs	28.1%
● Governance costs	4.7%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	40.4%
● Support	28.4%
● Communication and awareness	17.9%
● Advocacy & Engagement	7.9%
● Knowledge & Info Sharing	4.3%
● Research	1.1%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Grants payable

Financial Support Grants (i.e. Rebuilding Futures Fund) payable are accounted for in the period in which the award is communicated to the recipient, and becomes a contractual commitment. Research Grants are recognised as they become contractually due which is on production of acceptable progress reports or a final report at the end of the research project.

l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £300. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

● Office & computer equipment	25% per annum on cost
● Furniture	15% per annum on cost
● Motor Vehicles	33% per annum on cost

Notes to the financial statements

For the year ended 31 March 2024

1 Accounting policies (continued)

n) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

o) Investments in subsidiaries

Investments in subsidiaries are at cost.

p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

t) Foreign exchange

Transactions in foreign currencies are translated at the average exchange rate for the period. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

u) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

2 Income from donations and legacies

	Unrestricted	Restricted	2024 Total	Unrestricted	Restricted	2023 Total
	£	£	£	£	£	£
Legacies	163,366	100	163,466	340,728	-	340,728
Donated services	213,056	1,935	214,991	259,657	2,863	262,520
Community fundraising	525,147	2,362	527,509	361,546	41,945	403,491
Other donations	523,723	81,832	605,555	448,118	35,366	483,484
	<u>1,425,292</u>	<u>86,229</u>	<u>1,511,521</u>	<u>1,410,049</u>	<u>80,174</u>	<u>1,490,223</u>

Gifts in kind comprise mainly pro bono advertising services and awareness campaign support.

Notes to the financial statements

For the year ended 31 March 2024

3 Income from charitable activities

	Unrestricted £	Restricted £	2024 Total £	Unrestricted £	Restricted £	2023 Total £
Big Lottery		92,307	92,307	-	72,054	72,054
Garfield Weston Foundation		35,000	35,000	-	35,000	35,000
St James's Place		-	-	-	40,000	40,000
Other Income for Support	-	116,859	116,859	-	83,470	83,470
Sub Total for Support	-	244,166	244,166	-	230,524	230,524
Other income for Comms & Awareness	-	35,825	35,825	-	29,500	29,500
Sub-total for Comms & Awareness	-	35,825	35,825	-	29,500	29,500
Garfield Weston Foundation Other income for Advocacy & Engagement	-	10,000	10,000	-	10,000	10,000
Sub-total for Advocacy & Engagement	-	10,000	10,000	-	10,000	10,000
Garfield Weston Foundation Other income for Knowledge & Info Sharing	-	5,000	5,000	-	5,000	5,000
Sub-total for Knowledge & Info Sharing	-	5,000	5,000	-	5,000	5,000
UKRI-Medical Research Council Other income from research	-	34,200	34,200	-	40,590	40,590
Sub-total for research	-	34,200	34,200	-	54,590	54,590
Other income for Fundraising	-	-	-	-	-	-
Sub-total for Fundraising	-	-	-	-	-	-
Total income from charitable activities	-	329,191	329,191	-	329,614	329,614

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2024

4a Analysis of expenditure (Current year)

	Charitable activities								2024 Total £	2023 £	Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £	Central Support costs £			
Staff costs (Note 7)	318,635	213,589	116,294	57,631	13,917	431,948	16,556	90,606	1,259,176	1,181,466	
Recruitment, training & other	9,217	6,765	1,998	1,074	235	12,078	2,905	5,569	39,841	35,573	
Travel & subsistence	7,811	5,013	2,301	1,237	271	10,664	421	-	27,718	26,484	
Trustee expenses	-	-	-	-	-	-	-	-	-	1,251	
Awareness, Campaigns, Advocacy, Engagement	19,266	249,607	19,924	24,896	669	47,607	1,038	-	363,007	342,025	
Support Activity	49,279	158	167	290	95	-	-	-	49,989	66,748	
Grants payable to individuals	53,719	-	-	-	-	-	-	-	53,719	50,935	
Research grants	-	-	-	-	205,916	-	-	-	205,916	200,255	
Computer related	-	-	-	-	-	-	-	106,479	106,479	115,650	
Property	-	-	-	-	-	-	-	104,496	104,496	102,297	
Postage, phones, stationery & subscriptions	7,108	4,561	2,094	1,126	247	9,704	383	9,269	34,492	31,889	
Auditors' remuneration	-	-	-	-	-	-	16,494	-	16,494	15,780	
Legal, professional, bank, insurance	-	-	-	-	-	-	-	37,885	37,885	48,985	
Fundraising event costs	-	8,395	8,395	-	-	69,096	-	-	85,886	68,232	
Other fundraising expenditure	-	12,914	12,914	-	-	103,308	-	-	129,136	75,007	
Trading costs	-	-	-	-	-	-	-	-	-	-	
Miscellaneous	418	268	122	65	14	571	23	-	1,481	3,272	
	465,453	501,270	164,209	86,319	221,364	684,976	37,820	354,304	2,515,715	2,365,849	
Support costs	93,692	59,043	26,005	13,902	3,708	128,255	29,698	(354,303)	-	-	
Governance costs	17,508	11,235	5,158	2,773	608	30,236	(67,518)	-	-	-	
Total expenditure 2024	576,653	571,548	195,372	102,994	225,680	843,467	-	-	2,515,715	-	
Total expenditure 2023	627,421	512,734	173,652	102,061	221,231	728,750	-	-	-	2,365,849	

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2024

4b Analysis of expenditure (prior year)

	Charitable activities								2023 Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £	Support costs £	
Staff costs (Note 7)	342,046	182,363	107,396	53,544	15,318	383,105	12,019	85,675	1,181,466
Recruitment, training & other	9,567	5,164	1,856	2,315	216	9,808	1,557	5,090	35,573
Travel & subsistence	8,235	4,421	2,182	1,149	254	9,897	346	-	26,484
Trustee expenses	-	-	-	-	-	-	1,251	-	1,251
Awareness, Campaigns, Advocacy, Engagement	18,592	232,688	14,928	27,377	573	47,085	782	-	342,025
Support Activity	66,110	144	153	260	81	-	-	-	66,748
Grants payable to individuals	50,935	-	-	-	-	-	-	-	50,935
Research grants	-	-	-	-	200,255	-	-	-	200,255
Computer related	3,333	3,333	-	-	-	3,333	-	105,651	115,650
Property	-	-	-	-	-	-	-	102,297	102,297
Postage, phones, stationery & subscriptions	6,498	3,489	1,722	907	200	7,811	273	10,989	31,889
Auditors' remuneration	-	-	-	-	-	-	15,780	-	15,780
Legal, professional, bank, insurance	-	-	-	-	-	-	-	48,985	48,985
Fundraising event costs	-	6,749	6,749	-	-	54,734	-	-	68,232
Other fundraising expenditure	-	7,062	7,062	-	-	60,883	-	-	75,007
Trading costs	-	-	-	-	-	-	-	-	-
Miscellaneous	1,019	545	269	142	32	1,223	43	-	3,272
	506,335	445,958	142,317	85,694	216,929	577,879	32,051	358,687	2,365,849
Support costs	104,267	57,747	26,878	14,021	3,784	129,414	22,576	(358,687)	-
Governance costs	16,819	9,029	4,457	2,346	518	21,457	(54,626)	-	-
Total expenditure 2023	627,421	512,734	173,652	102,061	221,231	728,750	-	-	2,365,849

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2024

5a Grant making (current year)

	Grants to institutions £	Support and other costs £	2024 £	2023 £
Cost/(recall of amounts)				
University of Bristol – PhD Studentship	20,170	1,876	22,046	–
London School H&TP– Prof. Basu Roy	21,500	2,000	23,500	33,065
UCL – Prof.Brown	85,500	7,954	93,454	46,842
Commissioned Research – Picker Institute Europe	–	–	–	37,930
University of Liverpool – Prof.Kadioglu	–	–	–	(2,246)
Imperial College London – Prof. Wilkinson	78,746	7,326	86,072	105,121
At the end of the year	<u>205,916</u>	<u>19,156</u>	<u>225,072</u>	<u>220,712</u>

The governance costs allocated for 2023/24 totalled £608 (2022/23 £518). These are described in detail in Note 4.

Commitments

Commitments in respect of grants for approved projects which have not been accrued in the accounts:

	2024 £	2023 £
Within one year	89,985	213,920
Over one year	102,669	192,654
	<u>192,654</u>	<u>406,574</u>

These commitments are not recognised as expenditure in the year as payments are subject to reviews of project progress by Meningitis Now.

5b Grant making (prior year)

	Grants to institutions £	Support and other costs £	2023 £
Cost			
University of Bristol – Prof. Finn	–	–	–
London School H&TP– Prof. Basu Roy	30,000	3,065	33,065
UCL – Prof.Brown	42,500	4,342	46,842
Commissioned Research – Picker Institute Europe	34,414	3,516	37,930
University of Liverpool – Prof.Kadioglu	(2,037)	(209)	(2,246)
Imperial College London – Prof. Wilkinson	95,378	9,743	105,121
At the end of the year	<u>200,255</u>	<u>20,457</u>	<u>220,712</u>

6 Net incoming resources for the year

This is stated after charging / crediting:

	2024 £	2023 £
Depreciation	9,784	11,059
Operating lease rentals:		
Property	66,000	66,000
Other	831	728
Auditors' remuneration (excluding VAT):		
Audit	12,795	13,150
Other services	950	850

Notes to the financial statements

For the year ended 31 March 2024

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2024 £	2023 £
Salaries and wages	1,116,833	1,036,404
Redundancy and termination costs	13,683	28,500
Social security costs	92,644	83,754
Employer's contribution to defined contribution pension schemes	36,016	32,808
	<u>1,259,176</u>	<u>1,181,466</u>

1 employee earned between £60,000 and £70,000 during the year (2022/23: 1). 0 employee earned between £70,000 and £80,000 in the year (2022/23: 1). 1 employee earned between £80,000 and £90,000 in the year (2022/23: none).

The total employee benefits including pension contributions and national insurance of the key management personnel were £262,791 (2022/23: £250,275).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £0 (2023: £1250.94) incurred by 12 (2023: 12) members relating to attendance at meetings of the trustees.

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2024 No.	2023 No.
Raising funds	16.2	15.4
Support	12.3	12.4
Comms & Awareness	7.6	6.7
Advocacy & Engagement	3.5	3.3
Knowledge & Info Sharing	1.9	1.8
Research	0.4	0.4
Governance	0.6	0.5
	<u>42.4</u>	<u>40.5</u>

The average number of Full Time Equivalent employees (based on number of staff employed) during the year was as follows:

	2024 No.	2023 No.
Raising funds	12.1	11.7
Support	9.8	9.8
Comms & Awareness	5.8	5.2
Advocacy & Engagement	2.7	2.6
Knowledge & Info Sharing	1.4	1.4
Research	0.3	0.3
Governance	0.5	0.4
	<u>32.6</u>	<u>31.4</u>

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Notes to the financial statements

For the year ended 31 March 2024

9 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Meningitis Trust Trading Limited gift aids available profits to the parent charity. Its charge to corporation tax in the year was:

	2024 £	2023 £
UK corporation tax at 19% (2023: 19%)	-	-

10 Tangible fixed assets

The group and charity

	Freehold property £	Fixtures and fittings £	Computer equipment £	Motor vehicles £	Total £
Cost					
At the start of the year	4,000	80,958	73,139	-	158,097
Additions in year	-	-	6,367	-	6,367
Disposals in year	-	-	(1,698)	-	(1,698)
At the end of the year	4,000	80,958	77,808	-	162,766
Depreciation					
At the start of the year	-	80,958	46,793	-	127,751
Charge for the year	-	-	9,784	-	9,784
Eliminated on disposal	-	-	(1,698)	-	(1,698)
At the end of the year	-	80,958	54,879	-	135,837
Net book value					
At the end of the year	4,000	-	22,929	-	26,929
At the start of the year	4,000	-	26,346	-	30,346

All of the above assets are used for charitable purposes.

11a Listed investments

	2024 £	2023 £
Fair value at the start of the year	684,384	724,814
Additions at cost		
Disposal proceeds		
Net gain/loss on change in fair value	61,500	(40,430)
	745,884	684,384
Cash held by investment broker pending reinvestment	3,844	3,667
Fair value at the end of the year	749,728	688,051

The charity only also holds £2 (2023: £2) of shares in the Meningitis Trust Trading.

Notes to the financial statements

For the year ended 31 March 2024

11b Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Meningitis Trust Trading Limited and of Inmed Limited (dormant), both of which are companies registered in England. The subsidiaries are used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the Meningitis Trust Trading Limited is shown below:

	2024	2023
	£	£
Turnover	-	20
Cost of sales	-	-
Gross profit	-	20
Administrative expenses	-	-
Operating profit / (loss)	-	20
Deed of covenant to parent undertaking	-	(20)
Profit / (loss) for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	2	22
Liabilities		(20)
Funds	2	2

12 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2024	2023
	£	£
Gross income	2,157,226	2,077,791
Result for the year	(296,989)	(328,469)

13 Debtors

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	-	301	-	301
Amounts due from subsidiaries	-	-	-	20
Taxation and social security	-	170	-	170
Prepayments	32,966	42,607	32,966	42,607
Accrued income and other debtors	1,000	500	1,000	500
	33,966	43,579	33,966	43,599

Notes to the financial statements

For the year ended 31 March 2024

14 Creditors: amounts falling due within one year

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Trade creditors	105,225	49,353	105,225	49,353
Taxation and social security	24,050	–	24,050	–
Other creditors	7,169	354	7,169	375
Accruals	199,572	139,188	199,572	139,188
Deferred income	113,521	103,392	113,521	103,392
Obligations under hire purchase contracts	–	–	–	–
	449,538	292,288	449,538	292,309

15 Deferred income

Deferred income comprises income related to future fundraising events.

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Balance at the beginning of the year	103,392	95,320	103,392	95,320
Amount released to income in the year	(134,619)	(83,057)	(134,619)	(83,057)
Amount deferred in the year	144,748	91,130	144,748	91,130
Balance at the end of the year	113,521	103,392	113,521	103,392

16a Analysis of group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	26,929	–	26,929
Investments	749,728	–	749,728
Net current assets	392,938	346,755	739,693
Net assets at the end of the year	1,169,595	346,755	1,516,351

16b Analysis of group net assets between funds (prior year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	30,346	–	30,346
Investments	688,051	–	688,051
Net current assets	612,438	482,503	1,094,941
Net assets at the end of the year	1,330,835	482,503	1,813,338

Notes to the financial statements

For the year ended 31 March 2024

17a Movements in funds (current year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds					
Support	37,414	277,877	(206,371)	-	108,920
Comms & Awareness	10,786	75,869	(103,322)	18,000	1,333
Advocacy & Engagement	-	10,000	-	-	10,000
Knowledge & Info Sharing	-	5,000	-	-	5,000
Research	434,304	50,726	(215,951)	(47,576)	221,503
Fundraising	-	1,935	(1,935)	-	-
Total restricted funds	482,504	421,406	(527,579)	(29,576)	346,755
Unrestricted funds:					
General funds	1,288,340	1,735,820	(1,926,636)	29,576	1,127,100
Non-charitable trading funds	42,496	-	-	-	42,496
Total unrestricted funds	1,330,836	1,735,820	(1,926,636)	29,576	1,169,596
Total funds	1,813,340	2,157,226	(2,454,215)	-	1,516,351

Support – provision of support services for individuals and families including financial awards

Comms and Awareness – general meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – projects related to the prevention, treatment and outcomes of meningitis

Transfers –

£18,000 was moved from research to communications for use on a student campaign as agreed by the funder.

£18,427 of expenditure from unrestricted to restricted relates to miss allocation in 2021/22.

£11,149 due to an underspend of one project in 2023/24, an additional allocation of staff time across the period has been made representing approx. 2K pa.

17b Movements in funds (prior year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds:					
Support	50,072	229,624	(242,282)	-	37,414
Comms & Awareness	6,131	49,500	(58,845)	14,000	10,786
Advocacy & Engagement	-	10,600	(10,600)	-	-
Knowledge & Info Sharing	-	5,300	(5,300)	-	-
Research	490,668	135,609	(177,974)	(14,000)	434,303
Fundraising	-	2,863	(2,863)	-	-
Total restricted funds	546,871	433,496	(497,864)	-	482,503
Unrestricted funds:					
General funds	1,552,460	1,644,295	(1,908,415)	-	1,288,340
Non-charitable trading funds	42,476	20	-	-	42,496
Total unrestricted funds	1,594,936	1,644,315	(1,908,415)	-	1,330,836
Total funds	2,141,807	2,077,811	(2,406,279)	-	1,813,339

Purposes of restricted funds

Support – provision of support services including grants for beneficiaries

Comms and Awareness – General meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – general

Transfers –

£23,336 was moved from research to communications for use on a student campaign as agreed by the funder.

£13,500 transfer from prior year unrestricted to research as omitted.

£13,409 was transferred from restricted to unrestricted with agreement with the funders in light of Covid-19.

18 Operating lease commitments

The group and the charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2024	2023
	£	£
Less than one year	66,000	66,000
One to five years	–	66,000
	66,000	132,000

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

MENINGITIS NOW

England & Wales - Charity number 803016

Accounts

Company number: 2469130

Charity number: 803016

Scottish Charity No. SC037790

Meningitis Now

Report and Financial Statements

31 March 2023



saving lives, rebuilding futures

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A year of renewal: introduction by the CEO and Chair of Trustees

Thank you for taking the time to read Meningitis Now's Annual Report and Accounts for 2022-23.

As we sat down and thought about 2022-23, we couldn't help but reflect on how the year can be characterised as one of renewal. This feeling stems, in part, from Meningitis Now's emergence (along with the rest of the world) from the shadow of the Covid-19 pandemic, and from a tangible and growing sense of determination to focus on our vision and purpose to save lives and rebuild futures.

This led us over the course of the year to focus with renewed vigour on Meningitis Now's core charitable activities of research, support and awareness. This was in accordance with our long-term strategy, *Making a difference, every day*, although many of our day-to-day activities in 2022-23 were driven by an ongoing increase in the number of cases of meningitis in the UK following the pandemic. A growing incidence of disease, particularly amongst adolescents and adults, confirmed our fears that the reduction in case numbers caused by lockdown and social distancing during 2020-21 was temporary, at least for unvaccinated and at-risk groups within the population.

Our strategy, *Making a difference, every day*, therefore helped to shape and influence what proved to be a busy and impactful 2022-23. We made sure that all our activities were oriented towards three strategic priorities:

- 1. Fight to defeat meningitis in the UK within a generation**
 - Renewed investment in preventative research, including a pneumococcal vaccine project as part of 'Spencer's Legacy: nobody left behind'.
 - A ground-breaking meningitis awareness campaign, developed in collaboration with GSK, the UK Health Security Agency, NHS England and other meningitis charities.
 - Ongoing engagement with stakeholders and partners to influence vaccine take-up, meningitis awareness, and improvements to the diagnosis and treatment of disease – such as collaborating in NHS England's pioneering 'Worry and Concern' programme, aimed at improving how serious illness can be diagnosed and treated by listening to patients and carers.

2. **Reach out to everyone who needs help, support and information**

- Expanded efforts by our volunteers and Community Ambassadors to raise awareness of meningitis and of Meningitis Now.
- Significant growth in the reach of our website, social media, and print and broadcast articles, meaning that more people were able to see, read and hear about our work.
- A refreshed approach to our regular and occasional campaigns, including Viral Meningitis Week, World Meningitis Day and promotion of our life-changing aftercare and support services.

3. **Be recognized as a centre of expertise for aftercare and support**

- Ongoing development of our diverse and outcome-focussed support services, including our Rebuilding Futures Fund, Forever Weekends, online peer support and workshops, and impactful programme of face-to-face events.
- A celebration of five years of Believe & Achieve, including a fantastic graduation event.
- New research commissioned into the experiences and support needs of adults with meningitis.

None of this would have been possible without the generosity and support of the Meningitis Now family – the many individuals, companies and philanthropic organisations who kindly supported our cause in 2022-23. There were many notable fundraising achievements in the year, such as 8 year old Cormac running 75km during advent in 2022. He raised a remarkable £2.2k and features on the cover of this report. Other examples include:

- 'Team Alexis Rose' who have raised an astonishing £115k for Meningitis Now since 2011 and have no plans to stop anytime soon.
- King Edward School in Stratford-upon-Avon who have committed to raising approximately £20k over the next two years.
- Our newly expanded network of Business Ambassadors, such as longstanding Ambassador Ian Stuart, CEO of HSBC UK Bank plc and new Ambassador, Raj Tumber, MBE, who use their professional platforms to raise awareness of meningitis and support for Meningitis Now.
- Companies such as Bristol & Avon Group and Turtle Tots who have raised over £100k and £36k respectively and who continue to raise lifesaving awareness of meningitis.

- The National Lottery Community Fund who have renewed their funding for our impactful Believe & Achieve programme, worth £480k over the next five years.

It was a joy to see a fuller calendar of events during 2022-23 following the Covid-19 hiatus. This included our Christmas Concerts in Gloucester Cathedral and St Paul's in Covent Garden, London, and the return of the much-loved and much-missed Five Valleys Walk in Stroud. We were delighted to see the London Marathon return to almost normality in October 2022; a delight that was enhanced by the news that the CEO had won a ballot place for the race in April 2023. Expect to read about his exploits in next year's report!

Our Executive Founder, Steve Dayman, MBE, deserves a special mention. Steve's young son Spencer died in 1982 and fighting meningitis has been Steve's life work ever since. Recognising the significance the 40th anniversary of Spencer's death, in April 2022 we launched 'Spencer's Legacy: nobody left behind'. This campaign aimed to raise £320k to fund vital preventative research in the fields of meningococcal and pneumococcal meningitis and brought much-deserved attention to Steve and his personal journey. At the culmination of this poignant campaign, Steve left Meningitis Now with deep gratitude and best wishes for the whole Meningitis Now family.

And it was thanks to the support of the Meningitis Now family that our income in 2022-23 was £2.1m, up from the prior year. Expenditure – reflecting our renewed investment in charitable activities as well as inflationary pressures – was £2.4m, up from £2m in the prior year. This resulted in a lower-than-expected planned deficit of £328k; a deficit that we consider sustainable in the context of our long-term plans. You can read more about this on p. 52.

Sustainability remains at the forefront of the minds of the Board and the Senior Leadership Team. 2022-23 proved to be a challenging year from an economic and financial point of view. Inflation meant that pressure on the charity's costs was considerable, as was the impact of the 'cost of living crisis' on our supporters and staff. As you can read in this report, we responded with measures to ensure that our support services met the diverse needs of people in the UK who have experienced meningitis and that Meningitis Now staff also felt valued at this time. Although economic and financial pressures remain, we are pleased to report that the Meningitis Now family remains as committed as ever to the fight against meningitis.

It is this shared commitment to a future where no one loses their life to meningitis, and where all those affected get the support they need, that sits fundamentally behind our sense of renewal. It has been a joy and a privilege during 2022-23 to renew contact with the Meningitis Now family, whether joining intrepid fundraisers undertaking the Three Peaks Challenge in June, or gathering to celebrate and remember loved ones at Gloucester Cathedral at Christmas, or in convening Meningitis Now's first in-person Community Ambassador Away Day since 2019.

As CEO and Chair of Trustees, we gratefully acknowledge the role that all the Meningitis Now family have played in 2022-23. Thank you for all your support. We hope you enjoy reading this report.

1) Fight to defeat meningitis in the UK within a generation

The fight to defeat meningitis has been Meningitis Now's driving force for nearly four decades. Thanks to the availability of five lifesaving vaccines on the NHS, the prospect of a generation of youngsters growing up in the UK vaccinated against nearly all the major causes of meningitis is potentially within our grasp.

But there is more work to be done – there is scope to improve the effectiveness of new and existing vaccines through scientific and medical research, and we must ensure that all eligible people receive the vaccines that could save their, and others, lives.

To ensure this happens, we will continue to fund research, promote vaccines, and work with policy-makers, clinicians and other experts to ensure we do all we can to defeat meningitis within a generation.

Spencer's Legacy and Steve's Legacy

Our inspirational Executive Founder Steve Dayman left Meningitis Now at the end of March 2023 at the culmination of 'Spencer's Legacy: nobody left behind' – the campaign that recognised the 40th anniversary of the death of his young son, Spencer, and that aimed to raise £320k to fund preventative research.

Steve has dedicated his life to fighting meningitis since he and his wife Gloria lost Spencer aged 14 months in 1982. At that time, there were no vaccines that could have prevented meningitis and very little information or support to help people affected by the disease.

Steve was one of the founding parents of the Meningitis Trust and went on to set up the Meningitis Research Foundation in 1989 and Meningitis UK in 1999. In 2013, when Meningitis Now was formed by the merger of the Meningitis Trust and Meningitis UK, Steve took on the role of Executive Founder.

Along the way he has received the MBE in 2010, an honorary degree from the University of Bristol and a Pride of Britain award, both in 2014. *"Without my family and friends, it wouldn't have been possible for me to make the contribution I have. I will not stop because I want this*

dreaded disease eradicated, so no one else feels the pain I and many others have felt,” Steve said.

Steve has now set up his own charity in Spencer’s name to continue to raise funds for the Spencer Dayman Meningitis Laboratories at the University of Bristol. The laboratories were officially opened 20 years ago following earlier fundraising by Steve and have conducted several pioneering meningitis research projects. Money from ‘Spencer’s Legacy: nobody left behind’ will help provide a PhD studentship at the laboratories to continue this work.

Steve said: “Fighting meningitis has been a life’s work and we have seen incredible success. When we lost Spencer, I was told not to expect to see a vaccine in my lifetime and now we have five in the NHS immunisation schedule. I will be sad to leave Meningitis Now – the charity where it all started – but I wish to focus my efforts on preventative scientific research. This decision is right for me and will allow me to continue the fight by supporting the laboratories we founded in Spencer’s name two decades ago.”

Our CEO Dr Tom Nutt said: *“No-one has done more to fight meningitis than Steve, who has never lost his determination to prevent this terrible disease. We would not be the charity we are today without him. We look forward to working with Steve as we continue the fight to defeat meningitis in the UK and to reach out to ensure people get the help, support and information they need.”*

We compiled a book of memories to say farewell and thank you to Steve with messages from supporters and staff.

A programme of important research

This has been an important and successful year for Meningitis Now’s programme of research, with progress renewed on projects that had been disrupted by the Covid-19 pandemic. With generous donations from several trust and grant-giving bodies, including the Vandervell Foundation, White Oak Charitable Trust, Mason Le Page Charitable Trust and the Sir Samuel Scott of Yews Trust, alongside the generosity of our supporters and Spencer’s Legacy campaign, we have seen progress with two existing projects and one new vaccine focused piece of research. With a total value of £633k, our current and future research programme represents a significant ongoing investment for the charity in lifesaving research.

New lifesaving research

A major research project is now underway to develop an improved vaccine against pneumococcal meningitis thanks to 'Spencer's Legacy: nobody left behind'. This project aims to develop a multivalent *Streptococcus pneumoniae* recombinant glycoconjugate vaccine for preventing meningitis.

Pneumococcal meningitis is a life-threatening type of bacterial meningitis. Even with prompt treatment, the outcome of pneumococcal meningitis is often poor, with about 10 to 15 per cent of cases resulting in death. A quarter of those who survive can be left with severe and disabling after-effects, such as acquired brain injury, hearing loss and epilepsy. Prevention of disease through vaccination is the most effective way of saving lives.

We recognise that medical research is key to achieving our goal of defeating meningitis and we will continue to fund research into the prevention, diagnosis and treatment of meningitis and sepsis. We believe this research could, one day, end the devastation caused by meningitis forever.

Developing a multivalent Streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis, led by Professor Jeremy Brown at University College London and Professor Brendan Wren at the London School of Hygiene and Tropical Medicine.

This research commenced in July 2022 and has progressed well. Most notably, the work to engineer *E coli* bacteria to make the *Streptococcus pneumoniae* serotype 1 capsule in a format that is suitable for making glycoconjugate vaccines. The research team have successfully expressed the serotype 1 capsule in *E coli*. In addition, there was a focus on expression and testing of selected protein antigens as vaccines. Six protein antigens were tested for their antigenicity in mice and shown which antigens are the most able to induce a strong antibody response. The researchers will now look at which of these induce protective immunity against meningitis and other types of pneumococcal infection when used as vaccines in mice.

Ongoing Research Projects

Improving treatment outcomes in tuberculous meningitis (TBM), led by Professor Robert Wilkinson at Imperial College London and the Francis Crick Institute.

Following disruption caused by the Covid-19 pandemic, progress has been made on this project on several fronts. In particular, the researchers have investigated the profiling of individual cells from the cerebrospinal fluid of TB meningitis patients who do, or do not, recover. The aim is to determine new pathways that are amenable to intervention. In publications, they have documented that a new antibiotic for TB meningitis is well-tolerated and safe and is therefore a viable alternative when there is drug resistance or the standard regimen is not tolerated. As a consequence of this trial, they have also documented in greater detail than ever before the extent to which TB meningitis causes disability in the form of cognitive impairment - significant new knowledge that increases the need for better interventions in this disease.

We look forward to continuing to work with this research team as the project draws to a close in 2023-24.

SURE + DP: Improving diagnosis and prognosis for paediatric tuberculous meningitis (TBM) through the SURE treatment trial, led by Professor Robin Basu Roy at University College London Clinical Trials Unit and Queen Mary, University of London.

The SURE + DP trial is the largest ever randomised controlled trial of treatment for children with TB meningitis. Despite ongoing challenges with recruitment and subsequent collection and analysis of samples, the researchers have made significant progress this year towards their overall aim to increase understanding of tuberculous meningitis in children leading to improved diagnostic tests and outcomes.

A large number of children have been recruited into the wider SURE + DP trial across sites in the UK and Africa (Uganda, Zambia and Zimbabwe). During the year the researchers collected samples from over 30 children with TB meningitis and over 70 children with similar-looking illnesses. This already makes it a very large paediatric diagnostic study, as it is so difficult to conduct research in this area.

The second year of this project will focus on continued collection and analysis of samples, which will be made easier by additional funding obtained to train healthcare professionals in performing lumbar punctures. Progress on this project has been shared widely – within the London School of Hygiene & Tropical Medicine TB Centre, International TB Meningitis Research Consortium, SURE Trial Investigators, joint LSHTM-Nagasaki Global Health symposium and European Society for Paediatric Infectious Diseases.

Future research projects

In addition to our existing research projects, we have made significant progress towards the development of a project to invest in scientists of the future as part of 'Spencer's Legacy: nobody left behind'. This will see Meningitis Now funding a 4-year PhD studentship at the University of Bristol.

Survival and adaptation of the meningococcus in aerosol droplets, led by Dr Darryl Hill at the University of Bristol.

Despite understanding the health, social and economic harm caused by bacteria that spreads from person-to-person via the air, we don't know how environmental factors impact on the bacteria's biology and survival during transmission. This is largely because it is difficult to study them in tiny droplets (aerosols), which are an environment unlike any other. Aerosol particles containing microbes are exhaled when an infected individual breathes, speaks, coughs and sneezes. To understand how different environmental factors such as heat and humidity affect bacteria, researchers will use cutting edge technology to study how well meningitis-causing bacteria survive in aerosols in conditions they would encounter outside the human body. They will also measure how those bacteria adapt under these same conditions.

Learning how bacteria can survive during transmission will help lead scientists towards new ways to prevent meningitis in the future. This project remains on track to start in the autumn of 2023.

Raising awareness of the value of vaccines

Vaccines are the only way to prevent meningitis. This is why raising awareness of the value of vaccines is a fundamental part of our everyday work. This includes regular and occasional awareness and information-sharing campaigns.

World Immunization Week

World Immunization Week, celebrated every April, aims to highlight the collective action needed to promote the use of vaccines to protect people of all ages against disease. It is an initiative of the World Health Organization (WHO) and one we are happy to support.

We used the week to call for supporters to check if they and their loved ones were up-to-date with their meningitis vaccines and to arrange to get them if not. The ultimate goal of World Immunization Week is for more people – and their communities – to be protected from vaccine-preventable diseases.

The 2022 theme of the week, 'Long Life for All', aimed to unify people around the idea that vaccines make it possible for us to follow our dreams, protect our loved ones and live a long, healthy life. The campaign came at an especially critical time as the Covid-19 pandemic had disrupted essential health services, including routine immunisations, setting back progress by more than a decade. Unfortunately, millions of people are still missing out on the lifesaving benefits of vaccines, making it urgent to promote catch up and to reach those who have been missed.

Roundtable Awareness Campaign

A new digital campaign was launched in November by a 'roundtable' collective of organisations, chaired by Meningitis Now and including GSK, NHS England, the UK Health Security Agency, MRF, and a Life for a Cure. It called for young people to register with a GP, take up the offer of a MenACWY vaccination and familiarise themselves with meningitis symptoms. The campaign highlighted the uptake of the MenACWY vaccine across the UK, indicating where rates are particularly low.

The campaign targeted young adults and, in particular, university and college students. First year or returning students are at increased risk of meningitis as they mix with large numbers of other students from around the country and overseas. Low immunity levels and a lack of exposure to infections during the pandemic has left young people vulnerable to meningitis, especially those who remain unprotected against four strains of meningococcal disease by the MenACWY vaccine.

Our supporters, including Ed Cook, Tilly Lockey, Ailsa Sugrue and Tracy Hilton bravely shared their stories to help support the campaign.

Lewis Hilton, from Halifax, was just 19 when he died of meningitis in January 2018. Lewis had been working alongside his dad as a joiner when he started to feel ill and went home. He had a headache and took some tablets during the night, but by the morning it had become significantly worse.

Lewis's mum Tracy called 111 and recognised that the operator was asking about meningitis. She said: *"I knew they were talking me through meningitis symptoms. There was no rash, he was okay with light. The only thing on the list was he couldn't put his chin to his chest. Then we took him straight to A&E at the Calderdale Royal Hospital in Halifax and by the time we got there his headache was really bad."*

Lewis was treated for viral and bacterial meningitis before being transferred to intensive care at Huddersfield Royal Infirmary. By 11pm he was unable to breathe on his own and was put on a ventilator. Shortly after, Lewis sadly died due to an infection caused by meningococcal group B bacteria. The "kind, loving and caring" youngster was a keen rugby player, representing Old Rishworthians from the age of 6.

Tracy said: *"Nobody should go through this, and if we can help one person avoid it then we want to do that."* Lewis had received his MenACWY vaccination four months before he became ill, but this does not protect against MenB. Tracy added: *"If we had been aware of the availability of the MenB vaccination at the time we would also have paid for that."* MenB is currently only given to babies on the NHS but is available to others privately. Tracy added: *"I would encourage parents to make sure that their children receive their routine vaccinations. Thankfully, both the MenACWY and MenB vaccinations are now part of the free NHS routine vaccinations programme for babies."*

Our chief executive, Dr Tom Nutt, said: *"Meningitis is a devastating disease that can strike anyone at any time and leave havoc in its wake. Many young people will know of someone from their community whose life, and that of their family and friends, has been torn apart by its impact."*

"As vaccinations are the only way to protect yourself against the misery this disease inflicts we'd urge all those who haven't yet taken advantage of this free MenACWY vaccination to do so as soon as possible. The good news is that by doing so you will not just be protecting your own health but that of your friends and the wider community too."

Influencing policy makers and clinical practice

Our aim in seeking to influence policy-makers and clinical practice is to work positively with all relevant stakeholders in the pursuit of our strategic priorities. During 2022-23, this took many forms.

Partnering with the UK Health Security Agency

Raising awareness of the risks of meningitis amongst students and young adults is an aim we share with the UK Health Security Agency, Public Health Wales, Public Health Scotland, and the Northern Ireland Public Health Agency. That's why, in addition to our 'Roundtable' collaborative awareness campaign and our own student campaign (see p.23), we are also delighted to work with the UKHSA in producing their 'Vaccine communication toolkit for universities and other higher education settings: helping to protect students from vaccine preventable infectious diseases'. This toolkit is distributed to all UK higher education institutions and provides accessible guidance for universities in supporting their students. The toolkit contains links to Meningitis Now's awareness materials, including signs and symptoms cards and fridge magnets. During 2022-23, we distributed 119,442 student signs and symptoms cards to UK universities and over 8,000 signs and fridge magnets, thanks in part to this toolkit.

Meningococcal Working Group

Since 2017, we have been pursuing improvements in the diagnosis and treatment of meningococcal disease by working alongside health and care stakeholders and families affected by the disease through the Meningococcal Working Group (MWG). This group published a milestone report in 2018 with recommendations aimed at improving the culture and practice of diagnosis and treatment of meningococcal disease in frontline healthcare settings. Since then, we have continued to progress these aims.

We are a member of NHS England's Acute Deterioration Board, a senior clinical committee within NHS England. Meningitis Now acts as a voice for patients and contributes to valuable work such as the 'Worry and Concern' project. The project focuses on how the voice of carers and patients can be better listened to by clinicians, so that signs of serious illness are not overlooked. This directly addresses cultural and clinical issues that contributed to the tragic deaths of George Zographou, Layla-Rose Ermenekli and Izzy Gentry – the three youngsters who lost their lives and whose case studies feature in the 2018 MWG Report.

In 2022-23, we sat on the Steering Group for NHS England's 'Worry and Concern' Improvement Collaborative. Under this project, eight hospitals will receive £30k funding each to trial methods for 'implementing and spreading reliable methods for patients (or their families/carers) to escalate worries and concerns about acute illness and deterioration when standard care is not meeting their needs'. We are delighted to contribute to this project and

hope that its findings will lead to widespread adoption of improved culture and practice at the front line of care.

National Vaccine Strategy and NICE Guidelines

The proposed national vaccine strategy, planned by the Department of Health and Social Care, continues to be delayed. Meanwhile, NHS England have proposed a new strategy to shape the future delivery of NHS vaccination and immunisation services and we were happy to engage in their consultation. We look forward to the publication of the final strategy in autumn 2023.

We have continued to be involved with the development of two National Institute for Healthcare and Excellence (NICE) guidelines. The guideline: *Vaccine uptake in the general population* is now complete and was published in May 2022. The NICE guideline: *Meningitis (bacterial) and meningococcal septicemia, recognition, diagnosis and management* has been delayed and is now expected in February 2024.

Working closely with the life sciences sector

Meningitis Now's CEO Dr Tom Nutt is a member of the Association of British Pharmaceutical Industries (ABPI) Patient Advisory Council, a group of medical charity CEOs who provide a patient and charity perspective to shape and influence the work of the ABPI. In June 2022, Tom was invited to speak at the ABPI's Annual Conference on the subject of the UK's Life Sciences Vision. Addressing the specific question as to whether the Life Sciences Vision would lead to improved population health, Tom spoke of the need for a joined-up strategy focused on practical vaccine development and delivery.

Proposed change to the childhood vaccination schedule

In August 2022, it was announced that the Joint Committee for Vaccination and Immunisation (JCVI) had proposed a change to the delivery of the Haemophilus influenzae type b (Hib) and meningococcal group C (MenC) vaccine, currently given to infants at 12 months of age.

It is proposed that the MenC part of the vaccine will be withdrawn from the NHS routine immunisation schedule as the manufacturer, GSK, are to discontinue production. The JCVI also noted that there is currently very little disease caused by MenC and that infants are

being protected by herd immunity due to the success of the teenage MenACWY vaccine programme. We had concerns about this proposal and therefore wrote to the JCVI to express our view, to ask for greater transparency regarding the modelling behind the decision, and for JCVI to schedule a review of the decision.

In their response, the JCVI stated that UKHSA will continue to monitor cases of meningitis and communicate any patterns of concern to the JCVI. As Meningitis Now, we will keep a close eye on this decision and we remain committed to working with all relevant stakeholders to ensure that the UK's vaccine and immunisation schedule is optimised to save lives. We will also work to ensure that vaccine take-up is maximised wherever possible.

2) Reaching out to everyone who needs help, support and information

Unfortunately, vaccines cannot protect everyone against all forms of meningitis, which means that Meningitis Now will continue to save lives by raising awareness of the risks of the disease, its signs and symptoms, and what people should do when it strikes.

We also want to prioritise efforts to address health inequalities and promote equality, diversity and inclusion in all our work. And since many people in the UK are unfortunately unaware of the help and support we can give, we shall try harder than ever before to reach out to everyone who needs help, support and information. We will do so using a range of impactful approaches and methods.

Our Amazing Volunteers

Community Ambassadors and volunteers are vital in the contribution they make to our work. Without their tireless efforts in communities across the UK, we would not be able to make a difference to so many lives. The ongoing drive and passion to support our charity and its aims is reflected in an incredible 1,710 volunteering hours during the year - almost double that of last year.

Community Ambassador Day

This year we've had a strong focus on 'community' and 'reconnection' after the challenges of recent years. Nowhere was this more evident than during our Community Ambassador Day. We held our first event since 2019 and brought together 18 Ambassadors for an excellent day full of ideas and discussion.

Here's what our Community Ambassadors said after the event:

"I'm so pleased I was able to attend...I really enjoyed meeting everyone and taking part in today's activities. I know how much work and planning goes into these events!"

"I enjoyed the opportunity to reconnect with everyone in person. Very motivating."

Welcomes and farewells

There were some significant changes to our volunteering programme this year when, after careful consideration, we brought our Young Ambassador programme to a close. Seven of our Young Ambassadors went on to become Community Ambassadors. With enormous gratitude, we said goodbye to the remaining Young Ambassadors who either continue to work with us through the Believe & Achieve programme or who, due to other commitments and their age profile, are unable to continue with us as Ambassadors.

In addition, we welcomed 18 new volunteers and two new Community Ambassadors to the Meningitis Now family. They include Barry Patrick, a new Community Ambassador.

Reflecting on his new role, Barry said:

“Being a Community Ambassador is a way to work with the local community, schools and universities to provide an informed view of meningitis and the invaluable work of Meningitis Now in funding research and supporting families affected. I honestly believe that had it not been for charities like Meningitis Now, researching into treatments and vaccines for the various types of meningitis, I would not be here today.”

Over the course of 2022-23, our volunteers and Community Ambassadors have:

- Supported us by running awareness stands at universities across the UK.
- Helped at our key fundraising events like the Five Valleys Walk and the London Marathon.
- Delivered awareness talks in local communities across the UK.

Outreach to universities and schools

A notable highlight for the year was working alongside NHS England to provide volunteers for university freshers events across the Southwest. We couldn't have responded to this request without the dedication and commitment of our volunteers.

Many of our Ambassadors and volunteers know all too well the shock and devastation of losing a loved one to meningitis and others will have experienced the devastating impact of this disease firsthand. We are so grateful that they share their powerful stories and help us make a difference every day. For example, new Community Ambassador Jo Arnold gave a powerful presentation to 350 students at King Edward Grammar School in Stratford-upon-

Avon, who committed to raising approximately £20k over the next two years. The headmaster wrote:

“We feel very lucky to have had Jo visit us. She spoke very well and pitched the talk perfectly for secondary school students. She was honest in describing the difficult times she went through following her hospitalisation and subsequent events and her story was a powerful one as a result. Nonetheless she also shared the hope that has been fostered by the work of Meningitis Now”.

A Royal Connection

Our Community Ambassadors help us achieve so much more than we would be able to without them - spreading awareness of meningitis and helping in our ultimate aim of defeating this terrible disease. It was wonderful to see this dedication rewarded when our Community Ambassador Alison Walker, who lost her daughter Hannah in 2003, was invited to a Royal Garden Party. Alison met and chatted with Her Royal Highness The Countess of Wessex (now The Duchess of Edinburgh), our hugely supportive Royal Patron. She reflects on her day here:

“In early February 2020 I received an invitation to attend a Buckingham Palace Garden Party. My nomination highlighted the varied ways I’ve supported Meningitis Now, being a busy ambassador and inspiring my children to follow my example. Navigating day to day life as a bereaved mother is challenging. Looking for positives fills your thoughts, so that the dark times can feel a little brighter. When I first read the nomination, after the first rush of emotion, I realised that me just getting on with things, seeking positives, supporting events, and dragging my poor children along with me had made such an impact!

“There was a lot of standing and waiting on the day of a Garden Party, but I don’t think anybody minded. We were led down to the lawn and placed in the correct place, briefed again: “Curtsy, say ‘Your Royal Highness’, Ma’am as in ham.” The National Anthem started and there was Edward, Sophie and Catherine on the steps. It was just completely surreal. We met Sophie - I don’t think I embarrassed myself!

“We took time to walk around the gardens and take in everything and made our way back to the Royal Tea Tent to see our hosts leave. The National Anthem was played just before 6pm

to let us know it was time to leave. One last look and we were gone, back to normal life and sharing our experience with friends and family.

“I remember reading about someone going to a Royal Garden Party and thinking I’ll never get that chance. Well, I did. I have Hannah to thank for that, but as always with my life post Hannah’s death, it is entirely bittersweet. I would give it all back if I had my youngest daughter here with me, healthy, happy and living her life to the full.”

Reaching out via our website, social media and the press

Our website and social media channels are the main way we reach out to those seeking information about our work. During 2022-23, we saw significant growth in the numbers of people using our website, with 50% more people accessing our signs and symptoms information pages compared to the previous year (1,199,193 vs 797,816) – over 3,200 people every day. Again, some 9% more people downloaded our information materials compared to last year (23,395 vs 21,544).

Website statistics

Sessions (overall visits) 1,512,742 vs 1,172,442 - up 29%

Unique 1,273,902 vs 992,414 - up 28%

Page views 2,365,115 vs 1,833,817 - up 29%

New users - 1,284,513 vs 988,295 - up 30%

Social statistics

	Facebook	Instagram	Twitter	LinkedIn
Reach	5,336,377	610,156	342,481	5,333
Impressions	6,145,841	853,153	318,715	9,440
Engagement	344,524	13,012	7,411	747
Web visits	138, 648	3001	1,993	452
Followers	89,728	9,234	15,870	1247

Website

It is very encouraging to see the number of website users rise after a turbulent couple of years affected by the Covid-19 pandemic and changes made to Google and web infrastructure. Our Google Organic traffic year-on-year has grown by 45% (873,319 vs 604,189). The top 5 most visited webpages were: 'glass test', 'signs and symptoms index', 'signs and symptoms babies and toddlers', 'signs and symptoms children', 'signs and symptoms adults'. In the past 18 months, we have also made changes to make certain pages more accessible via searches. Traffic to our viral meningitis page, for example, increased by 57%.

We are nearing completion of a total rebuild of the website which will be delivered in 2023-24. This will create a more responsive site, built with our audience in mind and which will feature an enhanced donation functionality making it easier for our supporters to give to the charity.

Social media

Over the past year, new social media platforms have emerged, new features have been created and each platform has developed new ways of connecting content. We have adapted our content as the year has progressed and continue to develop our ideas about how we are reaching out to our different audiences on these platforms.

Facebook has remained our biggest audience and one that continues to engage through likes, shares and comments on posts. We have a growing community which shares our materials and supports others who have been through similar experiences. This community has grown even more through people requesting to join peer and bereavement Facebook support pages.

We are proactively posting more varied content across all platforms and have gained new Instagram followers weekly through the introduction of our 'Wednesday Weekly Shoutouts' on Instagram. This feature has been a turning point in creating a bigger community on Instagram.

Across all platforms, the informative signs and symptoms posts continue to be the most popular with our audiences, alongside other awareness posts such as FAQ's. Moving

forward, we aim to ensure we are representing all areas of Meningitis Now and continue to inform our growing audience of all the services we have to offer.

Video

Video content has gone from strength to strength in 2022-23, with video plays reaching 75% completion on Facebook (68% higher than in 2021) and videos being watched over 130,000 times on YouTube over the year. It continues to be a major way to raise awareness about meningitis and of Meningitis Now's important work. Video content has ranged from sharing Steve and Glora Dayman's heart-breaking meningitis experience to our influencer community coming together to spread the message about student meningitis risk, as well as a fun animated Christmas card to spread some Christmas cheer. The number of people watching our videos grew significantly 2022-23. Video is now a powerful tool to engage our audience and create an emotional connection with viewers.

Podcasts

We started creating podcasts last year and they are slowly becoming part of our regular release schedule. In the last year, a number of case study films have been converted into podcasts, including of our supporter Jo, who shared her story of getting meningitis as a parent, Julia who lost a child to meningitis, and Holly and Louis who had two children with meningitis.

We've seen a steady increase in the number of listeners since we started producing podcasts, and we plan to continue producing them as part of our regular content.

Podcasts are a great way to reach a wider audience, and we are committed to creating content that is accessible and engaging for all.

Press

The traditional media continues to reflect the public's wish to know more about meningitis and to see and hear meningitis-related stories. In 2022-23, 1,905 articles in the traditional press and broadcast media were published naming Meningitis Now (up from 928 the previous year) out of a total of 23,732 cuttings mentioning meningitis. The most successful

story was the launch of ‘Spencer’s Legacy: nobody left behind’ which was covered in 155 media outlets, including the BBC, ITV and the Daily Mail.

Our student campaign once again featured a successful radio day, and our interviews reached an audience of 34 million listeners with 22 hours of airtime across 127 radio stations, and with interviews on Sky News radio stations including Capital FM, Smooth and Greatest Hits Radio.

In addition, we published 94 news blogs on our website, highlighting everything from supporters’ fundraising efforts to our response to the latest disease incidence figures. We also published 38 case studies, covering all ages, types of meningitis and outcomes, and a total of 132 stories, the majority of which fed into our social media posts. We regularly receive feedback that reading real-life stories on our website helps other people who have experienced meningitis feel less isolated.

Campaigns

Campaigns are an important vehicle in helping more people to become aware of the risks of meningitis and how Meningitis Now can support them.

We strive to not only improve awareness of meningitis and sepsis but also the importance of vaccines, the signs and symptoms of the disease, and the work Meningitis Now does to stop more families having to go through the devastation of losing a loved one to meningitis.

We ran a number of flagship PR campaigns throughout the year to support our aim to reach out to everyone in the UK who needs help, support and information.

Look out for your mates

We are enormously grateful to the stars who supported our ‘Look out for your mates’ student awareness campaign by posting videos on their online platforms. Lisa Snowdon, Tilly Lockett and “Dyslexic Dayna” were among those supporting our campaign to ‘Look out for your mates’ and raise awareness of meningitis for those heading off to university in the autumn.

Lisa Snowdon, who is a Meningitis Now Celebrity Ambassador, recalled her own meningitis experience and the symptoms she experienced. *“You can get meningitis when you’re older –*

it doesn't discriminate. Kids, teenagers, adults – we can all contract meningitis.” She added, *“So look out for each other, because I want you to stay safe and I want you to be well educated to know when to get help.”*

Speaking in her post Tilly, who had meningitis at 15 months old leading to amputations of both her hands, said: *“This is such an important campaign that talks about looking after your mates, especially now when people are going to uni.”* The 16-year-old winner of last year's CBBC competition Got What It Takes, added: *“Uni is a place where there's a high chance you could contract something like meningitis.”*

In her video actress and TikTok content creator Dyslexic Dayna, who had meningitis at 8 months old, adds: *“Meningitis runs rampant within the student community and we need to look out for our friends.”*

The campaign aimed to raise awareness and the importance of taking quick action if meningitis is suspected. Campus-based accommodation presents the ideal opportunity for infectious diseases to spread, putting young people at a higher risk of meningitis.

Our chief executive, Dr Tom Nutt said: *“We're really grateful to Lisa, Tilly and Dayna for helping us share these important health messages for young people off to uni.”*

Viral Meningitis Awareness Week

During our annual Viral Meningitis Week campaign, we called for those who have suffered from viral meningitis to be '#VocalAboutViral' to help dispel myths and misconceptions that this form of the disease is not dangerous and always mild.

As usual, we wanted to raise awareness to inform the public, health professionals and employers about the true impact of the disease and the long-term problems it can bring. Expert opinion suggests up to 6,000 people each year across the UK suffer from viral meningitis, an infection that causes inflammation of the membranes that surround the brain and the spinal cord. The majority of cases happen during the warmer months.

Bev Corbett, our Director of Information and Support, said: *“It's vital that everybody understands that viral meningitis can be serious and that those who experience it are not afraid to speak out about it and seek the support they need”.*

International Nurses Day

International Nurses Day is celebrated around the world every 12th May, the anniversary of the birth of perhaps the most famous nurse of all – Florence Nightingale. We took advantage of the day to sing the praises of the wonderful nurses behind our own nurse-led Helpline.

The Helpline provides vital emotional support, answers questions and explains more about the support that we can provide to those fighting back from meningitis.

Comments from those who have been in touch with the Helpline make it very clear how much they value the service:

“Thank you so much, I was given no information when I left hospital with viral meningitis. It has been so reassuring to speak with a Helpline nurse today. I feel so much better knowing that how I feel is normal. Thank you.”

“We had a few questions about the treatment of our daughter and have been getting conflicting information from the hospital. The nurse at Meningitis Now gave us clear information and suggested some questions to ask the doctors. Thank you for this service.”

“I got far more information about recovery from calling you today than I have had over the past year from my GP. So glad I found you. Thank you.”

Our Helpline is a full member of The Helplines Partnership, ensuring that we always deliver a high-quality service.

Joining the race to #DefeatMeningitis

We celebrated World Meningitis Day at the London Marathon with 48 runners making up ‘Team Tangerine’.

One runner we especially want to mention is our super-supporter Michelle Bresnahan, who took on the event for the first time, and finished in a very creditable 4 hours 51 minutes and 45 seconds. For those of you who don’t know Michelle’s story and why she’s so committed to the fight against meningitis she tells it eloquently here:

“I’ve watched our wonderful family and friends take part in this most unique and inspiring event over the past 12 years since losing our dearest Ryan, and hoped one day I would have the mental and physical strength to take it on myself. Well, that day has come. Thirteen years ago, we were a 'normal-ish' family - John and I had two amazing children Ryan and Charlotte, who were just the perfect pair, two peas in a pod. We worked hard, played hard and had the most wonderful life.

“On 31 March 2010, our world changed forever. Ryan became seriously ill in the morning and, after every effort was made by the paramedics and doctors at our home and then later at the Bristol Royal Infirmary, nothing could be done to save him. Meningococcal Septicaemia (Men B) killed him within a few hours. We had no time to say goodbye.

“The medical team was amazing and we will forever be truly grateful for everything that was done for Ryan while he was in their care. I read somewhere that grief doesn't change you – it reveals you. Losing Ryan certainly revealed my love for my amazing family and friends and I just wanted to 'ring fence' everyone who was special to me – which I had to believe would get me through. Twelve years on and I believe it certainly has, which has given me the strength to now run a marathon.”

A charity for everyone

Our vision at Meningitis Now is a future where no one in the UK loses their life to meningitis and all those affected get the support they need to rebuild their lives. As such, we have identified EDI (Equality, Diversity and Inclusion) as an organisational priority for 2022-25. Our aim is to be a charity for everyone, building a more diverse and inclusive Meningitis Now.

Our Operational Lead for EDI, who had been working to a level 7 CMI qualification in EDI, left during 2022-23 and we had to pause certain plans and activities. However, we made progress in a number of ways including:

- The introduction of mandatory e-learning training for all staff on principles and good practice in EDI.
- Engaging a leading EDI specialist to develop bespoke training for management and staff.
- Updated Equal Opportunities Policy.

- Gathering data and insight (e.g. staff surveys) to enable us to monitor, understand, and respond to trends in recruitment and engagement of our supporters and the Meningitis Now family.

We look forward to expanding these efforts in future years as we develop, adopt and embed our strategic and operational EDI plans.

3) Be recognised as a centre of expertise for aftercare and support

We have made significant progress this year towards our strategic priority to be recognised as a centre of expertise for meningitis aftercare and support. For example, we have further developed our expertise and supported our staff, strengthened and developed our support delivery, and worked alongside others to improve best practice and understand more about the impact of the disease. We have delivered quality support services across the UK to improve the health and well-being of those whose lives have been impacted by meningitis.

Our local roots and our person-centred approach mean that we remain well placed to respond to the many challenges facing people whose lives have been affected by meningitis. We have listened and asked the right questions so that we could focus on where we could make the biggest difference. As you can read below, we remain outcomes-led in our support delivery; focusing on the best interests of the people we support.

We have continued to shine a light on the impact of the disease whatever the outcome. We know meningitis changes lives forever and that follow up and aftercare are often inadequate. People continue to tell us about the significant burden of the disease and how they face recovery alone with high levels of distress and discomfort. We have therefore continued to take a lead on improving follow-up, aftercare and support in the UK.

None of this would be possible without the growing knowledge, skill and experience of the team.

We would like to thank The Garfield Weston Foundation for their significant investment in this area of our work.

Financial support still making a difference every day

This year we have continued to provide people with much needed financial support through our Rebuilding Futures Fund for people across the UK. Some fifty-seven people of all ages have benefitted from awards totaling over £50k (which represents a 37% increase on last year) including counselling, help towards funeral costs, sports equipment and driving lessons.

Improvements to the fund saw the introduction of memorials in the Bereavement category. This has resulted in three awards for headstones, with many more families in discussion for

a future memorial application. Evidence demonstrates that the fund continues to make a big difference to people's lives. Of those who returned evaluation forms, everyone stated that the award made a huge difference and helped with their difficulties.

A sporting theme emerged for RFF this year:

An Adaptive Wetsuit - Jade received £515 for an adaptive wetsuit to keep her warm in the sea and realise her dreams to surf in all weathers. Jade's mum told us: *"Being able to surf in pretty much all-weather conditions was the goal and this has been achieved. The suit was tailor made and fits very well – it keeps her warm and she is able to surf for longer. 100% happy"*

A Bespoke Saddle - Diana was awarded £1,500 for a bespoke saddle providing her extra security and support when in riding. She said: *"Fantastic support available throughout every stage - My bespoke new saddle is fantastic. It does exactly what I had hoped and prevents my prosthetic legs swinging forwards when I'm riding, enabling me to stay in much better balance with my horse."*

Another recipient told us how we are continuing to make a big difference with this fund:

"The kindness ... has made me tear up with happiness and gratitude! We are immensely touched by the kind, generous offer from Meningitis Now to pay for the radio aid in full. The ongoing use of the radio aid will make a huge difference to O, and we had felt so helpless as we were not able to fund this independently. Massive stress lifted off from us today."

We would like to thank the many funders who enabled us to deliver life changing support through our Rebuilding Futures Fund including The Masonic Charitable Foundation and the Gloucestershire Freemasons.

CSOs continue to provide much needed support

Community Support Officers (CSOs) remain the backbone of our support delivery. Our work in local communities across the UK has gathered renewed momentum this year with 94 new referrals and 82 home visits. Despite a few challenges with the departure of key staff in the second half of the year, there have been many notable highlights. For example, in June and November this year we brought together six families in Northern Ireland for 'get together'

events. With 11 children attending, the mornings were full of fun, learning and sharing, and where families were able to come together and feel supported.

During the year we undertook a piece of research to better understand the CSOs' role and activities. The results are overwhelmingly positive, demonstrating the ongoing impact of this role. 90% of people who took part in the research said that the support received from their CSO was very positive and improved at least one aspect of their mental health and emotional wellbeing.

"Having a trusted person to talk to is priceless. My CSO is like my very own security blanket. I always feel more assured after our meetings."

In addition to this, nearly all respondents said that their CSO helped them improve their knowledge about meningitis, its causes, after-effects and how to manage these.

"The fact that they know so much about meningitis- all the different types, about all the vaccines that are available...you know what Meningitis Now say is fact, that's your gold standard, that's where you're going to get all the information."

Home visits

CSO home visits were found to be particularly valuable. People gain a lot of comfort and feel more able to open up about their experience when they are in their own home. Home visits also give CSOs the opportunity to engage with people who might struggle with remote contact, such as video or phone calls. At the same time, our evidence was clear - whilst home visits can add real value to people in some circumstances, they are not needed or wanted in every case.

The results of this research also highlighted a few areas for service improvement including reaching people of all backgrounds and ensuring consistency of people's experience of the service. As we move into next year with a full complement of staff, these improvements will be addressed.

We would like to thank St. James' Place Charitable Foundation for continuing to support our vital work in communities across the UK.

Believe & Achieve – five successful years

This year marked an important five-year milestone for our amazing Believe & Achieve programme. During this time we have supported 179 young people, with evidence of positive outcomes for all those involved. We have supported young people to achieve their goals, understand their meningitis experience, meet new friends, and to learn new things.

“At the age of 22 I am now starting to find out about the after-effects it (meningitis) has had on my life such as anxiety, depression, memory loss, concentration issues, unexplained anger and other side-effects. I have been able to finally start piecing together the parts of my life that I have struggled with and understand how it’s been connected to my meningitis.”

There have been many noticeable achievements this year including securing a remarkable £480k from The National Lottery Community Fund to continue to develop and deliver this life-changing programme over the next five years. We are now pleased to be able to offer support to children aged 11-25 years.

Other achievements included our first in-person Believe & Achieve event in Scotland and a graduation event in July which celebrated the many achievements of the programme and the young people involved. Attended by 63 people, including 22 young people alongside family members, friends, funding partners and other organisations involved, this was a fantastic celebration of our work with young people.

“Can’t even begin to describe how amazing today has been. Meeting so many new people as well as people who I have only ever seen online. People who all have something in common. Sharing stories, having fun and making friends. Massive thank you to all those at Meningitis Now for organising it all”.

We would also like to thank Chrysalis Research for working with us this year to undertake an in-depth evaluation of the last five years of the programme. This is an extremely important piece of work which will help us shape the next five years of Believe & Achieve. We look forward to sharing the results of this evaluation report in next year’s Annual Review.

We would like to thank The National Lottery Community Fund, The Quilter Foundation and other funders for their ongoing generosity, which enables us to deliver this life changing programme of support for young people.

Jack Fowler Believes & Achieves

Music artist and former Love Island contestant Jack Fowler surprised and delighted young people fighting back from meningitis when he attended our Believe & Achieve social event. The 26-year-old former semi-professional footballer and social media star spent an hour chatting and posing for photos with the young people who were taking part in an escape room challenge.

Jack, who recovered from meningitis himself in 2019, then raised further awareness about the disease and its signs and symptoms when he told followers about the event on Instagram. He said: *"I've just come back from a talk with Meningitis Now, a charity obviously about meningitis and as you guys may or may not know, I had meningitis in 2019 and it SUCKED. It was nasty – headache, you know, very very painful. I was lucky, I had a full recovery – but there are some people that didn't, some people have died from it, some people have lost limbs, become deaf and lost their sight and memory. So, I suppose I'm jumping on here to bring more awareness to it, to make sure you know about meningitis.*

"I thought I had a bad hangover. But yeah, it wasn't a hangover. And a lot of people get meningitis when they're very young, or early 20s/late teens, and when you're late teens you're going out a lot. You're going to university, you're meeting new people, you're going to clubs, you're probably drinking, so a lot of young people think it's just a hangover and it's not – they try to go to sleep and they don't wake up. So look, I'm gonna do more for this – as much as I can – but make sure you read up on meningitis, especially if you're young and going to uni."

Becky Hartwell, our Believe & Achieve Programme Coordinator, who organised the event, said: *"Jack stayed for an hour and he was absolutely brilliant. He spent time with everyone, listened to their stories, had photos taken and gave a great speech about his own experiences of meningitis. He was completely genuine, spoke from the heart and has pledged to keep on raising awareness for us, which is wonderful news. Thanks to his support we'll be able to reach so many more young people with our vital life-saving messages."*

Ongoing support following bereavement proves vital this year

This winter saw a significant rise in the number of newly bereaved people we supported. Many of these deaths occurred in adults of all ages and served as evidence of the need to

continue to deliver support for those individuals and families who are going through the devastation and trauma of losing a loved one. This support can take many forms including calls to our helpline nurses, a financial grant for funeral expenses and ongoing visits form one of our CSOs and events. All of these elements help people in some small way to navigate the pain of losing a loved one.

The theme of continuing bonds runs through all our bereavement support and nowhere was this more evident this year than our online 'Keep Connected' event, with a talk on 'continuing bonds' from Compassionate Friends. Ten participants benefitted from attending the event and feedback was excellent with participants describing compassion, understanding and personal connection.

In March we held our third 'Forever Weekend' bringing together 27 participants including those whose grief spanned many years and several people with very recent experiences of loss. Nine families had not attended a previous support event. This was another amazing weekend full of tears as well as much laughter where the power of shared experience and connection shone through; a safe space for expressing emotions and for participants to talk openly and honestly about their loved ones. As one attendee commented:

"A huge thank you to the MN team for your time, dedication and compassion given to everyone who was in attendance. I was very apprehensive beforehand about attending and mostly afraid of resurrecting all those permanent, underlying emotions and grief. We were, however, made to feel so welcome and put at ease making it feel like a safe and comfortable place to be. It was lovely to be able to spend some time with a great group of people who are non-judgmental, completely understand each other and share similar stories and experiences".

This event would not have been possible without the help and support of Kim Macleod, whose son died of meningitis in 2007. Kim's talk 'A Journey of Hope: Staying Connected to Those We Love' was inspirational.

A generous grant from Awards for All enabled us to deliver this amazing event.

Face-to-face events continue to be popular

We know how important it is for people to come together with a shared experience of meningitis to get the support and understanding they need. This is why we continue to

deliver a programme of in-person events across the UK. This year we have delivered 11 events, including our amazing Forever Weekend detailed above. Seven events were delivered through our Believe & Achieve programme for young people. Among the many highlights was welcoming 26 families to three Family Days full of laughter and much-needed family fun. We were delighted to be joined by eight new families - supporting our strategic aim to reach new people impacted by meningitis. In May we were joined by 39 adults and children for a great day at the Falkirk Wheel in Scotland. Feedback from the event was excellent with all of the children getting involved in activities, which included a mini Highland games!

“Well...yet another amazing day held by Meningitis Now for the family day this year. We had the best time together in memory of our son. This year was at Falkirk wheel where we had animal encounters, a ride on the boat, arts and crafts and even mini Highland games. So thankful for the amazing meningitis team.”

Online workshops gather momentum

Our online Keep Connected workshops gathered momentum as we continued to recognise the benefits of delivering these sessions for adults which overcome the barriers of time, travel and geography. In total we delivered six virtual workshops including three for young people as part of our Believe & Achieve programme. These covered a broad range of topics including ‘low mood’, ‘understanding and living with an ABI in children’ and ‘viral meningitis’ in adults.

We would like to thank The Brain Charity and Compassionate Friends for helping us deliver these sessions. Without their contribution, we would be unable to make a difference with these workshops.

As we continue to embrace digital technology to deliver impactful interventions for adults in the coming years, we worked on a new pilot project to deliver more in-depth psycho-educational courses focusing on emotional well-being and mental health. The first of these (to be piloted in June 2023) will address general anxiety, as this mood state significantly impacts the adults we support, regardless of the outcome of the disease.

Online Peer Support - a lifeline for many

As more and more people access support online, our two Facebook groups provided much needed help and understanding for the communities that use them. Over 1,100 members across both groups contributed towards hundreds of posts and left numerous supportive comments and messages during the year. For example, one-person on our bereavement group wrote:

“Thank you so much everyone for your lovely comments and sharing your losses with me, I was feeling so lonely but all your comments have shown me I'm not alone, I'm so glad I had the courage to put a post up as this has helped massively, thank you for all your kind words.”

Alongside our online support groups, 6,493 people in the UK have benefitted from the world's largest social network community for meningitis via the online platform 'Health Unlocked', this includes 267 new members.

Next year we plan to carry out an important evaluation of peer support groups as we know that they make a difference to the lives of many people who use them regularly.

Working in partnership

This year we have been lucky to work with several wonderful individuals and organisations from the voluntary and statutory sector who have supported and contributed to our work. For example, we have worked with Meningitis Research Foundation (MRF) to update several key fact sheets focusing on the after-effects and impact of meningitis. These fact sheets are important resources that provide information which can be relied upon. In addition to this, we have worked with several organisations to add depth and breadth to our online Keep Connected workshops including an informative session supported by The Brain Charity.

In communities across the UK, we continue to work with organisations including the Child Brain Injury Trust (CBIT) and the Encephalitis Society to support individuals and families at times of great need.

A national survey on aftercare and support

With over 35 years of experience in meningitis aftercare and support, Meningitis Now knows how devastating meningitis can be. The physical and psychological impact of the disease is often significant, with many people experiencing life changing after-effects and physical

disabilities. People tell us that they leave hospital with little in the way of follow up and after-care.

For those who are left with serious and devastating after-effects, navigating recovery can be complex, difficult and ongoing. Therefore, we were delighted this year to begin a collaboration with the Picker Institute, a leading international health and social care research charity, on a project to deepen our knowledge and understanding of the aftercare and support needs of adults in the UK.

The project aims to explore experiences of the hospital discharge process and information provision, along with longer-term information and support needs of adults with a recent experience of meningitis.

As this important research draws to a close, we look forward to sharing the findings from the 32-question survey report in next year's Annual Review. We will use the results of this survey to drive the delivery of the highest quality after-care and support for all adults who have experienced meningitis in the UK.

Fundraising and events

2022-23 was a much steadier year for fundraising with the renewal of face-to-face activities, meaning that Meningitis Now supporters could once again get behind our work in a host of community-focused ways. We saw the return of the Three Peaks Challenge which raised just under £20k, along with our flagship walking event, the Five Valleys Walk, with over 1,000 walkers taking part and raising over £36k.

Running events were almost back in full swing, with the Richmond Running Festival, London Landmarks Half Marathon, the Great North Run and the London Marathon all taking place. Our runners raised a combined total of over £190k. Due to a range of factors, including the timings of events as well as the 'cost-of-living crisis', we weren't able to fill all available event spaces this year. However, the trend for mass participation events appears positive following the unprecedented difficulties presented by the Covid-19 pandemic.

Income within Community Fundraising as a whole has increased since the last financial year. It was wonderful to see lots of our committed supporters back out in communities throughout the UK holding their own fundraising events - from charity balls, golf days and bake sales, along with organisations such as schools and sports clubs choosing to support us as their charity of the year. We also held two successful Christmas concerts in London and Gloucester, which were well attended by many of our supporters and were a wonderful way to round off the calendar year at Meningitis Now.

There was an overall decrease within Individual Giving this year. This was a reflection of the unusual success of the previous year, when we benefitted from the BBC Lifeline Appeal. Aside from this, we ran a successful Ribbon Appeal which generated an increased income of 50% from the previous year. This was largely due to efforts to broaden our reach and by enabling people to make online donations as well as donate via more traditional means.

Ongoing technical challenges relating to our website affected Regular Giving this year. During 2022-23, we were unable to process new Direct Debits online. Sadly, economic downturn also meant that some supporters had to cancel existing Direct Debits. Plans are being made to improve our processes and, with the implementation of a new website in progress, we look forward to better results in this area in 2023 and beyond.

During the year, we commenced work to ensure that we make it easier for people to leave Meningitis Now a gift in their will. Income from legacies was at a similar level to the previous

financial year, with a slight increase of around £12k, bringing in significant income for the charity at £340k.

We are enormously grateful for all the incredible support shown by the Meningitis Now family. What follows are just a few inspiring examples of how community fundraisers have contributed in 2022-23.

Tall stories and long anecdotes

One of our favourite fundraisers, the Grumpy Middle Aged Dad, also known as Michael Hadley, has continued to record his adventures in the third instalment of his Disneyland stories.

Michael has donated the proceeds from book sales towards our lifesaving and life-changing work. In his acknowledgments for the new book he writes: *“Meningitis Now is my chosen charity – my daughter Lottie contracted meningitis at just four weeks old. Her life was saved by a gang of real-life superhero doctors and nurses, and I will be forever grateful.*

“She’s now a superhero herself, saving lives as a paramedic – that would never have been possible without the skill, dedication and expertise provided by the incredible people in the NHS, who in turn are supported by thousands of incredible charities all across the country, Meningitis Now is one of the most incredibleist of them all.”

Follow in the footsteps of Team Alexis Rose

The indefatigable bunch who fundraise and raise awareness for Meningitis Now under the banner of ‘Team Alexis Rose’ had many running events planned this year. A highlight of the dates was the Winter Warmer half marathon in Glasgow on the 5th of February - the 12th anniversary of the death of Alan and Ruth Glynn’s daughter Alexis Rose from meningitis. It’s in her memory that the couple formed ‘Team Alexis Rose’ which has supporters across the UK and around the world.

It was a tough and emotional day for team founder Alan, who took on the half marathon, but the spirit and ethos of support that runs through ‘Team Alexis Rose’ carried him forward and over the finishing line.

The running events this year are the latest in a long line of challenges that the team have set themselves over the years. They have already raised over £115k for Meningitis Now and have no plans to stop anytime soon.

Splashing out with Turtle Tots

Our good friends at Turtle Tots swim schools have dived deep and come up with treasure, raising an amazing £37k for our lifesaving and life-changing activities. This is the second year that the team of top swimming teachers have supported our ‘Splash Now’ campaign. We’re thrilled to announce that Turtle Tots have already taken the plunge and committed to doing it all again next year.

Our ‘Splash Now’ campaign is inspired by and carried out in memory of Clara Fox, who sadly lost her life to meningitis at just 10 months old. Clara’s family and friends wanted to do something special in her memory and, as she loved to swim, her mother Claire and godmother April Prendergast worked with us to develop ‘Splash Now’. Teaming up with Turtle Tots means we get to reach lots of families of babies and toddlers, the group most at risk from meningitis, and spread even more valuable awareness.

Claire told us: "Knowing Clara's story continues to raise awareness and may help others to recognise the signs and symptoms of meningitis means a great deal to all of us. The 'Splash Now' campaign is a great platform to highlight the seriousness of meningitis in a fun and creative way. We're excited to see what next year brings."

Overall, 18 of the Turtle Tots franchises took part in pool-based activities this year and over 3,000 children were involved. Splash Now with Turtle Tots has raised over £57k for our work since it launched in 2021, with more than 5,000 children taking part.

Charity of the Year at Shakespeare's school

Two A-level students at Shakespeare's old school in Stratford-upon-Avon have proved themselves worthy successors to the Bard with their persuasive way with words. Katherine Muldoon and Job Estill, who are both 18 and have family experiences of meningitis, successfully presented to get Meningitis Now selected as Charity of the Year at King Edward VI School (KES) in the town.

Katherine told us: *“I lost my grandma Sylvia suddenly overnight to the disease. What we thought was an ear infection proved to be rapidly fatal as it was misdiagnosed. This is I’m sure one of many examples where even doctors have failed to pick up on the symptoms because they so closely resemble other illnesses, and are not thought of as a disease that affects the elderly.”*

Job added: *“When I was four, my Dad was hospitalised with pneumococcal meningitis, having initially been presumed to be suffering from an ear infection. Since then Dad has been keen to raise awareness of a disease that is so often undiagnosed. This has rubbed off on me too. Therefore, I felt it was important to support Meningitis Now on such a large scale at school.”*

It was a competitive and complicated process to get us nominated as the school’s Charity of the Year and we are extremely grateful to Katherine and Job.

Supporting your favourite cause

We were the grateful recipients of a cheque for over £1k, the proceeds of the sale at auction of a number of books left to Meningitis Now in a legacy. Most of the books raised a small amount but one lot, a collection of JRR Tolkien books including old editions of The Hobbit and The Lord of the Rings, raised nearly £500. They were in far from pristine condition and nor were they first editions, but they clearly had more than just sentimental value to the person who kindly left them to us, as well as the person who bid generously to buy them at auction.

Trevor Reid, our Director of Fundraising and Communications, said: *“This gift is a powerful reminder that even those who might not be able to support our work with a cash legacy gift, particularly in these cash straitened times, can still make a difference to our work fighting meningitis. A gift of household items, be it books, a painting, ceramics, or other everyday objects, can be just as significant. As the many antique programmes we enjoy on our television screens demonstrate time and again, any of these may have greater value than you at first realise.”*

Gifts in Wills are a vital way to help us fulfil our vision of a future where no one in the UK loses their life to meningitis and everyone affected gets the support they need to rebuild their lives.

Our Christmas Concerts

Our Christmas Concerts in London and Gloucester are among our favourite events of the year. Once again, our Christmas tree at Gloucester cathedral was adorned with white ribbons in remembrance of loved ones lost to meningitis. Dr Tom Nutt said: *“Annette Bailey gave the appeal on the evening and spoke powerfully about the loss of her ‘pure of heart’ son Daniel. It was also good to see the Hull family, who featured in this year’s Ribbon Appeal who travelled a long way to be with us on the evening.”*

The evening was expertly compered by Dominic Cotter from BBC Radio Gloucestershire and we’re grateful to him for his commitment, time and support.

Our London Concert took place on Monday 12th December at a wonderful new church, St Paul’s Church in Covent Garden. We look forward to returning there in 2023.

Our Ribbon Appeal

Parents Abi and Tom Hull kindly shared the story of their 7-month-old son Oli to support our annual Ribbon Appeal this year. In this extract the family share the impact Oli’s death had on them:

Abi said: “I remember stroking Oli’s head and registering how cold it felt. After some time, the staff stopped working on him and told us that the consultant would be doing a few more tests and would then come and chat to us. We watched in silence as he did this, but with the growing realisation that the news we had feared was about to be confirmed. And it was. Oli was confirmed to be showing no sign of brain activity and that it was now only the ventilator that was keeping him alive. Tom and I then together made the decision to turn off his life support. A decision that no parent should ever be faced with and one which we will never forget. It was clear to us though that ‘our’ Oli, our perfect 7-month-old little boy, had already left us. Oli was subsequently found to have died from pneumococcal meningitis.

“Despite being fully vaccinated he died from one of the strains for which there is currently no vaccine. In the seven months that we were so blessed to have Oli in our lives he brought our whole family joy, happiness and laughter. The impact of his unexpected death is something that cannot easily be explained. Quite simply it devastated us and changed us all forever. We will never understand why he died, though our grief has changed over the years, it has

never lessened, and we continue to hope that something positive can come out of the journey that we find ourselves on.

“Nothing will bring Oli back to us. To the outside world we are ‘strong’. To a stranger looking in our lives we probably look like we have it all. A happy family of five, a dog, a house that feels like a home. But we are good at fooling people. We smile, but we want to cry, we talk but we want to be quiet (because no words can adequately explain what’s going on in our minds and hearts), we are so very good at being ‘happy’. But the wrongness of losing a child can never be made right. It can’t be fixed, mended or even cried away. No matter what, Oli is always missing. No matter what, our family is always achingly incomplete. We do not choose to be strong. We have no choice.”

This year our Ribbon Appeal raised £14.3k towards our ongoing work.

Corporate supporters

During the year, we renewed our Business Ambassadors programme in order to help secure new corporate support and establish new advocates for Meningitis Now.

Business Ambassadors use their role as industry or professional leaders to make introductions to prospective supporters and advocates, drawing on their personal and professional contacts. Business Ambassadors can also identify and facilitate access to financial or in-kind support, such as event sponsorship and pro-bono services. They often choose to host events or represent Meningitis Now at business gatherings.

Our Business Ambassadors include leading figures and longstanding Meningitis Now supporters such as Ian Stuart, CEO of HSBC Bank UK plc, as well emerging leaders such as Raj Tumber MBE, who works in cyber security. Others are drawn from the legal profession, construction, hospitality, and retail. Eight of our Business Ambassadors have experienced meningitis themselves or through a family member. The group is chaired by Meningitis Now Trustee, Randy Weeks.

In total, we received donations from 62 companies during the year including A & R Haulage, Tiny Lagoon Studios, Irwin Mitchell, Enable Law, Simply Sports, Carter Ruck, Cyber Five Limited, DIAGEO, Renishaw Plc, Tanna & Co Solicitors, GSK, Connexus, KLH Sustainability Ltd and Bloomberg LP.

Thank you also to the companies whose staff selected us as their chosen charity, which include Loxley Solicitors, Dehns Partners and the Nationwide Building Society branches based in Dover and Ripley.

We benefited from a remarkable golf day by John F Hunt Hire Centres Ltd, a 10th Anniversary Gala evening by Zachary Daniels and a 100-mile challenge by The Worshipful Company of Butchers.

We are delighted to receive the continued support of B&A Group, Rightmove Group, Recycle4Charity, Ecclesiastical Insurance Group, Caroline Gardiner Publishing, Source Group International and DP World London Gateway.

Smashing fundraising targets

Bristol and Avon Group exceeded their £100k fundraising target set in 2014 to support essential meningitis research this year. The Bristol-based transport and recycling company pledged to fund vital vaccine research at the University of Bristol in 2014.

B&A Group's founders Jimmy Berkely and his wife Margaret have been supporting Meningitis Now for nearly 40 years. Jimmy sadly passed away in 2004 but three of his children, Kevin, Clare and Aidan have been running B&A Group ever since.

They have exceeded their amazing target and continue to fundraise. They have approached their fundraising with flair and dedication from day one, with countless sporting challenges, cake sales, gala dinners and quizzes undertaken. B&A's Social Value Co-Ordinator, Clare Raby has been instrumental in helping organise many of these events which have played a huge part in the company reaching this fantastic goal. Last year a team of B&A runners attending the London Marathon with one participant, Dr Rob Lewis, dressed as a B&A tipper lorry. The team raised over £5k and certainly turned a few heads! B&A Group staff members also joined MN's Three Peaks Challenge in June.

Even the Covid-19 pandemic couldn't stop the dedicated team from working (or walking!) towards their fundraising goal. During October 2020, staff raised £1,324 by walking 21 miles with the added benefit of keeping healthy and motivated. Proof of B&A's lofty ambitions were made clear with the reveal of a jointly branded B&A and Meningitis Now hot air balloon.

Commissioned by the company, the balloon, named G-Jima in honour of Jimmy Berkely, raises awareness for the charity at events across the country.

Clare Berkely, B&A Director said; *“We are so proud to have achieved such a significant milestone in our fundraising efforts for Meningitis Now. Donating in excess of £100,000 to such an important charity is a significant part of our company’s history. This fundraising milestone is testament to the dedication of our fantastic team.”*

Trusts and Grants

We were delighted to be awarded a further five years of funding from The National Lottery Community Fund to help fund our Believe & Achieve programme. The National Lottery Community Fund also helped to fund our Forever Weekend for bereaved families and the support that we offer for families in Scotland.

We also received further substantial support from Garfield Weston Foundation, who are supporting our work to become a centre of expertise for aftercare and support; the Masonic Charitable Foundation and Gloucestershire Freemasons who helped to fund our Rebuilding Futures Fund for children and young people; and St. James’s Place Charitable Foundation who helped to fund the work of our Community Support Team.

We were pleased to welcome five new grant makers who supported us for the first time in 2022-23. We are incredibly grateful to all of the 73 grant makers who supported our work during the year, including the P F Charitable Trust, the Eveson Charitable Trust, John Jarrold Trust, Quilter Foundation, Hospital Saturday Fund and the Cantiacorum Foundation.

Fundraising regulation

Adhering to fundraising regulations is always a priority for Meningitis Now. We remain committed not to operate house-to-house collections or telephone fundraising campaigns. Our activities are delivered and managed by professional fundraisers employed directly by the charity, or by professional fundraising consultants who are embedded within our teams. We continue to benefit from the support and dedication of hundreds of volunteers who fundraise in aid of us every year. We are registered with the Fundraising Regulator and have paid the levy since its inception.

All members of the Fundraising team work to agreed Fundraising Standards. We use the Chartered Institute of Fundraising's 'Introduction to Fundraising' guide to inform our work. As part of our commitment to developing the team and retaining high standards of supporter stewardship, we undertake regular training courses and several members of the team have achieved the Chartered Institute of Fundraising Diploma in Fundraising or their Future Leaders Course.

We have a range of processes and protocols in place to help us protect vulnerable people, including mandatory safeguarding and data protection training for all fundraising staff. We also provide training, guidance and support when working with bereaved families. We have developed a suite of fundraising agreements which we use when companies are working with us to raise funds. This includes Commercial Participator Agreements where required.

We received 14 items of feedback/complaints related to fundraising during the year that were resolved in line with our published Complaints Policy. There were no notable trends or major issues of concern. All of the feedback/complaints received related to minor matters and all complaints were dealt with to their satisfaction.

We spent 30.8% of our total expenditure on generating funds and securing income for future years.

Finance, staff and infrastructure

Finance

The financial focus for the year was to look forward and so a decision was made to extend the horizon of our existing 3-year financial plan to a 5-year plan. This was intended to ensure that the charity has clear financial parameters within which to deliver the strategy, *Making a difference, every day*. This approach was also deliberate following the prior challenging years when expenditure had been curtailed due to the Covid-19 pandemic. The cautious approach of the previous years enabled us to maintain a strong financial position and, in 2022-23, we were able to take on additional staff and invest in key charitable activities such as research.

Income

We achieved a small increase in income of 1.3%, from £2.052 million to £2.078 million. Income from donations and legacies was in-line with the previous year whilst growth was from charitable giving.

Expenditure

As planned, we increased total expenditure in the year to £2.366 million (2022: £1.956 million). We spent 69.2% (2022: 69.4%) on charitable activities and 30.8% (2022: 30.6%) on raising funds. Expenditure on research was £221k (2022: £105k).

Investment performance

Following a turbulent year in the markets, there was a loss of £40k on the investment which was originally made in April 2016 in a portfolio fund of Sarasin and Partners LLP. The original investment was £500k and as at 31 March 2023 the value was £688k – a significant return to the charity over the long term.

Overall financial outturn

Overall, Meningitis Now made a deficit of £328k (2022: surplus £115k). This was in accordance with the budget for the year, with long-term plans in place to make use of the

additional buffer of reserves accumulated over the last couple of years. It is planned to continue to utilise some of these reserves in conjunction with new funds raised in 2023-24 to deliver our strategic and operational plans.

Cash and Investments

Cash and investments at the year end stood at £2.031 million (2022: £2.312 million). Unrestricted reserves were £1.3 million (2022: £1.6 million).

Financial planning and forecasting

During the year the charity has extended its 3-year financial plan to a 5-year plan to ensure that financial health is maintained and the aims set out in the strategic plan can be delivered in a sustainable fashion, with both appropriate resources for our day-to-day charitable activities and reserves to underpin the long-term needs of the charity.

Review of performance of our Trading Subsidiary

Meningitis Now's wholly owned trading subsidiary, Meningitis Trust Trading Limited was set up to provide a tax efficient way to raise funds with its profits being given to Meningitis Now through Gift Aid. Over the past year the trading subsidiary has had minimal transactions (Turnover £20; 2022 : £25,411) and is planned to become dormant in the 2023-24.

Staff and infrastructure

With government restrictions no longer in place, 2022-23 brought a welcome shift in the way we were able to operate and interact as a staff team – a shift wholly in alignment with our planned aim for the year to build a strong and well-supported workforce who are capable, confident and resilient.

Over the course of the year, we did not want to underestimate the toll the pandemic had had on staff and the uncertainty around what winter could bring. As such, we delivered a range of forms of support, including:

- A regular well-being programme for staff on topics such as 'Exploring Anxiety and Worry' and 'Dealing with Difficult and Emotional Conversations'.

- Promotion of the wide range of financial and other benefits we offer to staff, such as Simply Health.
- A new hybrid working policy, enabling staff to benefit from both home and office-based work.
- Our regular 'Making Meningitis Now a Great Place to Work' survey programme which continues to show year-on-year improvements in satisfaction and provides insight into staff experience.
- Our annual staff Away Day which saw us 'get back to nature' with a day of forest school activities including den building, fire making, and more.
- A new staff awards programme, where staff nominate their colleagues for an 'Above & Beyond Award' (and for a bit of fun, a 'Whoops-A-Daisy Award').

We consider these (and other efforts) to be effective. As one member of staff commented in feedback: 'Meningitis Now is such a safe, reasonable, and kind place to work– thank you'.

We have continued to improve our employee experience and back-office processes, following the introduction of our HR platform, CitrusHR in 2021. The staff handbook had a full review and is now available on the platform for ease of access, we also took the opportunity to introduce some new policies such as Menopause and Fertility Treatment, and clarified our approach in some areas, such as Compassionate Leave, to ensure staff and managers feel supported during difficult times in their lives.

We commissioned an external health and safety audit in January 2022, which resulted in some remedial work being completed by our landlord at head office, and some refinements to our existing processes and procedures. We also continued to commit to staff development, with the introduction of four new courses to our mandatory training programme on topics such as Equality, Diversity and Inclusion, Health and Safety, and Fire. In addition, we refined our Training & Development Policy to ensure staff can continuously develop and refine their skills and expertise.

During the winter, we closely monitored the 'cost-of-living crisis', and with the support of the Remuneration Committee, were able to be proactive in our approach and award a 4% cost-of-living award to all staff in January 2023 (in addition to a 4% cost-of-living award made in March 2023). The decision to bring forward our annual review from April was unprecedented, but wholly appropriate recognising the impact the economy was having on

staff and our desire to retain and support them. The decision was well received by the staff team.

Our staffing establishment increased from 38 to 41, or 30 to 32 Full-Time Equivalent (FTE) staff. During this period there were several changes to the team and structure, including numerous internal promotions as well as drawing in new ideas and energy through external appointments.

The future

Our plans in 2023-24 include:

1. Fight to defeat meningitis in the UK within a generation

- *Improve the prevention, diagnosis, treatment and outcomes of meningitis through continued investment in scientific and medical research.*
 - Promote and support new and existing research projects and initiatives.
- *Improve awareness and uptake of lifesaving vaccinations through impactful communication.*
 - Work with stakeholders from the NHS, public health authorities, charities and pharmaceutical companies to collaborate through the 'Roundtable' campaign on meningitis awareness.
 - Undertake targeted vaccine awareness activities and review information and materials.
- *Improve the prevention, diagnosis, treatment and outcomes of meningitis through influencing policy makers, public health and clinical practitioners.*
 - Engage positively and pro-actively with stakeholders to further our strategic aims.

2. Reach out to everyone who needs help, support and information

- *Improve awareness and understanding of meningitis in the UK including risks, prevention, signs and symptoms and what do when a case occurs.*
 - Deliver student and adult-outcomes awareness campaigns.
 - Improve volunteer engagement and management.
- *Establish MN as the charity which supports everyone in the UK affected by meningitis, through engaging more people to become active members of the MN family and through putting our supporters at the heart of what we do.*
 - Outreach through the First Response programme.
 - Market and promote support services including the Believe & Achieve Programme.
 - Focus on delivery of new service aimed specifically at men.
 - Creation of new and impactful website.
- *To be a charity for everyone, building a more diverse and inclusive Meningitis Now.*

- Clarify and communicate our strategic approaches to Equality, Diversity and Inclusion.

3. Be recognised as a centre of expertise for aftercare and support

- *Strengthen and develop our support services (including digital) based on evidence, need and impact findings.*
 - Deliver and continuously evaluate our Helpline service, community support, Believe and Achieve Programme, Facebook peer support, Rebuilding Futures Fund, online support and services, and programme of support events across the UK.
- *Share our expertise and knowledge with others and develop partnerships that help us to provide the best possible support and information.*

As an organisation we will also work hard to ensure that staff team – as well as the wider network of people and organisations who work alongside side – are supported to help us to save lives and rebuild futures:

- *Build a strong and well-supported workforce who are capable, confident and resilient.*
 - Deliver programmes focussed on staff wellbeing, staff/team development, and *Making Meningitis Now a Great Place to Work*.
 - Provide a safe environment for everyone we engage with (safeguarding).
- *Deliver a programme of income generation and stewardship activities to ensure that MN is resourced to deliver its aims.*
- *Deliver efficient and effective systems and governance to enable the charity to deliver its aims and objectives.*
 - Continue to improve financial reporting and IT infrastructure.

Governance

Organisational structure

Meningitis Now is based and operates in the UK, with its headquarters in Stroud, Gloucestershire. During 2022-23, we were governed by a Board of 12 Trustees who met on a quarterly and needs-basis during the year. The Trustees operate with four sub-committees that review specialist aspects of our work or that undertake work on behalf of the full Board of Trustees: Audit and Risk, Investment, Remuneration, and Nominations.

Each committee comprises a subset of Trustees with invitations to attend made to members of the Senior Leadership Team with appropriate skills or knowledge.

Members had previously agreed to a change in our Articles of Association to explicitly reference the acceptability of meeting by electronic means. This change was adopted and confirmed with the Charity Commission, OSCR and Companies House in 2022-23. This means that the Board of Trustees are now able to operate a mixture of online, hybrid and face-to-face meetings.

Day-to-day running is delegated to the Chief Executive and the Senior Leadership Team. Budgets and plans are approved by the Board with performance subsequently reported against plans and budgets via Board meetings.

Remuneration and conflicts of interest

In determining our remuneration policy and practice, the Remuneration Committee takes into account all factors which are deemed necessary. The objective of the policy is to ensure that the CEO and staff team are remunerated in line with market rates for the skills, competencies and experience they bring. To facilitate this and to ensure that we remain competitive in the employment market, the charity has created an internal Pay Review Panel comprising the CEO, Head of Finance and HR Manager. This body sits regularly to ensure that we remain sensitive to issues such as pay and employment conditions.

Delivery of our charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. In 2022-23, all staff were awarded an annual cost of living pay award of 4% at the start of the year and – due to external pressures from

inflation as set out in the Risk Statement below – the pay award planned for the start of 2023-24 was brought forward with all staff awarded 4% from January 2023.

There was one member of staff who earned between £60k and £70k and one member of staff earned between £70k and £80k (excluding employer pension costs) in the year. Further information on pension arrangements and on the salary costs for the year, with comparisons with the previous year, are presented in the notes to the financial statements.

No Trustees are remunerated for their role within the Charity, receiving only out-of-pocket expenses. A Conflicts Register is maintained to ensure no Trustees receive indirect remuneration for their involvement.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees considered how planned activities will contribute to the aims and objectives that have been set.

Fundraising practice

We have a clear Fundraising Policy, which is approved by the Board and reviewed annually (<https://www.meningitisnow.org/support-us/who-we-are/data-protection/fundraising-policy/>).

This governs how we work with funders, and whilst we actively seek to work with external organisations and individuals to achieve shared objectives, we recognise that it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of Meningitis Now into disrepute.

Meningitis Now's key principles of responsible fundraising are:

- We have honest relationships with our donors.
- We retain our independence and avoid over reliance on one or more donors.
- We have good processes for making decisions about who we accept money from.
- We seek to be as cost effective as possible in developing sustainable fundraising income streams.

- We will adhere to all Fundraising Regulator Codes of Practice to ensure best practice, transparency and accountability and are governed by part II of the Charities Act 1992.
- We are registered with the Fundraising Regulator.

Reserves Policy and Going Concern

As noted last year, Meningitis Now began the year with higher levels of reserves than anticipated and over the upper-level set in the charity's Reserve Policy. This has been reviewed regularly by the Audit and Risk Committee and, following advice from our auditors, the charity regards its current level of reserves as providing a valuable buffer in times of uncertainty and a source of funds for planned investments.

At the start of 2022-23, we had planned to use £666k of our reserves during the year. Due to income exceeding the budget and expenditure being below budget, the net out-turn used £328k from reserves (less than planned).

Our closing free reserves were therefore higher than anticipated at £1.3 million, including investments which are liquid and easily converted to cash; overall this was £264k less than the prior year.

Our current policy of holding six months' operating costs in unrestricted reserves gives a target range of £692k to £886k (the latter including six months core fundraising costs), compared with £420k to £580k in 2021-22. This target range assumes that we do not have any committed long-term income, that income levels fluctuate significantly across the year, and that a proportion of costs are fixed in nature, all of which have a direct impact on the cash flow. The Trustees continue to monitor and review the position and are planning to update the policy in 2023-24 to include consideration of risk, and also to recognise that we maintain long commitments such as our research programme. This proposed change is not anticipated to significantly affect the target levels of reserves of the Charity.

As reported on p.46, the horizon of the charity's financial planning has been extended from three years to five years. The Trustees are confident that the Charity remains a going concern and that there are no reasonably foreseeable material uncertainties within the next 12 months that would endanger our ability to continue operating and paying liabilities as they fall due.

Investment policy and performance

The Trustees have the power to invest in such assets as they see fit. In 2016-17, the Trustees invested £500k of the reserves with Sarasin & Partners in a multi-asset, multi-market portfolio, recognising their responsibility to make the assets of the Charity work as effectively as possible. This is seen as a long-term investment. Foster Denovo were appointed as investment advisers. The investment was made in 2016 and has been overseen since then by the Investment Sub-Committee of the Board. During a turbulent year for the markets in 2022-23, the value of these investments decreased to £688k at March 2023. Despite this fall in value, overall the return on this investment represents a significant return since 2016-17.

During 2022-23, the majority of cash was held in interest bearing accounts; the yield on which was 1.0% for the year.

Risk Statement

The Board has an Audit and Risk Committee comprising five Trustees with the Chief Executive and Head of Finance in attendance. The Committee formally reviews and updates the Charity's operational and strategic risk register at twice yearly meetings. Risk is also discussed quarterly by the Senior Leadership Team and the top contemporaneous risks (and mitigations) are reported to the Board using a quarterly KPI Dashboard.

During 2022-23, the risk environment de-escalated in comparison with prior years. In part, this was due to a reduction in severity of external risks, especially those associated with the Covid-19 pandemic. It was also due to the growing resilience of the charity to manage change and to manage risk following the manifold difficulties created by the pandemic. Our growing resilience took many forms:

- Our I.T and cyber security infrastructure improved during 2022-23 resulting in the charity being awarded Cyber Essentials and Cyber Essentials Plus accreditation.
- Our staff team stabilised and benefitted from investment and support (although the challenges of recruitment remained considerable due to a tightening labour market over the year).

- Income remained resilient and within forecasts, despite the challenges of the economic environment and changes to people's ability and willingness to engage in charitable fundraising activities.
- Strategic and operational clarity ensured that risks and opportunities were identified and responded to.

Inevitably, new risks emerged during the year. Inflation grew to unprecedented levels, precipitating what was termed a 'cost of living crisis' with implications for staff and the charity's supporters. In turn, inflation placed pressure on the charity's expenditure and future budgetary plans and forecasts.

As we look ahead to 2023-24, these risks can be seen to flow through into the present time and our primary risks can be characterised as follows:

1. Income growth over the medium and longer term. As stated elsewhere in this report, Meningitis Now has shifted its financial planning from a three to a five-year timescale. This helps us to plan investments in research, support and awareness and to respond to inflationary pressures and other business requirements. Given the challenging external economic environment as highlighted in risks (2) and (3) below, achieving appropriate income growth remains a risk.
2. Inflation and its compound effect on future expenditure. Inflation remains stubbornly high, making it difficult to forecast the real cost of future expenditure (especially in relation to wages and staff costs). Whilst Bank of England forecasts predict a substantial drop in UK inflation over the next 12 months, the threat of continued inflation presents a risk to the affordability of future plans.
3. Workforce challenges. Despite the difficult economic environment over the last year, the labour market has remained tight and, in common with many commercial as well as charitable organisations, it can be difficult for Meningitis Now to recruit new staff. We anticipate some of these challenges persisting in 2023-24 and beyond.
4. Risks to cyber security and data protection. Meningitis Now has significantly enhanced its cyber security, including achieving accreditation for Cyber Essentials and Cyber Essentials Plus. Despite this, the charity remains alert to the ever-changing risks within the digital environment and we recognise that a breach of

cyber/data security could prove operationally, financially and reputationally damaging.

We consider that reasonable mitigations or plans are in place to address these principal risks, as well those identified in the charity's Risk Register. Our five-year financial plan, alongside our annual financial and operational planning cycle, affords the opportunity to actively manage a process of change and adaptation which is designed to ensure the charity's ongoing sustainability and impact in saving lives and rebuilding futures.

Statement of Trustees' Responsibilities

The Trustees (who are also Directors of Meningitis Now for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company/group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of

the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees

The Trustees, who are also directors under company law, who served during the year and up to the date of this report, were as follows:

Mr R Adlington

Mrs S Blackie

Ms H Byrne

Professor S Kroll

Miss H Marsh, Treasurer

Mrs J Marsh

Mr C Philipsborn, Chair

Mrs Richardson

Mr S Sutcliffe

Mr J Sutherland, Vice Chair

Ms E Thomas, Deputy Treasurer

Mr R Weeks

Appointment of Trustees

The Trustees operate a Nominations Committee. This committee is made up of four Trustees and the Chief Executive in attendance. This committee is responsible for overseeing the skills mix of the Board and recruitment of new Trustees. No new Trustees were appointed in 2022-23.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31st March 2023 was 44 (2022 – 44).

The Trustees have no beneficial interest in the group or charitable company.

Auditors

Sayer Vincent were reappointed as auditors during the year and have expressed their willingness to continue in that capacity.

The report of the Trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 14th September 2023 and signed on their behalf by

Christopher Philipsborn - Chair

Reference and administrative details for the year ended 31 March 2023

Status	The organisation is a charitable company limited by guarantee, incorporated on 12 February 1990 and registered as a charity in England and Wales on 9 March 1990. On 7 February 2007, the Charity was registered with the Office of the Scottish Regulator (OSCR).
Governing document	The organisation was established under a Memorandum of Association, which established the objects and powers of the organisation and is governed under its Articles of Association, which were last updated in September 2013.
Company number	2469130
Charity numbers	803016 England & Wales SC037790 Scotland
Registered office and operational address	Fern House, Bath Road, Stroud, Gloucestershire GL5 3TJ
Trustees	Mr R Adlington Mrs S Blackie Ms H Byrne Professor S Kroll Miss H Marsh, Treasurer Mrs J Marsh Mr C Philipsborn, Chair Mrs Richardson Mr S Sutcliffe Mr J Sutherland, Vice Chair Ms E Thomas, Deputy Treasurer Mr R Weeks

President	Andrew Harvey
Principal staff	Dr Tom Nutt, Chief Executive Dr Steve Dayman MBE, Executive Founder
Honorary Medical Director	Professor Simon Kroll MA, BM, BCh, FRCPCH, FRCP, FMedSci
Scientific & Medical	Dr Caroline Vipond PhD (Senior Scientific Advisor) Professor Simon Kroll
Advisors	Dr Xilian Bai PhD Dr Darryl Hill BSc, PhD (Wales)
Royal Patron	HRH The Duchess of Edinburgh GCVO
Patrons & Ambassadors	Dr Tim Brain OBE, QPM, BA, PhD, FRSA, CCMI Dr Ellie Cannon Baroness Corston Professor the Lord Darzi of Denham KBE, OM, HonFrEng, FMedSci Petra Ecclestone Julie Hesmondhalgh Dr Robert Hicks Seema Jaswal Denis Law CBE Dr Mark Porter MBE Tana Ramsay Ken Loach Geoff Shaw Dr Ranj Singh Ian Rush MBE Dr Chris Steele MBE Lisa Snowdon Joanna Trollope OBE Dr Jane Wells MBE

Rt Rev. and the Rt Hon. The Lord Williams of
Oystermouth

Opinion

We have audited the financial statements of Meningitis Now (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 March 2023 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Meningitis Now's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;

- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)

Date: 2 October 2023

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

Meningitis Now

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2023

	Note	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Income from:							
Donations and legacies	2	1,410,049	80,174	1,490,223	1,411,331	151,221	1,562,552
Charitable activities							
Support	3	-	230,524	230,524	-	246,401	246,401
Comms & Awareness	3	-	29,500	29,500	-	11,100	11,100
Advocacy & Engagement	3	-	10,000	10,000	-	11,375	11,375
Knowledge & Info Sharing	3	-	5,000	5,000	-	6,375	6,375
Research	3	-	54,590	54,590	-	500	500
Other trading activities							
Fundraising events		212,462	23,708	236,170	175,094	8,701	183,795
Other income		15,843	-	15,843	4,234	-	4,234
Trading activities	11b	20	-	20	25,411	-	25,411
Investments – interest on bank deposits		5,941	-	5,941	147	-	147
Total income		1,644,315	433,496	2,077,811	1,616,217	435,673	2,051,890
Expenditure on:							
Raising funds							
Donations and legacies		674,760	-	674,760	558,856	-	558,856
Fundraising events		51,127	2,863	53,990	38,715	155	38,870
Trading activities		-	-	-	849	-	849
		725,887	2,863	728,750	598,420	155	598,575
Charitable activities							
Support		385,139	242,282	627,421	234,500	286,409	520,909
Comms & Awareness		453,889	58,845	512,734	418,364	61,776	480,140
Advocacy & Engagement		163,052	10,600	173,652	129,580	18,753	148,333
Knowledge & Info Sharing		96,761	5,300	102,061	80,780	21,961	102,741
Research		43,257	177,974	221,231	25,570	79,309	104,879
		1,142,098	495,001	1,637,099	888,794	468,208	1,357,002
Total expenditure	4	1,867,985	497,864	2,365,849	1,487,214	468,363	1,955,577
Transfers between funds		-	-	-	(6,165)	6,165	-
Net income / (expenditure) before net gains on investments		(223,671)	(64,368)	(288,039)	122,838	(26,525)	96,313
Net (losses)/gains on investments		(40,430)	-	(40,430)	18,253	-	18,253
Net movement in funds	17	(264,101)	(64,368)	(328,469)	141,091	(26,525)	114,566
Reconciliation of funds:							
Total funds brought forward		1,594,936	546,871	2,141,807	1,453,845	573,396	2,027,241
Total funds carried forward		1,330,836	482,503	1,813,339	1,594,936	546,871	2,141,807

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 17a to the financial statements.

Meningitis Now

Balance sheets

Company no. 2469130

As at 31 March 2023

	Note	The group		The charity	
		2023	2022	2023	2022
		£	£	£	£
Fixed assets:					
Tangible assets	10	30,346	35,855	30,346	35,855
Investments	11	688,051	728,414	688,053	728,416
		<u>718,398</u>	<u>764,269</u>	<u>718,400</u>	<u>764,271</u>
Current assets:					
Debtors	13	43,579	142,953	43,599	153,034
Cash at bank and in hand		1,343,650	1,583,897	1,343,649	1,573,814
		<u>1,387,229</u>	<u>1,726,850</u>	<u>1,387,248</u>	<u>1,726,848</u>
Liabilities:					
Creditors: amounts falling due within one year	14	292,288	349,313	292,309	349,313
		<u>1,094,941</u>	<u>1,377,537</u>	<u>1,094,939</u>	<u>1,377,535</u>
Net current assets / (liabilities)					
		<u>1,813,339</u>	<u>2,141,807</u>	<u>1,813,339</u>	<u>2,141,806</u>
Total assets less current liabilities					
		<u>1,813,339</u>	<u>2,141,807</u>	<u>1,813,339</u>	<u>2,141,806</u>
Total net assets / (liabilities)					
		<u>1,813,339</u>	<u>2,141,807</u>	<u>1,813,339</u>	<u>2,141,806</u>
Funds:	17				
Restricted income funds		482,503	546,871	482,503	546,871
Unrestricted income funds:					
General funds		1,330,836	1,594,936	1,330,836	1,594,935
Total unrestricted funds		<u>1,330,836</u>	<u>1,594,936</u>	<u>1,330,836</u>	<u>1,594,935</u>
Total funds		<u>1,813,339</u>	<u>2,141,807</u>	<u>1,813,339</u>	<u>2,141,806</u>

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the trustees on 14 September 2023 and signed on their behalf by

Christopher Phillipsborn
Chairman

Meningitis Now

Consolidated statement of cash flows

For the year ended 31 March 2023

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2023 £	2022 £
Net (expenditure) / income for the reporting period (as per the statement of financial activities)	(328,469)	114,567
Depreciation charges	11,059	9,443
Losses/ (Gains) on investment	40,430	(18,253)
Dividends and interest from investments	(5,941)	(147)
(Profit)/loss on the disposal of fixed assets	(6,813)	3,240
Decrease/ (increase) in debtors	99,374	(115,989)
Increase/(decrease) in creditors	(57,025)	24,107
Net cash provided by operating activities	(247,385)	16,968

	2023 £	2022 £
Cash flows from operating activities		
Net cash (used in) operating activities	(247,385)	16,968
Cash flows from investing activities:		
Dividends and interest	5,941	147
Purchase of fixed assets	(5,594)	(29,527)
Proceeds from sale of investments	-	29,566
Purchase of investments	-	(29,738)
Disposal proceeds	6,858	-
Movement in investment cash	(67)	204
Net cash provided by / (used in) investing activities	7,138	(29,348)
Change in cash and cash equivalents in the year	(240,247)	(12,380)
Cash and cash equivalents at the beginning of the year	1,583,897	1,596,277
Cash and cash equivalents at the end of the year	1,343,650	1,583,897

1 Accounting policies

a) Statutory information

Meningitis Now is a charitable company limited by guarantee and is incorporated in United Kingdom. The registered office address and principal place of business is Fern House, Bath Road, Gloucester, GL5 3TJ.

- b) The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Meningitis Trust Trading Limited, over which the charity has control through membership, on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. In making this statement, the trustees have completed financial projections through to March 2024 including cash and reserves.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income from fundraising events is recognised in the period in which it is received, except where it is refundable. Where it is refundable, income is retained on the balance sheet and only released when the obligation to refund is no longer applicable. Where expenditure is incurred for an event in a future year, it is expensed to the accounts of the year in which the legal obligation arises.

Income from trading activities is the income from the Charity's trading subsidiary which is transferred to the Charity by way of a gift in accordance with a profit shedding agreement between the Charity and its subsidiary.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1 Accounting policies (continued)

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of communication and education, community support, the helpline and support grants undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	21.0%
● Support	15.5%
● Communication and awareness	15.1%
● Advocacy & Engagement	10.6%
● Knowledge & Info Sharing	2.5%
● Research	1.1%
● Support costs	30.2%
● Governance costs	4.0%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	38.6%
● Support	31.0%
● Communication and awareness	17.1%
● Advocacy & Engagement	8.0%
● Knowledge & Info Sharing	4.2%
● Research	1.1%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Grants payable

Financial Support Grants (i.e. Rebuilding Futures Fund) payable are accounted for in the period in which the award is communicated to the recipient, and becomes a contractual commitment. Research Grants are recognised as they become contractually due which is on production of acceptable progress reports or a final report at the end of the research project.

l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £300. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

● Office & computer equipment	25% per annum on cost
● Furniture	15% per annum on cost
● Motor Vehicles	33% per annum on cost

Notes to the financial statements

For the year ended 31 March 2023

1 Accounting policies (continued)

n) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

o) Investments in subsidiaries

Investments in subsidiaries are at cost.

p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

t) Foreign exchange

Transactions in foreign currencies are translated at the average exchange rate for the period. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

u) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Legacies	340,728	–	340,728	328,026	–	328,026
Donated services	259,657	2,863	262,520	277,501	8,363	285,864
Community fundraising	361,546	41,945	403,491	317,123	25,895	343,018
Government Job Retention Scheme Grant	–	–	–	5,966	–	5,966
Other donations	448,118	35,366	483,484	482,715	116,963	599,678
	<u>1,410,049</u>	<u>80,174</u>	<u>1,490,223</u>	<u>1,411,331</u>	<u>151,221</u>	<u>1,562,552</u>

Gifts in kind comprise mainly pro bono advertising services and awareness campaign support. Further details of these gifts are in the trustees' report.

Notes to the financial statements

For the year ended 31 March 2023

3 Income from charitable activities

	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
Big Lottery		72,054	72,054	-	-	-
Garfield Weston Foundation		35,000	35,000	-	35,000	35,000
St James's Place		40,000	40,000	-	101,569	101,569
Other Income for Support	-	83,470	83,470	-	109,832	109,832
Sub Total for Support	-	230,524	230,524	-	246,401	246,401
Other income for Comms & Awareness	-	29,500	29,500	-	11,100	11,100
Sub-total for Comms & Awareness	-	29,500	29,500	-	11,100	11,100
Garfield Weston Foundation Other income for Advocacy & Engagement	-	10,000	10,000	-	10,000	10,000
Sub-total for Advocacy & Engagement	-	10,000	10,000	-	11,375	11,375
Garfield Weston Foundation Other income for Knowledge & Info Sharing	-	5,000	5,000	-	5,000	-
Sub-total for Knowledge & Info Sharing	-	5,000	5,000	-	1,375	1,375
UKRI-Medical Research Council Other income from research	-	40,590	40,590	-	500	500
Sub-total for research	-	54,590	54,590	-	500	500
Other income for Fundraising	-	-	-	-	-	-
Sub-total for Fundraising	-	-	-	-	-	-
Total income from charitable activities	-	329,614	329,614	-	275,751	270,751

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2023

4a Analysis of expenditure (Current year)

	Charitable activities								2023 Total £	2022	Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £	Central Support costs £			
Staff costs (Note 7)	342,046	182,363	107,396	53,544	15,318	383,105	12,019	85,675	1,181,466	982,193	
Recruitment, training & other	9,567	5,164	1,856	2,315	216	9,808	1,557	5,090	35,573	31,966	
Travel & subsistence	8,235	4,421	2,182	1,149	254	9,897	346	-	26,484	16,210	
Trustee expenses	-	-	-	-	-	-	1,251	-	1,251	20	
Awareness, Campaigns, Advocacy, Engagement	18,592	232,688	14,928	27,377	573	47,085	782	-	342,025	386,107	
Support Activity	66,110	144	153	260	81	-	-	-	66,748	36,704	
Grants payable to individuals	50,935	-	-	-	-	-	-	-	50,935	37,155	
Research grants	-	-	-	-	200,255	-	-	-	200,255	87,330	
Computer related	3,333	3,333	-	-	-	3,333	-	105,651	115,650	114,750	
Property	-	-	-	-	-	-	-	102,297	102,297	101,711	
Postage, phones, stationery & subscriptions	6,498	3,489	1,722	907	200	7,811	273	10,989	31,889	30,905	
Auditors' remuneration	-	-	-	-	-	-	15,780	-	15,780	13,020	
Legal, professional, bank, insurance	-	-	-	-	-	-	-	48,985	48,985	43,339	
Fundraising event costs	-	6,749	6,749	-	-	54,734	-	-	68,232	21,244	
Other fundraising expenditure	-	7,062	7,062	-	-	60,883	-	-	75,007	48,587	
Trading costs	-	-	-	-	-	-	-	-	-	849	
Miscellaneous	1,019	545	269	142	32	1,223	43	-	3,272	3,486	
	506,335	445,958	142,317	85,694	216,929	577,879	32,051	358,687	2,365,849	1,955,576	
Support costs	104,267	57,747	26,878	14,021	3,784	129,414	22,576	(358,687)	-	-	
Governance costs	16,819	9,029	4,457	2,346	518	21,457	(54,626)	-	-	-	
Total expenditure 2023	627,421	512,734	173,652	102,061	221,231	728,750	-	-	2,365,849	-	
Total expenditure 2022	520,909	480,140	148,333	102,741	104,879	598,574	-	-	-	1,955,576	

Note: £497,864 of the expenditure was restricted (2022: £468,363). £1,867,985 was unrestricted (2022: 1,486,363).

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2023

4b Analysis of expenditure (prior year)

	Charitable activities								2022 Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £	Support costs £	
Staff costs (Note 7)	280,853	146,327	92,512	44,884	12,072	317,754	6,618	81,174	982,193
Recruitment, training & other	6,987	4,209	1,447	756	163	11,397	1,006	6,000	31,966
Travel & subsistence	5,217	2,675	1,367	714	154	5,865	218	-	16,210
Trustee expenses	-	-	-	-	-	-	20	-	20
Awareness, Campaigns, Advocacy, Engagement	25,404	250,718	13,240	39,173	750	55,758	1,064	-	386,107
Support Activity	35,978	167	181	294	83	-	-	-	36,704
Grants payable to individuals	37,155	-	-	-	-	-	-	-	37,155
Research grants	-	-	-	-	87,330	-	-	-	87,330
Computer related	2,044	1,715	-	-	-	1,715	-	109,276	114,750
Property	-	-	-	-	-	-	-	101,711	101,711
Postage, phones, stationery & subscriptions	6,085	3,119	1,594	833	180	6,840	255	12,000	30,905
Auditors' remuneration	-	-	-	-	-	-	13,020	-	13,020
Legal, professional, bank, insurance	-	-	-	-	-	-	-	43,339	43,339
Fundraising event costs	-	2,109	2,109	-	-	17,026	-	-	21,244
Other fundraising expenditure	-	4,859	4,859	-	-	38,870	-	-	48,587
Trading costs	-	-	-	-	-	849	-	-	849
Miscellaneous	1,122	575	294	154	33	1,261	47	-	3,486
	400,846	416,472	117,603	86,808	100,765	457,335	22,248	353,500	1,955,576
Support costs	105,684	56,298	26,964	13,965	3,690	124,477	22,422	(353,500)	-
Governance costs	14,379	7,370	3,766	1,968	424	16,763	(44,670)	-	-
Total expenditure 2022	520,909	480,140	148,333	102,741	104,879	598,575	-	-	1,955,576

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2023

5a Grant making (current year)

	Grants to institutions £	Support and other costs £	2023 £	2022 £
Cost/(recall of amounts)				
University of Bristol – Prof. Finn	–	–	–	57,296
London School H&TP– Prof. Basu Roy	30,000	3,065	33,065	–
UCL – Prof. Brown	42,500	4,342	46,842	–
Commissioned Research – Picker Institute Europe	34,414	3,516	37,930	–
University of Liverpool – Prof. Kadioglu	(2,037)	(209)	(2,246)	–
Imperial College London – Prof. Wilkinson	95,378	9,743	105,121	47,159
At the end of the year	<u>200,255</u>	<u>20,457</u>	<u>220,712</u>	<u>104,455</u>

The governance costs allocated for 2022/23 totalled £518 (2021/22 £424). These are described in detail in Note 4.

Commitments

Commitments in respect of grants for approved projects which have not been accrued in the accounts:

	2023 £	2022 £
Within one year	213,920	172,500
Over one year	192,654	235,939
	<u>406,574</u>	<u>408,439</u>

These commitments are not recognised as expenditure in the year as payments are subject to reviews of project progress by Meningitis Now.

5b Grant making (prior year)

	Grants to institutions £	Support and other costs £	2022 £
Cost			
University of Bristol – Prof. Finn	47,903	9,393	57,296
St George's – Prof. Heath	–	–	–
Imperial College London – Prof. Wilkinson	39,427	7,732	47,159
University of Liverpool – Prof. Kadioglu	–	–	–
At the end of the year	<u>87,330</u>	<u>17,125</u>	<u>104,455</u>

6 Net incoming resources for the year

This is stated after charging / crediting:

	2023 £	2022 £
Depreciation	11,059	9,443
Operating lease rentals:		
Property	66,000	60,000
Other	728	728
Auditors' remuneration (excluding VAT):		
Audit	13,150	10,850
Other services	850	850

Notes to the financial statements

For the year ended 31 March 2023

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2023 £	2022 £
Salaries and wages	1,036,404	883,136
Redundancy and termination costs	28,500	-
Social security costs	83,754	69,674
Employer's contribution to defined contribution pension schemes	32,808	29,383
	<u>1,181,466</u>	<u>982,193</u>

1 employee earned between £60,000 and £70,000 during the year (2021/22: 1). 1 employee earned between £70,000 and £80,000 in the year (2021/22: none). 0 employee earned between £80,000 and £90,000 in the year (2021/22: none).

The total employee benefits including pension contributions and national insurance of the key management personnel were £250,275 (2021/22: £258,936).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £1250.94 (2023: £nil) incurred by 12 (2022: 13) members relating to attendance at meetings of the trustees.

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2023 No.	2022 No.
Raising funds	15.4	12.9
Support	12.4	11.4
Comms & Awareness	6.7	5.9
Advocacy & Engagement	3.3	3.0
Knowledge & Info Sharing	1.8	1.6
Research	0.4	0.4
Governance	0.5	0.5
	<u>40.5</u>	<u>35.7</u>

The average number of Full Time Equivalent employees (based on number of staff employed) during the year was as follows:

	2023 No.	2022 No.
Raising funds	11.7	10.3
Support	9.8	9.2
Comms & Awareness	5.2	4.7
Advocacy & Engagement	2.6	2.4
Knowledge & Info Sharing	1.4	1.3
Research	0.3	0.3
Governance	0.4	0.4
	<u>31.4</u>	<u>28.6</u>

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Notes to the financial statements

For the year ended 31 March 2023

9 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Meningitis Trust Trading Limited gift aids available profits to the parent charity. Its charge to corporation tax in the year was:

	2023 £	2022 £
UK corporation tax at 19% (2022: 19%)	-	-

10 Tangible fixed assets

The group and charity

	Freehold property £	Fixtures and fittings £	Computer equipment £	Motor vehicles £	Total £
Cost					
At the start of the year	4,000	80,958	69,264	25,160	179,382
Additions in year	-	-	5,594	-	5,594
Disposals in year	-	-	(1,719)	(25,160)	(26,879)
At the end of the year	4,000	80,958	73,139	-	158,097
Depreciation					
At the start of the year	-	80,958	37,409	25,160	143,527
Charge for the year	-	-	11,059	-	11,059
Eliminated on disposal	-	-	(1,675)	(25,160)	(26,835)
At the end of the year	-	80,958	46,793	-	127,751
Net book value					
At the end of the year	4,000	-	26,346	-	30,346
At the start of the year	4,000	-	31,855	-	35,855

All of the above assets are used for charitable purposes.

11a Listed investments

	2023 £	2022 £
Fair value at the start of the year	724,814	706,389
Additions at cost		29,738
Disposal proceeds		(29,566)
Net gain/loss on change in fair value	(40,430)	18,253
	684,384	724,814
Cash held by investment broker pending reinvestment	3,667	3,600
Fair value at the end of the year	688,051	728,414

The charity only also holds £2 (2022: £2) of shares in the Meningitis Trust Trading.

Notes to the financial statements

For the year ended 31 March 2023

11b Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Meningitis Trust Trading Limited and of Inmed Limited (dormant), both of which are companies registered in England. The subsidiaries are used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the Meningitis Trust Trading Limited is shown below:

	2023	2022
	£	£
Turnover	20	25,411
Cost of sales	-	170
Gross profit	<u>20</u>	<u>25,581</u>
Administrative expenses	-	(1,019)
Operating profit / (loss)	<u>20</u>	<u>24,562</u>
Deed of covenant to parent undertaking	<u>(20)</u>	<u>(24,562)</u>
Profit / (loss) for the financial year	<u>-</u>	<u>-</u>
The aggregate of the assets, liabilities and funds was:		
Assets	22	24,564
Liabilities	(20)	(24,562)
Funds	<u>2</u>	<u>2</u>

12 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2023	2022
	£	£
Gross income	2,077,791	2,026,479
Result for the year	<u>(328,469)</u>	<u>90,005</u>

13 Debtors

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Trade debtors	301	5,457	301	5,376
Amounts due from subsidiaries	-	-	20	10,162
Taxation and social security	170	-	170	-
Prepayments	42,607	29,496	42,607	29,496
Accrued income and other debtors	500	108,000	500	108,000
	<u>43,579</u>	<u>142,953</u>	<u>43,599</u>	<u>153,034</u>

Notes to the financial statements

For the year ended 31 March 2023

14 Creditors: amounts falling due within one year

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Trade creditors	49,353	89,591	49,353	89,591
Taxation and social security	-	-	-	-
Other creditors	354	706	375	706
Accruals	139,188	163,696	139,188	163,696
Deferred income	103,392	95,320	103,392	95,320
Obligations under hire purchase contracts	-	-	-	-
	292,288	349,313	292,309	349,313

15 Deferred income

Deferred income comprises income related to future fundraising events.

	The group		The charity	
	2023	2022	2023	2022
	£	£	£	£
Balance at the beginning of the year	95,320	153,527	95,320	153,527
Amount released to income in the year	(83,057)	(117,625)	(83,057)	(117,625)
Amount deferred in the year	91,130	59,417	91,130	59,417
Balance at the end of the year	103,392	95,319	103,392	95,319

16a Analysis of group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	30,346	-	30,346
Investments	688,051	-	688,051
Net current assets	612,438	482,503	1,094,941
Net assets at the end of the year	1,330,836	482,503	1,813,339

16b Analysis of group net assets between funds (prior year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	35,855	-	35,855
Investments	728,414	-	728,414
Net current assets	831,008	546,871	1,377,879
Net assets at the end of the year	1,595,277	546,871	2,142,148

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2023

17a Movements in funds (current year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds					
Support	50,072	229,624	(242,282)	-	37,414
Comms & Awareness	6,131	49,500	(58,845)	14,000	10,786
Advocacy & Engagement	-	10,600	(10,600)	-	-
Knowledge & Info Sharing	-	5,300	(5,300)	-	-
Research	490,668	135,609	(177,974)	(14,000)	434,303
Fundraising	-	2,863	(2,863)	-	-
Total restricted funds	546,871	433,496	(497,864)	-	482,503
Unrestricted funds:					
General funds	1,552,460	1,644,295	(1,908,415)	-	1,288,340
Non-charitable trading funds	42,476	20	-	-	42,496
Total unrestricted funds	1,594,936	1,644,315	(1,908,415)	-	1,330,836
Total funds	2,141,807	2,077,811	(2,406,279)	-	1,813,339

Support – provision of support services for individuals and families including financial awards

Comms and Awareness – general meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – projects related to the prevention, treatment and outcomes of meningitis

Transfers –

£14,000 was moved from research to communications for use on a student campaign as agreed by the funder.

17b Movements in funds (prior year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds:					
Support	64,657	273,484	(286,409)	(1,660)	50,072
Comms & Awareness	3,608	52,440	(61,776)	11,859	6,131
Advocacy & Engagement	265	18,488	(18,753)	-	-
Knowledge & Info Sharing	265	21,696	(21,961)	-	-
Research	504,600	69,410	(79,309)	(4,034)	490,667
Fundraising	-	155	(155)	-	-
Total restricted funds	573,395	435,673	(468,363)	6,165	546,871
Unrestricted funds:					
General funds	1,435,930	1,609,059	(1,486,364)	(6,165)	1,552,460
Non-charitable trading funds	17,914	25,411	(849)	-	42,476
Total unrestricted funds	1,453,844	1,634,470	(1,487,213)	(6,165)	1,594,936
Total funds	2,027,239	2,070,143	(1,955,576)	-	2,141,807

Purposes of restricted funds

Support – provision of support services including grants for beneficiaries

Comms and Awareness – General meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – general

Transfers –

£23,336 was moved from research to communications for use on a student campaign as agreed by the funder.

£13,500 transfer from prior year unrestricted to research as omitted.

£13,409 was transferred from restricted to unrestricted with agreement with the funders in light of Covid-19.

18 Operating lease commitments

The group and the charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2023	2022
	£	£
Less than one year	66,000	66,000
One to five years	66,000	132,000
	<u>132,000</u>	<u>198,000</u>

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

MENINGITIS NOW

England & Wales - Charity number 803016

Accounts



**Meningitis
now**

*saving lives,
rebuilding futures*



**Meningitis
now**

Annual Report and Financial Statements

March 2022

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Recovery, rebuilding and a new sense of resolve

Introduction from Chair and CEO

Thank you for taking the time to read Meningitis Now's 2021-22 *Annual Report and Financial Statements*.

After the unprecedented shock and challenges of the Covid-19 pandemic, the 2021-22 year is perhaps best characterised by Meningitis Now's recovery and rebuilding after the disruption of the preceding year.

It was not an easy year. We, like everyone in the UK and across the globe, had to navigate continued lockdowns and social distancing. But whilst it was hard to experience these Covid-constraints during the first half of the year, we were uplifted by the easing of restrictions in the second half of the year. This allowed us to resume important face-to-face contact with the Meningitis Now family through our impactful and much-loved support and fundraising events, such as the Forever Weekend and our Christmas Carol Concerts in London and Gloucester.

Unfortunately, the easing of restrictions also brought a rebound in cases of meningitis. Although the overall incidence of the disease remains low, data published by the UK Health Security Agency in January showed that cases of meningococcal disease amongst adolescents and young adults had exceeded their pre-pandemic levels between September and November 2021 - something we had anticipated and tackled head-on with our student and young people's awareness campaign in the autumn.

Developments such as these served to strengthen our resolve to save lives and rebuild futures. In April 2021, we published our new strategic plan, *Making a difference, every day* (see page 7). This commits us to three strategic priorities that will shape and guide the charity over the next five years. We will:

1. **Fight to defeat meningitis in the UK within a generation**
2. **Reach out to everyone who needs help, support and information**
3. **Be recognised as a centre of expertise for aftercare and support**

These are powerful and hopeful priorities that point to a future where no one loses their life to meningitis and where all those affected get the support they need to rebuild their lives.

In this introduction, we provide a short summary of the steps we have taken in 2021-22 to realise this vision. If you would like to read more, there is plenty of detail later in this Report.

Making a difference - now and every day

The Meningitis Now family is at the heart of all our activities. In 2021-22, these took many forms as we sought to recover and rebuild our programmes of research, support and awareness.

Our portfolio of **research** included, for example, projects focussed on the

prevention, diagnosis and treatment of meningococcal disease and TB meningitis. At the end of 2021-22, over £400k remained committed to projects at universities including Imperial College London, the Francis Crick Institute and the University of Bristol.

We also prepared exciting plans for a new programme of research to recognise the forthcoming 40th anniversary of the death of the young son of our founder, Steve Dayman. Entitled 'Spencer's Legacy: nobody left behind', we will raise funds to support £320k of prevention-focussed research, including a pneumococcal vaccine project at University College London and the London School of Hygiene and Tropical Medicine. We also plan to fund a PhD studentship on meningococcal research at the University of Bristol - thus ensuring that Spencer's Legacy lives on through the training and development of the next generation of bio-scientific researchers.

Our **support** programmes finally resumed a face-to-face dimension with the return of events including Family Days, a Forever Weekend and Believe and Achieve residentials across the UK. Home visits by our team of Community Support Officers and our Executive Founder, Steve Dayman, also started again. The pandemic had prompted a shift to innovative forms of digital support and these continued to prove popular and a lifeline for people unable to travel. On this basis, digital events and support will form an ongoing part

of our service delivery in the future. Our financial support proved invaluable to many people living with the after-effects of meningitis, with 56 awards made to individuals and families through our Rebuilding Futures Fund. Our Nurse-led Helpline provided an informative and compassionate service to nearly two thousand people.

Raising **awareness** of meningitis remained a critical and lifesaving activity for Meningitis Now, especially given our concern that people might mistake the earliest signs and symptoms of meningitis for Covid-19. Our annual student and young people's awareness campaign addressed this directly with a 'Don't assume it's Covid' message, which reached 42,705,000 people via radio alone. Our website was visited 2.2 times a minute on average during the year, whilst our Signs and Symptoms cards were delivered to over 372,000 new parents via our partnership with Bounty.

In 2021-22, Meningitis Now spent £2 million in total on our lifesaving and life-changing activities - a figure which represents a 6.2 per cent reduction in expenditure compared to the prior year. We could not undertake this activity without the incredible generosity of the many individuals, families and organisations that supported Meningitis Now during a difficult year. Our income in 2021-22 was £2.1 million, which was down from the prior year due to the extraordinary and one-off impact of emergency grants such as the Government's Coronavirus Job Retention

Scheme. With these exceptional items excluded, income increased by 12.8 per cent year-on-year. We cannot thank enough the many people and families who fundraised for us in 2021-22 – people who ran marathons for example, or who donated gifts and legacies, or who supported us with regular direct debit payments. We would also like to recognise and thank the many companies and grant-making trusts which supported us with donations and grants during the year.

The combination of this remarkable generosity and our own careful financial management enabled the charity to achieve a small surplus of £115k. Despite the significant (and ongoing) financial challenges created by the Covid-19 pandemic, this encouraging position ensures that the charity has a sustainable future. Our current reserves serve as both a buffer against ongoing economic challenges and a resource base from which to make future strategic investments.

Finally, we wanted to celebrate the crucial contribution made by our 240 volunteers and Ambassadors to all this and more work in 2021-22. They are a key part of the Meningitis Now family and they support us by sharing their stories, raising awareness in their communities

and helping us run events such as our carol concerts and the London Marathon. We recognise that lockdowns and social distancing made things difficult for our volunteers this year, and we would like to recognise and thank our wonderful voluntary team.

With the knowledge that we have such wonderful support from the Meningitis Now family, we look forward to 2022-23 with a new sense of resolve. We are determined to save lives and rebuild futures. Thank you for your support in 2021-22. With your help, we'll continue to make a difference – now and every day.

Yours sincerely



Chris Philipsborn
Chair of Trustees



Dr Tom Nutt
Chief Executive

PS: You may have noticed a new name above. In October 2021, our former Chair of Trustees, Andy Fletcher, stepped down, along with longstanding Trustee, Stephen Gazard. We thank them both for their incredible service to Meningitis Now and welcome our five new Trustees who joined the Board in October 2021. Several of these new Trustees were drawn to Meningitis Now as a result of their own lived experience of meningitis and we are delighted that they bring diverse new skills and insights to the Board. You can read more about Chris, Holly, Randy, Nicki and Stephen on our website, here: www.meningitisnow.org/support-us/who-we-are/our-team/

Making a difference, every day

We were pleased to launch our new five-year strategy for Meningitis Now – Making a difference, every day – in April 2021.

The new document, launched by our chief executive Dr Tom Nutt and President Andrew Harvey in a Facebook Live broadcast, reinforced our commitment to saving lives and rebuilding futures.

It also outlined three key priorities to ensure we continue to make a difference in the fight against meningitis over the five years to 2026.

These are:

1. To fight to defeat meningitis in the UK within a generation.

For the first time ever, we have the prospect of a generation of youngsters growing up in the UK vaccinated against nearly all of the major causes of bacterial meningitis. We will make a difference by continuing to invest in research to prevent disease and improve diagnosis and treatment. And by ensuring lifesaving vaccines are as accessible as possible by raising awareness of them and influencing government, public health, the NHS and other relevant stakeholders.

2. To reach out to everyone who needs help, support and information.

We will make a difference by raising awareness of the signs and symptoms and what to do when you suspect them. And by ensuring that the help and support that we offer is as well-known and accessible as possible.

3. To be recognised as a centre of expertise for aftercare and support.

We will make a difference by developing our aftercare and support for people of all ages affected by meningitis. And by demonstrating that our knowledge and expertise is impactful and evidence-based, and that it is influential across the UK and beyond.



Speaking at the launch Tom said:

"Fighting meningitis has been this charity's driving force over four decades.

"Our research has helped the development and introduction of five lifesaving vaccines and our aftercare and support has brought comfort and practical help to thousands of families across the UK.

"While cases of meningitis are falling, 22 people every day are still affected by this devastating disease. They will continue to need our aftercare and support."

The work we have carried out in year one of Making a difference, every day is what we focus on in this report.

The year in numbers

22 people every day are affected by viral and bacterial meningitis



We had **1,710** Helpline contacts

The support team received **126 new referrals** and made **623 support calls**

Our **Forever Weekend** was attended by **31 participants**. Our **Family Day** in Oldham, Lancashire was attended by **48 adults and children**

Throughout the year we provided emotional, practical and financial support to **172 new people**



91 new members joined our online peer support group

There were **19 new volunteers** to the Meningitis Now Family, including five volunteers who are students.

69.4 per cent of our total spend was on our **charitable activities**



Total income was down **8.4 per cent** to **£2.1 million** in the year

Our **'Keep Connected'** online events were attended by **73 young people and adults**

We provided **financial assistance** totalling **£41,412** to **56 people**



We distributed **372,000 Signs and Symptoms cards** in partnership with Bounty.

The **London Marathon** in October saw over **45 participants** cross the finish line, raising over **£130,000**

Our **BBC Lifeline Appeal** raised **£21,626** and **Celebrity Catchphrase** raised **£14,500**

Our **student campaign** saw 140 items of coverage numbered, with a listener reach of 42,705,000 and total airtime exceeding 22 hours



Community fundraising events held by our supporters, schools and organisations, raised over **£340,000**

65,000 throat swabs and culture samples from the Be on the Team research, from around **12,000 participants**, were collected and stored



Two new and exciting **research** initiatives costing around **£320,000** are to be supported by Spencer's Legacy: Nobody Left Behind

We received donations from **71 grant-making bodies** and from **72 companies**

There were nearly **1,000** (928) **Meningitis Now** mentions in the traditional **press and broadcast media** out of a total of nearly **7,000** (6,916) items of coverage mentioning meningitis

Our website was visited on an average **2.2 times every minute**, with a total of **1,833,817** web page views

We had **240 volunteers** and **Ambassadors** reaching out to people in communities across the UK

We published **123 news blogs** and **43 case studies** on the website

Fight to defeat meningitis in the UK within a generation

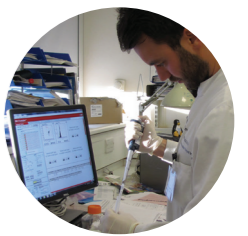
The fight to defeat meningitis has been Meningitis Now's driving force for nearly four decades. And thanks to the availability of five lifesaving vaccines on the NHS, the prospect of a generation of youngsters growing up in the UK vaccinated against nearly all the major causes of meningitis, the prospect of defeating meningitis is potentially within our grasp.

But there is more work to be done - there is scope to improve the effectiveness of new and existing vaccines through scientific and medical research, and we must ensure that all eligible people receive the vaccines that could save their (and others') lives.

To ensure this happens, we will continue to fund research, to promote vaccines and to work with policy-makers and clinicians to ensure we do all we can to defeat meningitis within a generation.

Investing in lifesaving research

As we continued to recover and rebuild across the charity, we were delighted to be finishing the year with a substantial investment of £320k in the Spencer Dayman Research Fund here at Meningitis Now. In addition to this, we have exciting plans to invest additional funds over the next five years in lifesaving research from funds raised as part of Spencer's Legacy campaign (see page 11).



And after two years of disruption to our research programme, we are now pleased to see the progress, completion and commencement of several significant projects. Despite the ongoing impact of Covid-19 on our research projects, particularly during the first half of the year, all of our projects have made considerable progress towards their aims.

Ongoing research projects

Improve treatment outcomes in tuberculous meningitis (TBM), led by Professor Robert Wilkinson at Imperial College London and the Francis Crick Institute

Over the past 12 months, the Covid-19 pandemic has continued to affect the progress of this project, including the collection of samples from patients taking part in a large clinical trial for TBM treatment in South Africa. Due to this, the research team has been granted a no-cost extension to December 2023 to allow completion of the study.

Progress has been made in the following areas:

- Analysis of samples from patients recruited into the original trial both at the Francis Crick Institute and also in the USA.
- Ongoing recruitment of patients into the larger trial - additional study sites have opened which will further increase the chance of recruitment. The necessary agreements are in place for transport of samples to the Francis Crick Institute.
- Work on the interactions of the blood-brain-barrier (BBB) and Mycobacterium tuberculosis. As a result of the pandemic, a new aim has been added to this study to investigate the effects of coronavirus SARS-CoV-2 on the BBB. Results demonstrate that this virus affects the BBB and cells in the central nervous system, and could contribute to the neurological disorders described in patients who have been infected during the pandemic.

During the next year, further samples will be collected and analysed from patients enrolled in the larger trial. Also, work on the interactions of BBB and Mycobacterium tuberculosis will continue.

Creation of sample collection from “Be on the TEAM” study throat swabs for molecular (PCR) analysis of meningococcal carriage and carriage density, led by Professor Adam Finn at the Spencer Dayman Research Laboratories, University of Bristol

This two-year project, which started in 2019, successfully completed in March following submission and review of a final report. Despite the premature end to the national ‘Be on the Team’ study due to Covid-19, an amazing 65,000 throat swabs and culture samples, from around 12,000 participants, have been collected and stored at the Spencer Dayman Meningitis Research Laboratories at the University of Bristol for future analysis. We are pleased to report that the team has secured additional funding to analyse these specimens.

The funding from Meningitis Now, which allowed for the preservation and collation of study samples for possible future molecular analysis, means that the ‘Be on the TEAM’ study now has a second chance to meet its objectives, despite being cut short by the pandemic.

Without generous donations from The Starfish Trust and a Life for a Cure, this project would not have been possible.

SURE + DP: Improving diagnosis and prognosis for paediatric tuberculous meningitis through the SURE treatment trial, led by Professor Robin Basu Roy at University College London Clinical Trials Unit

After working closely with the lead researcher, we are delighted to be providing part-funding totalling £58k to the above project. This project had been awarded £249,917 in 2019 but full funding was withdrawn in summer 2020 due to the financial effects of Covid-19. The research aims to increase understanding of tuberculous meningitis (TBM) in children leading to improved diagnostic tests and outcomes.

Starting in March and running over 30 months, this revised project will recruit a “non-TBM” control group of children alongside a large treatment trial in Africa (SURE). A small amount of the overall budget will allow for pilot analysis of samples, the results of which will help towards securing the additional funding needed for the full analysis proposed in the original grant application.

Covid-19 not only affected the funding for this particular study but also had knock-on effects on the parent SURE trial. However, all of the research ethics and regulatory approvals from the UK, Uganda, Zambia and Zimbabwe are now in place to start recruiting the “non-TBM” group of children from spring 2022.

Investing in future research - Spencer’s Legacy campaign

Funds raised by the Spencer’s Legacy campaign will be used to support two new and exciting research initiatives costing around £320k:

1. A project to Develop a multivalent Streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis, led by Professors Jeremy Brown and Brendan Wren at University College London and the London School of Hygiene and Tropical Medicine. This project is due to start in July 2022.
2. A project to invest in scientists of the future by funding a 4-year PhD studentship at the Spencer Dayman Meningitis Laboratories at the University of Bristol. This project is due to start in the Autumn of 2023.

We look forward to working with the research teams to support both of these pieces of work in the coming years.

Developing plans for Spencer’s Legacy

Plans were developed over the year for a new campaign to mark the 40th anniversary of the death of Steve and Gloria Dayman’s son Spencer, aged 14 months, which would launch as Spencer’s Legacy: Nobody Left Behind in April 2022.

Meningitis Now’s Executive Founder Steve, 74, supported by his wife Gloria and family, has dedicated his life for the past four decades to fighting meningitis.

Steve said: *“Spencer’s death completely changed my life. Over the years since, I’ve met thousands of families who’ve experienced a similar tragedy. Most families who’ve suffered find it helpful, like me, to do something positive. If we unite and do all we can - we will make a difference.”*

Steve recalls experts of the time 40 years ago saying he would not see any meningitis vaccines in his lifetime. But today, vaccines to combat MenACWY, MenB, Hib, pneumococcal disease and tuberculosis are all available free on the NHS.

“Initially, I was astonished by how little people knew about the disease, including the medical profession. It was startling to discover no leaflets, no charities and no help available.

“We felt alone - something had to be done because we wanted to protect others from the horrendous pain of losing a loved one.

“I wanted to do something Spencer would be proud of and never expected to make the strides we’ve made.”

Steve chose to prioritise visiting families touched by meningitis, something he still does today, and has always been available 24-7 by phone to anyone needing his help.

He took on charity marathon walks, which often involved 40 days’ walking on end and routes such as John O’Groats to Land’s End.

On these he was always accompanied by Spencer’s teddy bear Sonny, who still goes with him on his travels. Sonny also features in the Nobody Left Behind logo.



Steve has raised more than £2 million from these marathon walks alone, amassing over 12,000 miles.

However, it dawned on him that awareness alone would have had little effect on the outcome in Spencer's case, so in the late 1990s he decided to dramatically change his approach towards funding vaccine research.

He formed Bristol-based Spencer Dayman Meningitis UK in 1999, to primarily fund a £500,000 state-of-the-art research laboratory at the University of Bristol.

The Spencer Dayman Meningitis Laboratories officially opened in April 2002 and now house a £2.5 million research investment.

Along the way Steve has received the MBE in 2010, an honorary degree from the University of Bristol and a Pride of Britain award, both in 2014.

"Without my family and friends, it wouldn't have been possible for me to make the contribution I have.

"I will not stop because I want this dreaded disease eradicated, so no one else feels the pain I and many others have felt," Steve added.

Read more about Spencer's Legacy: Nobody Left Behind and donate on our website at www.meningitisnow.org/support-us/news-centre/public-affairs/campaigns/spencers-legacy



Roundtable awareness campaign

Ensuring that people are aware of the lifesaving benefits of vaccines is a critical part of our new strategy. In October 2019, we pioneered a new approach to this by convening a 'Roundtable' meeting of organisations, each with a shared interest in raising awareness of meningitis. This included charities (Meningitis Research Foundation and a Life for a Cure), statutory bodies (NHS England and Public Health England), and pharmaceutical companies (Boots, Pfizer and GSK). The aim was to explore collaborative working to maximise the power of shared messaging and make efficient use of resource and expertise.

During the pandemic this group met virtually and a plan was developed for an unprecedented joint campaign to run in August and September 2021. This was resourced by GSK, but with collaborative input from all partners.

The campaign was aimed at London's young people, after a poll showed their awareness of meningitis to be worryingly low. Some 71 per cent of those asked had little or no knowledge of the disease.

And almost 1 in 3 (31 per cent) were unaware of the possible devastating consequences of picking up the infection, including limb loss and hearing loss.

Research also found that although the majority (73 per cent) believed it to be important to be vaccinated against meningitis, 2 in 5 (39 per cent) either said they hadn't been vaccinated or admitted they were unsure of their vaccination status.

Worryingly, 27 per cent were unaware that meningitis vaccines are included in the routine vaccination schedule, and are therefore freely available to anyone under the age of 25 through their GP.

The campaign urged Londoners aged 18 to 24 to check their MenACWY vaccination status with their GP and catch up as soon as possible if needed.

Nick Gilbert, who had spearheaded our own student campaign, told his story to BBC London, who also interviewed our chief executive Dr Tom Nutt. There was also coverage of the campaign on LBC, Capital FM, Talk Radio, Kiss FM and Heart as well as in the Metro and Evening Standard.

The cooperative concept has been highlighted by the Association of the British Pharmaceutical Industry and by the Department of Health and Social Care as an example of best practice. A plan for a similar collaborative campaign is in preparation for Autumn 2022 and a wider group of stakeholders are already engaged to collaborate in 2023.



Influencing policy-makers and clinical practice

Our aim in seeking to influence policy-makers and clinical practice is to work positively with a range of stakeholders in pursuit of our strategic aims. To this end, in 2021-22 we enjoyed the opportunity of working with a range of partners across the UK and from different sectors.

Engagement with the UK Health Security Agency

In response to the rebound in cases of meningococcal disease amongst students in Autumn 2021, we responded to an appeal from the UK Health Security Agency to work together to raise awareness of meningitis.

Using the knowledge and experience of our student awareness campaigns over many years, we helped shape their awareness materials, including a new adhesive poster inspired by our impactful Signs and Symptoms fridge magnet. We were able to work with our Meningitis Awareness Recognition Mark (MARM) universities to distribute lifesaving information materials to universities.



Meningococcal Working Group (MWG)

Since 2017, we have been pursuing improvements in the diagnosis and treatment of meningococcal disease by working alongside health and care stakeholders and families affected by the disease through the Meningococcal Working Group.

In 2019, the Department of Health and Social Care (DHSC) published a report with recommendations aimed at improving the culture and practice of diagnosis and treatment of meningococcal disease in frontline healthcare settings, and since then, we have continued to work to progress these aims.

As a result, in July 2020, we joined the NHS England Acute Deterioration Board, which has been designated to oversee the MWG recommendations, and continue to work hard to effect change across NHS England, particularly in the area of patient and carer 'worry and concern'. During 2021-22 we continued to contribute to a working group of clinicians and other health and care specialist to find a way to systematically ensure that the voices of carers (and patients themselves) are listened to when someone is unusually unwell - something that will require a change in day-to-day NHS culture and practice.

National Vaccine Strategy and NICE Guidelines

Work led by the Department of Health and Social Care towards the creation of a national vaccine strategy continued to be delayed by the Covid-19 pandemic. Despite the challenges of engaging civil servants during a busy year, we continued to express our support for the creation of this.

We continued to be stakeholders in two National Institute for Health and Care Excellence (NICE) guidelines that are in development, and have taken an active part in the scoping exercise for the following projects: 1. Meningitis (bacterial) and meningococcal septicaemia: recognition, diagnosis and management. This is due for publication in December 2023. 2. Vaccine uptake in the general population. Publication was due in April 2022. Both guidelines have been delayed due to Covid-19 but are now progressing with revised publication dates.

A Global Roadmap to Defeat Meningitis

In late September we welcomed the launch by the World Health Organization (WHO) of a Global Road Map to defeat meningitis by 2030. The roadmap has been designated as a flagship global strategy of the WHO's Thirteenth General Programme of Work 2019-2023.

Despite successful efforts to control meningitis it continues to be a major public health issue across the world, killing about 300,000 people annually and leaving 1 in 5 of those affected with long-term and devastating after-effects. The roadmap includes three visionary goals: to eliminate epidemics of bacterial meningitis; to reduce cases of vaccine-preventable bacterial meningitis by 50 per cent and deaths by 70 per cent; and to reduce disability and improve the quality of life after meningitis of any cause.

The roadmap will reinforce and combine with wider initiatives, such as those aimed at strengthening primary health care and health systems, increasing immunisation coverage, improving global health security, fighting antimicrobial resistance and advocating for the rights of persons with disabilities.

Welcoming the launch, Meningitis Now chief executive Dr Tom Nutt, said: "This is a major step forward by the World Health Organization and we welcome this worldwide commitment to eradicate the scourge of meningitis."

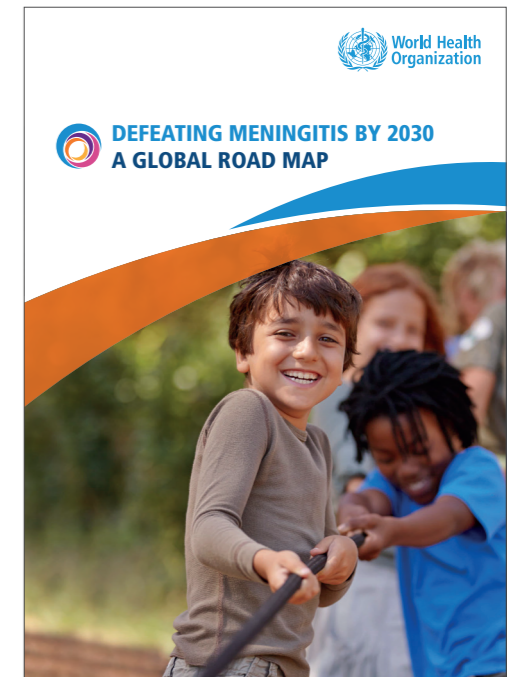
Association of British Pharmaceutical Industries

Our chief executive Dr Tom Nutt was one of eight leaders from across the patient and health charity sector invited to join the British Pharmaceutical Industry's new Patient Advisory Council (PAC).

The council will help to steer and broaden the Association's strategic thinking, ensuring a more patient-centric future strategy, policy and priorities.

Tom said: "By sharing the knowledge and insights we learn every day as the people's voice for meningitis, and by working with other leading patient groups, I hope we can shape and positively influence the vital work of the UK pharmaceutical sector."

Since creating the PAC, members have advised the ABPI Board on matters ranging from equality, diversity and inclusion to big data.



Reach out to everyone who needs help, support and information

Unfortunately, vaccines cannot protect everyone against all forms of meningitis, which means that Meningitis Now will continue to save lives by raising awareness of the risks of the disease, its signs and symptoms, and what people should do when it strikes.

We also want to prioritise efforts to address health inequalities and promote equality, diversity and inclusion in all our work. And since many people in the UK are unfortunately unaware of the help and support we can give, we shall try harder than ever before to reach out to everyone who needs help, support and information. We do so using a range of impactful approaches and methods.

Volunteering makes all the difference

Like many in the charity sector, Meningitis Now relies on its volunteers and Community Ambassadors to reach out to people in communities across the UK. Without the ongoing support, enthusiasm and dedication of 240 volunteers and Ambassadors the work of the charity would not have been possible this year. What distinguishes a Meningitis Now volunteer is a passionate belief in the work of the charity and the part they play in making a difference every day.



One of our volunteers told us:

"I am a passionate believer in what Meningitis Now is doing and about helping to spread awareness of this disease. Sometimes it can be very difficult and very emotional too, but it's worth it. The respect that goes with volunteering helps make life feel positive."

Despite a difficult start to the year, with social distancing measures still in place, our volunteers were keen to get involved and they clocked up an impressive 868 of recorded hours. This included supporting our student awareness campaign, giving online awareness talks, distributing thousands of fridge magnets and collecting cheques.

September saw the return of face-to-face volunteering activities and it was brilliant to see volunteers and Ambassadors out and about once again, especially at key events in our calendar such as the London Marathon and the Christmas Carol Concerts.

We welcomed 19 new volunteers to the Meningitis Now Family, including five volunteers who are students based in universities across the UK. Their experience and insight will help us to shape our awareness-raising activities aimed at students and young adults in the years to come. We are delighted to have them all on board.

The volunteering team here at Meningitis Now know how important it is to keep in touch with our Volunteers and Ambassadors. For example, during the year they held eight virtual Ambassador reconnection sessions. This is what two of our Ambassadors said after these sessions:

"It's like a flame has been reignited! What a difference it makes speaking one to one to Tom and everyone. I learnt a lot about the charity and what else I can do."

"The staff are fantastic, I felt so welcome. It made me feel more involved with the whole charity again and reminds me why I want to be part of Meningitis Now. It's a great charity and I'm happy to do more."

Our Community Ambassadors - Graeme and Gail's Story

In 2016 Graeme and Gail lost their daughter Katherine to pneumococcal meningitis. Katherine's loss was devastating and Graeme said at the time:

"When we lost Katherine we had nowhere to turn for help. We were completely lost, not just within our grief but also the need for some answers. We were distraught. Some internet research took us to Meningitis Now and all I can say is thank God they were there for us."

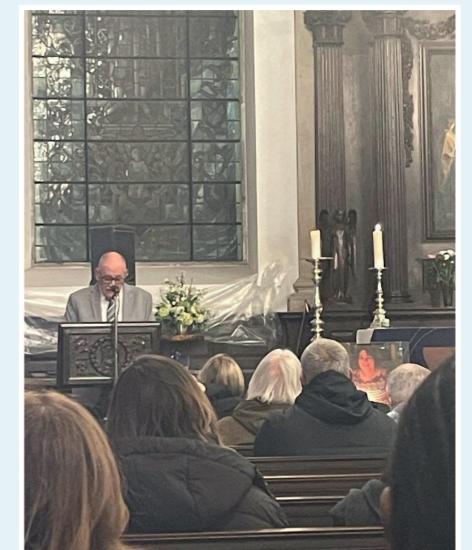
As valued Community Ambassadors, Graeme and Gail continue to support our charity in so many ways. During the year they have raised thousands of pounds for Katherine's Forever Fund, supported numerous fundraising events and raised awareness of meningitis by giving away thousands of symptoms cards in their local community. For this, we are extremely grateful.

In December, Graeme showed great strength and resilience and delivered the key address at our London Carol Concert. He spent weeks crafting his speech, telling their story from both his and Gail's perspectives.

Graeme spoke very movingly about Katherine and the harrowing impact of her loss on him and Gail and how it never leaves them. Afterwards he said: *"Writing and presenting it did so much for my mental health. It helped me get some things out of the dark corners of my mind. Giving the speech helped me so much."*

Graeme is full of plans for raising awareness and funds next year, and said that being embraced in such a genuine way by the whole charity has enabled him and Gail to survive what they thought impossible. It has also given him a sense of purpose and something to focus his energy and attention on.

We never take our volunteers and Ambassadors like Graeme for granted and whether they are new to Meningitis Now or an old hand - they are all valued members of the Meningitis Now Family. We know how much support they give us and in return we know how much volunteering for Meningitis Now gives them.

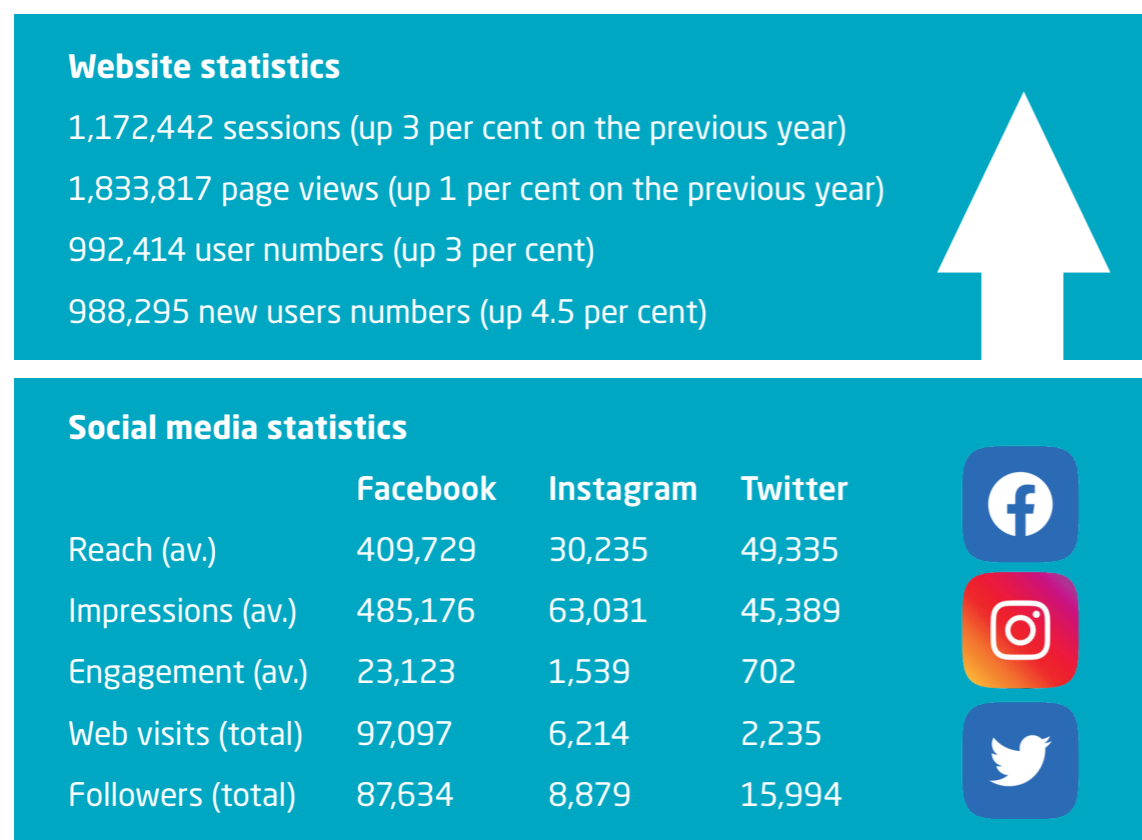


Tony and Marilyn, two of our long-term volunteers in Lincolnshire, said:

"We get an awful lot out of volunteering for you, it fills in the gap in our time in our retirement and gives us a purpose. We feel we're using our time in a valuable and rewarding way. We really enjoy doing it and feel excited and enthusiastic about trying new ways of raising awareness. If one way doesn't work, we just make a note and learn from it and try something else."

Reaching out via our website, social media and the press

Our website and social media channels are the main way we reach out to those seeking information on our work. The website was visited on average 2.2 times every minute during the year and we saw steady and strong recoveries across the board in all our metrics, after the previous year where we had seen numbers falling during the pandemic.



We saw strong numbers for new visitors coming to the Meningitis Now website, reaching 84.5 per cent of our total audience, up nearly 5 per cent on the previous year. These figures look likely to continue to improve based on projected metrics.

We have begun to implement a total rebuild of the website which will be delivered in 2022-23 and will see a more responsive site, built with our audience in mind which will also feature enhanced donation functionality, making it easier for our supporters to give to the charity.

Elsewhere, nearly 1,000 articles (928) in the traditional press and broadcast media were published naming Meningitis Now, out of a total of nearly 7,000 (6,916) items of coverage mentioning meningitis. This was an increase of nearly 400 on the previous year (550 articles) or a rise of 69 per cent. This included stories in the Daily Mail, the Mirror, the Sun, the Daily Express, the Star and Metro, as well as leading regional titles.

Stories performing well included our Junior Ambassador Harmonie-Rose winning a Pride of Britain Award (and duetting with Ed Sheeran); our Celebrity Ambassadors Dean Holden and Danielle Nicholls telling their daughter's meningitis story; recollections of Princess Diana's involvement with the charity on what would have been her 60th birthday; and our own student awareness campaign.

In addition, we published 123 news blogs on our website, highlighting everything from supporters' fundraising efforts to our response to the latest disease incidence figures. We also published 43 case studies, covering all ages, types of meningitis and outcomes - a total of 166 stories, the majority of which fed into our social media posts, helping to raise disease awareness and promote our support offering.

Don't assume it's Covid or a hangover - raising awareness with students

Our student campaign this year urged young people off to university not to automatically assume they had Covid-19 or even a hangover if they felt ill - it might be meningitis.

One person who knows, only too well, the consequences of making the wrong assumption about his illness was 26-year-old Londoner Nick Gilbert, who spearheaded the awareness campaign.



In 2018, Nick felt under the weather, but assumed he didn't have anything serious. After resting overnight, he went about his business the next day and even went on a date.

But, just 24 hours after first feeling ill, Nick collapsed, vomiting in a busy central London street. His symptoms were mistakenly assumed to be drunkenness by the many people who saw him. Fortunately for Nick, a young woman passer-by helped him to hospital, where his meningitis was diagnosed. Nick went on to make a good recovery.

"I dread to think how the outcome could have been different if I'd just gone home and shut myself away from everybody," Nick said. "It's vital that anybody who feels ill does not automatically assume it's just a hangover, or an illness you've just got to sweat out, like Covid."

Nick told his story across the press, including the Express Online, Wales Online and some 50 other outlets. He also joined our chief executive Dr Tom Nutt and Michelle Bresnahan, who set up the charity a Life for a Cure after losing her son Ryan, 16, to meningitis in 2010, for a series of radio interviews that proved highly successful in raising awareness.

Highlights included:

- Coverage on the Radio News Hub, who reach 127 member stations, including giants such as Jazz FM, Nation Radio Group and News Radio UK, and broadcast Michelle, Tom and Nick's entire interview to their combined reach of 7,900,000 listeners.
- SKY News, who, as of 2021, broadcast to 34,000,000 listeners across a broad, national demographic, plus a further number of key commercial outlets. The content also reached major London stations including Capital FM, LBC and Heart Radio.

The total items of coverage numbered 140, with a listener reach of 42,705,000 and total airtime exceeding 22 hours. Most of the interviews lasted well in excess of seven minutes - and some over ten minutes - giving Michelle, Tom and Nick ample opportunity to share their stories and advice.

There was positive feedback from presenters too:

"Thanks Michelle, Tom and Nick - a very important interview. Clearly explained and full of detail"
Jools Oughtibridge, Content Producer, Radio News Hub

"It was a pleasure to talk with Michelle, Tom and Nick - a very moving and useful interview for students and parents alike."

David Caldwell, Presenter and Producer, Sescot Radio

"Great interview - really useful and important information, and perfect for our listeners."
Pete Finch, Presenter, BRFM

Not just students, and not just incidence

- Since social distancing measures have been relaxed in the UK, cases of meningitis are starting to rise again, especially among young people, but they are still below pre-Covid levels.
- In England, overall Invasive Meningococcal Disease (IMD) incidence in 2020 to 2021 has declined at below 1 per 100,000 of the population*
- MenB was responsible for the majority of IMD cases in individuals across all age groups
- In late 2021 there was a sharp increase (exceeding pre-pandemic levels) in MenB cases among adolescents and young adults in England, particularly in university students. Low immunity against group B strains and high transmission of meningococci among adolescents/young adults resulted in the return of group B disease. This was a cause for concern.
- The true impact of meningitis is not measured by incidence alone and we know that the disease continues to have a profound impact on the lives of those who experience it.

*2020-2021 refers to the epidemiological year July-June

Making more people aware of our support

We have worked determinedly this year to promote our aftercare and support services with the aim of ensuring that they are accessible to all. Whilst we know that we still have some way to go to reach people affected by the disease in diverse communities across the UK, we are making significant progress.

Throughout the year we provided emotional, practical and financial support to 172 new people from across the lifespan. This is a noteworthy achievement given the continued impact of Covid-19 and the low numbers contracting the disease. This number doesn't include the numerous people who have joined our online peer pages and contacted our Helpline for the first time. We will continue to focus on promoting our information and support services more widely in the years to come.

As part of the launch of our Strategic Plan in April 2021, we produced a series of videos, one of which focused on our Young Ambassador Louise Greer and the impact that her involvement with Meningitis Now, and in particular with our support services, has had on her.

Louise, who had meningitis when she was two-and-a-half, leading to amputations of both legs through the knee, part of her left arm and part of the fingers on her right hand, talks movingly about her involvement with the charity.

"If I hadn't had the support of Meningitis Now I would probably have stayed quite shut in the house and not gone out, not gone to uni and not gone on to look for jobs that are probably quite ambitious. I learnt that I have a lot more skills than I thought I had. It's enabled me to be more confident in myself and independent."

On Facebook the video has had 875 views and 84 reactions. On Twitter, it's had 40 views and seven reactions. You can watch the video here <https://youtu.be/bs6Qgj5Mjic>



Equality, Diversity and Inclusion (EDI)

We are committed to EDI as an organisational priority for 2022-5 and to embed it into the way we think, relate and work. We invested significant resources this year by appointing an operational lead for EDI, who will undergo a Chartered Management Institute (CMI) level 7 EDI qualification. We have also engaged an external consultant to help us develop a clear plan for EDI across our support services and the charity's wider team of staff and volunteers.

The EDI plan for next year will involve laying the groundwork for the more detailed roll out of EDI in the years to come. In the first year, the work will include:

- External consultancy to pinpoint key areas where we have gaps in data.
- Delivering EDI awareness training for all staff through our e-learning platform and workshops delivered by an EDI specialist.
- A staff and supporter survey to gather qualitative data and gain insights.
- A review of our Equal Opportunities Policy based on learnings from training and review of our practices.
- Finalising and publishing a commitment/vision statement for EDI.
- Developing a detailed three-year EDI strategy.
- Ensuring that EDI is fully embedded in our culture and the way we work, as well as for the wider Meningitis Now family.

Providing the right information

Nurse-led Helpline still a lifeline for many

Our nurse-led helpline remains at the core of our information and support provision and is a lifeline for many. Despite a few challenges in resourcing the Helpline during opening hours this year, we have provided information and support to numerous people from across the UK (see below). Our team of Nurses, supported by a Community Support Officer, have provided much-needed listening support via calls, emails and social media.

Following the reduction in Helpline contacts that we saw last year (1,828) at the height of the pandemic, we correctly predicted that numbers would remain reasonably static this year (1,710). This is not surprising as the impact of Covid-19 was still being felt, particularly during the first six months of the year.

Contacting the Helpline via email remains the most popular route and often results in lengthy and complex responses. This continues to reflect people's use of digital platforms to access information and support services. One thankful person who emailed us wrote:

"Thank you for getting back to me so quickly. The thought that there is someone out there that actually understands what you are talking about and can offer real help and understanding is such a relief. Many and sincere thanks."



We continue to receive many calls that cover a range of topics including vaccination, signs and symptoms, hospital treatment, after-effects and bereavement. Recovery and after-effects and service enquiries continue to make up the largest proportion of the calls. It is worth noting that these types of calls take significantly longer (upwards of 30 minutes) than calls about symptoms or risk.

To demonstrate how we make a difference every day on the Helpline, we monitor the impact using a post-call survey. All respondents found the information they received useful and felt more confident in dealing with the issues raised during the call. Feedback from callers also shows us that we are getting it right and our Helpline continues to have a crucial part to play in our service delivery:

"Thank you for offering such a useful service. I have been trying to get an answer to my question from various health professionals and had conflicting information. You answered my question straight away and gave me a webpage to confirm this."



We would like to thank the James Tudor Foundation for continuing to fund our Helpline and the expertise of our nurses.

Be recognised as a centre of expertise for aftercare and support

A key area of focus over 2021-22 has been on our strategic priority to be recognised as a centre of expertise for meningitis aftercare and support. This would not be possible without our staff, who are a key factor in the success of our support delivery. Their skills, experience, commitment and passion remain central to the difference our work makes.

It is the emphasis on quality and depth that is central to the lasting impact our work has on the lives of the young people, adults and families we work with every day. We have direct evidence of the kind of outcomes our support and aftercare create and this is testament to our person-centred approach and a continued spotlight on demonstrating that we are 'making a difference every day'. We could not achieve these outcomes without working in partnership and combining our expertise with a wide range of individuals and organisations.

We know that there is a lack of focus on the emotional wellbeing and mental health of those impacted by meningitis. This means many people face their recovery alone, with complex needs going unmet and causing high levels of distress and discomfort for affected families. As the UK's leading charity for meningitis support, we have a responsibility to respond to the varied needs of the meningitis community and take the lead in tackling the need to improve follow-up, aftercare and support in the UK.

Direct support for people affected by meningitis

Financial Support proves vital

Our Rebuilding Futures Fund continues to provide much-needed financial support to people of all ages from across the UK. During the year we were able to provide financial assistance totalling £41,412 to 56 people across all four categories of the fund - health and wellbeing, opportunities, bereavement and specialist equipment. Seventeen awards benefitted children and young people. All those who received an award stated that the financial support helped a lot and made a big difference to their lives.

Making a real difference everyday ...

A Specialist Trike. We worked alongside Tomcats, a Gloucestershire-based company making specialist trikes for children with mobility problems, to provide independence and a sense of freedom for a 7-year-old boy who contracted neonatal meningitis at eight days old.

On the application his Dad described how:

"S tries to be independent and since being at school he has developed a group of friends who regularly go to the park on their bikes or cycle to school. A specialist trike will enable S to go to the park with his friends, help with his hypermobility and enable our family to go cycling together."

Cranial Osteopathy

In December, we awarded a woman struggling with the ongoing after-effects from viral meningitis that she contracted in 2019 a course of cranial osteopathy. Her after-effects included headaches, pain, tension, hearing difficulties, fatigue and low mood, which impacted her life on a daily basis. She was delighted with the award and told us:

"WOW! Thank you, Thank you, Thank you!!! I am so incredibly grateful to Meningitis NOW for this wonderful gift. I genuinely feel really emotional – honestly this news couldn't have come at a more pivotal time for me and I am truly grateful."



Other people have told us how we are continuing to make a big difference every day with this fund:

"This award has made a big difference as Z can practise his standing and walking with the standing ladder on a daily basis. The stool has meant that he can also practise his sitting in a more independent way."

The family of a child with an Acquired Brain Injury awarded funding for a standing ladder to help mobility.

"It improved my family's mental health as we all got to spend time together as a family. It gave my kids a summer holiday and something to look forward to after a long summer without their dad as he was in hospital."

A Dad who experienced multiple episodes of meningitis awarded funding for a short family break.

We were delighted that Aimee's RFF award for a specialist trike was featured in 'The Big Give Christmas Challenge'. 'Every child deserves to have a bike' is certainly a stand-out phrase for the Rebuilding Futures Fund panel members this year. A new bespoke, shiny pink trike supplied through the fund has meant Aimee can get out and about in comfort and safety.

Improving awareness and reaching more people with the Fund has been a key area of focus this year, with numerous activities across our social media channels and Facebook. As well as promoting the Fund, we have taken every opportunity to talk about its continued impact and success. In November, we delivered a poster presentation at Meningitis Research Foundation's bi-annual conference. The poster was based on the impact report from year one of the Fund.



We continually strive to improve the Fund and look forward to next year, as we work towards developing bereavement support, with the option for people to apply for a memorial to remember their loved ones.

We would like to thank the many funders who enabled us to deliver life-changing support through our Rebuilding Futures Fund, including the Worshipful Company of Butchers and The Masonic Charitable Foundation.

Colin and Lydia's story

Lydia's husband Colin contracted pneumococcal meningitis in November 2019 aged 28, but has also suffered from recurring viral meningitis. The family has found Meningitis Now's support amazing, as Lydia, from Belfast, tells us here.

"After a brain tumour diagnosis in 2016 our world was turned upside down. Colin had surgery to remove it and after hearing that it was successful we thought that life could 'go back to normal'."

"However, a complication of this surgery was a recurrent Cerebrospinal Fluid (CSF) leak. Over the past five years he has contracted viral meningitis five times and bacterial meningitis once."

"His pneumococcal meningitis came on so quickly. He was at a work training day, he left the house with a slight headache but feeling fine. Within a matter of hours he was vomiting, had a stiff and painful neck and was sensitive to light, before he lost consciousness."

"Colin has had a tough few years. We have nearly lost him on more than one occasion. He will never get a complete all clear from hospital as the CSF leak can reoccur at any time. However, he has had numerous operations and procedures to try and seal the area affected, undergoing massive brain surgery three times in the hope that this will prevent meningitis."

"We live in fear of the symptoms happening again and are constantly on high alert anytime he has a headache. We know the signs to look out for and doctors have praised us for our quick response in getting Colin straight to hospital. When it comes to meningitis, acting quickly can be the difference between life and death."

"Meningitis continues to have an impact on our family's life, Colin suffers with common issues related to meningitis such as problems with memory and concentration, co-ordination and balance problems."

"We have received so much help and support from Meningitis Now through its Helpline and also the Rebuilding Futures Fund. The staff have been amazing – I can't praise them enough."

"Colin has been in hospital several times, most recently for six weeks this past summer. I was balancing our three children under 6 by myself along with trying to get to see him every day in the middle of the pandemic."

"The team at Meningitis Now rang or messaged me at least once a week just for a chat or to check how he was doing."

"We were also able to get away for a two-night family break recently through the Rebuilding Futures Fund, which we were so grateful for as the kids missed out on holidays with daddy over the summer."

"We are sharing our story to promote the work this amazing organisation does."

Colin told us: *"Fantastic team who have shown my wife great support while I was in hospital over the summer. I was very worried about finances while I was in hospital as I was unable to work and my wife is a full-time mum. Being able to claim back our fuel and parking costs for using the hospital car park was a massive help. It was one less thing to worry about."*

Lydia told us: *"We had the best time last week (at the family break) and the kids had a ball. It was the first time in months Colin had been out and about and able to do stuff with them. He is doing well, and still making progress."*



Community Support provided much-needed emotional and practical support

The work of our regionally-based community support officers continued to provide much needed emotional support, signposting and practical help to individuals and families across the UK.

During the year the team received 126 new referrals and made 623 support calls. With the lifting of social distancing restrictions in the first half of the year, we once again started to visit people in their homes and local communities, which was a huge relief for many who had experienced isolation and loneliness during the many dark months of the Covid-19 pandemic.

In addition to the one-to-one work, our Community Support Officers deliver numerous support events and moderate our online support pages (see below).

In September, the work of the team was enhanced when we successfully appointed a new Senior Community Support Officer (CSO) to manage the team. The additional skills, knowledge and experience she brings to the team will prove invaluable next year when we carry out research to better understand the impact of the CSOs' role and activities.

Vital support following bereavement

Supporting people through bereavement and grief remained a key element of our support services, as we know that the pain of losing a loved one to meningitis doesn't disappear with time. Nowhere is the value of this support more evident than during our residential weekend for adults who have lost a loved one to meningitis.

Our residential 'Forever Weekend' was held in November and despite many tears, it was wonderful to talk openly and remember loved ones lost to meningitis, with a series of workshops, films and activities. The Forever Weekend was attended by 31 participants, including seven couples who had lost a child, four people who had lost a partner/spouse and two mums who came on their own who had lost a child. Six families new to the charity attended. Outcome measures were excellent, as was feedback which included:

"Thank you for your kindness and support. I loved sharing a bit of my husband with you all. I am so proud of him. I hope you have a glimpse of why he was such an amazing man."

"Excellent weekend meeting people with shared experiences, the Meningitis Now staff have been amazing and I feel like I have known them for years. They have been very supportive and caring. Thank you all."

We could not have delivered this worthwhile event without the help and support of Maria Ahern (Compassionate Friends), The Good Grief Project, Georgia Elms (Widowed and Young) and Russ Fisher (Forever Fathers).

We know just how important continuing bonds are for those who have lost a loved one to meningitis. So, in June, we held our first 'Keep Connected' online event focusing on bereavement. We brought together six bereaved adults, who had attended our first Forever Weekend back in September 2019, to stay connected, talk about and remember loved ones.

This year our Ribbon Appeal was supported by a wonderful family from Scotland who lost their 8-year-old daughter to meningitis whilst on holiday in France in 2019. Their lives changed in the blink of an eye and will never be the same again. However, their support of this year's Ribbon Appeal showed so much compassion and bravery.

Since 2019, we have provided ongoing support to the family through our home visits and our online bereavement support group. Mum wrote: *"In particular, Alison (our Community Support Officer) has made me feel she is looking out for us, even when the rest of the world seems to have moved on. She has been wonderful in checking in on us, providing information and making me aware of various therapy opportunities in our area."*

Face-to-face support events return

Finally in September, after an absence of 18 months, we saw a return to our much-loved face-to-face events, including Family Days and residential weekends. During the year we held five successful and inspiring events, bringing the Meningitis Now family together, from across all regions of the UK, including a family day in Scotland. Some 120 people, including children, young people and adults, attended these events, demonstrating how popular they were.

For example, in November we held a Family Day in Oldham, Lancashire. The day, at 'Summit Up Climbing', was attended by 48 adults and children. Measured outcomes were excellent, as was the feedback.

This is what one family told us:

"Back home from the best day in a long time with my family – went to the Meningitis Now Family Day at Summit Up, safe to say we are all absolutely shattered, been such a good day and the boys have had such a ball – thank you sooo much Meningitis Now."

We are always pleased to see new individuals and families at our events as reaching out to everyone who needs help, support and information is a key strategic aim. Across all five events we welcomed 18 new people to the Meningitis Now family.



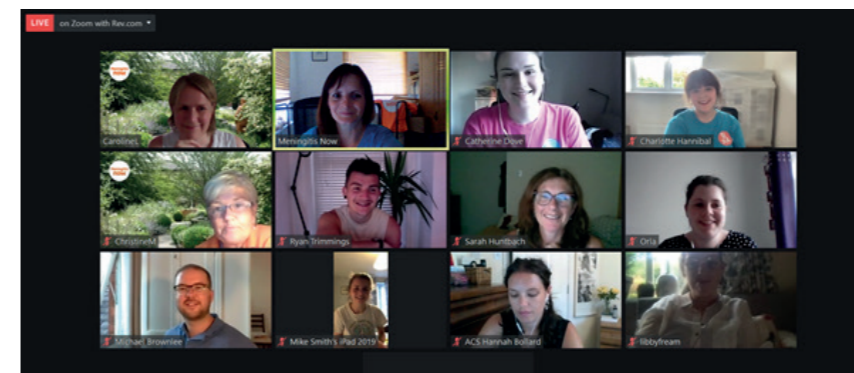
Online events continue to prove popular

We know that delivering virtual support events is a great way to reach a wider audience of young people and adults as the barriers of time, travel and geography are reduced. So, this year we have continued to embrace digital technology and delivered nine 'Keep Connected' virtual events covering a broad range of topics. These included 'Reasonable Adjustments in the Workplace', 'Viral Meningitis', 'Living with Acquired Brain Injury', 'Continuing Bonds' and 'Christmas Socials'. Four of these were delivered through our Believe & Achieve programme for young adults.

They were attended by 73 young people and adults, including many new faces.

Here is what one person said about the 'Reasonable Adjustments in the Workplace' session for young people:

"These kinds of events are so helpful, even if you're not entirely sure what you're going to get out of them! This session covered everything I needed to know about going into a job or internship, as a person with disabilities/neurodivergence, and I really appreciated hearing my rights from real lawyers! Looking forward to the next events."



We would like to thank the team from Anthony Collins for their expert help in delivering the 'Reasonable Adjustments in the Workplace' sessions.

Online Peer Support

Our online peer led support groups on Facebook continued to bring together people with shared experiences of meningitis to support each other. These pages provide a space where people feel accepted and understood and everyone's experience has equal importance. Across all our sites, we have added 91 new members this year alone, who have benefitted from over 500 posts and thousands of supportive comments like this one, posted on our bereavement support group:

"The one big thing here is we all understand what each other are going through, we may have differences in how we got here but we understand that through loss we all share our feelings and thoughts to ease others at such sad times. So, never feel alone."

Alongside our online support groups, many people in the UK have benefitted from the 'Health Unlocked' meningitis community. This worldwide community provides support, understanding and reassurance to 6,000 people.

Believe & Achieve - making a difference to young lives

"Believe & Achieve has made a massive difference to my life. If I didn't have this group, I don't think I would be where I am now. From being part of Believe & Achieve I've gained a lot of confidence but have also gained a support network and friends that I never had before. It has been really beneficial to me, and I would like it to continue, so that myself and others can continue getting the support we need now and in the future."

Our Believe & Achieve programme, now in its fifth year, continued to help young people think about where they are in life, set and achieve goals, overcome challenges, make new friends, learn new skills and celebrate successes. Ultimately, the programme gives young people the confidence to believe in themselves. There continues to be a real need for support within our community of young people, both to help them with the impact of meningitis and the pandemic. And this includes young people whom we have been supporting for a while and new referrals to the programme.

By the end of the year we had supported an amazing 159 young people through this programme, providing counselling, coaching, next-step mentoring and peer mentorship, as well as numerous events. Believe & Achieve is making a significant and lasting positive difference to the lives of young people:

Ryan said: *"[counselling] has been fantastic. I have learnt so much about myself and been able to reflect and fix issues that I have had. Thank you so much for facilitating this, you have no idea how much this has helped."*

Our community of young people all have one thing in common: they understand first-hand how it feels to be affected by meningitis. During the year many young people have shared their personal meningitis stories through our social media channels and contributed to our online community including the online Believe & Achieve group.

A highlight for the year was our residential weekend for 18 to 26-year-olds, held in September. This was our first face-to-face event following the lifting of restrictions, and whilst there was a level of uncertainty for the team and the young people, it felt great to be finally back together. Fourteen young people participated in the event, which took place at the Calvert Trust in Exmoor. The weekend involved a range of confidence and skills building activities, including abseiling, zip wiring and canoeing, and activities to help the young people get to know each other.



When asked what they will do differently after attending the residential weekend young people told us: "Try new things activities wise as I felt like I would never abseil or zipwire and I done it." "Try everything to get experience." "Meet as many people as possible." "Try to do more new activities/skills. There's no limits." "Try and keep in contact with others." "Take on all challenges." "Come to more Meningitis Now events."

Here are a few other highlights from the year:

- Outdoors day in September
- Online Christmas social event for 18 to 26-year-olds in December
- Online Christmas social event for 14 to 17-year-olds in December
- Online Peer Mentor Training in January
- Residential Weekend for under-18s in March
- Peer mentor training and catch-up in January
- Increase in interaction with young people from Scotland and Northern Ireland

We continually seek feedback from young people to help us shape the Believe & Achieve programme. For example, all of the topics for our online events this year were chosen as a result of feedback that we have received from our community. We do this using a range of methods, including through social media and the initial assessment that we carry out with young people when they join the programme. Using survey feedback from young people, we plan to continue offering a blended programme of in-person and virtual support.

During the latter half of the year we have been preparing and planning for a graduation-style ceremony for our Believe & Achievers, to celebrate the progress they have made during the first five years that the programme has been running. This event will take place in July 2022.

We also reviewed our learning from delivering Believe & Achieve over the last five years to consider the future shape of the programme, now that our initial major five-year grant from the National Lottery Community Fund is coming to an end. For example, we are aware that young people impacted by meningitis from a young age can experience difficulties as they reach 11 years of age. This is also an important time for them as they transition to secondary school, and so we are considering expanding the age range of the programme.

We would like to thank the National Lottery Community Fund and others for their ongoing funding and support which enabled us to deliver this important strand of our work to young people impacted by meningitis.



Broadening the scope of our research

This year, preparation and planning was underway to carry out our latest piece of commissioned research, which will explore the recovery and outcomes of UK adults (aged 16 and over) leaving hospital after a recent experience of meningitis. We will be working with the Picker Institute, who are a leading international health and social care research charity, to deliver this research. The aim of the research is to understand people's experiences of the hospital discharge process and longer-term information and support needs, as well as highlight gaps (such as lack of follow-up care) and provide evidence to inform support provision.

We look forward to working with the Picker Institute next year on this important piece of research, which was previously postponed due to the pandemic.



Working in partnership across all sectors

The involvement and support of partner organisations is crucial to our work. We worked in partnership and consultation with many voluntary and statutory organisations. These included, for example, the Department of Health and Social Care, the National Institute for Health and Care Excellence, the World Health Organization, the Child Brain Injury Trust, Meningitis Research Foundation, UK Sepsis Trust, Contact, Child Bereavement UK, Headway, Limbless Society and the Encephalitis Society. We encouraged these organisations, and others, to signpost people to our services including our Believe & Achieve programme.

Acquired brain injury is a common meningitis after-effect and as a result we worked in partnership with a number of brain injury charities. This included the Child Brain Injury Trust (CBIT). We regularly referred families in need of support to each other and signposted to their resources. In April we presented at their virtual conference, providing several films and case studies.

"This is a superb example of the collaborative approach that both organisations have enjoyed with each other over many years, pulling together to help families affected by childhood Acquired Brain Injury due to meningitis. Such a pleasure to work so constructively with a wonderful charity."

Louise Wilkinson, Head of Information and Learning at the Child Brain Injury Trust

In addition, we were shortlisted for a collaboration award at an event to mark the 30th anniversary of CBIT. Whilst we didn't win the award, we were delighted to be nominated and attend a wonderful evening of celebration in March.



Raising the funds

We'd like to say a huge thank you to everyone who supported Meningitis Now this year. The commitment of our supporters is remarkable, and we are so grateful to everyone for continuing to support our cause through what has been another challenging year.

With the Covid-19 pandemic still being present throughout much of 2021, with many government restrictions not being lifted until July, it meant that our ability to raise funds was still being impacted. This was predominantly in community and event fundraising, in particular throughout the first quarter of the financial year where we saw many mass participation events being postponed until later in 2021, including the London Marathon, London Landmarks Half Marathon and Kew Gardens 10K. We also saw the cancellation of the Edinburgh Marathon and the Vitality London 10,000.

We also had to make a number of difficult decisions which meant cancelling two of our own events, the Three Peaks Challenge and the Five Valleys Walk, all of which was a huge disappointment to us. We adapted our fundraising offer and decided to re-launch the virtual version of the Five Valleys Walk, the 'Fabulous Virtual Walk' as seen in 2020.

As we saw low levels of community-based fundraising due to Covid restrictions, we also launched our first Virtual Facebook Challenge, 'Walk 30 Miles in June', which saw over 300 participants taking part and raising over £8k in income.

As soon as restrictions eased in the Summer, we were thrilled to see events take place again, such as the Great North Run in September and the London Marathon in October, which saw over 45 participants cross the finish line, raising over £130k.

We were extremely pleased to welcome back our annual Christmas concerts in both London and Gloucester at the end of 2021, events which mean so much to everyone involved with the charity. We also saw the return of many community fundraising events held by our supporters, schools and organisations, raising over £340k.

Overall, we are pleased with the results of 2021-22 with community income increasing by 4.2 per cent and events income increasing by 700 per cent compared to the previous year.

We continued to receive substantial support from our long-term funders, which included major awards from BBC Children in Need, The National Lottery Community Fund, The Worshipful Company of Butchers, St James' Place Charitable Foundation, The James Tudor Foundation, The Masonic Charitable Foundation and the Garfield Weston Foundation.

In total, we received donations from 71 grant-making bodies during the year, including The Pilkington Charities Fund, P F Charitable Trust, The Trott Family Trust, The Vandervell Foundation, The Adint Charitable Trust, The William & Mabel Morris Charitable Trust, The Boshier Hinton Foundation and The Hilda Clarke Memorial Fund.

We received donations from 72 companies during the year, including Wood Leisure, Boots, Pfizer, Irwin Mitchell, Enable Law, Simply Sports, NM Services, Boyes Turner, GSK, Findlay Park Partners, SharkNinja, Anthony Collins Solicitors, Kuehne+Nagel, Raffleaid, ATL Haulage Contractors Ltd, Connexus, Carter-Ruck, Bellway Homes and Maxwell Bond.

Thank you also to these companies whose staff selected us as their chosen charity: Turtle Tots, White Mountain, Aspire Magazine, Global MSC Security, Nationwide Building Society Dover, Iceland Foods Chatham and Loxley Legal. We were also delighted to receive the continuing support of B&A Group, Caroline Gardner Publishing, DP World London Gateway, Dehns Partners, Sophie Allport, Source Group International, Renishaw, Ecclesiastical Insurance Group, Bloomberg LP and Rightmove Group.

Moving supporter stories on BBC's Lifeline Appeal

We were delighted when we were granted a TV charity appeal on Lifeline, the BBC's monthly charity appeal programme. And even more delighted when our wonderful Celebrity Ambassador Lisa Snowdon agreed to present it.

The 10-minute broadcast went out twice, in April and May. It focused on our impact on fighting meningitis and highlighted the vital support we provide. Lisa introduced our Executive Founder Steve Dayman and also moving and heartfelt stories from supporters around the UK, including Joanna and Sophia Sloan, Julia Styles and Harmonie-Rose.

And those stories clearly made an impact on viewers, who dug deep to donate a fantastic £21,626 towards our ongoing work. Thank you everyone who contributed.

Sophia was admitted to hospital with meningitis as a baby. Thankfully she survived, but the disease left her with global developmental delays, severe learning disability and severe speech delay. We have supported the family through helping them arrange fundraisers, providing counselling, through our popular Family Days and, most recently, through funding a 'Talker' for Sophia through our Rebuilding Futures Fund.

Nineteen-year-old Teaching Assistant Emily was struck down with meningococcal meningitis on New Year's Eve 2013. Mum Julia said: "We have so many wonderful happy memories from the moment Emily came into the world, but she had so much more to give and our immeasurable loss is for all that was yet to come. She would have been a brilliant teacher, wife and mummy, but sadly was denied these chances to shine."

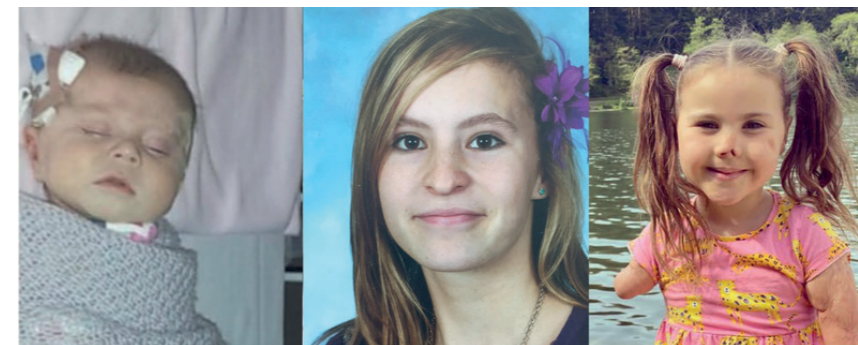
Julia, from Malmesbury in Wiltshire, speaks movingly on the Lifeline Appeal about how we provided support like "arms wrapped around her" and of the importance of our reaching out after she lost Emily. In particular, she has positive things to say about our Forever Weekend.

Harmonie-Rose's story will be well known to many of the Meningitis Now family, who will have followed it on our website and social media as she has blossomed into an energetic and lively youngster since losing her arms and legs to meningitis at 10 months old. Our founder Steve rushed to visit Harmonie in hospital, offering help and support to the family, especially mum Freya and dad Ross, as they dealt with every parent's worst nightmare. In recognition of Harmonie-Rose and her family's ongoing support we made the Bath youngster our first Junior Ambassador.

Our Fundraising Manager Megan Thompson said: "We are incredibly grateful to our supporters who have taken the time to get involved in this programme and spoken so movingly and bravely about the impact meningitis has had on their lives and their involvement with our charity."

"As a charity that exists to save lives and rebuild futures we're so grateful to the BBC for showcasing our work in this way and helping us to raise such valuable awareness."

"We'd like to extend an enormous thank you to everyone who took part in the programme, particularly Lisa, and all those who tuned in to watch."



From left to right:
Sophia Sloan, Emily Styles and
Harmonie-Rose Allen, whose
moving stories featured in our
BBC Lifeline Appeal.

No catching Lisa

This wasn't the only money-raising TV appearance by Lisa on our behalf during the year - she also braved the challenge of Celebrity Catchphrase, raising a further £14,500 towards our lifesaving and life-changing work.

Lisa told host Stephen Mulhern that Catchphrase is a legendary show and that she had been known to play along with it at home. But she also admitted to a 'mixture of excitement and nerves' as the episode got underway. She was soon into her stride though, with some expert 'pressing and guessing'.



The programme, which requires contestants to identify a well-known phrase or saying from an animation, soon saw Lisa racking up the money as she identified 'Named and shamed', 'Hitting a bum note' and 'Don't scare the horses' as the correct answers to the first few animations.

And so it continued, leaving her to face the final pyramid challenge and the chance to win £50k for us.

"I'm getting more nervous" she told her host. "I've got a really dry mouth and really shaky knees."

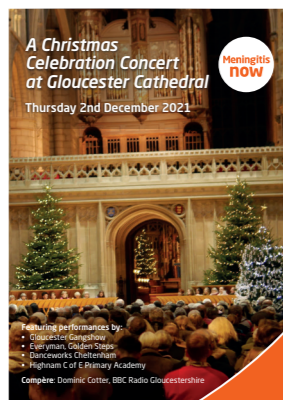
But that didn't stop her correctly guessing three more answers to reach such a wonderful total.

Voices in harmony at our London and Gloucester carol concerts

One sign of recovery and rebuild was the sight of supporters and invited guests gathering together in person for the return of our popular and poignant Christmas Celebration Concerts in Gloucester Cathedral and St Lawrence Jewry Church in London in December.

As our Royal Patron HRH The Countess of Wessex wrote in the introduction to the London programme *"It is all the more special this year because we can again meet face to face. Given that this past year this has been so difficult for so many individuals and families, as well as charities, this is a moment to celebrate."*

These musical celebrations are among the most popular events in our calendar, offering traditional Christmas carols and festive musical entertainment in wonderful and moving settings.



First up was Gloucester, where once again the focal point was the Christmas tree adorned with hundreds of white ribbons, each one in remembrance of a loved one lost to meningitis.

The evening saw performances from Gloucester Gangshow, Highnam Academy, Rock Choir and Danceworks Cheltenham, all expertly compered by Dominic Cotter from BBC Radio Gloucestershire.

It also featured an emotional appeal from our Community Ambassador Alison Walker and her son Matt, a Young Ambassador for us, who spoke movingly about the loss of her daughter and his sister Hannah from meningitis.

Organiser, our Fundraising Officer Sophia Lanciano, said: *"We were so happy to be able to join together again at Gloucester Cathedral following such a challenging time, to reflect on our loved ones and enjoy some little 'pockets of joy'."*

For those unable to attend in person the Gloucester concert was streamed live on our YouTube and Facebook channels.

This was followed by the London Concert, as always expertly compered by our president Andrew Harvey, presenter of BBC News for many years, whose daughter Lucy had meningitis in 1998.

Again, there was a range of talented professional singers and musicians providing the entertainment, alongside the exuberance of Popchoir, one of the original and largest contemporary choirs in London.

We were also joined on the night by our Celebrity Ambassador and Harlequins and England Red Roses rugby player Rosie Galligan. Rosie contracted meningitis in September 2019 but has fought her way back into the England team, and went on to help them to a Grand Slam in this spring's Six Nations championship.



There was a moving address from our Community Ambassador Graeme Burridge. Graeme and his wife Gail lost their daughter Katherine in October 2016 and have been dedicated volunteers and fundraisers ever since.

We were also pleased to welcome new Celebrity Ambassadors Danielle Nicholls and Dean Holden to the concert. The TV and radio host and her football manager husband were keen to join the fight back against meningitis after losing their beloved 17-month baby daughter Cici Milly Holden to the disease in May 2012.

Danielle told us: *"I'm really pleased to have the opportunity to support Meningitis Now, which does such valuable and inspiring work fighting back against meningitis and the devastation it leaves behind it."*

She added: *"I'm looking forward to helping to raise awareness and promote the charity's work in funding research to find new vaccines and supporting individuals and families who have been affected by meningitis to rebuild their lives."*

And raise awareness they certainly did when, just a few weeks later they appeared on the Breakfast TV sofa, reaching millions with their poignant story of Cici.



Fundraising regulation

The restructuring of the Fundraising and Communications functions at Meningitis Now was an opportunity to review our programme of fundraising and income generating activities in order to ensure that we achieve a broad portfolio and are not overly reliant on particular sources of income. This was particularly important as we learned which programmes would continue to be affected by the end of the pandemic. We remain committed not to operate house-to-house collections or telephone fundraising campaigns. Our activities are delivered and managed by professional fundraisers employed directly by the charity, or by professional fundraising consultants who are embedded within our team. We continue to benefit from the support and dedication of hundreds of volunteers who fundraise in aid of us every year. We are registered with the Fundraising Regulator and have paid the levy since its inception.

All members of the Fundraising Team work to agreed Fundraising Standards. We use the Chartered Institute of Fundraising's Introduction to Fundraising to guide and inform our work. As part of our commitment to developing the team and retaining high standards of supporter stewardship we undertake regular training courses and several members of the team have achieved the Chartered Institute of Fundraising Diploma in Fundraising or their Future Leaders Course.



We have a range of processes and protocols in place to help us protect vulnerable people, including mandatory safeguarding and data protection training for all fundraising staff. We also provide training, guidance and support when working with bereaved families. We have developed a suite of fundraising agreements which we use when companies are working with us to raise funds. This includes Commercial Participator Agreements where required.

We received 12 items of feedback/complaints related to fundraising during the year that were resolved in line with our published Complaints Policy. There were no notable trends or major issues of concern. All of the feedback/complaints received related to minor matters and all complainants were dealt with to their satisfaction.

We spent 30 per cent of our total expenditure on generating funds and securing income for future years.

William's Marathon

The thumbs up and broad smile say it all – young William has finished his Marathon fundraiser and absolutely smashed his target.

Proud mum and Dad Becky and Craig said: *"William covered 31.9 miles and raised a whopping £5,692.05."*

"What a journey it's been. His quiz night was a huge success too and everyone has been behind him 100 per cent."

"We are extremely proud of what he has achieved and the welcome home from our village was amazing."

Five-year-old William, from near Grantham in Lincolnshire, had meningitis as a baby.

Becky said: *"When William started coughing we just assumed he was getting a cold. But when he couldn't lay down we started to get concerned that something didn't seem right and took him to the doctor."*

The GP told Becky to take him straight to hospital and it was only as the family arrived that William started developing a rash over his body and becoming lifeless. He spent the next two weeks in hospital with his family by his side.

Becky added: *"He literally fought every second. We just spent the days hoping he would pull through."*

Thankfully he did and to say thank you William and his family planned the 26 mile walk and cycle in May.

"He loves the great outdoors and enjoys his adventures so we thought we would combine the two and give something back" Becky added.



Finance

Like the prior year, 2021-22 proved challenging from a financial perspective. The inherent unpredictability of the external environment required careful and active financial management, but careful cost-control in 2020-21 meant that we remained both sustainable and able to make targeted investments in the year as part of our new strategy.

Total income was down by 8.4 per cent per cent to £2.1 million in the year. However, it is notable that the prior year included extraordinary items such as the Government Coronavirus Job Retention Scheme of £320k and one-off emergency grants. Income excluding these items increased by 12.8 per cent year on year. Our legacy and events income increased but this was offset by reductions in other donations.

Total expenditure decreased by 6.2 per cent on the previous year to £2 million. Following the restructure in 2020-21, payroll related costs reduced by 20 per cent, and this was balanced off with increases in areas such as research and support activity, which had been reduced due to the impact of the pandemic. We were able to start one of the research projects which we had previously not been able to pursue due to the impact of the pandemic on our finances and the need to divert funds to front line support services.

We spent approximately 69.4 per cent of our total spend on our charitable activities, just slightly less than the prior year, reflecting the increase in fundraising activity after the lifting of Covid constraints. However, we reduced our total cost of fundraising by 2.2 per cent on the prior year with 30.6 per cent of our total spend on fundraising.

There was a gain of £19k in the year on the investment which was originally made in April 2016 in a portfolio fund of Sarasin & Partners LLP. The original investment was £500k, and, as at 31 March 2022, the value was £72k.

Overall, we achieved a surplus of £115k.

Cash and investments at the end of the year stood at £2.3 million, £6k higher than the prior year. The end of year unrestricted reserves stood at £1.6 million. This good level of reserves has enabled us to plan to utilise approximately £665k of reserves in 2022-23.

During 2020-21, the charity created a three-year financial plan to support recovery and rebuilding following the impact of the Covid-19 pandemic. This plots a 'flight path' towards sustainability by identifying the income and expenditure requirements to enable sustainable use of reserves and achieve long-term financial balance.

Review of performance of our Trading Subsidiary

Meningitis Now's wholly owned trading subsidiary, Meningitis Trust Trading Limited, passes its profits to Meningitis Now through Gift Aid. The income in 2021-22 was from the sale of Caroline Gardner Christmas Cards.

Staff and infrastructure

Following the major restructure undertaken in Autumn 2020, our approach for 2021-22 was to 'recover and rebuild'. We continued to focus on staff wellbeing, acknowledging the challenges and impact that Covid-19 had on everyone's daily lives. We ran regular wellbeing drop-ins as well as sessions on specific topics such as 'Improving Sleep', 'Muscle Relaxation' and 'Breathing Techniques'. Although various levels of government restrictions were still in place during the year, we were able to put measures in place to enable staff to use the office more regularly. We were also able to meet face-to-face as a whole team again in October 2021, during which we reflected on the challenges and progress we had made as a team.

We re-ran our 'Making Meningitis Now a Great Place to Work' surveys during the year and all but one topic saw an improvement compared to the 2019 results. Given the challenges and changes the charity experienced during 2020, this was an excellent outcome. Following the responses to the 'Flexible Working and Work-Life Balance' survey, we made the decision to adopt a more permanent Hybrid Working policy in March 2022, allowing staff to work from home 50 per cent of the time. This has been very well received.

In order to improve the employee experience and 'back-office' processes, we implemented CitrusHR in April 2021. This is an HR platform where staff and managers can self-manage their HR profiles online. Given our move to becoming a more hybrid organisation, this change has made a significant improvement to our processes and user experience. We also started using CitrusHR for payroll, meaning payslips and salary information is also managed this way.

Our staffing establishment increased from 36 to 38 heads over the year, or 28 to 30 Full-Time Equivalent (FTE) staff. During this period there were a number of small but significant changes to the staff team, with the retirement of the Director of Communications in the summer of 2021 and the departure of the Director of Fundraising in Autumn 2021. These departures enabled us to merge the two teams and recruit a new Director of Fundraising and Communications, who joined the charity in January 2022.



Our plans in 2022-23 include:

1 Fight to defeat meningitis in the UK within a generation

- **Improve the prevention, diagnosis, treatment and outcomes of meningitis through continued investment in scientific and medical research**
 - ~ Promote and support new and existing research projects and initiatives
- **Improve awareness and uptake of lifesaving vaccinations through impactful communication**
 - ~ Work with stakeholders from the NHS, public health authorities, charities and pharmaceutical companies to collaborate through the 'Roundtable' on meningitis awareness
 - ~ Undertake targeted vaccine awareness activities
- **Improve the prevention, diagnosis, treatment and outcomes of meningitis through influencing policy-makers, public health and clinical practitioners**
 - ~ Engage positively and proactively with stakeholders to further our strategic aims

2 Reach out to everyone who needs help, support and information

- **Improve awareness and understanding of meningitis in the UK including risks, prevention, signs and symptoms and what to do when a case occurs**
 - ~ Deliver student and adult outcomes awareness campaigns
 - ~ Focus on volunteer engagement and management
- **Establish Meningitis Now as the charity which supports everyone in the UK affected by meningitis, through engaging more people to become active members of the Meningitis Now family and through putting our supporters at the heart of what we do**
 - ~ Outreach through the First Response programme
 - ~ Market and promote support services including the Believe & Achieve Programme
 - ~ Creation of new and impactful website
- **To be a charity for everyone, building a more diverse and inclusive Meningitis Now**
 - ~ State and communicate our strategic approaches to Equality, Diversity and Inclusion

3 Be recognised as a centre of expertise for aftercare and support

- **Strengthen and develop our support services (including digital) based on evidence, need and impact findings**
 - ~ Deliver and continuously evaluate our Helpline service, Community Support, Believe and Achieve Programme, Facebook peer support, Rebuilding Futures Fund, online support and services, and programme of support events across the UK
- **Commission new research to better understand the impact of meningitis and add to the body of knowledge and understanding of aftercare and support**
 - ~ Deliver new research to understand the experiences and support needs of adults with meningitis including follow up and aftercare
 - ~ Produce new information materials
- **Share our expertise and knowledge with others and develop partnerships that help us to provide the best possible support and information**

As an organisation we will also work hard to ensure that the staff team - as well as the wider network of people and organisations who work alongside us - are supported to help us to save lives and rebuild futures:

- **Build a strong and well-supported workforce who are capable, confident and resilient**
 - ~ Deliver programmes focussed on staff wellbeing, staff/team development, and Making Meningitis Now a Great Place to Work
 - ~ Provide a safe environment for everyone we engage with (safeguarding)
- **Deliver a programme of income generation and stewardship activities to ensure that Meningitis Now is resourced to deliver its aims**
- **Deliver efficient and effective systems and governance to enable the charity to deliver its aims and objectives**

Organisational structure

Meningitis Now is based and operates in the UK, with its headquarters in Stroud, Gloucestershire. During 2021-22, we were governed by a board of 9-12 Trustees who met on a quarterly and needs-basis during the year. The Trustees operate with four sub-committees that review specialist aspects of our work or that undertake work on behalf of the full Board of Trustees: Audit and Risk, Investment, Remuneration, and Nominations.

Each comprises a subset of Trustees with invitations to attend made to members of the Senior Leadership Team with appropriate skills or knowledge.

At the AGM in October 2021, a change was made to our Articles of Association to explicitly reference the acceptability of meeting by electronic means. In practice, this meant that during 2021-22 most meetings took place online, especially during periods of lockdown and social distancing. The provision to allow for electronic meetings means that, in future, a combination of in-person, on-line and hybrid meetings can allow for maximum efficiency and flexibility.

The AGM also saw the resignation of Andy Fletcher, our Chair of Trustees, and the retirement of Stephen Gazard. As a result of an extensive recruitment process undertaken over spring and summer 2021, we were delighted to appoint five new Trustees including Chris Philipsborn, Holly Byrne, Randy Weeks, Nikki Richardson and Stephen Sutcliffe. Holly, Randy and Stephen each have close lived experience of meningitis and all five bring diverse skills and experiences to the Board.

Day-to-day running is delegated to the Chief Executive and the Senior Leadership Team. Strategies, budgets and plans are approved by the Board with performance subsequently reported against plans and budgets.

Remuneration and conflicts of interest

In determining our Remuneration Policy, the Remuneration Committee takes into account all factors which are deemed necessary. The objective of the policy is to ensure that the CEO and staff team are remunerated in line with market rates for the skills, competencies and experience they bring. To facilitate this and to ensure that we remain competitive in the employment market, the charity has created an internal Pay Review Panel. This body sits regularly to ensure that we remain sensitive to issues such as pay and employment conditions.

Delivery of our charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. In the year 2021-22, there was a small cost-of-living pay increase. There were no staff who earned between £60k and £80k and only one member of staff earned more than £80k in the year. Further information on pension arrangements and on the salary costs for the year, with comparisons with the previous year, are presented in the notes to the financial statements.

No Trustees are remunerated for their role within the Charity, receiving only out-of-pocket expenses. A Conflicts Register is maintained to ensure no Trustees receive indirect remuneration for their involvement.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees considered how planned activities will contribute to the aims and objectives that have been set.

Fundraising practice

We have a clear Fundraising Policy, which is approved by the Board and reviewed annually (<https://www.meningitisnow.org/support-us/who-we-are/data-protection/fundraising-policy/>).

This governs how we work with funders, and whilst we actively seek to work with external organisations and individuals to achieve shared objectives, we recognise that it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of Meningitis Now into disrepute.

Meningitis Now's key principles of responsible fundraising are:

- We have honest relationships with our donors.
- We retain our independence and avoid over reliance on one or more donors.
- We have good processes for making decisions about who we accept money from.
- We seek to be as cost effective as possible in developing sustainable fundraising income streams.
- We will adhere to all Fundraising Regulator Codes of Practice to ensure best practice, transparency and accountability and are governed by part II of the Charities Act 1992.

We are registered with the Fundraising Regulator.

Reserves policy and going concern

We started 2021-22 with reserves above our upper level as defined by the charity's Reserve Policy, which Trustees explicitly acknowledged as providing a valuable buffer against the operational and financial challenges and uncertainty resulting from the Covid-19 pandemic. At the start of 2021-22, we had planned to use £500k of our reserves during 2021-22. However, due to improved income, largely due to legacies and events, and expenditure slightly lower than budget, we had a surplus of just over £100k. Our closing free reserves were therefore higher than anticipated at £1.6 million, including investments which are liquid and easily converted to cash, £142k higher than the prior year.

Our policy of holding six months' operating costs in unrestricted reserves gives a target range of £420k to £580k (the latter including six months core fundraising costs), compared with £388k to £530k in 2020-21. This target range takes into account the fact that we do not have any committed long-term income, that income levels fluctuate significantly across the year, and that a proportion of costs are fixed in nature, all of which have a direct impact on the cash flow.

The Trustees believe that holding six months' operating costs in unrestricted reserves remains prudent and they monitor sustainability with a regular 12-month forward view.

Looking ahead, the 2022-23 budget plans to utilise £600k of reserves in funding additional staffing, support activity and research projects, and the three-year plan sees reserves reach their target level.

On this basis, the Trustees have concluded that the Charity is a going concern, and that there are no reasonably foreseeable material uncertainties within the next 12 months that would endanger our ability to continue operating and paying liabilities as they fall due.

Investment policy and performance

The Trustees have the power to invest in such assets as they see fit. In 2016-17, the Trustees invested £500k of the reserves with Sarasin & Partners in a multi-asset, multi-market portfolio, recognising their responsibility to make the assets of the Charity work as effectively as possible. This is seen as a long-term investment. Foster Denovo were appointed as investment advisers. The investment was made in 2016 and has been overseen since then by the Investment Sub-Committee of the Board. During 2021-22 the value of these investments increased to a value of £728k at March 2022. This represents a significant return since 2016-17.

During 2021-22, the majority of cash was held in interest bearing accounts; the yield on which was 0.1 per cent for the year.

Risk statement

The Trustees have an Audit and Risk Committee comprising five Trustees and the Chief Executive and Head of Finance in attendance. The Committee regularly reviews a risk register and the charity's risk profile, including both strategic and operational risks.

During 2021-22, the risk environment remained elevated and uncertain, with the parallel crystallisation of multiple and significant risks in 2020-21 serving as a reminder of the importance of careful risk management. That year saw significant reductions in income across a number of income streams, as well as operational changes such as the temporary closure of Fern House and the shift to remote working. As in 2020-21, the changing nature of the pandemic caused the risk profile of the charity to vary significantly in the year. For example, the cancellation of our mass-participation event the Five Valleys Walk in 2021 lowered the risk profile of the charity. By contrast, the gradual resumption of face-to-face events was accompanied by new risks around infection control and ensuring sufficient staffing were present at events.

By February 2022 the risks associated with Covid-19 had become normalised, hence the CEO and the SLT undertook to transition from using the bespoke 'Covid-19' risk register created in 2020 to using a newly updated and reformatted main register.

The principal risks facing the charity in 2022-23 are as follows:

1. Ongoing short- to medium-term reductions/fluctuations in income related to external environment following the Covid-19 pandemic (for example, inflation and the cost of living; risk of recession; ongoing Covid-19 risks (such as people's willingness and ability to fundraise); potential cancellation of third-party fundraising events such as marathons; renewed threat of lockdown and social distancing in case of a resurgent virus). Such risks could jeopardise the charity's plan to recover and rebuild and force divergence from the three-year financial plan.
2. Failure to plan effectively and to adapt after the Covid-19 pandemic, which risks our ongoing and long-term sustainability to achieve our aims and objectives. This includes two distinct risks:
 - The need to respond to the changing incidence of meningitis and septicaemia in the UK, which fell during the 2020-21 epidemiological year. There was a rebound in cases of meningococcal disease in 2021 amongst students/young adults, underlining the challenges facing epidemiologists in forecasting future trends and for the charity in allocating resource to address need.
 - Change management and the challenge of achieving growth amidst uncertainty. The need to manage the risks relating to our organisational capacity/recovery following a major restructure in 2020-21 (for example, key person dependency) and the need to adapt to the opportunities and threats this presents.

3. Risks to cyber security and data protection, which remain present as we (in common with many organisations) become more reliant on digital forms of data storage, communication and financial transactions. A breach of cyber/data security could prove operationally, financially and reputationally damaging.

Such risks are common to many charities and organisations in the UK, although this is not to minimise their likelihood or impact. The charity continues to operate an active approach to risk management, addressing both strategic and operational risk. This means that once a risk is identified, we will create action plans to mitigate as far as possible its occurrence and impact.

We therefore consider that reasonable mitigations or plans are in place to address the principal risk set out above as well as those identified in the charity's Risk Register. As set out in this report, risks (1) and (2) above are mitigated through the adoption of a new five-year strategy and annual operational plans, as well as a three-year financial plan. In this context, the CEO and SLT actively manage our finances, taking a quarterly, 12 month-forward review of income and expenditure to ensure that we remain sustainable. These reviews are shared with the Trustees via the Audit and Risk Committee.

Statement of Trustees' Responsibilities

The Trustees (who are also Directors of Meningitis Now for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company/group for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees

The Trustees, who are also directors under company law, who served during the year and up to the date of this report, were as follows:

Mr A Fletcher, Chairman (resigned October 2021)

Mr J Sutherland, Vice Chairman

Miss H Marsh, Treasurer

Mr R Adlington

Mrs S Blackie

Mr S Gazard (retired October 2021)

Professor S Kroll

Mrs J Marsh

Ms E Thomas

Mr C Philipsborn, Chairman (appointed October 2021)

Ms H Byrne (appointed October 2021)

Mrs Richardson (appointed October 2021)

Mr S Sutcliffe (appointed October 2021)

Mr R Weeks (appointed October 2021)

Appointment of Trustees

The Trustees operate a Nominations Committee. This committee is made up of four Trustees and the Chief Executive in attendance. This committee is responsible for overseeing the skills mix of the Board and recruitment of new Trustees. Five new Trustees were appointed in 2021-22.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31 March 2022 was 44 (2021 - 40).

The Trustees have no beneficial interest in the group or charitable company.

Auditors

Sayer Vincent were reappointed as auditors during the year and have expressed their willingness to continue in that capacity.

The report of the Trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 14 September 2022 and signed on their behalf by

Christopher Philipsborn - Chairman

Reference and administrative details for the year ended 31 March 2022

Status	The organisation is a charitable company limited by guarantee, incorporated on 12 February 1990 and registered as a charity in England and Wales on 9 March 1990. On 7 February 2007, the Charity was registered with the Office of the Scottish Regulator (OSCR).
Governing document	The organisation was established under a Memorandum of Association, which established the objects and powers of the organisation and is governed under its Articles of Association, which were last updated in September 2013.
Company number	2469130
Charity numbers	803016 England & Wales SC037790 Scotland
Registered office and operational address	Fern House, Bath Road, Stroud, Gloucestershire GL5 3TJ
Trustees	Mr A Fletcher, Chairman (resigned October 2021) Mr J Sutherland, Vice Chairman Miss H Marsh, Treasurer Mr R Adlington Mrs S Blackie Mr S Gazard (retired October 2021) Professor S Kroll Mrs J Marsh Ms E Thomas Mr C Philipsborn, Chairman (appointed October 2021) Ms H Byrne (appointed October 2021) Mrs Richardson (appointed October 2021) Mr S Sutcliffe (appointed October 2021) Mr R Weeks (appointed October 2021)
President	Andrew Harvey
Principal staff	Dr Tom Nutt, Chief Executive Dr Steve Dayman MBE, Executive Founder
Honorary Medical Director	Professor Simon Kroll MA, BM, BCh, FRCPCH, FRCP, FMedSci
Scientific & Medical Advisory Panel	Dr Caroline Vipond PhD (Chair) Professor Simon Kroll (Vice Chair) Dr Xilian Bai PhD Professor David Dockrell MD, FRCP, FRCP, (Glas) FACP Dr Darryl Hill BSc, PhD (Wales) Professor Tim Mitchell BSc, PhD, FRCPATH Dr Simon Nadel MBBS, MRCP, FRCP Dr Mary Ramsay

Royal Patron

HRH The Countess of Wessex GCVO

Patrons & Ambassadors

Dr Tim Brain OBE, QPM, BA, PhD, FRSA, CCMi
Dr Ellie Cannon
Baroness Corston
Professor the Lord Darzi of Denham KBE, OM, HonFrEng, FMedSci
Petra Ecclestone
Julie Hesmondhalgh
Dr Robert Hicks
Seema Jaswal
Denis Law CBE
Dr Mark Porter MBE
Tana Ramsay
Ken Loach
Geoff Shaw
Dr Ranj Singh
Ian Rush MBE
Dr Chris Steele MBE
Lisa Snowdon
Joanna Trollope OBE
Dr Jane Wells MBE
Rt Rev. and the Rt Hon. The Lord Williams of Oystermouth
Rosie Galligan
Dean Holden
Danielle Nicholls

Independent auditor's report to the members of Meningitis Now

Opinion

We have audited the financial statements of Meningitis Now (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 March 2022 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Meningitis Now's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial

statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.

- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)
27 September 2022
for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

Meningitis Now

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2022

	Note	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Income from:							
Donations and legacies	2	1,411,331	151,221	1,562,552	1,671,992	152,263	1,824,255
Charitable activities							
Support	3	-	246,401	246,401	-	110,495	110,495
Comms & Awareness	3	-	11,100	11,100	-	101,730	101,730
Advocacy & Engagement	3	-	11,375	11,375	-	31,342	31,342
Knowledge & Info Sharing	3	-	6,375	6,375	-	22,047	22,047
Research	3	-	500	500	-	34,000	34,000
Fundraising	3	-	-	-	-	50,000	50,000
Other trading activities							
Fundraising events		175,094	8,701	183,795	21,231	3,429	24,660
Other income		4,234	-	4,234	-	-	-
Trading activities	11b	25,411	-	25,411	20,755	-	20,755
Investments – interest on bank deposits		147	-	147	21,003	-	21,003
Total income		1,616,217	435,673	2,051,890	1,734,981	505,306	2,240,287
Expenditure on:							
Raising funds							
Donations and legacies		558,856	-	558,856	546,148	-	546,148
Fundraising events		38,715	155	38,870	12,350	50,650	63,000
Trading activities		849	-	849	2,840	-	2,840
		598,420	155	598,575	561,338	50,650	611,988
Charitable activities							
Support		234,500	286,409	520,909	421,184	168,801	589,985
Comms & Awareness		418,364	61,776	480,140	387,183	156,643	543,826
Advocacy & Engagement		129,580	18,753	148,333	119,466	48,543	168,009
Knowledge & Info Sharing		80,780	21,961	102,741	82,432	33,937	116,369
Research		25,570	79,309	104,879	-	55,668	55,668
		888,793	468,208	1,357,001	1,010,265	463,592	1,473,857
Total expenditure	4	1,487,213	468,363	1,955,576	1,571,603	514,242	2,085,845
Transfers between funds		(6,165)	6,165	-	(22,059)	22,059	-
Net income / (expenditure) before net gains on investments		122,839	(26,525)	96,314	141,319	13,123	154,442
Net (losses)/gains on investments		18,253	-	18,253	91,035	-	91,035
Net movement in funds	17	141,092	(26,525)	114,567	232,354	13,123	245,477
Reconciliation of funds:							
Total funds brought forward		1,453,844	573,396	2,027,240	1,221,490	560,273	1,781,763
Total funds carried forward		1,594,936	546,871	2,141,807	1,453,844	573,396	2,027,240

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 17a to the financial statements.

Following the introduction of our new strategy in 2021, Making a Difference Every Day, we have revised the presentation of our charitable activities to more appropriately reflect the activities to deliver our new strategy. The prior year results have been restated against the revised activities and this does not have any impact on the total movement in funds.

Meningitis Now

Balance sheets

Company no. 2469130

As at 31 March 2022

	Note	The group		The charity	
		2022	2021	2022	2021
		£	£	£	£
Fixed assets:					
Tangible assets	10	35,855	19,013	35,855	19,013
Investments	11	728,414	710,192	728,416	710,194
		764,269	729,205	764,271	729,207
Current assets:					
Debtors	13	142,953	26,964	153,034	37,612
Cash at bank and in hand		1,583,897	1,596,277	1,573,814	1,583,187
		1,726,850	1,623,241	1,726,848	1,620,799
Liabilities:					
Creditors: amounts falling due within one year	14	349,313	325,206	349,313	322,765
Net current assets / (liabilities)		1,377,537	1,298,035	1,377,535	1,298,034
Total assets less current liabilities		2,141,807	2,027,241	2,141,806	2,027,241
Total net assets / (liabilities)		2,141,807	2,027,241	2,141,806	2,027,241
Funds:	18				
Restricted income funds		546,871	573,396	546,871	573,396
Unrestricted income funds:					
General funds		1,594,936	1,453,845	1,594,935	1,453,845
Total unrestricted funds		1,594,936	1,453,845	1,594,935	1,453,845
Total funds		2,141,807	2,027,241	2,141,806	2,027,241

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the trustees on 14 September 2022 and signed on their behalf by

Christopher Phillipsborn
Chairman

Consolidated statement of cash flows

For the year ended 31 March 2022

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2022 £	2021 £
Net (expenditure) / income for the reporting period (as per the statement of financial activities)	114,567	245,478
Depreciation charges	9,443	18,350
Losses/ (Gains) on investment	(18,253)	(91,035)
Dividends and interest from investments	(147)	(21,003)
(Profit)/loss on the disposal of fixed assets	3,240	-
Decrease/ (increase) in debtors	(115,989)	159,984
Increase/(decrease) in creditors	24,107	(51,527)
Net cash provided by operating activities	16,968	260,247

	2022 £	2021 £
Cash flows from operating activities		
Net cash (used in) operating activities	16,968	260,247
Cash flows from investing activities:		
Dividends and interest	147	21,003
Purchase of fixed assets	(29,527)	(2,167)
Proceeds from sale of investments	29,566	-
Purchase of investments	(29,738)	(20,000)
Disposal proceeds	-	-
Movement in investment cash	204	(245)
Net cash provided by / (used in) investing activities	(29,348)	(1,409)
Change in cash and cash equivalents in the year	(12,380)	258,838
Cash and cash equivalents at the beginning of the year	1,596,277	1,337,439
Cash and cash equivalents at the end of the year	1,583,897	1,596,277

Notes to the financial statements

For the year ended 31 March 2022

1 Accounting policies

a) Statutory information

Meningitis Now is a charitable company limited by guarantee and is incorporated in United Kingdom. The registered office address and principal place of business is Fern House, Bath Road, Gloucester, GL5 3TJ.

- b) The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Meningitis Trust Trading Limited, over which the charity has control through membership, on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. In making this statement, the trustees have completed financial projections through to March 2024 including cash and reserves.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income from fundraising events is recognised in the period in which it is received, except where it is refundable. Where it is refundable, income is retained on the balance sheet and only released when the obligation to refund is no longer applicable. Where expenditure is incurred for an event in a future year, it is expensed to the accounts of the year in which the legal obligation arises.

Income from trading activities is the income from the Charity's trading subsidiary which is transferred to the Charity by way of a gift in accordance with a profit shedding agreement between the Charity and its subsidiary.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Notes to the financial statements

For the year ended 31 March 2022

1 Accounting policies (continued)

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of communication and education, community support, the helpline and support grants undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

• Fundraising	20.4%
• Support	14.6%
• Communication and awareness	15.2%
• Advocacy & Engagement	11.2%
• Knowledge & Info Sharing	2.3%
• Research	1.0%
• Support costs	32.8%
• Governance costs	2.6%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

• Fundraising	37.6%
• Support	32.0%
• Communication and awareness	16.9%
• Advocacy & Engagement	8.2%
• Knowledge & Info Sharing	4.2%
• Research	1.1%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Grants payable

Financial Support Grants (i.e. Rebuilding Futures Fund) payable are accounted for in the period in which the award is communicated to the recipient, and becomes a contractual commitment. Research Grants are recognised as they become contractually due which is on production of acceptable progress reports or a final report at the end of the research project.

l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £300. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

• Office & computer equipment	25% per annum on cost
• Furniture	15% per annum on cost
• Motor Vehicles	33% per annum on cost

Notes to the financial statements

For the year ended 31 March 2022

1 Accounting policies (continued)

n) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

o) Investments in subsidiaries

Investments in subsidiaries are at cost.

p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

t) Foreign exchange

Transactions in foreign currencies are translated at the average exchange rate for the period. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

u) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Legacies	328,026	–	328,026	131,704	–	131,704
Donated services	277,501	8,363	285,864	176,339	88,790	265,129
Community fundraising	317,123	25,895	343,018	307,425	21,671	329,096
Government Job Retention Scheme Grant	5,966	–	5,966	320,625	–	320,625
Other donations	482,715	116,963	599,678	735,899	41,802	777,701
	<u>1,411,331</u>	<u>151,221</u>	<u>1,562,552</u>	<u>1,671,992</u>	<u>152,263</u>	<u>1,824,255</u>

Gifts in kind comprise mainly pro bono advertising services and awareness campaign support. Further details of these gifts are in the trustees' report.

3 Income from charitable activities

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Big Lottery	-	-	-	-	96,033	96,033
Garfield Weston Foundation	-	35,000	35,000	-	-	-
St James's Place	-	101,569	101,569	-	-	-
Other Income for Support	-	109,832	109,832	-	14,462	14,462
Sub Total for Support	-	246,401	246,401	-	110,495	110,495
National Lottery Coronavirus Support	-	-	-	-	50,000	50,000
Other income for Comms & Awareness	-	11,100	11,100	-	51,730	51,730
Sub-total for Comms & Awareness	-	11,100	11,100	-	101,730	101,730
Garfield Weston Foundation	-	10,000	10,000	-	-	-
Other income for Advocacy & Engagement	-	1,375	1,375	-	31,342	31,342
Sub-total for Advocacy & Engagement	-	11,375	11,375	-	31,342	31,342
Garfield Weston Foundation	-	5,000	5,000	-	-	-
Other income for Knowledge & Info Sharing	-	1,375	1,375	-	22,047	22,047
Sub-total for Knowledge & Info Sharing	-	6,375	6,375	-	22,047	22,047
Other income from research	-	500	500	-	34,000	34,000
Sub-total for research	-	500	500	-	34,000	34,000
National Lottery Coronavirus Support Fun	-	-	-	-	50,000	50,000
Other income for Fundraising	-	-	-	-	-	-
Sub-total for Fundraising	-	-	-	-	50,000	50,000
Total income from charitable activities	-	275,751	275,751	-	349,614	349,614

Following the introduction of our new strategy in 2021, Making a Difference Every Day, we have revised the presentation of our charitable activities to more appropriately reflect the activities to deliver our new strategy. The prior year results have been restated against the revised activities and this does not have any impact on the total movement in funds.

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2022

4a Analysis of expenditure (Current year)

	Charitable activities							2021 Total £	
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £	Cost of raising funds £	Governance costs £		Support costs £
Staff costs (Note 7)	280,853	146,327	92,512	44,884	12,072	317,754	6,618	81,174	982,193
Recruitment, training & other	6,987	4,209	1,447	756	163	11,397	1,006	6,000	31,966
Travel & subsistence	5,217	2,675	1,367	714	154	5,865	218	-	16,210
Trustee expenses	-	-	-	-	-	-	-	-	20
Awareness, Campaigns, Advocacy, Engagement	25,404	250,718	13,240	39,173	750	55,758	1,064	-	386,107
Support Activity	35,978	167	181	294	83	-	-	-	36,704
Grants payable to individuals	37,155	-	-	-	-	-	-	-	37,155
Research grants	-	-	-	-	87,330	-	-	-	87,330
Computer related	2,044	1,715	-	-	-	1,715	-	109,276	114,750
Property	-	-	-	-	-	-	-	101,711	101,711
Postage, phones, stationery & subscriptions	6,085	3,119	1,594	833	180	6,840	255	12,000	30,905
Auditors' remuneration Legal, professional, bank, insurance	-	-	-	-	-	-	13,020	-	13,020
Fundraising event costs	-	2,109	-	-	-	-	-	43,339	43,339
Other fundraising expenditure	-	4,859	4,859	-	-	17,026	-	-	21,244
Trading costs	-	-	-	-	-	38,870	-	-	48,587
Miscellaneous	1,122	575	294	154	33	1,261	47	-	849
Support costs	400,846	416,472	117,603	86,808	100,765	457,335	22,248	353,500	1,955,576
Governance costs	105,684	56,298	26,964	13,965	3,690	124,477	22,422	(353,500)	-
	14,379	7,370	3,766	1,968	424	16,763	(44,670)	-	-
Total expenditure 2022	520,909	480,140	148,333	102,741	104,879	598,575	-	-	1,955,576
Total expenditure 2021	589,986	543,825	168,008	116,369	55,668	611,988	-	-	2,085,844

Note: £468,363 of the expenditure was restricted (2021: £514,242). £1,486,363 was unrestricted (2021: £1,571,602). Following the introduction of our new strategy in 2021, Making a Difference Every Day, we have revised the presentation of our charitable activities to more appropriately reflect the activities to deliver our new strategy. The prior year results have been restated against the revised activities and this does not have any impact on the total movement in funds.

4b Analysis of expenditure (Prior Year)

	Charitable activities							Cost of raising funds £	Governance costs £	Support costs £	2021 Total £
	Support £	Comms & Awareness £	Advocacy & Engagement £	Knowledge & Info Sharing £	Research £						
Staff costs (Note 7)	311,474	287,099	88,695	61,434	4,164	376,519	7,185	97,686	1,234,255		
Recruitment, training & other	5,037	4,643	1,434	993	196	6,738	226	5,478	24,745		
Travel & subsistence	2,017	1,870	580	400	75	1,044	47	-	6,033		
Trustee expenses	-	-	-	-	-	-	-	-	-		
Awareness, Campaigns, Advocacy, Engagement	145,617	134,222	41,466	28,721	-	13,921	-	-	363,947		
Support Activity	5,401	4,978	1,538	1,065	-	-	-	-	12,983		
Grants payable to individuals	18,056	16,643	5,142	3,561	-	-	-	-	43,403		
Research grants	-	-	-	-	44,759	-	-	-	44,759		
Computer related	894	824	254	176	-	314	-	95,417	97,879		
Property	1,308	1,206	372	258	-	283	-	94,130	97,557		
Postage, phones, stationery & subscriptions	3,148	2,902	897	621	1,598	5,071	111	-	14,348		
Auditors' remuneration	-	-	-	-	-	-	14,760	-	14,760		
Legal, professional, bank, insurance	-	-	-	-	-	-	-	22,132	22,132		
Fundraising event costs	6,291	5,799	1,791	1,241	-	45,366	-	-	60,488		
Other fundraising expenditure	2,594	2,391	739	512	-	33,261	-	-	39,496		
Trading costs	-	-	-	-	-	2,840	-	-	2,840		
Miscellaneous	535	493	152	105	-	603	-	4,331	6,219		
Support costs	502,372	463,069	143,060	99,088	50,792	485,960	22,329	319,174	2,085,844		
Governance costs	74,194	68,387	21,127	14,634	3,862	109,532	27,438	(319,174)	-		
	13,420	12,369	3,821	2,647	1,014	16,496	(49,767)	-	-		
Total expenditure 2021	589,986	543,825	168,008	116,369	55,668	611,988	-	-	2,085,844		

Following the introduction of our new strategy in 2021, Making a Difference Every Day, we have revised the presentation of our charitable activities to more appropriately reflect the activities to deliver our new strategy. The prior year results have been restated against the revised activities and this does not have any impact on the total movement in funds.

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2022

5a Grant making (current year)

	Grants to institutions £	Support and other costs £	2022 £	2021 £
Cost/(recall of amounts)				
University of Bristol – Prof. Finn	47,903	9,393	57,296	33,351
St George's – Prof. Heath	-	-	-	(2,469)
Imperial College London – Prof. Wilkinson	39,427	7,732	47,159	24,786
At the end of the year	87,330	17,125	104,455	55,668

The governance costs allocated for 2021/22 totalled £424 (2020/21 £1,014). These are described in detail in Note 4.

Commitments

Commitments in respect of grants for approved projects which have not been accrued in the accounts:

	2022 £	2021 £
Within one year	172,500	148,007
Between two and four years	235,939	177,866
	408,439	325,873

These commitments are not recognised as expenditure in the year as payments are subject to reviews of project progress by Meningitis Now.

5b Grant making (prior year)

	Grants to institutions £	Support and other costs £	2021 £
Cost			
University of Bristol – Prof. Finn	27,093	6,258	33,351
St George's – Prof. Heath	(2,469)	-	(2,469)
Imperial College London – Prof. Wilkinson	20,135	4,651	24,786
University of Liverpool – Prof. Kadioglou	-	-	-
At the end of the year	44,759	10,909	55,668

6 Net incoming resources for the year

This is stated after charging / crediting:

	2022 £	2021 £
Depreciation	9,443	18,350
Operating lease rentals:		
Property	60,000	66,000
Other	728	1,689
Auditors' remuneration (excluding VAT):		
Audit	10,850	12,300
Other services	-	-

Notes to the financial statements

For the year ended 31 March 2022

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	883,136	1,084,563
Redundancy and termination costs	-	22,992
Social security costs	69,674	89,195
Employer's contribution to defined contribution pension schemes	29,383	37,505
	982,193	1,234,255

No employee earned between £60,000 and £70,000 during the year (2020/21: none). No employee earned between £70,000 and £80,000 in the year (2020/21: one). One employee earned between £80,000 and £90,000 in the year (2020/21: None).

The total employee benefits including pension contributions and national insurance of the key management personnel were £258,936 (2020/21: £297,144).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £Nil (2021: £nil) incurred by 12 (2021: 11) members relating to attendance at meetings of the trustees.

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022 No.	2021 No.
Raising funds	12.9	17.0
Support	11.4	12.7
Comms & Awareness	5.9	11.7
Advocacy & Engagement	3.0	3.6
Knowledge & Info Sharing	1.6	2.5
Research	0.4	0.5
Governance	0.5	0.6
	35.7	48.6

The average number of Full Time Equivalent employees (based on number of staff employed) during the year was as follows:

	2022 No.	2021 No.
Raising funds	10.3	14.8
Support	9.2	11.1
Comms & Awareness	4.7	10.2
Advocacy & Engagement	2.4	3.1
Knowledge & Info Sharing	1.3	2.2
Research	0.3	0.4
Governance	0.4	0.5
	28.6	42.3

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Following the introduction of our new strategy in 2021, Making a Difference Every Day, we have revised the presentation of our charitable activities to more appropriately reflect the activities to deliver our new strategy. The prior year results have been restated against the revised activities and this does not have any impact on the total movement of funds.

Notes to the financial statements

For the year ended 31 March 2022

9 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Meningitis Trust Trading Limited gift aids available profits to the parent charity. Its charge to corporation tax in the year was:

	2022 £	2021 £
UK corporation tax at 19% (2021: 19%)	-	-

10 Tangible fixed assets

The group and charity

	Freehold property £	Fixtures and fittings £	Computer equipment £	Motor vehicles £	Total £
Cost					
At the start of the year	4,000	91,268	65,170	25,160	185,598
Additions in year	-	-	29,527	-	29,527
Disposals in year	-	(10,310)	(25,433)	-	(35,743)
At the end of the year	4,000	80,958	69,264	25,160	179,382
Depreciation					
At the start of the year	-	91,151	54,756	24,458	170,365
Charge for the year	-	117	8,624	702	9,443
Eliminated on disposal	-	(10,310)	(25,971)	-	(36,281)
At the end of the year	-	80,958	37,409	25,160	143,527
Net book value					
At the end of the year	4,000	-	31,855	-	35,855
At the start of the year	4,000	117	10,414	702	15,233

All of the above assets are used for charitable purposes.

11a Listed investments

	2022 £	2021 £
Fair value at the start of the year	706,389	595,352
Additions at cost	29,738	20,000
Disposal proceeds	(29,566)	-
Net gain/loss on change in fair value	18,253	91,037
	724,814	706,389
Cash held by investment broker pending reinvestment	3,600	3,804
Fair value at the end of the year	728,414	710,193

The charity only also holds £2 (2021: £2) of shares in the Meningitis Trust Trading.

11b Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Meningitis Trust Trading Limited and of Inmed Limited (dormant), both of which are companies registered in England. The subsidiaries are used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the Meningitis Trust Trading Limited is shown below:

	2022	2021
	£	£
Turnover	25,411	20,755
Cost of sales	170	(1,653)
Gross profit	<u>25,581</u>	19,102
Administrative expenses	(1,019)	(1,187)
Operating profit / (loss)	<u>24,562</u>	17,915
Deed of covenant to parent undertaking	(24,562)	(17,915)
Profit / (loss) for the financial year	<u>-</u>	<u>-</u>
The aggregate of the assets, liabilities and funds was:		
Assets	24,564	13,152
Liabilities	(24,562)	(13,150)
Funds	<u>2</u>	<u>2</u>

12 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2022	2021
	£	£
Gross income	2,026,479	2,219,532
Result for the year	<u>90,005</u>	<u>227,563</u>

13 Debtors

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Trade debtors	5,457	62	5,376	-
Amounts due from subsidiaries	-	-	10,162	10,710
Taxation and social security	-	-	-	-
Prepayments	29,496	26,902	29,496	26,902
Accrued income and other debtors	108,000	-	108,000	-
	<u>142,953</u>	<u>26,964</u>	<u>153,034</u>	<u>37,612</u>

14 Creditors: amounts falling due within one year

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Trade creditors	89,591	71,320	89,591	68,879
Taxation and social security	-	18,656	-	18,656
Other creditors	706	4,877	706	4,877
Accruals	163,696	76,826	163,696	76,826
Deferred income	95,320	153,527	95,320	153,527
Obligations under hire purchase contracts	-	-	-	-
	<u>349,313</u>	<u>325,206</u>	<u>349,313</u>	<u>322,765</u>

15 Deferred income

Deferred income comprises income related to future fundraising events.

	The group		The charity	
	2022	2021	2022	2021
	£	£	£	£
Balance at the beginning of the year	153,527	132,490	153,527	132,490
Amount released to income in the year	(117,625)	(160,757)	(117,625)	(160,757)
Amount deferred in the year	59,417	181,794	59,417	181,794
Balance at the end of the year	<u>95,319</u>	<u>153,527</u>	<u>95,319</u>	<u>153,527</u>

16a Analysis of group net assets between funds (current year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	35,855	-	35,855
Investments	728,414	-	728,414
Net current assets	830,667	546,871	1,377,538
Net assets at the end of the year	<u>1,594,936</u>	<u>546,871</u>	<u>2,141,807</u>

16b Analysis of group net assets between funds (prior year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	19,013	-	19,013
Investments	710,192	-	710,192
Net current assets	724,640	573,396	1,298,036
Net assets at the end of the year	<u>1,453,845</u>	<u>573,396</u>	<u>2,027,241</u>

Notes to the financial statements

For the year ended 31 March 2022

17a Movements in funds (current year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds					
Support	64,657	273,484	(286,409)	(1,660)	50,072
Comms & Awareness	3,608	52,440	(61,776)	11,859	6,131
Advocacy & Engagement	265	18,488	(18,753)	-	-
Knowledge & Info Sharing	265	21,696	(21,961)	-	-
Research	504,600	69,410	(79,309)	(4,034)	490,667
Fundraising	-	155	(155)	-	-
Total restricted funds	573,396	435,673	(468,363)	6,165	546,871
Unrestricted funds:					
General funds	1,435,930	1,609,059	(1,486,364)	(6,165)	1,552,460
Non-charitable trading funds	17,914	25,411	(849)	-	42,476
Total unrestricted funds	1,453,844	1,634,470	(1,487,213)	(6,165)	1,594,936
Total funds	2,027,240	2,070,143	(1,955,576)	-	2,141,807

Support – provision of support services including grants for beneficiaries

Comms and Awareness – General meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – general

Following the introduction of our new strategy in 2021, Making a Difference Every Day, we have revised the presentation of our charitable activities to more appropriately reflect the activities to deliver our new strategy. The prior year results have been restated against the revised activities and this does not have any impact on the total movement in funds.

Transfers –

£11,859 was moved from research to communications for use on a student campaign as agreed by the funder.

£7,825 transfer from prior year unrestricted to research.

£1,660 was transferred from restricted to unrestricted as a correction to the prior year.

17b Movements in funds (prior year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds:					
Support	57,076	176,382	(168,801)	-	64,657
Comms & Awareness	-	128,427	(156,643)	31,824	3,608
Advocacy & Engagement	-	48,808	(48,543)	-	265
Knowledge & Info Sharing	-	34,202	(33,937)	-	265
Research	503,197	66,837	(55,668)	(9,765)	504,601
Fundraising	-	50,650	(50,650)	-	-
Total restricted funds	560,273	505,306	(514,242)	22,059	573,397
Unrestricted funds:					
General funds	1,221,490	1,805,261	(1,568,762)	(22,059)	1,435,930
Non-charitable trading funds	-	20,755	(2,840)	-	17,915
Total unrestricted funds	1,221,490	1,826,016	(1,571,602)	(22,059)	1,453,845
Total funds	1,781,763	2,331,322	(2,085,844)	-	2,027,242

Notes to the financial statements

For the year ended 31 March 2022

Purposes of restricted funds

Support – provision of support services including grants for beneficiaries

Comms and Awareness – General meningitis awareness raising

Advocacy & Engagement – increasing awareness of the impact of meningitis and reaching more people needing support

Knowledge & Info Sharing – sharing knowledge to improve aftercare available for people affected by meningitis

Research – general

Transfers –

£23,336 was moved from research to communications for use on a student campaign as agreed by the funder.

£13,500 transfer from prior year unrestricted to research as omitted.

£13,409 was transferred from restricted to unrestricted with agreement with the funders in light of Covid-19.

18 Operating lease commitments

The group and the charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property 2022 £	2021 £
Less than one year	66,000	79,800
One to five years	132,000	-
	198,000	79,800

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



*saving lives,
rebuilding futures*

Meningitis Now is the founder of the meningitis movement and the only charity solely dedicated to fighting meningitis in the UK.

With over 35 years' experience we are working towards a future where no one in the UK loses their life to meningitis and everyone affected gets the support they need.

Help us save lives and rebuild futures today by:

- Making a donation
- Taking part in an event
- Posting and sharing our content on social media
- Volunteering your time
- Sharing your story

Visit www.meningitisnow.org and help us make a difference, every day.

Contact us on

Phone: 01453 768000

Email: info@meningitisnow.org

Helpline: 0808 80 10 388

Website: www.MeningitisNow.org

Facebook: fb.com/meningitisnow

Twitter: [@meningitisnow](https://twitter.com/meningitisnow)

Instagram: [@meningitis_now](https://www.instagram.com/meningitis_now)

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Registered with
**FUNDRAISING
REGULATOR**

Registered Charity Number 803016 (England & Wales) SC037790 (Scotland). Company Registration Number 2469130.
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Our front cover shows Aimee with her specialist trike, granted through our Rebuilding Futures Fund.

MENINGITIS NOW

England & Wales - Charity number 803016

Accounts

Company number: 2469130

Charity number: 803016

Scottish Charity No. SC037790

Meningitis Now

Report and Financial Statements

31 March 2021



saving lives, rebuilding futures

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2. A year like no other. Introduction from Chair and CEO

Thank you for taking the time to read our 2020-21 Annual Report and Financial Statements.

This was clearly a year like no other. The world succumbed to the Covid-19 pandemic, and we – like many charities and organisations – were hit with a dramatic shock.

The impact of Covid-19 on Meningitis Now was severe. As the pandemic struck, we forecast that our income would be less than half of what we had been expecting for the year. Government restrictions meant that our Head Office closed, all staff began working from home, and for seven months of the year, a majority of staff were on furlough. The imposition of lockdown and social distancing meant that home visits by our Community Support Officers had to stop and our programme of face-to-face fundraising and support events had to be cancelled or postponed. This included activities that are beloved and important to the Meningitis Now family – events such as our Family and Forever Days, the Five Valleys Walk, Believe and Achieve weekends and workshops, and our carol concerts in St Lawrence Jewry Church in the City of London and in Gloucester Cathedral.

From a governance perspective, we had to react quickly and with resolve. The Board of Trustees adopted a ‘Coronavirus Strategy’ with three aims: to survive; to protect what is valuable about our charity; and to deliver our charitable objectives, as far as possible. The Board then met regularly throughout the year and supported the CEO and staff team to take any necessary actions. Whilst this was not always an easy task during a pandemic, we hope you can see from reading this Annual Report that we were successful in realising these short-term aims and in adapting to the new world around us. We never lost sight of our vision – a future where no-one loses their life to meningitis and where all those affected get the support they need.

For, whilst 2020-21 was a frightening and difficult time, it was also a time when the Meningitis Now family found strength and determination to pull together.

We moved quickly to understand how Covid-19 was affecting the people we support. Through our ‘Keep Meningitis in Mind’ survey, we discovered that the pandemic was negatively affecting some people’s mental health and emotional wellbeing, and impacting children and young people’s education, learning and development (see page 9). As a result, we launched the ‘Covid-19 Young Futures Fund’ to ensure that young people and their families had access to emergency financial support to help them during the pandemic (pp 11).

We developed specific Covid-19 information and resources, available on our website, social media channels and via our Helpline, to help answer people’s questions (pp 9). And we shifted many of our support services online, meaning that we could continue to provide tailored and timely support to people living under lockdown (pp 12).

Our awareness activities also shifted to take account of the new Covid-19 environment. During the spring and summer, we supported the Royal College of Paediatrics and Child Health’s call for parents and carers not to avoid A&E if they were concerned about their child’s health. And in the autumn, we ran our student and young people’s awareness campaign, encouraging young adults not to

assume that flu-like symptoms were Covid-19. Our 'Don't assume it's Covid' campaign caught the public imagination and was broadcast to 40 million listeners on radio and gave every UK adult the opportunity to read about it in the press and online 1.8 times. You can read more about this on pages 17 and 18.

Sadly, our research programme was hit by the financial difficulties created by the pandemic. We had to withdraw full funding from two projects. We were also sorry to see the premature end of the government-funded 'Be On the TEAM' project, which had been expected to show whether MenB vaccines would reduce the transmission of meningococcal bacteria. This project had to end once schools were closed, but thankfully the swabs and samples stored at the Spencer Dayman Meningitis Laboratories at the University of Bristol have created an opportunity for that research to continue. The team at Bristol was also able to use the swabs for some unique Covid-19 research during the summer of 2020.

During the year, the support of the Meningitis Now family proved invaluable in getting the charity through difficult times.

In April, over £100k was raised through the 2.6 Challenge, including an incredible £75k by our Junior Ambassador, Harmonie-Rose. Harmonie's appearance on Good Morning Britain sparked an outpouring of generosity from across the UK. Such generosity was also manifest throughout the year, with many people helping us in response to our emergency fundraising appeal, the 'Biggest Challenge'.

We also benefitted from significant emergency funding from the Garfield Weston Foundation, The St. James's Place Charitable Foundation, Stroud District Council and the UK Government via the Coronavirus Community Support Fund, which was distributed by The National Lottery Community Fund. The Government's Coronavirus Job Retention Scheme proved a vital lifeline for individuals and for the charity overall.

Yet such generosity did not remove the need for significant reductions in expenditure during the year, as our future sustainability was called into question. Savings of over £1m against planned expenditure were found during the year, which included spending reductions on plans and projects for support events, awareness campaigns, new research, and investment in our website and back-office systems. Most significant was an organisational restructure, which saw a reduction in the number of staff from 59 to 36 – a drop of some 39%. It was painful for us to have to say goodbye to so many tireless and professional staff.

These difficult reductions in expenditure, combined with the generosity of many of our supporters, meant that we achieved our main aim of the pandemic year – survival. We managed to protect what was valuable about our charity and to get on with our charitable aims of saving lives and rebuilding futures through providing support, raising awareness and funding research. It was unfortunate that during the year our volunteers and Ambassadors could not be as active as usual, but they remained hugely valued as part of the Meningitis Now family. And financially, we remain sustainable and – as these accounts show – managed to generate a small surplus of £245k. This means we started 2021-22 in a stable position, albeit with different challenges and opportunities ahead.

There is positive news too, in that lockdown and social distancing during 2020-21 resulted in a marked reduction in the case incidence of bacterial meningitis. Evidence suggests that cases of meningococcal disease (meningitis and septicaemia) may have been reduced by up to 80% in the UK during the epidemiological year. We estimate that other major causes of meningitis, including viral meningitis, are likely to be significantly reduced due to social distancing measures. What happens to case incidence in the future remains unknown, but we will be monitoring this closely and responding accordingly.

Thankfully, with a new strategy published in April 2021, we are optimistic about the future. We continue to fight for a future where no one loses their life from meningitis and where all those affected get the support they need.

Yours sincerely

Andy Fletcher

Chairman

Tom Nutt

Chief Executive Officer

Our strategic approach during 2020-21

Our vision is a future where no one in the UK loses their life to meningitis and where all those affected get the support they need. In April 2020, we had planned to publish a new five-year strategic plan setting out how we would achieve this vision. But as the severity of the Covid-19 pandemic became apparent, Trustees opted to adopt a 'Coronavirus Strategy' to guide the short-term decisions that were required to see the charity through this unprecedented time. This strategy provided us with three simple aims:

1. To survive.
2. To protect what is valuable about our charity.
3. To deliver our charitable activities, as far as possible.

These aims tackled directly the financial and operational challenges we faced in 2020-21. And whilst this strategy superseded the publication of our new five-year strategic plan, it did not displace it altogether. Eventually published in April 2021, our five-year strategic plan *Making a difference, every day* identifies our three key priorities:

1. Fight to defeat meningitis in the UK within a generation.
2. Reach out to everyone who needs help, support and information.
3. Be recognised as a centre of expertise for aftercare and support.

Wherever possible, decisions in 2020-21 were shaped by both of these strategies, recognising the impact that the Covid-19 pandemic was having on our short, medium and long-term aims and objectives. We are optimistic that our new strategy will help us to make a difference, now and into the future.

3. The year in numbers

It was a difficult year for Meningitis Now, but with lots to be proud of too:

- **100%** of callers to our Helpline feel more confident dealing with the issue raised.
- Cases of meningococcal disease (meningitis and septicaemia) reduced by as much as **80%** across the UK.¹
- Our website was visited on an average **2.2 times every minute**.
- On average, a typical adult would have read or heard about **Meningitis Now eight times** in the media.
- Our 'Roundtable' partnership to raise meningitis awareness included organisations such as Pfizer, GSK, NHS England, Public Health England, a Life for a Cure, MRF and Boots.
- Our 'Don't assume it's Covid' student campaign was broadcast to **40 million** listeners on radio.
- Over **£100k** was raised through the 2.6 Challenge, including **£75k** by our Junior Ambassador, Harmonie-Rose.
- Savings of over **£1m** against planned expenditure had to be found thanks to the disruptive effect of Covid-19.
- Staff numbers reduced from **59 to 36** – a drop of **40%** – as we managed the financial effects of Covid-19.
- We provided **62 Young Futures Fund** and **35 Rebuilding Futures Fund awards** to people and families across the UK.
- **127 young people** have been involved in our Believe & Achieve programme.
- A dedicated Covid-19 support page on our website received nearly **70,000 visits** – making it the **fourth most visited page** on our website.
- We distributed **486,911 Signs and Symptoms cards** in partnership with Bounty.
- We were grateful to receive donations from **92 grant-making bodies**.

¹ At the time of writing, it is difficult to quantify the full extent of meningitis cases during 2020-21. Pre-pandemic, it is estimated that there were 8,000 cases of meningitis (viral and bacterial) in the UK. This number was reduced substantially during the pandemic as a result of social distancing.

Keep Meningitis in Mind

In June, we carried out a 'Coronavirus Impact Survey' to find out how the pandemic was affecting people whose lives had already been impacted by meningitis. Some 285 people responded to the survey and told us about the things they were most worried about during this difficult time, including their finances, the risk of Covid-19, home schooling and missing friends and family. But for people already affected by meningitis, these concerns were amplified or more complicated because they were already living with the impact of the disease:

- 53% of people said that Covid-19 was having a negative impact on their mental health and emotional wellbeing.
- 48% found a loss of their support network difficult.
- 53% were worried that they or a family member would contract the virus.

But people also reported the positive impact that a slower pace of life had for their physical after-effects and mental health, in some cases enjoying more quality time with family and the reduced pressure from schooling or working from home.

- 55% of people said that they had found some things easier.

The survey was instrumental in enabling us to target information and support activities to those who needed it most. We responded by:

- Producing a series of blogs and information materials that covered topics including mental health and emotional wellbeing, bereavement and Covid-19 concerns.
- Creating our Young Futures Fund (pp 11) which provided emergency financial awards for children and young people to support their education, learning and development.
- Developing a series of 'Keep Connected' virtual support events (pp 12) for adults and young people covering a range of topics including mental health and legal rights.

4. Support that makes a difference

The impact of Covid-19 was felt acutely across all areas of information and support, most noticeably on the nature and quantity of the vital services we deliver. There were numerous challenges along the way, but we remained determined to offer support to those who needed it most and to reach out to everyone who needed help, support and information. We continued to deliver our core services and provided one-to-one support for many people remotely. We also capitalised on opportunities to develop new online activities to meet the needs of people during the pandemic. This would not have been possible without the determination, dedication and experience of the team.

Nurse-led Helpline

Throughout the year, we kept our nurse-led Helpline open, providing valuable support and information to all those concerned about meningitis. At the beginning of the pandemic, when concerns about Covid-19 were at their highest, the Helpline was a lifeline for many.

As anticipated, we continued to see an overall year-on-year downward trend in Helpline contacts (2,663 to 1,828), which was due mainly to a 46% reduction in Helpline calls. Whilst the reduction in Helpline calls is higher than expected, it is reflective of a year when the incidence of meningitis was low and the focus remained on Covid-19. The number of emails remained at similar levels to previous years, and we again saw a small increase in social media contacts.

We continued to monitor the impact of the Helpline with a post call survey. As ever, the Helpline remains an invaluable first point of contact for people seeking help and support. All respondents found the information they received useful, and 100% of people felt more confident in dealing with the issues raised. People using the Helpline described it as 'helpful and informative', whilst calls were dealt with knowledgeably, and with compassion and understanding:

"This has been absolute gold dust, I have been really struggling with my child and have found speaking with your staff and reading your website so helpful. It's made me realise that it is normal to feel the way I do about some of the issues we have been having and that some of the mental and emotional issues are or could be linked to the meningitis. Thank you so much."

"The lady I spoke to was absolutely fantastic. Lots of real information and nice to be spoken to as a person and get that information without having to keep asking. Really, really amazing. I will also put a tweet out in case there is anyone else out there who needs this service."

We would like to thank the James Tudor Foundation and Pfizer for funding our Helpline and our expert nurses who deliver this service.

Providing Financial Support

In April 2019, we introduced the Rebuilding Futures Fund to provide financial support to people of all ages impacted by meningitis. It was with great sadness that we had to pause the operation of the fund in April 2020 due to the effect of the pandemic on the charity's finances. However, in June we opened the Young Futures Fund to help address the specific impact that Covid-19 was having on children and young people's lives. This new fund provided emergency financial awards to support education, learning and development.

This much-needed fund ensured that young people received items such as computers, sensory toys, garden equipment and online learning. The fund, which was oversubscribed within 24 hours of launch, made 62 awards totalling almost £24k to families across the UK.



All of the award recipients stated that the financial support helped a lot and made a big difference to their lives:

“Luke’s self-esteem was at an all-time low, struggling at school, lockdown felt like the end of the line. The Chromebook gave him frustration-free access to research some entrepreneurial ideas for his future, designing his own future webpage.”

“Ella is now able to attend speech therapy online with her speech therapist. She has exercises she can do on the iPad, it has made a massive difference to her development.”

“It was a relief to receive financial support during Covid as equipment is vital when we had limited therapies from the NHS.”

We were able to reopen the Rebuilding Futures Fund in November and 35 people benefitted from an award including talking therapies, tuition and retraining, mobility aids and help towards funeral costs.

People have told us that:

“It lifted my spirits knowing that somewhere out there is a fund willing to consider giving me financial support in my time of need. I will be eternally grateful.”

“Thank you so much. I will respond in full once it has sunk in! I am just thinking of the ways that this is going to make my life so much easier. I really can’t believe it!”

We would like to thank the many funders who enabled us to respond quickly to deliver the Young Futures Fund and distribute awards through the Rebuilding Futures Fund. These include the Worshipful Company of Butchers, Pixel Fund, BBC Children in Need, DWF Foundation, Hospital Saturday Fund, Sovereign Healthcare, Bruce Wake Trust, Doris Field Charitable Trust, Fence Club Trust Fund and the Hodge Foundation.

Online Events

This year, the pandemic meant that we were unable to deliver our face-to-face support events, including our much-loved Family Days, Forever Days and residential weekends. This was difficult as we know how much families and individuals have benefitted from these events over the years. However, we were able to respond quickly to themes that emerged from the ‘Keep Meningitis in Mind’ survey and in September, we launched our new ‘Keep Connected’ virtual support events. We successfully delivered five pilot events during the year, including sessions on topics such as ‘Meningitis and Mental Health’, ‘Meningitis and Fatigue’ and ‘Meningitis and Legal Rights’ to 44 participants from across the UK. We would like to thank the team from Irwin Mitchell for providing expert knowledge to help us to deliver the Legal Rights session.

Feedback from the sessions highlighted the value of sharing experiences in small groups as well as creating the space in which to feel validated and not judged. People also expressed the benefits of learning coping strategies and gaining confidence to deal with issues caused by meningitis. As one participant commented:

“It was really good to have someone in the group whose child was older and had been where we were and who could offer advice and suggestions as to routes to take as well as pitfalls to keep an eye out for. Sometimes I sit at home and wonder whether I’m imagining my daughter’s issues – it starts to feel that way when doctors and schools can’t see the issues that you as a parent can. The slides at the beginning were really helpful. I felt connected and it was good to speak with people who understand rather than people around me who think my child ‘looks fine to them’.”

Following the success of the pilots, we will be embracing digital technology and planning a further programme of online support events in 2021-22 and beyond. Delivering support events online is a great way to reach people from all four nations, as the barriers to travel are eliminated.

Believe & Achieve Programme

Like all of our services, our successful Believe & Achieve Programme for young people aged 14-25 years was significantly impacted by the pandemic. However, with a much-reduced team, we were able to offer support remotely to the young people who needed us most. As the year progressed, several important activities commenced again, including counselling, peer mentoring, next step mentoring and coaching.

Believe & Achieve's social media community played an important role in supporting delivery during lockdown, with 79 posts, 257 comments and 682 reactions gathered between March and August 2020. Encouragingly, 11 new people joined Believe & Achieve on social media, suggesting this support channel is engaging young people.

In line with the delivery of our new online support events highlighted above, we delivered six additional sessions as part of the Believe & Achieve Programme. This included several sessions focusing on after-effects (Health Anxiety and Concentration and Fatigue), as well as four social events. These enabled 72 participants to come together, have fun, share experiences and learn new things.

"Thank you for making me feel much less isolated, I really appreciated the session this evening. I needed this feeling of community, especially since at Uni everything is so restricted socially. It's been pretty isolating, so it has been great to touch base with some faces from a pre-Covid life."

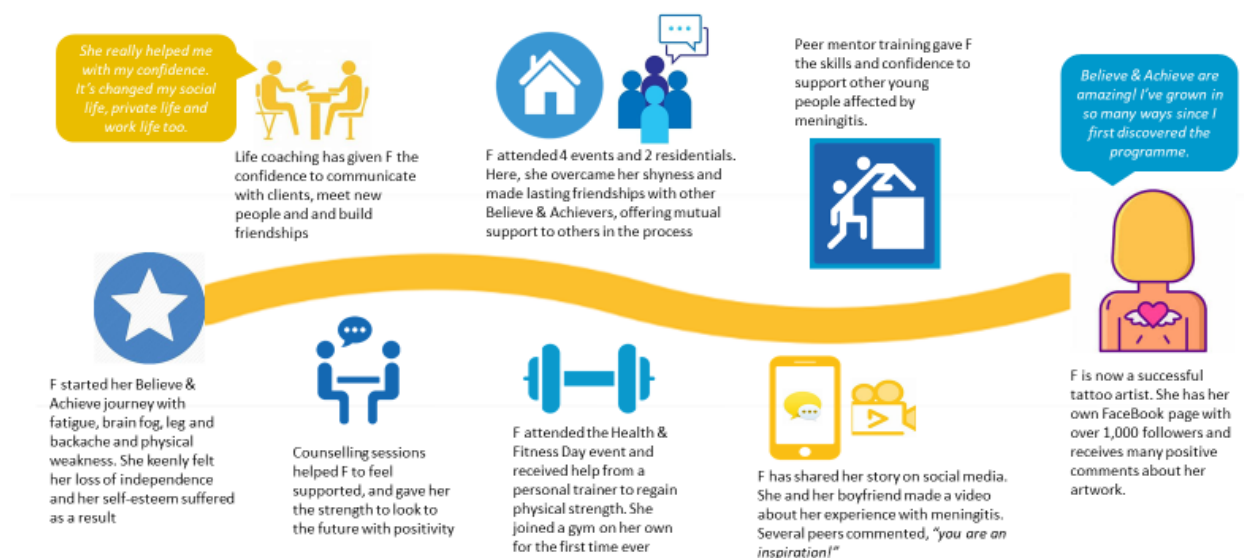
Despite the many challenges brought about by Covid-19, we were delighted to be able to work with Chrysalis Research to produce a three-year impact report as planned. The evidence is very clear – the Believe & Achieve programme has had, and is continuing to have, a significant effect on the lives of the 127 young people who have been involved in the programme since March 2018. Highlights from the report include:

- The programme has engaged young people in many parts of the UK, with all four nations represented.
- When young people have chosen to engage in-depth with the programme, nearly all improved in at least two of the three key outcome areas.
- Seven out of ten young people showed substantial improvement in at least one outcome area.
- 61% of young people participated in at least one face-to-face or social event over the last three years, making this strand of activity the most popular means of engaging with the programme.
- A key strength of the programme lies in the sense of community that has been fostered over the years. Of all the outcomes, 'Being part of a Community' saw the greatest improvement.
- Believe & Achieve has been successful due to many factors including a flexible journey of tailored support, ongoing involvement by the young people and getting

to know them individually, as well as ongoing reflection, learning and evaluation built into the programme design.

A young person's journey through Believe & Achieve

The story of one young person who showed substantially improved outcomes across all three areas is illustrated below. It reveals how the various interventions and activities offered by Believe & Achieve have collectively made a significant difference to the achievements and outlook of this young person.



Continuing to deliver this programme would not be possible without the support of our funders, The National Lottery Community Fund and BBC Children in Need.

Online Peer Support

Our online peer support groups and Health Unlocked community continue to go from strength to strength. With over 600 posts shared across our 'Peer Support Group' and 'Bereavement Group', we continue to connect people with similar or shared experiences. For many people, these groups helped them feel less alone during lockdown and provided unique support during this difficult year:

"I feel so much better that I have been able to share my story with the group without even knowing any of you. Thank you all, I hope that I will be able to give support when needed. The strength that this group has is unique."

For a fourth consecutive year, membership of both online support groups grew. For example, during the year we saw an 11% increase in the number of new members on our 'Peer Support Group'. As we embrace digital technology in the coming years, online peer support will remain an important part of our service delivery.

Despite the difficulties faced this year, we continue to make a difference to the lives of many people who have experienced meningitis. The changes brought about by the pandemic provided opportunities for adaptation, learning and development in several key areas of our support. This will have long-lasting benefits for those whom we support as we help them to face the future with hope and confidence. However, continuing to deliver the breadth of information and support will be challenging, as we move into 2021-22 with a significantly reduced team and the ongoing uncertainty surrounding the pandemic and the lifting of restrictions.

Our Volunteers

This year has been particularly difficult for our wonderful Ambassadors and volunteers, who are a vital part of the Meningitis Now family. Early in the pandemic all of our face-to-face volunteer activities stopped. However, we were grateful for the incredible support they have shown us. Despite numerous obstacles, our volunteers have remained committed and have taken every opportunity, however small, to support us remotely through fundraising and raising awareness in schools, universities, businesses and community groups. For example, in December one volunteer stepped outside her comfort zone to give a virtual talk to 150 Year-13 students.

She told us:

"We are all trying to find our feet in this new normal, so I am pleased to say I managed my first 'virtual' awareness talk and am now poised to forge ahead with more – it wasn't as challenging as I'd feared!"

We worked hard to keep in touch with our volunteers including regular posts on Facebook and email updates, and in June we took the time to say a special thank you as part of National Volunteers' Week. It was with sadness that we were unable to hold our annual Ambassador Day in July, but we did the next best thing by hosting two online events in the Autumn that were well attended. This provided a great opportunity to catch up and share experiences. In addition, later in the year we reintroduced virtual one-to-one 'Ambassador Reconnection Sessions', with many more planned for next year.

The change in volunteer activity levels provided the team with an opportunity to review and improve many of our processes and materials. For example, we created a virtual short talk which will be a valuable asset as we move into next year. As we begin to focus more on the year ahead, we look forward to working with our volunteers and Ambassadors and meeting up safely when restrictions allow.

5. Awareness

Talking about the risks, signs and symptoms, how to prevent meningitis through vaccines, and the importance of acting fast when it strikes, have always been the cornerstone of our awareness activities. We also strive to reach out to people and organisations across the UK to make them aware of the support we can offer, and through our public affairs work, we seek to influence positively decisions taken by politicians, policy-makers and health and care professionals, including scientists and pharmaceutical organisations.

These were challenging aims in 2020-21, as a consequence of the distractions and disruptive effects of Covid-19. Yet there were also significant opportunities and emerging needs that became evident across the year, and we were successful in addressing these – including working more closely than ever before with partners. As our Keep Meningitis in Mind survey revealed, there was also a pressing need to provide information about Covid-19 and meningitis and to keep people updated about how we could help them during this difficult time.

Communicating Awareness during Covid-19

We adopted a reactive and a strategic approach to raising awareness of meningitis. In the early stages of the pandemic, for example, evidence from the NHS showed a significant drop in A&E visits compared to the previous year. Concerned about the impact this might have on the diagnosis and treatment of meningitis, we supported and amplified messages encouraging people not to refrain from seeking medical help if they were seriously concerned about their own health or that of others. Using blogs, social media posts and press releases, we supported similar messages from the NHS and public health authorities to encourage people to take-up their routine vaccinations, as evidence from a number of sources indicated a dropping-off of vaccine take-up rates. Our 'Keep Meningitis in Mind' survey also indicated that people had specific concerns about how Covid-19 might affect those people with experience of meningitis. A dedicated Covid-19 page on our website received nearly 70,000 visits – making it the fourth most visited page during the year.

We continued to pursue our core awareness activities using a variety of channels and campaign approaches. This enabled us to reach both 'at risk' groups and the wider UK population with lifesaving awareness messages. For example:

- We distributed over 485,000 signs and symptoms cards to new and expecting parents via our partnership with Bounty.
- Our social media community continued to grow, increasing by 10% year-on-year to 133,000. In line with expectations, much of this growth came from Instagram, which alone grew to nearly 8,500 followers.
- Over 550 articles in the traditional press and broadcast media were published with reference to Meningitis Now. Whilst this is significantly down year-on-year (2,900 in 2020), the level of coverage achieved exceeded expectations – with all UK adults having the 'Opportunity To See' (OTS) articles mentioning Meningitis Now eight times over the course of the year.
- Our website was visited on average 2.2 times every minute. Our ability to reach new audiences was reflected in the fact that the rate of new visitors to the website was 80%.

That said, the total number of website visits was 1.2 million, a drop of a third compared with the previous year. Much of this decline can be explained by changes Google made to its search algorithm in January 2020 and the introduction of 'health cards' in March 2020. These changes reduced click-through rates, as people could see disease information directly on their Google browser without the need to click through to any particular website.

- Our programme of working in partnership with UK universities, the Meningitis Awareness Recognition Mark (MARM), was paused due to Covid-19. Despite this, universities continued to engage with us in raising awareness of meningitis and helped us to distribute more than 100,000 signs and symptoms materials (including cards and fridge magnets) and 82 packs of digital materials designed specifically for university and college students.

Don't assume it's Covid!

For many years, we have targeted students and young people as a group considered to be at particular risk of meningitis. But 2020-21 was going to be different. In the early part of the Covid-19 pandemic, it became evident that lockdown and social distancing had significantly reduced the incidence of meningitis across all ages, and yet it was uncertain what would happen once students returned to campus in the autumn. What was clear was that, whilst many young adults may have been MenACWY vaccinated at school, most would not have received a MenB vaccination. And whilst everyone was concerned about the risks of Covid-19, we were worried that young people might easily mistake the signs and symptoms of meningitis for Covid-19 and therefore fail to take the potentially lifesaving step of seeking medical help.

We therefore developed a simple and clear message to students and young people: 'Don't assume it's Covid'. We called for people not to self-isolate without first checking that their illness was not anything more serious – and to seek medical attention if they or a friend was ill and if they were unsure of the cause. Our worst fear was that self-isolation could prove fatal for someone experiencing meningitis.

A new campaign

We launched our campaign with the powerful and moving story of Ben de Souza.

Ben was a first-year student at the University of Portsmouth when meningitis struck. He was a fit and healthy young man, whose dream was to join the Royal Navy as an officer. But just one month into college, Ben became unwell, disorientated, and confused. He was told that it was just a hangover, but Ben's flatmates weren't convinced – and it was their quick thinking and speedy action that saved his life.

Ben, who had been given the MenACWY vaccine as a teenager, had in fact contracted MenB – a strain of the disease he was not vaccinated against. After being taken to hospital by paramedics, he was described by doctors as the sickest patient in the hospital.

Ben was lucky, and eventually made a full recovery. But as Ben's experience shows, it is easy to mistake the signs and symptoms of meningitis for something far less harmful – and had Ben been ill during the Covid-19 pandemic, he might have self-isolated with potentially devastating consequences.

Ben's story was the centrepiece of what proved to be a hugely successful campaign, with Ben's mum, Arlene, joining Michelle Bresnahan, who lost her son Ryan to meningitis in 2010, featuring in 164 radio broadcasts. Ben's story also featured in 30 press articles, including the Daily Mail and the Daily Mirror.

As a result of this campaign, as well as Meningitis Now's partnership with over 100 UK universities, over 100,000 signs and symptoms cards and fridge magnets were distributed to UK universities, and 82 universities downloaded digital information materials for sharing with their students.

A 'Roundtable' Partnership to Improve Meningitis Awareness

In October 2019 we initiated an ambitious project to bring together a partnership of diverse organisations, each with a common interest in raising awareness of meningitis. This group, which included the NHS and Public Health England, pharmaceutical companies such as GSK, Pfizer and Boots, and charities including the Meningitis Research Foundation and a Life for a Cure, met in London in February 2020 and agreed to work collaboratively by sharing expertise and resources to support improved meningitis awareness in the UK. The collaboration, or 'Roundtable' as it became

Results

- 164 radio broadcasts/24 hrs of coverage including Sky News. 40 million listeners
- 30 press articles including features in the Daily Mail and Daily Mirror giving an OTS of 1.8 times
- 14,000 social media reach, 7% engagement versus sector average of between 1.5 and 2.5%
- Over 100,000 signs and symptoms assets ordered, 82 universities downloaded and used digital packs and 402 parent packs ordered

known, agreed to work together on a meningitis awareness campaign targeting students and young people in an area where a low uptake of the MenACWY vaccine had been recorded.

The partners developed a plan for a London-focussed awareness campaign using creative materials produced by GSK. A Task and Finish Group was created, as was a partnership agreement to ensure good governance. This agreement recognised the different, but equal, value of each partner's contributions. It was also agreed that evidence of impact, and a focus on shared learning, would be key aspects of the project.

The reimposition of a national lockdown in January 2021 meant that initial plans for the start date of the campaign had to be postponed to August 2021. However, this allowed more time for creative collaboration and for engagement with NHS and Public Health England teams in London. The project has been shared with the Department of Health and Social Care and the Association of British Pharmaceutical Industry as an example of best practice, and – at the time of writing – plans are already underway for a new campaign in 2021-22.

Influencing policy

Engaging with politicians, policy-makers, scientists and clinicians, and other policy specialists, was more challenging than usual, as political and organisational priorities shifted in response to the pandemic.

Sadly, this meant cancelling plans for our Annual Parliamentary Reception, although we maintained contact with MPs through correspondence and meetings. In addition to our aim of keeping meningitis on the agenda of politicians, we drew attention to other priority issues arising from the Covid-19 pandemic, such as the threat to research funding and the future of charities. This included supporting the Association of Medical Research Charities (AMRC) in their call to create a Life Sciences Charity Partnership Fund, as well as the National Council for Voluntary Organisations (NCVO), who were asking government to extend the £750 million emergency support package for charities.

We also continued our regular contact with public health specialists across all regions of the UK, working especially closely with Public Health Scotland in developing their meningitis awareness materials with universities.

Meningococcal Working Group (MWG)

Since 2017, we have been pursuing improvements in the diagnosis and treatment of meningococcal disease by working alongside health and care stakeholders and families affected by the disease through the Meningococcal Working Group. In 2019, the Department of Health and Social Care (DHSC) published a report with recommendations aimed at improving the culture and practice of diagnosis and treatment of meningococcal disease in frontline healthcare settings, and since then, we have continued to work to progress these aims. As a result, in July 2020, we joined the NHS England Acute Deterioration Board, which has been designated to oversee the MWG recommendations, and continue to work hard to effect change across NHS England, particularly in

the area of patient and carer 'worry and concern'. A particularly welcome aim is to change and improve NHS culture and practice by ensuring patients and carers are listened to better.

National Vaccine Strategy and NICE Guidelines

Work led by the Department of Health and Social Care towards the creation of a national vaccine strategy has been delayed by the Covid-19 pandemic. However, we remained active in this policy arena through participation in events led by think-tanks such as the International Longevity Centre at the House of Lords in March 2020 and by key players such as Pfizer, who launched their 'Vaccination Vision' for the UK in summer 2020.

We continue to be stakeholders in two NICE (National Institute for Health and Care Excellence) guidelines that are in development, and have taken an active part in the scoping exercise for the following projects:

1. Meningitis (bacterial) and meningococcal septicaemia: recognition, diagnosis and management. This is due for publication in October 2023.
2. Vaccine uptake in the general population. Publication due in April 2022.

Both guidelines have been delayed due to Covid-19 but are now progressing with revised publication dates.

A Global Roadmap to Defeat Meningitis

We were delighted to see the World Health Organisation adopt a 'Global Roadmap to Defeat Meningitis' at the World Health Assembly in November 2020. Approved by 194 Member States, this represents a significant way forward for co-ordinated action across the world to defeat meningitis. This roadmap includes three goals: to eliminate epidemics of bacterial meningitis; to reduce cases of vaccine-preventable bacterial meningitis by 50% and deaths by 70%; and to reduce disability and improve quality of life after meningitis of any cause.

6. Lifesaving research

The Spencer Dayman Research Fund commenced the year with an exciting portfolio of projects covering prevention, diagnosis and treatment. This included the prospect of three new major research projects totalling £633,371. Unfortunately, the significant financial impact of the Covid-19 pandemic meant that we had to make significant changes to our plans.

Above all, we took the difficult decision to withdraw full funding (£186k) from the following pneumococcal vaccine project:

Developing a multivalent Streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis, led by Professors Jeremy Brown and Brendan Wren at University College London

Thankfully, this project had not commenced at the time this decision was made. We continue to work with the research team to help secure funding to deliver this important piece of work, which, if it can go ahead, will help to develop a vaccine that provides better protection against pneumococcal meningitis.

And after much close liaison with the lead researcher, we were delighted to be able to offer part-funding totalling £58k to the following project, which aims to increase understanding of tuberculous meningitis (TBM) in children leading to improved diagnostic tests and outcomes:

SURE + DP: Improving diagnosis and prognosis for paediatric tuberculous meningitis through the SURE treatment trial, led by Professor Robin Basu Roy at University College London Clinical Trials Unit

Over 30 months, this revised project will recruit a 'non-TBM' control group of children alongside the SURE treatment trial in Africa. A small amount of additional funding will allow for pilot analysis of samples, the results of which will help to secure the additional funding needed for the full analysis proposed in the original grant application. We look forward to this revised project starting early next year.

Ongoing Research Projects

Progress on the delivery of our two ongoing research projects was delayed by the Covid-19 pandemic with many laboratories and study sites subject to closure, restricted in terms of the volume of work they were able to conduct, and/or required to prioritise Covid-related research.

Nonetheless, we were delighted to see progress in both projects, and to see the valuable contribution made by these and other laboratories to the fight against Covid-19.

1. *Improve treatment outcomes in tuberculous meningitis (TBM)*, led by Professor Robert Wilkinson at Imperial College London and the Francis Crick Institute

Progress on this three-year project, which started in January 2020, was disrupted for many months, most noticeably by the collection of samples from patients taking part in a large clinical trial for TBM treatment in South Africa. Despite delays, the team has made significant progress in year 1 and sample collection in South Africa has now recommenced. In addition, experiments to develop a new model to test treatments for TBM are progressing well.

2. *Creation of sample collection from 'Be on the TEAM' study throat swabs for molecular (PCR) analysis of meningococcal carriage and carriage density*, led by Professor Adam Finn at the Spencer Dayman Research Laboratories, University of Bristol

This two-year project started in 2019 and is generously funded by The Starfish Trust and a Life for a Cure. The project ensures the collation and storage of throat swab samples from the national 'Be on the TEAM' study, which aims to understand if immunising teenagers with a MenB vaccine could reduce the risk of others getting meningitis across the whole community. This study, which is led by the University of Oxford, had successfully recruited the 24,000 teenagers required to fulfil its stated aims. Meningitis Now had actively contributed to this work by providing prize-draw incentives to encourage participation and by providing volunteers and Ambassadors at study sites. Sadly, the study was brought to a premature end as a result of the disruption of Covid-19, but thanks to the storage of the swabs and culture samples at the Spencer Dayman Meningitis Laboratories at the University of Bristol, it is hoped that additional funds from the National Institute of Health Research can support PCR analysis of these samples in order to realise the study's original aims.

We are also pleased to learn that some initial analysis of the swabs shows the positive effect that the MenACWY vaccine has on the carriage of, and impact on, MenW and MenY in teenagers – and we await the publication of this and other studies. The swabs were also put to good use in the early stages of the Covid-19 pandemic, when the presence of the virus was detected via PCR analysis of the samples collected in February and March 2020.

In December we received a final report from the following project:

Babies born Early Antibody Response to Men B vaccination (BEAR Men B), led by Professor Paul Heath at St George's, University of London

The research team successfully demonstrated that, overall, the MenB (Bexsero) vaccine can safely protect premature babies in the UK. This includes very premature babies. This is great news and the results will provide a positive impact by informing future vaccination of preterm babies. This work was partially funded by us, with the balance of funding provided by GSK.

7. Raising the funds

With the Covid-19 pandemic having such a significant impact on our ability to raise funds, we would like to extend our grateful thanks to the many individuals and organisations who found a way to support us during the year, ensuring our lifesaving and life-changing work continued.

The cancellation of mass participation events was a huge blow for our teams ready to take part in the London Marathon, Vitality 10,000, Ride London, Great North Run and Kew Gardens 10k. Most people were given a choice of either taking part in a virtual event or deferring their place to a future year. We also had to take the difficult decision to cancel our own Three Peaks Challenge and transform the Five Valleys Walk, which has been held on the last Sunday in September in Stroud for over 30 years, into the Fabulous Virtual Walk. As a result, income from events decreased by 49.5%.

Despite the challenges of lockdown and social distancing, some people found remarkable ways to raise awareness and funds. For example, as part of the 2.6 Challenge, over 30 of our wonderful supporters were sponsored to bake, bike, bounce, sing or do a whole host of other things involving the numbers 2 and 6, together raising over £100k.

Harmonie sparkles in the 2.6 Challenge

Little superstar Harmonie-Rose, really rose to the challenge of our 2.6 Challenge, a national appeal to help charities across the UK deal with the financial impact of lockdown, winning the nation's hearts in the process.

Harmonie, our first Junior Ambassador in recognition of the contribution she and her family – mum, Freya, and dad, Ross, and aunties Jessica and Hannah – have made to fighting meningitis in the UK – appeared on television on Good Morning Britain to explain her 2.6 Challenge.

Themed by mum Freya to reflect the six things she thought Harmonie, a quadruple amputee following meningitis as a baby, would never be able to do even once, Harmonie set about proving Mum wrong and completed, amongst other challenges, 26 cartwheels, jumped 26 times and gave us all Covid-19 advice by writing 'Stay safe' 26 times. Harmonie more than proved herself a very able gymnast, singer and swimmer.

Each of the six challenges marked a year of Harmonie's young and inspirational life since meningococcal meningitis and septicaemia damaged her legs and arms so badly that doctors were forced to amputate them, along with the tip of her nose, just before her first birthday.

During the programme, presenter Piers Morgan felt moved to double her fundraising total by contributing a personal £1,700 to the pot and in doing so sparked a national outburst of generosity that saw Harmonie's total reach an amazing £75,000! As many as 47 million people saw Harmonie on Good Morning Britain and across the ITV UK network.

You can watch the video of Harmonie's 2.6 Challenge on our website here:

<https://www.meningitisnow.org/support-us/news-centre/news-stories/celebrating-meningitis-now-26-challenge-heroes/>

As the financial impact of the pandemic became clear, we launched our 'Biggest Challenge' campaign. Put simply, we said that over the past 35 years we had been proud to be there for our supporters as they faced their biggest challenge – meningitis, but we now needed their support as we faced our biggest challenge – the unprecedented financial impact of the pandemic. We asked people to stand with us by donating, taking part in a virtual event or raising funds and awareness in their community. And, as we hoped, the response was significant.

The Covid-19 pandemic also meant that we had to adapt our annual Ribbon Appeal, remembering all those lost to meningitis. Instead of being able to come together in Gloucester Cathedral as we have done for over 20 years, we broadcast a poignant virtual Carol Concert including a lone chorister from the Cathedral and footage of the beautiful, handwritten, white ribbons lovingly displayed in the Remembrance Garden at our Head Office in Stroud.

However, some things remained the same, such as our Forever Funds which are a special way for families to remember a loved one lost to meningitis. During the year 11 new funds were set up bringing the total to 631.

We are also very grateful to those who remember us with a gift in their Will. During the year, we received 11 new legacies.

In an attempt to compensate for the anticipated and significant drop in our income, we set about applying for a range of emergency grants and secured substantial support from the UK Government's Coronavirus Community Support Fund (distributed by The National Lottery Community Fund), The St. James's Place Charitable Foundation, Garfield Weston Foundation, Stroud District Council, the Adint Charitable Trust, Gloucestershire Community Foundation and the Trott Family Trust. Many of our long-term funders, including BBC Children in Need, The National Lottery Community Fund and GSK, also offered us more flexibility in terms of how we used their donations during the year, which helped us enormously, especially in terms of accommodating new ways of working as a result of the pandemic.

In total, we received donations from 92 grant making bodies during the year including the Worshipful Company of Butchers, James Tudor Foundation, Robert Luff Foundation, The Lockton Charitable Association, P F Charitable Trust, The Hospital Saturday Fund, The Pixel Fund, The Lord Cozens-Hardy Trust and The Eveson Charitable Trust.

A range of companies including Carter-Ruck, Pfizer, Irwin Mitchell, Anthony Collins Solicitors, Sovereign Healthcare, Bellway Homes, Renishaw, Connexus, Boyes Turner, BOC Gases Europe, Great Western Railway, Ecclesiastical Insurance Group, Boots, Bloomberg, Towers Thompson, Rightmove Group, Kingspan Access Floors, Odotechniki, the Premier League, Christopher Hull Sports, Cyber Five, Seagate Technology and Findlay Park Partners directly supported our work during the year.

We were also delighted to receive the continuing support of D P World London Gateway, B&A Group and Caroline Gardner Publishing. Thank you also to these companies whose staff selected us as their chosen charity during the year: Sophie Allport, Loxley Legal, Identity Consult, Source Group International, Isio, Caterpillar Northern Ireland, Bairds Malt, NM Services, DXC Technology and Dehns Partners.

Fundraising Regulation

Despite the disruption caused by the pandemic, we continued to make use of a wide variety of income streams to avoid an over reliance on a particular source. However, we have taken a strategic decision not to operate house-to-house collections or telephone fundraising campaigns. All of our activities are developed and overseen by professional fundraisers employed directly by the charity. In the past year, we did not engage any freelance fundraisers or consultants to act on our behalf. In contrast, we recognise that much of our fundraising success relies on the enthusiasm and commitment of the many hundreds of volunteers who fundraise in aid of us every year.

We are registered with the Fundraising Regulator and have paid the levy since its inception. All members of the Fundraising Team undertake the Chartered Institute of Fundraising Introduction to Fundraising when they join the team and many have gone on to take further fundraising qualifications, with several achieving the Chartered Institute of Fundraising Diploma in Fundraising or completing their Future Leaders Course. We have a range of additional measures in place to help us protect vulnerable people, including mandatory safeguarding and data protection training for all fundraising staff and additional guidance and support when working with bereaved families.

We have developed a suite of fundraising agreements that we use when companies are working with us to raise funds. This includes Commercial Participator Agreements where required.

We received 12 complaints related to fundraising during the year that were resolved in line with our published complaints policy.

We spent 29% of our total expenditure on generating funds and securing income for future years.

8. Finance, staff and infrastructure

Lockdown, followed by sustained periods of social distancing, had a significant impact on our ability to raise funds.

Total income (including gifts-in-kind) was down by 20% to £2.2m in the year. The pandemic particularly disrupted our programme of fundraising events, as well as community fundraising, although this was partially offset by securing emergency grant funding and through the use of the Government's Job Retention Scheme.

With sustainability being paramount, we took decisions to reduce our expenditure to protect frontline support and the future of the charity, in line with the Coronavirus Strategy outlined on page 7. This included withdrawing partially from new scientific and medical research, spending less on printed awareness activities, delaying infrastructure projects and undertaking a staff restructure to reduce headcount significantly, by 39%. Total expenditure decreased by 32.1% on the previous year to £2.1m.

Our action on expenditure enabled us to continue to target about 71% of our total spend on our charitable activities. However, this was partly achieved by diverting budget originally planned for research to frontline support services. Our total level of funding commitment to research remained similar to the prior year. We had hoped to progress three new projects but, in light of the impact of Covid-19, we were only able to commit fully to funding one.

We reduced our total cost of raising funds by 29% on the prior year and maintained the proportion of total spend on raising funds to approximately 29%.

There was a gain of £91k in the year on the investment which was originally made in April 2016 in a portfolio fund of Sarasin & Partners LLP. The original investment was £500k, and as at 31st March 2021, the value was £710k, an increase of £111k in the year.

With the prompt action taken on expenditure, accessing emergency grant funding, utilising the Government's Job Retention Scheme, and with the gain on investment, we achieved a surplus of £245k.

Cash and investments at the end of the year stood at £2,306k, £370k higher than the prior year. The unrestricted reserves stood at £1,454k. This level of reserves means that the charity remains stable and sustainable into 2021-22, with the budget for that year projecting a deficit of approximately £500k. This planned deficit allows us to maintain and invest in our charitable activities whilst the impact of Covid-19 continues to create uncertainty and to affect income.

Our Trading Subsidiary

Meningitis Now's wholly owned trading subsidiary, Meningitis Trust Trading Limited, passes its profits to Meningitis Now through Gift Aid. The income in 2020-21 was from the sale of Christmas Cards and the partnership with Waitrose and Caroline Gardner for the sale of jute bags.

Staff and infrastructure

With Covid-19 significantly disrupting our day-to-day activities, including our ability to raise funds, we made use of the Government's Coronavirus Job Retention Scheme from April 2020. A core staff of 16 people were retained to keep our essential services running, whilst some 70% of staff were 'furloughed' in April. Over the course of the next seven months, many staff were brought back either full-time or on 'flexible' furlough, and the scheme proved a lifeline for both individuals and the charity overall.

Sadly, the scheme did not obviate the need for the charity to make significant long-term reductions in expenditure, and in autumn 2020 a planned restructure was undertaken as part of the Coronavirus Strategy. Staff were fully engaged via a collective consultation process in the summer of 2020, and the new structure (which included the return of nearly all staff from furlough) took effect from 1st November 2020. This meant that our staffing establishment reduced from 59 to 36 heads over 2020-21, or 49 to 29 Full Time Equivalent (FTE) staff.

Given these challenges, we chose not to operate our 'Making Meningitis Now a Great Place to Work' staff surveys. However, significant effort was deployed during the year to ensure that staff health and wellbeing was maintained, including dedicated wellbeing sessions and 'check ins' for staff, enhanced support via Simply Health (the charity's Employee Assistance Programme) and the successful deployment of policies and equipment to enable all staff to work from home.

In line with government guidance, the charity's head office, Fern House, was closed for all but essential activities during lockdown. Covid-secure measures (based on regular risk assessments) were also deployed, ensuring that staff could make safe use of the office once permitted to do so.

9. The future

The Covid-19 pandemic created an environment that was unpredictable and extremely challenging from a financial and operational perspective. As we look to 2021-22 and beyond, many of these challenges remain, despite the return to 'normality' that the success of the Covid-19 vaccination programme has started to bring to the UK. The challenges include the risks identified in Section 10 below, such as the financial risks associated with our fundraising income, organisational risks associated with the restructure in 2020, and external risks relating to incidence and epidemiology of meningitis in the UK.

Despite this, we are optimistic about the future. Our Coronavirus Strategy in 2020-21 was designed with recovery in mind; our new five-year Strategic Plan, *Making a difference, every day* will help ensure that we recover after the pandemic and achieve our vision of a future where no one in the UK loses their life to meningitis and where all those affected get the support they need.

Over the course of 2021-22, we will focus on the following priorities as set out in *Making a difference* and our 2021-22 Operational Plan:

- 1 Fight to defeat meningitis in the UK within a generation
 - Our current research programme includes prevention, diagnosis and treatment of meningitis, with projects underway at University College London, Imperial College London and the Francis Crick Institute, and the University of Bristol.
 - Identification and development of new prevention-focussed research in recognition of the 40th anniversary of the death of Spencer Dayman, the son of our Executive Founder, Steve Dayman.
 - Influence policy-makers and clinical practice, through engagement around the proposed national vaccine strategy and through public health authorities and other stakeholders in relation to the UK's vaccine and immunisation programmes.
 - Support the aims of the next stage of the 'Be on the TEAM' project.
 - Awareness activities and campaigns, focussed on fair and equitable access to vaccines.
- 2 Reach out to everyone who needs help, support and information
 - Continue to raise awareness of meningitis amongst the UK population, especially amongst groups considered to be at increased risk.
 - Ongoing collaboration through the 'Roundtable' partnership to extend our reach and audience.
 - A focus on Equality, Diversity and Inclusion, focussing on our organisation and our work and interactions in the UK.
 - Promotion of our life-changing aftercare and support and information.
- 3 Be recognised as a Centre of Expertise for aftercare and support
 - Continuous improvement to our life-changing support to people affected by meningitis. This includes our Helpline and Information provision, the Rebuilding Futures Fund, Believe & Achieve, Community Support, Peer Support, Bereavement Support, Family Days and Forever Days.

- Demonstrate the difference we make through an ongoing commitment to evaluation and outcome measurement.
- Build a strong, well-supported team with a focus on continuous improvement, and growing knowledge and understanding of the impact of meningitis.

Over summer 2021, the charity has also been engaged in detailed medium-term planning, as part of our financial recovery from the Covid-19 pandemic and in line with our new strategy, *Making a difference, every day*.

The Meningitis Now Family

The fight against meningitis simply couldn't happen without the support and hard work of many people and organisations connected to the charity – the community we like to think of as family.

Over 2020-21, we will offer a broad range of ways for people to get involved in fundraising, such as through the delivery of a safe and engaging programme of fundraising events, and encouraging and enabling supporters to organise their own fundraising efforts in aid of our charity. We will continue to deepen our effective relationships with Trusts, Foundations and Grant-makers to fund our key priorities and develop new and existing relationships with companies and their employees. We will work hard to ensure that individual donors know their support for us makes a difference, every day. And we will continue to develop our digital fundraising, recognising that the online and digital world grows ever more important.

As an organisation, we will continue to develop our ways of working, in order to both adapt to the post-pandemic environment and to remain efficient and effective. In 2021-22, we will invest in digital finance and HR systems, our web infrastructure, and the IT infrastructure that will ensure our staff can work in a 'hybrid' fashion – either out of Fern House, our Head Office, or remotely, such as at home or elsewhere.

10. Governance

Organisational structure

Meningitis Now is based and operates in the UK, with its headquarters in Stroud, Gloucestershire. During 2020-21, we were governed by a board of 9-11 Trustees, who during this exceptional year met monthly or bi-monthly in order to oversee the challenging affairs of the charity. The Trustees operate with four sub-committees that review specialist aspects of our work, or that undertake work on behalf of the full Board of Trustees: Audit and Risk, Investment, Remuneration, and Nominations.

Each comprises a subset of Trustees with invitations to attend made to members of the Senior Leadership Team with appropriate skills or knowledge.

As a result of Covid-19 restrictions, which limited and even prohibited face-to-face meetings during the year, the charity took advantage of flexibility provided by the Charity Commission to allow Trustee meetings to take place via video conference. In October 2021, it is anticipated that we will change our Articles of Association to explicitly reference the acceptability of meeting by electronic means. It is expected that Trustees will use both face-to-face and electronic meetings in future.

Day-to-day running is delegated to the Chief Executive and the Senior Leadership Team. During 2020-21, faced with the unprecedented challenges created by the pandemic, we did not follow our usual timetable of operational and budget planning. However, despite the unpredictable and changing environment, budgets and plans in 2020-21 were regularly reviewed, debated and approved by the Board throughout the year, with performance subsequently reported against plans and budgets.

Remuneration and conflicts of interest

In determining our remuneration policy, the Remuneration Committee takes into account all factors which are deemed necessary. The objective of the policy is to ensure that the CEO and staff team are remunerated in line with market rates for the skills, competencies and experience they bring. To facilitate this and to ensure that we remain competitive in the employment market, it has created an internal Pay Review Panel. This body sits regularly to ensure that we remain sensitive to issues such as pay and employment conditions.

Delivery of our charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. In the year 2020-21, there was no cost-of-living pay increase. Only one member of staff earned more than £60,000 in the year. Further information on pension arrangements and on the salary costs for the year, with comparisons with the previous year, are presented in the notes to the financial statements in note 7.

No Trustees are remunerated for their role within the Charity, receiving only out-of-pocket expenses. A Conflicts Register is maintained to ensure no Trustees receive indirect remuneration for their involvement.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees considered how planned activities will contribute to the aims and objectives that have been set.

Fundraising practice

We have a clear Fundraising Policy, which is approved by the Board and reviewed annually (<https://www.meningitisnow.org/support-us/who-we-are/data-protection/fundraising-policy/>).

This governs how we work with funders, and whilst we actively seek to work with external organisations and individuals to achieve shared objectives, we recognise that it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of Meningitis Now into disrepute.

Meningitis Now's key principles of responsible fundraising are:

- We have honest relationships with our donors.
- We retain our independence and avoid over reliance on one or more donors.
- We have good processes for making decisions about who we accept money from.
- We seek to be as cost effective as possible in developing sustainable fundraising income streams.
- We will adhere to all Fundraising Regulator Codes of Practice to ensure best practice, transparency and accountability and are governed by part II of the Charities Act 1992.

We are registered with the Fundraising Regulator.

Reserves Policy and Going Concern

We started 2020-21 with reserves above our upper level as defined by the charity's Reserve Policy, which had been intended to support strategic investments in charitable activities including support and research. In the face of the Covid-19 pandemic, these funds created a valuable buffer against the operational and financial challenges described in this report. In line with the Coronavirus Strategy, the aim of the Charity during the pandemic has been that unrestricted reserves are deployed to support both charitable activities in the short-term whilst also ensuring the Charity remains sustainable in the long-term.

As in any year, Trustees regularly reviewed the level of reserves, looking at the nature of income and expenditure streams, and the need to match variable income with regular and largely fixed expenditure. Cash management took on far greater significance during 2020-21, where the policy of holding six months' operating costs in unrestricted reserves was found to have been invaluable. In 2020-21, with significantly reduced income and expenditure, the target range for unrestricted reserves shifted in line with expenditure, to between £388k to £530k (the latter including six months core fundraising costs), compared with £0.7m to £1m in 2019-20. This target range takes into account the fact that we do not have any committed long-term income, that income levels fluctuate

significantly across the year, and that a proportion of costs are fixed in nature, all of which have a direct impact on the cash flow. Our free reserves are £1,435k, including investments which are liquid and easily converted to cash.

Looking ahead to 2021-22, the Trustees reviewed the Reserves policy in April 2021 and confirmed that holding six months' operating costs in unrestricted reserves remains prudent. In addition, since the consequences of the pandemic cast significant questions over our sustainability, the Trustees have mandated the Audit and Risk Committee to oversee the sustainability of the charity via a regular, 12 month-forward review of income and expenditure, requiring the CEO and the Senior Leadership Team to demonstrate clear and active financial management. At their meeting in September 2021, Trustees on the Audit and Risk Committee confirmed that they were comfortable with the present level of reserves, recognising both the ongoing uncertain financial environment and the medium-term plans produced by the CEO and SLT for operational investment to deliver the aims set out in *Making a difference, every day*.

On this basis, the Trustees have concluded that the Charity is a going concern, and that there are no reasonably foreseeable material uncertainties within the next 12 months that would endanger our ability to continue operating and paying liabilities as they fall due.

Investment policy and performance

The Trustees have the power to invest in such assets as they see fit. In 2016-17, the Trustees invested £0.5m of the reserves with *Sarasin & Partners* in a multi-asset, multi-market portfolio, recognising their responsibility to make the assets of the Charity work as effectively as possible. This is seen as a long-term investment. Foster Denovo were appointed as investment advisers. The investment was made in 2016 and has been overseen since then by the Investment Sub-Committee of the Board. During 2020-21, and despite the economic and financial shock of the Covid-19 pandemic, the value of these investments increased to a value of £710k at March 2021. This was a performance judged to be ahead of expectations in the context of an unpredictable year and represents a significant return since 2016-17. A new Cash Management and Investment Policy was agreed by the Investment Committee in February 2021 and adopted by the Board in April 2021.

During 2020-21, the majority of cash was held in interest bearing accounts; the yield on which was 0.1% for the year.

Risk Statement

The Trustees have an Audit and Risk Committee, comprising five Trustees. Customary practice is for the Chief Executive and Head of Finance to attend, and the Committee regularly reviews a risk register which provides coverage across strategic and operational risks. The committee considers the charity's risk profile regularly at its meetings and reviews the risk register with the CEO to confirm that items remain relevant.

During 2020-21, the risk environment changed significantly, as multiple and significant risks crystallised in parallel, in ways that had been hitherto unpredicted. This included significant reductions in income across a number of income streams, as well as operational changes such as the

temporary closure of Fern House and the shift to remote working. The risk profile further changed as the pandemic placed operational constraints on public-facing events – with high-profile events such as the Five Valleys Walk being cancelled. Such significant changes to the risk environment meant that the CEO and Trustees created a bespoke ‘Covid-19 risk register’ for overseeing risk in 2020-21, allowing the charity to act nimbly and with greater focus in the immediate-term. This register is being re-absorbed into the main Risk Register in 2021-22.

The principal risks facing the charity in 2021-22 are as follows:

1. Ongoing short- to medium-term reductions/fluctuations in income related to the Covid-19 pandemic (e.g. potential cancellation of third-party fundraising events such as marathons, or renewed lockdown and social distancing), which risks jeopardising our recovery and sustainability plans as we emerge from the Covid-19 pandemic.
2. Failure to plan effectively and to adapt after the Covid-19 pandemic, which risks our ongoing and long-term sustainability to achieve our aims and objectives. This includes two distinct risks:
 - The need to respond to the changing incidence of meningitis and septicaemia in the UK, which has fallen during the 2020-21 epidemiological year. There is a lack of consensus amongst scientists and epidemiologists as to whether incidence will remain low, or whether there is a risk of rebound.
 - The need to manage the risks relating to our organisational capacity/resilience following a major restructure in 2020-21, and the need to plan and adapt to the constraints and opportunities this presents.
3. Risks to cyber security and data protection, which remain present as we (in common with many organisations) become more reliant on digital forms of data storage, communication and financial transactions. A breach of cyber/data security could prove operationally, financially and reputationally damaging.

Such risks are common to many charities and organisations in the UK, although this is not to minimise their likelihood or impact. They also sit alongside and interact with pre-Covid-19 risks that have been previously reported, hence many of the controls and mitigations already in place remain relevant. However, the pandemic has clearly changed both our risk profile and our capacity to respond to risk, which means that operational planning and monitoring processes remain crucial. These mean that once a risk is identified, we will create action plans to mitigate, as far as possible, its occurrence and impact.

We therefore consider that reasonable mitigations or plans are in place to address the key primary and secondary risks. As set out in this report, the primary risks are mitigated through the adoption in April 2021 of a new five-year strategy, and the development over 2021-22 of medium-term operational plans to deliver these aims and objectives. In addition, the CEO and SLT actively manage our finances, taking a quarterly, 12 month-forward review of income and expenditure to ensure that we remain sustainable. These reviews are shared with the Trustees via the Audit and Risk

Committee. A three-year budget projection has been created to help ensure that we are able to both recover and to rebuild following the Covid-19 pandemic.

Statement of Trustees' Responsibilities

The Trustees (who are also Directors of Meningitis Now for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company/group for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees

The Trustees, who are also directors under company law, who served during the year and up to the date of this report, were as follows:

Mr A Fletcher, Chairman

Mr J Sutherland, Vice Chairman

Miss H Marsh, Treasurer

Mr C Jones (resigned October 2020)

Mr R Adlington

Mrs S Blackie

Mr S Gazard

Mr G Price (resigned October 2020)

Dr S Kroll

Mrs J Marsh

Ms E Thomas (appointed January 2020 by the Board, approved at the AGM, October 2020)

Appointment of Trustees

The Trustees operate a Nominations Committee. This committee is made up of four Trustees and the Chief Executive in attendance. This committee is responsible for overseeing the skills mix of the Board and recruitment of new Trustees. One new Trustee was appointed in 2020-21.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31st March 2021 was 40 (2020 – 39).

The Trustees have no beneficial interest in the group or charitable company.

Auditors

Sayer Vincent were reappointed as auditors during the year and have expressed their willingness to continue in that capacity.

The report of the Trustees has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 16th September 2021 and signed on their behalf by

Andrew Fletcher - Chairman

11. Reference and administrative details.

For the year ended 31 March 2021.

Status	The organisation is a charitable company limited by guarantee, incorporated on 12 February 1990 and registered as a charity in England and Wales on 9 March 1990. On 7 February 2007, the Charity was registered with the Office of the Scottish Regulator (OSCR).
Governing document	The organisation was established under a Memorandum of Association, which established the objects and powers of the organisation and is governed under its Articles of Association, which were last updated in September 2013.
Company number	2469130
Charity numbers	803016 England & Wales SC037790 Scotland
Registered office and operational address	Fern House, Bath Road, Stroud, Gloucestershire GL5 3TJ
Trustees	Mr A Fletcher, Chairman Mr J Sutherland, Vice Chairman Miss H Marsh, Treasurer Mr C Jones (resigned October 2020) Mr R Adlington Mrs S Blackie Mr S Gazard Mr G Price (resigned October 2020) Dr S Kroll Mrs J Marsh Ms E Thomas (appointed January 2020 by the Board, approved at the AGM, October 2020)
President	Andrew Harvey
Principal staff	Dr Tom Nutt, Chief Executive Dr Steve Dayman MBE, Executive Founder
Honorary Medical Director	Professor Simon Kroll MA, BM, BCh, FRCPCH, FRCP, FMedSci
Scientific & Medical	Dr Caroline Vipond PhD (Chair) Professor Simon Kroll (Vice Chair)

Advisory Panel

Dr Xilian Bai PhD
Professor David Dockrell MD, FRCP, I FRCP, (Glas) FACP
Dr Darryl Hill BSc, PhD (Wales)
Professor Tim Mitchell BSc, PhD, FRCPATH
Dr Simon Nadel MBBS, MRCP, FRCP
Dr Mary Ramsay

Royal Patron

HRH The Countess of Wessex GCVO

Patrons & Ambassadors

Dr Tim Brain OBE, QPM, BA, PhD, FRSA, CCMI
Dr Ellie Cannon
Baroness Corston
Professor the Lord Darzi of Denham KBE, OM, HonFrEng,
FMedSci
Petra Ecclestone
Julie Hesmondhalgh
Dr Robert Hicks
Seema Jaswal
Denis Law CBE
Ken Loach
Dr Mark Porter MBE
Tana Ramsay
Geoff Shaw
Dr Ranj Singh
Ian Rush MBE
Dr Chris Steele MBE
Lisa Snowdon
Joanna Trollope OBE
Dr Jane Wells MBE
Rt Rev. and the Rt Hon. The Lord Williams of Oystermouth

Independent auditor's report to the members of Meningitis Now

Opinion

We have audited the financial statements of Meningitis Now (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 March 2021 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Meningitis Now's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)

1 October 2021

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

Meningitis Now

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2021

	Note	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Income from:							
Donations and legacies	2	1,671,992	152,263	1,824,255	1,522,522	467,456	1,989,978
Charitable activities							
Communication and awareness	3	-	69,900	69,900	-	34,228	34,228
Community support	3	-	144,401	144,401	-	160,880	160,880
Helpline and support services	3	-	51,313	51,313	-	55,733	55,733
Research	3	-	34,000	34,000	-	105,000	105,000
Fundraising	3	-	50,000	50,000	-	-	-
Other trading activities							
Fundraising events		21,231	3,429	24,660	385,859	10,696	396,555
Trading activities	11b	20,755	-	20,755	42,243	-	42,243
Investments – interest on bank deposits		21,003	-	21,003	24,136	-	24,136
Total income		1,734,981	505,306	2,240,287	1,974,760	833,993	2,808,753
Expenditure on:							
Raising funds							
Donations and legacies		546,148	-	546,148	722,327	-	722,327
Fundraising events		12,350	50,650	63,000	120,350	4,446	124,796
Trading activities		2,840	-	2,840	10,913	-	10,913
		561,338	50,650	611,988	853,590	4,446	858,036
Charitable activities							
Communication and awareness		536,175	187,875	724,050	715,905	390,966	1,106,871
Community support		274,888	134,022	408,910	298,091	198,354	496,445
Helpline and support services		199,201	86,027	285,228	398,355	64,045	462,400
Research		-	55,668	55,668	11,154	136,401	147,555
		1,010,264	463,592	1,473,856	1,423,505	789,766	2,213,271
Total expenditure	4	1,571,602	514,242	2,085,844	2,277,095	794,212	3,071,307
Transfers between funds		(22,059)	22,059	-	26,909	(26,909)	-
Net income / (expenditure) before net gains on investments		141,320	13,123	154,443	(275,426)	12,872	(262,554)
Net (losses)/gains on investments		91,035	-	91,035	(26,759)	-	(26,759)
Net movement in funds	17	232,355	13,123	245,478	(302,185)	12,872	(289,313)
Reconciliation of funds:							
Total funds brought forward		1,221,490	560,273	1,781,763	1,523,675	547,401	2,071,076
Total funds carried forward		1,453,845	573,396	2,027,241	1,221,490	560,273	1,781,763

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 17a to the financial statements.

Meningitis Now

Balance sheets

Company no. 2469130

As at 31 March 2021

		The group		The charity	
	Note	2021	2020	2021	2020
		£	£	£	£
Fixed assets:					
Tangible assets	10	19,013	35,196	19,013	35,196
Investments	11	710,192	598,912	710,194	598,914
		<u>729,205</u>	<u>634,108</u>	<u>729,207</u>	<u>634,110</u>
Current assets:					
Debtors	13	26,964	186,949	37,612	178,598
Cash at bank and in hand		1,596,277	1,337,439	1,583,187	1,329,284
		<u>1,623,241</u>	<u>1,524,388</u>	<u>1,620,799</u>	<u>1,507,882</u>
Liabilities:					
Creditors: amounts falling due within one year	14	325,206	376,733	322,765	360,229
		<u>1,298,035</u>	<u>1,147,654</u>	<u>1,298,034</u>	<u>1,147,652</u>
Net current assets / (liabilities)		<u>2,027,241</u>	<u>1,781,763</u>	<u>2,027,241</u>	<u>1,781,763</u>
Total assets less current liabilities		<u>2,027,241</u>	<u>1,781,763</u>	<u>2,027,241</u>	<u>1,781,763</u>
Total net assets / (liabilities)		<u>2,027,241</u>	<u>1,781,763</u>	<u>2,027,241</u>	<u>1,781,763</u>
Funds:	18				
Restricted income funds		573,396	560,273	573,396	560,273
Unrestricted income funds:					
General funds		1,453,845	1,221,490	1,453,845	1,221,490
Total unrestricted funds		<u>1,453,845</u>	<u>1,221,490</u>	<u>1,453,845</u>	<u>1,221,490</u>
Total funds		<u>2,027,241</u>	<u>1,781,763</u>	<u>2,027,241</u>	<u>1,781,763</u>

These accounts have been prepared in accordance with the special provisions applicable to small companies subject to the small companies' regime.

Approved by the trustees on 16th September 2021 and signed on their behalf by

Andrew Fletcher
Chairman

Meningitis Now

Consolidated statement of cash flows

For the year ended 31 March 2021

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2021	2020
	£	£
Net (expenditure) / income for the reporting period (as per the statement of financial activities)	245,478	(289,313)
Depreciation charges	18,350	20,063
Losses/ (Gains) on investment	(91,035)	26,759
Dividends and interest from investments	(21,003)	(24,136)
(Profit)/loss on the disposal of fixed assets	-	-
Decrease/ (increase) in debtors	159,985	273,122
Increase/(decrease) in creditors	(51,527)	22,620
Net cash provided by operating activities	260,248	29,116

	2021	2020
	£	£
Cash flows from operating activities		
Net cash (used in) operating activities	260,248	29,116
Cash flows from investing activities:		
Dividends and interest	21,003	24,136
Purchase of fixed assets	(2,167)	(550)
Proceeds from sale of investments	-	-
Purchase of investments	(20,000)	(68,388)
Disposal proceeds	-	-
Movement in investment cash	(245)	49,012
Net cash provided by / (used in) investing activities	(1,409)	4,210
Change in cash and cash equivalents in the year	258,839	33,326
Cash and cash equivalents at the beginning of the year	1,337,439	1,304,113
Cash and cash equivalents at the end of the year	1,596,278	1,337,439

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

1 Accounting policies

a) Statutory information

Meningitis Now is a charitable company limited by guarantee and is incorporated in United Kingdom. The registered office address and principal place of business is Fern House, Bath Road, Gloucester, GL5 3TJ.

- b) The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Meningitis Trust Trading Limited, over which the charity has control through membership, on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

With the action taken during the year to significantly reduce expenditure (as explained in the Director's Report), the trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. In making this statement, the trustees have taken into account the impact and uncertainty associated with Covid-19 at the reporting date, having completed financial projections through to March 2023.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income from fundraising events is recognised in the period in which it is received, except where it is refundable. Where it is refundable, income is retained on the balance sheet and only released when the obligation to refund is no longer applicable. Where expenditure is incurred for an event in a future year, it is expensed to the accounts of the year in which the legal obligation arises.

Income from trading activities is the income from the Charity's trading subsidiary which is transferred to the Charity by way of a gift in accordance with a profit shedding agreement between the Charity and its subsidiary.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

1 Accounting policies (continued)

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of communication and education, community support, the helpline and support grants undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	33.0%
● Communication and awareness	22.2%
● Community support	22.8%
● Helpline and support services	13.2%
● Research	1.3%
● Support costs	7.1%
● Governance costs	0.4%

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity.

● Fundraising	37.2%
● Communication and awareness	23.4%
● Community support	21.4%
● Helpline and support services	16.6%
● Research	1.4%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Grants payable

Financial Support Grants payable are accounted for in the period in which the award is communicated to the recipient, and becomes a contractual commitment. Research Grants are recognised as they become contractually due which is on production of acceptable progress reports or a final report at the end of the research project.

l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £300. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

● Office & computer equipment	25% per annum on cost
● Furniture	15% per annum on cost
● Motor Vehicles	33% per annum on cost

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

1 Accounting policies (continued)

n) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

o) Investments in subsidiaries

Investments in subsidiaries are at cost.

p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash balances exclude any funds held on behalf of service users.

r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

t) Foreign exchange

Transactions in foreign currencies are translated at the average exchange rate for the period. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the balance sheet date.

u) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

2 Income from donations and legacies

	Unrestricted	Restricted	2021 Total	Unrestricted	Restricted	2020 Total
	£	£	£	£	£	£
Legacies	131,704	-	131,704	148,209	15,921	164,130
Donated services	176,339	88,790	265,129	190,422	274,846	465,268
Community fundraising	307,425	21,671	329,096	590,078	30,532	620,610
Government Job Retention Scheme Grant	320,625	-	320,625	-	-	-
Other donations	735,899	41,802	777,701	593,813	146,157	739,970
	<u>1,671,992</u>	<u>152,263</u>	<u>1,824,255</u>	<u>1,522,522</u>	<u>467,456</u>	<u>1,989,978</u>

Gifts in kind comprise mainly pro bono advertising services and awareness campaign support. Further details of these gifts are in the trustees' report.

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

3 Income from charitable activities

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
National Lottery Coronavirus Support	-	50,000	50,000	-	-	-
Other income from communication and awareness	-	19,900	19,900	-	34,228	34,228
Sub-total for communication and awareness	-	69,900	69,900	-	34,228	34,228
Big Lottery	-	96,033	96,033	-	94,014	94,014
Other income from community support	-	48,368	48,368	-	66,866	66,866
Sub-total for community support	-	144,401	144,401	-	160,880	160,880
Pfizer	-	25,000	25,000	-	-	-
Other income from helpline and support services	-	26,313	26,313	-	55,733	55,733
Sub-total for helpline and support services	-	51,313	51,313	-	55,733	55,733
The Charles Wolfson Charitable Trust	-	-	-	-	60,000	60,000
Starfish Trust	-	-	-	-	25,000	25,000
Other income from research	-	34,000	34,000	-	20,000	20,000
Sub-total for research	-	34,000	34,000	-	105,000	105,000
National Lottery Coronavirus Support	-	50,000	50,000	-	-	-
Other income for Fundraising	-	-	-	-	-	-
Sub-total for Fundraising	-	50,000	50,000	-	-	-
Total income from charitable activities	-	349,614	349,614	-	355,841	355,841

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

4a Analysis of expenditure (Current year)

	Charitable activities							2021 Total £	2020 Total £
	Communication & awareness £	Community support £	Helpline & support services £	Research £	Cost of raising funds £	Governance costs £	Support costs £		
Staff costs (Note 7)	290,458	286,500	171,743	4,164	376,519	7,185	97,686	1,234,255	1,505,730
Recruitment, training & other	4,930	4,001	3,176	196	6,738	226	5,478	24,745	66,898
Travel & subsistence	1,041	2,888	938	75	1,044	47	-	6,033	94,389
Trustee expenses	-	-	-	-	-	-	-	-	1,542
Awareness & education	335,072	8,868	6,086	-	13,921	-	-	363,947	579,309
Professional services	-	15,010	(2,027)	-	-	-	-	12,983	88,029
Grants payable to individuals	-	-	43,403	-	-	-	-	43,403	64,632
Research grants	-	-	-	44,759	-	-	-	44,759	121,824
Commissioned Research	-	-	-	-	-	-	-	-	-
Computer related	82	66	2,000	-	314	-	95,417	97,879	106,960
Property and phones	499	1,926	719	-	283	-	94,130	97,557	136,668
Postage, stationery & subscriptions	2,931	2,374	2,263	1,598	5,071	111	-	14,348	26,477
Auditors' remuneration	-	-	-	-	-	14,760	-	14,760	12,900
Legal, professional, bank	-	-	-	-	-	-	14,081	14,081	22,413
Fundraising event costs	6,049	9,073	-	-	45,366	-	-	60,488	161,086
Other fundraising expenditure	1,437	4,679	119	-	33,261	-	-	39,496	45,829
Trading costs	-	-	-	-	2,840	-	-	2,840	10,913
Miscellaneous	213	756	316	-	603	-	12,382	14,270	25,708
	642,712	336,141	228,736	50,792	485,960	22,329	319,174	2,085,844	3,071,307
Support costs	66,813	62,574	48,955	3,862	109,532	27,438	(319,174)	-	-
Governance costs	14,525	10,195	7,537	1,014	16,496	(49,767)	-	-	-
Total expenditure 2021	724,050	408,910	285,228	55,668	611,988	-	-	2,085,844	-
Total expenditure 2020	1,106,871	496,445	462,400	147,555	858,036	-	-	-	3,071,307

Note: £514,242 of the expenditure was restricted (2020 £794,212). £1,571,602 was unrestricted (2020 £2,277,095).

Meningitis Now

Notes to the financial statements

For the year ended 31 Marh 2021

4b Analysis of expenditure (Prior year)

	Charitable activities				Cost of raising funds £	Governance costs £	Support costs £	2020 Total £
	Communication & awareness £	Community support £	Helpline & support services £	Research £				
Staff costs (Note 7)	385,206	285,065	247,232	17,190	464,489	6,718	99,830	1,505,730
Recruitment, training & other	14,455	10,138	8,772	847	17,888	853	13,945	66,898
Travel & subsistence	41,740	23,047	8,884	857	19,566	295	-	94,389
Trustee expenses	-	-	-	-	-	1,542	-	1,542
Awareness & education	538,433	11,865	7,207	-	21,804	-	-	579,309
Professional services	-	38,610	49,419	-	-	-	-	88,029
Grants payable to individuals	-	-	64,632	-	-	-	-	64,632
Research grants	-	-	-	121,824	-	-	-	121,824
Commissioned Research	-	-	-	-	-	-	-	-
Computer related	422	346	1,746	12	960	12	103,462	106,960
Property and phones	612	2,723	756	(37)	1,851	(37)	130,800	136,668
Postage, stationery & subscriptions	6,640	5,051	4,801	341	9,372	272	-	26,477
Auditors' remuneration	-	-	-	-	-	12,900	-	12,900
Legal, professional, bank	-	-	-	-	510	-	21,903	22,413
Fundraising event costs	14,516	21,774	-	-	124,796	-	-	161,086
Other fundraising expenditure	3,636	7,911	202	-	34,080	-	-	45,829
Trading costs	-	-	-	-	10,913	-	-	10,913
Miscellaneous	649	8,398	810	16	1,455	18	14,362	25,708
	<u>1,006,309</u>	<u>414,928</u>	<u>394,461</u>	<u>141,050</u>	<u>707,684</u>	<u>22,573</u>	<u>384,302</u>	<u>3,071,307</u>
Support costs	83,306	70,632	58,481	4,803	130,784	36,296	(384,302)	-
Governance costs	17,256	10,885	9,458	1,702	19,568	(58,869)	-	-
Total expenditure 2020	<u>1,106,871</u>	<u>496,445</u>	<u>462,400</u>	<u>147,555</u>	<u>858,036</u>	<u>-</u>	<u>-</u>	<u>3,071,307</u>

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

5a Grant making (current year)

	Grants to institutions £	Support and other costs £	2021 £	2020 £
Cost/(recall of amounts)				
University of Bristol – Prof. Finn	27,093	6,258	33,351	30,086
St George's – Prof. Heath	(2,469)	–	(2,469)	43,981
Imperial College London – Prof.	20,135	4,651	24,786	–
University of Liverpool – Prof. Kadioglua	–	–	–	73,128
At the end of the year	<u>44,759</u>	<u>10,909</u>	<u>55,668</u>	<u>147,195</u>

The governance costs allocated for 2020/21 totalled £1,014 (2019/20 £1,702). These are described in detail in Note 4.

Commitments

Commitments in respect of grants for approved projects which have not been accrued in the accounts:

	2021 £	2020 £
Within one year	148,007	191,450
Between two and four years	177,866	160,000
	<u>325,873</u>	<u>351,450</u>

These commitments are not recognised as expenditure in the year as payments are subject to reviews of project progress by Meningitis Now.

5b Grant making (prior year)

	Grants to institutions £	Support and other costs £	2020 £
Cost			
University of Bristol – Prof. Finn	24,900	5,186	30,086
St George's – Prof Heath	36,400	7,581	43,981
University of Oxford – Prof. Tang/Dr	–	–	–
University of Liverpool – Prof. Kadioglua	60,524	12,604	73,128
UCL – Prof. J Brown	–	–	–
At the end of the year	<u>121,824</u>	<u>25,371</u>	<u>147,195</u>

6 Net incoming resources for the year

This is stated after charging / crediting:

	2021 £	2020 £
Depreciation	18,350	20,063
Operating lease rentals:		
Property	66,000	82,800
Other	1,689	1,689
Auditors' remuneration (excluding VAT):		
Audit	12,300	12,900
Other services	–	3,600
	<u>108,339</u>	<u>121,062</u>

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

7 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	1,084,563	1,346,695
Redundancy and termination costs	22,992	-
Social security costs	89,195	113,879
Employer's contribution to defined contribution pension schemes	37,505	45,156
	<u>1,234,255</u>	<u>1,505,730</u>

No employee earned between £60,000 and £70,000 during the year (2019/20: none). One employee earned between £70,000 and £80,000 in the year (2019/20: one).

The total employee benefits including pension contributions and national insurance of the key management personnel were £297,144 (2019/20: £323,390).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £nil (2020: £1,541) incurred by 11 (2020: 10) members relating to attendance at meetings of the trustees.

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2021 No.	2020 No.
Raising funds	17.0	20.2
Communication and Education	12.4	15.0
Community Support	10.1	11.4
Helpline and support services	8.0	9.2
Research	0.5	0.6
Governance	0.6	0.6
	<u>48.6</u>	<u>57.0</u>

The average number of Full Time Equivalent employees (based on number of staff employed) during the year was as follows:

	2021 No.	2020 No.
Raising funds	14.8	17.4
Communication and Education	10.8	12.9
Community Support	8.8	9.8
Helpline and support services	7.0	7.9
Research	0.4	0.5
Governance	0.5	0.5
	<u>42.3</u>	<u>49.0</u>

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

9 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Meningitis Trust Trading Limited gift aids available profits to the parent charity. Its charge to corporation tax in the year was:

	2021 £	2020 £
UK corporation tax at 19% (2020: 19%)	-	-

10 Tangible fixed assets

The group and charity

	Freehold property £	Fixtures and fittings £	Computer equipment £	Motor vehicles £	Total £
Cost					
At the start of the year	4,000	91,268	64,494	25,160	184,922
Additions in year	-	-	2,167	-	2,167
Disposals in year	-	-	359	-	359
At the end of the year	4,000	91,268	67,020	25,160	187,448
Depreciation					
At the start of the year	-	91,151	42,503	16,072	149,726
Charge for the year	-	-	9,964	8,386	18,350
Eliminated on disposal	-	-	359	-	359
At the end of the year	-	91,151	52,826	24,458	168,435
Net book value					
At the end of the year	4,000	117	14,194	702	19,013
At the start of the year	4,000	117	21,991	9,088	35,196

All of the above assets are used for charitable purposes.

11a Listed investments

	2021 £	2020 £
Fair value at the start of the year	595,352	553,723
Additions at cost	20,000	68,388
Disposal proceeds	-	-
Net gain/loss on change in fair value	91,035	(26,759)
	706,387	595,352
Cash held by investment broker pending reinvestment	3,805	3,560
Fair value at the end of the year	710,192	598,912
Historic cost at the end of the year	598,914	567,269

The charity only also holds £2 (2020: £2) of shares in the Meningitis Trust Trading.

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2021

11b Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Meningitis Trust Trading Limited and of Inmed Limited (dormant), both of which are companies registered in England. The subsidiaries are used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the Meningitis Trust Trading Limited is shown below:

	2021 £	2020 £
Turnover	20,755	42,243
Cost of sales	(1,653)	(10,066)
Gross profit	19,102	32,177
Administrative expenses	(1,187)	(847)
Operating profit / (loss)	17,915	31,330
Deed of covenant to parent undertaking	(17,915)	(31,330)
Profit / (loss) for the financial year	-	-
The aggregate of the assets, liabilities and funds was:		
Assets	13,152	51,382
Liabilities	(13,150)	(51,380)
Funds	2	2

12 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2021 £	2020 £
Gross income	2,219,532	2,766,510
Result for the year	227,563	(320,643)

13 Debtors

	The group		The charity	
	2021 £	2020 £	2021 £	2020 £
Trade debtors	62	44,278	-	1,051
Amounts due from subsidiaries	-	-	10,710	34,876
Taxation and social security	-	-	-	-
Prepayments	26,902	82,671	26,902	82,671
Accrued income and other debtors	-	60,000	-	60,000
	26,964	186,949	37,612	178,598

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Notes to the financial statements

For the year ended 31 March 2021

14 Creditors: amounts falling due within one year

	The group		The charity	
	2021 £	2020 £	2021 £	2020 £
Trade creditors	71,320	60,702	68,879	56,250
Taxation and social security	18,656	41,994	18,656	29,942
Other creditors	4,877	17,582	4,877	17,582
Accruals	76,826	120,901	76,826	120,901
Deferred income	153,527	132,490	153,527	132,490
Obligations under hire purchase contracts	-	3,064	-	3,064
	325,206	376,733	322,765	360,229

15 Deferred income

Deferred income comprises income related to future fundraising events.

	The group		The charity	
	2021 £	2020 £	2021 £	2020 £
Balance at the beginning of the year	132,490	175,526	132,490	175,526
Amount released to income in the year	(160,757)	(219,975)	(160,757)	(219,975)
Amount deferred in the year	181,794	176,939	181,794	176,939
Balance at the end of the year	153,527	132,490	153,527	132,490

16a Analysis of group net assets between funds (current year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	19,013	-	19,013
Investments	710,192	-	710,192
Net current assets	724,640	573,396	1,298,036
Net assets at the end of the year	1,453,845	573,396	2,027,241

16b Analysis of group net assets between funds (prior year)

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	35,196	-	35,196
Net current assets	598,912	-	598,912
Long term liabilities	587,382	560,273	1,147,655
Net assets at the end of the year	1,221,490	560,273	1,781,763

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Notes to the financial statements

For the year ended 31 March 2021

17a Movements in funds (current year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds					
Communication & awareness	-	158,779	(187,875)	31,824	2,728
Helpline & Support services	10,891	80,364	(86,027)	-	5,228
Community Support	46,184	148,676	(134,022)	-	60,838
Research	503,197	66,837	(55,668)	(9,765)	504,601
Fundraising	-	50,650	(50,650)	-	-
Total restricted funds	560,273	505,306	(514,242)	22,059	573,396
Unrestricted funds:					
General funds	1,221,490	1,805,261	(1,568,762)	(22,059)	1,435,930
Non-charitable trading funds	-	20,755	(2,840)	-	17,915
Total unrestricted funds	1,221,490	1,826,016	(1,571,602)	(22,059)	1,453,845
Total funds	1,781,763	2,331,322	(2,085,844)	-	2,027,241

Communication and education – community awareness.

Helpline and support services – support for the rebuilding futures programme and services.

Community support – Providing support in the community including the Believe & Achieve Programme.

Research – General.

Transfers –

£11,659 was moved from research to communications for use on a student campaign as agreed by the funder.

£20,165 transfer from prior year unrestricted to communications as omitted.

£5,000 was transferred from restricted to unrestricted with agreement with the funders in light of Covid-19.

£6,894 transfer from prior year unrestricted to research as omitted.

17b Movements in funds (prior year)

	At the start of the year £	Incoming and gains £	Expenditure and losses £	Transfers £	At the end of the year £
Restricted funds:					
Communication & awareness	9,250	370,733	(390,966)	10,983	-
Helpline & Support services	8,402	67,590	(64,045)	(1,056)	10,891
Community Support	51,454	193,084	(198,354)	-	46,184
Research	478,295	198,139	(136,401)	(36,836)	503,197
Fundraising	-	4,446	(4,446)	-	-
Total restricted funds	547,401	833,992	(794,212)	(26,909)	560,273
Unrestricted funds:					
General funds	1,523,675	1,905,758	(2,234,852)	26,909	1,221,490
Non-charitable trading funds	-	42,243	(42,243)	-	-
Total unrestricted funds	1,523,675	1,948,001	(2,277,095)	26,909	1,221,490
Total funds	2,071,076	2,781,993	(3,071,307)	-	1,781,763

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Notes to the financial statements

For the year ended 31 March 2021

Purposes of restricted funds

Communication and awareness – raising awareness through Meningitis Recognition Mark.

Helpline and support services – provision of Creative Therapies and other services.

Financial support grants – funding applications from beneficiaries.

Community support – Providing support in the community.

Research – General.

Transfers –

£23,336 was moved from research to communications for use on a student campaign as agreed by the funder.

£13,500 transfer from prior year unrestricted to research as omitted.

£13,409 was transferred from restricted to unrestricted with agreement with the funders in light of Covid-19.

18 Operating lease commitments

The group and the charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property	
	2021	2020
	£	£
Less than one year	79,800	67,680
One to five years	-	113,400
	<hr/>	<hr/>
	79,800	181,080
	<hr/> <hr/>	<hr/> <hr/>

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.