

Company number: 2469130  
Charity number: 803016  
Scottish Charity No. SC037790

**Meningitis Now**  
**Report and Financial Statements**  
**31 March 2020**

**Meningitis Now**

**Reference and administrative details**

**For the year ended 31 March 2020**

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<b>Status</b>	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).	
<b>Governing document</b>	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.	
<b>Company number</b>	2469130	
<b>Charity numbers</b>	803016 England & Wales SC037790 Scotland	
<b>Registered office and operational address</b>	Fern House Bath Road Stroud Gloucestershire GL5 3TJ	
<b>Trustees</b>	Andrew Fletcher Stephen Gazard Hannah Marsh Craig Jones Sam Blackie Rod Adlington Gary Price James Sutherland Professor Simon Kroll Julie Marsh Emma Thomas	Chairman Vice Chairman Treasurer        Appointed 10 October 2019 Appointed 10 October 2019 Appointed 23 January 2020 by the Board, subject to approval at the AGM 2020
<b>President</b>	Andrew Harvey	
<b>Principal staff</b>	Dr Tom Nutt  Dr Steve Dayman MBE	Chief Executive  Executive Founder
<b>Honorary Medical Director</b>	Professor Simon Kroll MA, BM, BCh, FRCPCH, FRCP, FMedSci	
<b>Scientific &amp; Medical</b>	Dr Caroline Vipond PhD (Chair) Professor Simon Kroll (Vice Chair)	

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**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 Snowden  
Joanna Trollope OBE  
Dr Jane Wells MBE  
Rt Rev. and the Rt Hon. the Lord Williams of Oystermouth

## **Directors' Report**

The Trustees present their report and the audited financial statements for the year ended 31 March 2020. Reference and administrative information set out on page 3 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice – Accounting and Reporting by Charities.

### **Objectives of the Charity**

Meningitis Now is a charitable company limited by guarantee and governed by a Memorandum of Association, with four clear objectives:

1. To relieve sickness and distress among persons who are suffering from meningitis (which in these objectives means meningitis in all forms and includes all and any associated conditions) or septicaemia or who are disabled as a result of meningitis.
2. 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.
3. To work towards the elimination of meningitis and septicaemia as a serious medical problem.
4. To provide support to people who suffer from meningitis or septicaemia and their immediate families, guardians or partners.

### **Section 1: Introduction and executive summary**

Whilst it would be wrong to publish a review of 2019-20 without acknowledging the impact of Covid-19, it would also be wrong to overlook the progress and many achievements of Meningitis Now in the months ahead of the arrival of the Covid-19 pandemic. Indeed, the year saw significant investment and demonstrable progress across all of Meningitis Now's activities, including research, support and awareness, and a concerted focus on how the Charity makes a difference in its longstanding fight against meningitis. Yet the arrival of Covid-19 has heralded unprecedented disruption for Meningitis Now, with 'lockdown' and the constraints of coronavirus requiring significant remedial action. The effects of this are still being felt, and Meningitis Now continues to operate in a challenging and uncertain environment. Despite this, the Charity's focus on saving lives and rebuilding futures is resolute, and the Trustees are determined that Meningitis Now will continue to save lives and rebuild futures for as long as we are needed in the UK.

Financially, 2019-20 was notable for the strategic investment the Charity committed to its frontline, operational activities. Total expenditure (including gifts-in-kind) rose to £3.1m in 2019-20 compared with £2.6m in 2019-20. This rise in expenditure is due to the remarkable support of the many donors, fundraisers and supporters who are justly considered to be part of the Meningitis Now 'family', and whose generosity in this and previous years allowed the Charity to run a planned deficit in 2019-20 of £0.3m. Income was below that of prior years, in part because fundraising was strong in those years, but also as a result of the financial effects of Covid-19 which had been detectable in February and felt markedly in March. Since then, the Charity

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has had to take significant steps to address this financial disruption, and detail of the Charity's response is set out in Sections 6 and 7.

The year also saw many operational highlights for Meningitis Now, including investment in efforts to monitor and evaluate the impact of our work. This evidence and insight shows just what a difference Meningitis Now makes in the fight against meningitis and improves the basis upon which the Charity makes decisions. Whilst Covid-19 has required a significant re-adjustment to all our activities since March 2020, this should not obscure the fact that 2019-20 was an overwhelmingly positive year in terms of our charitable activities. This is thanks to the endeavours of the whole Meningitis Now family, including our supporters, donors, volunteers, Ambassadors and staff.

Covid-19 has also necessitated a short-term reappraisal of the Charity's overall strategy. It is unfortunate that a new five-year plan, entitled *Making a difference, every day*, had been due for publication in April 2020, and would have committed the Charity to the pursuit of three, five-year goals:

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

These goals will now be re-appraised in light of Covid-19, although their influence is very much evidenced in the Charity's activities and outcomes in 2019-20 and in the period since then. They remain fundamental to our future outlook. In the short-term, however, the Charity has adopted a 'Coronavirus Strategy' to help it navigate the global pandemic. More detail on this can be found in Sections 6 and 7 below.

The Trustees are therefore pleased to present their Annual Report for 2019-20 and to highlight both the progress achieved during the year and the steps taken to respond to Covid-19. Particular attention is drawn to the following highlights in terms of our support, research and awareness activities:

**Support** – with over 30 years of experience, we are able to offer families an unrivalled level of information and support. In 2019-20, the Charity built on this strong foundation with new investment in its provision of services:

- In April, the Charity launched the Rebuilding Futures Fund, which provides financial support for people of all ages affected by meningitis. Over the year, some 87 awards were made, providing access to vital equipment, sensory aids, and therapeutic interventions and helping to improve recipients' physical, cognitive and emotional health and wellbeing following meningitis.
- Our nurse-led Helpline continues to be a vital first point of contact for people seeking information, reassurance and support. It responded to over 2,500 queries via telephone, email and social media, with people finding this support 'helpful', 'compassionate', 'understanding' and 'knowledgeable'.

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- Community Support Officers, alongside our founder Steve Dayman, provided valuable help for people as they rebuild their lives following meningitis. This included over 3,000 calls, texts and emails and 164 home visits.
- Recognising the power of peer-to-peer support, the Charity held six Family Days attended by 74 families (including 187 children under the age of 16) from across the UK. The rising popularity and value of these events is reflected in the fact that 20 of the 74 families who attended events this year were first-time attenders.
- Our two 'closed' social media groups continue to grow, with users now numbering 900, up almost 25 per cent, year on year. These groups provide people with a space where they can talk, share and support others who have experienced meningitis, outside the chatter of the Charity's much bigger open social media pages.
- The Charity's tailored programme of support for young people, 'Believe and Achieve', has continued to expand and, through careful monitoring and evaluation of participants' outcomes, can be shown to be making a marked difference to the lives of the 14-25 year olds taking part.
- Bereavement support remains a critical part of the support the Charity provides to people and families affected by meningitis. In September, we hosted our first-ever 'Forever Weekend', which brought together 31 adults in a safe space to help them grieve, find support and to feel less alone.
- The Charity's sites of remembrance, including the Rose Garden in Stratford Park, Stroud, the woodlands in Thornbury, and the Remembrance Garden located at the Charity's Head Office, continue to provide unique spaces for peace and contemplation. The Remembrance Garden's 10<sup>th</sup> Anniversary was marked in June 2019 with a moving reception attended by supporters from across the UK and included the placing of four of the award-winning Chelsea Flower Show statues in the garden. Celebrating the lives of Jacob, Louise and Lauren, and remembering the life of Gareth, the statues represent the charity's dual purpose of saving lives and rebuilding futures.

In March, the Charity took the difficult decision to cancel or postpone all face-to-face activities in light of 'lockdown' and government guidance on social distancing. As the full implications of the pandemic became more obvious from April 2020, the provision of frontline support was prioritised as staff were furloughed, and activities shifted online where possible. Tailored information about Covid-19 and meningitis was provided via the Helpline, website and social media, and a campaign 'Keep Meningitis in Mind' was launched. With new insight into how families were coping with Covid-19, a bespoke programme of financial support was rapidly initiated, called the 'Covid-19 Young Futures Fund'.

**Scientific and medical research** – Meningitis Now has long-funded scientific and medical research into meningitis. In many cases, this research has contributed towards the development and deployment of vaccines and has helped to improve scientific understanding of meningitis, its causes, treatment, after-effects

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and impact. In 2019-20, the Charity was pleased to see both the successful completion of new projects and the initiation of new ones:

- At the University of Liverpool, Professor Aras Kadioglu and team successfully carried out the preclinical development of a new vaccine formulation. The Charity is excited to learn that the results from this study appear to show that the new formulation stimulates a strong immune response that is protective against a range of disease-causing pneumococcal strains.
- At St George's, University of London, Professor Paul Heath investigated whether the MenB vaccination, Bexsero, will work as well in preterm babies compared with full term babies.
- In August 2019, an exciting new research endeavour, funded with generous donations from The Starfish Trust and 'a Life for a Cure', started at the Spencer Dayman Meningitis Laboratories at the University of Bristol. This crucial resource, which is part of a much larger government-funded project called 'Be on the TEAM', is bringing together a collection of throat swabs and culture samples for storage and future analysis. By March 2020 progress has been significant, with over 21,000 swabs collected and stored.
- In July, thanks in part to a generous legacy, the Charity selected three new research projects to take forward over the next three years. Focused on the prevention, diagnosis, treatment and outcomes of TB meningitis and pneumococcal meningitis, these projects broadened the traditional scope of the Charity's research portfolio. These were:
  - Imperial College and Francis Crick Institute: *Improve treatment outcomes in tuberculous meningitis*, led by Professor Robert Wilkinson.
  - London School of Hygiene and Tropical Medicine: *Improving diagnosis and prognosis for paediatric tuberculous meningitis through the SURE treatment trial*, led by Dr Robindra Basu Roy.
  - University College London: *Developing a multivalent Streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis*, led by Professors Jeremy Brown and Brendan Wren.

The arrival of the Covid-19 pandemic has put funding for these projects at risk, although the availability of restricted funds has enabled the project led by Professor Wilkinson, which had commenced in January 2019, to continue. At the time of writing, the full offer funding for the remaining two projects (which had yet to commence by summer 2020) has been withdrawn.

**Awareness** – raising awareness of meningitis is a critical part of what Meningitis Now is about. Each year, the Charity aims to inform the UK population about meningitis; to protect groups considered 'at risk' with information about signs and symptoms and vaccines; to support those people with experience of meningitis;

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and to influence politicians, policy-makers and health care professionals, including scientists and pharmaceutical organisations. Over 2019-20, the Charity pursued this in a number of different ways:

- Our student and young people's meningitis awareness campaign targeted an estimated one million young adults who may have missed their MenACWY vaccination. Using 'Check it, don't chance it' as its theme, the campaign sought to remind the target audience that meningitis kills and that a lifesaving vaccine, MenACWY, is available via the NHS. The audience was called to 'check' if they were unsure if they had received the vaccine. During the four-month programme, the campaign reached an audience of over 60 million people.
- In Liverpool, where MenACWY uptake levels are low, the Charity collaborated with regional public health, NHS and university teams to focus on driving awareness and vaccine uptake amongst students. Measures indicate that 52 per cent of Liverpool's population saw the Charity's advertisements, which was in turn augmented by 'joined-up' working across multiple organisations to ensure that charity's materials and information was sent to all relevant GP practices in the area.
- The Charity's Meningitis Awareness Recognition Mark (MARM) continued to find favour with universities across with the UK, with two thirds of all universities registered and/or active. This programme plays a critical role in helping welfare and health teams protect students by raising awareness of the disease on campus and in the planning of an effective response should a case occur.
- 2019-20 saw the publication or broadcast of some 2,900 Meningitis Now branded newsprint, online and broadcast articles and items. This accounted for over three-quarters of all branded meningitis coverage during the year.
- Our website, Meningitisnow.org, received 1.8 million visits in 2019-20, or 3.5 visits every minute. Of these visits, 80 per cent were unique or first-time visitors reflecting the important role the site plays in providing important signs and symptoms information to those who are unlikely to have a meningitis experience but are concerned about the disease.
- The Charity's social media profile continued to grow strongly with its user-base expanding by three per cent year on year to 119,500 people. Our aim has been to reduce our dependency on Facebook and to reach out to younger users, with the Charity's Instagram and YouTube user base growing by a third and fifth respectively. Social media continues its upwards trend as the media of choice for people seeking help and support. This is reflected in the more than 4,000 support-focused conversations the team has had with individuals over the year.
- The importance of social media is further underlined by the Charity's commitment to produce unique, novel and engaging content. During the year, the Charity created and issued around 700 unique social media posts, including growing its use of video. This content featured three new

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celebrity ambassadors: sports presenter Seema Jaswal, England Red Rose rugby international Rosie Galligan, and 'Undateables' star Tammy Saunders.

- Brexit, Westminster infighting and a General Election made the Charity's public affairs programme complicated in 2019-20. Our Annual Parliamentary Reception had to be cancelled, but the Charity continued its efforts to maintain and build relationships with key stakeholder including MPs, the Department of Health and Social Care, the Joint Committee of Vaccination and Immunisation (JCVI), the NHS, public health authorities across the UK, as well as the World Health Organisation and key pharmaceutical organisations. Recognising that the Charity cannot realise its vision alone, this portfolio of activity continues to be a vital part of our work.

Across the Charity as a whole, there were further highlights:

- Over the year, the skills, experience, commitment and passion of Ambassadors and volunteers are a constant reminder of why they constitute such a significant part of the Meningitis Now family. As set out in Section 2, they shared over 4,000 hours of their time supporting our cause.
- The Charity's annual carol concerts, held at Gloucester Cathedral and St Lawrence Jewry Church in the City of London, once again brought supporters together in celebration of the work of the Charity and in remembrance of lives lost to meningitis. A particular treat for the congregation in London was to hear the former Archbishop of Canterbury speak about his own experience of meningitis as a child in the valleys of Wales. As ever, feedback from people attending the concerts was positive, and the accolade 'best ever' was heard more than once to describe the music, readings and atmosphere at these special events. We are extremely grateful to long-standing supporter Irwin Mitchell for sponsoring our concert in London.
- The Five Valleys Walk – in its 32<sup>nd</sup> year – took place on 28<sup>th</sup> September, despite torrential rain and storm winds doing their best to turn the 21-mile route to mud. The event was able to proceed with an impressive 1500 brave souls braving the elements on the day.

With the Covid-19 pandemic casting a shadow over the world, the Trustees recognise that 2020-21 will not look like 2019-20. However, just as the Charity has had to change and adapt over three decades of fighting meningitis in the UK, so too will it adapt in 2020-21 to reflect the constraints of Covid-19. The Charity's commitment to fighting meningitis – to saving lives and rebuilding futures – remains resolute.

## Section 2: Our achievements in detail

In what follows, we review the year against the priorities set out in our five-year plan, *Vison 2020*:

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Support</b>			✓	✓
<p>The delivery of support to those whose lives have been impacted by meningitis remains at the heart of what Meningitis Now does and the Charity understands uniquely how tough life after meningitis can be. During 2019-20, the Charity continued to invest in improving the quality of its service delivery with a focus on evaluation and impact measurement. This focus has enabled it to improve the information and support it offers to thousands of people across the UK. None of this would be possible without the dedication and hard work of its support staff. This support takes many forms and recognises that everyone's needs are different. A reassuring call with a person on the Helpline can be as beneficial as ongoing community support.</p> <p>The Charity's nurse-led Helpline remains the first point of contact for many people looking for information, reassurance and support. In line with the previous year, over 2,500 enquiries ranging from simple requests for information to in-depth support calls were received. In October, the Charity implemented a 'helpline call survey' and received positive feedback from many callers. Of the 122 responses received between October and March, 97 percent felt that the information received had been useful, whilst 98 per cent were either more confident or somewhat more confident in dealing with the issue raised as a result of the call. Overall callers were positive about the helpline describing it as "helpful", "compassionate", "understanding" and "knowledgeable".</p> <p><i>"Fantastic to talk to someone today. She was very compassionate and listened. It made me realise, although I am in a very good place at the moment that I was still emotionally affected by the whole experience of meningitis. The lady I spoke to was amazing, thank you very much indeed"</i></p> <p>Thank you to the James Tudor Foundation for funding our Information and Assessment Nurse - a key asset in the Helpline provision.</p>				

Direct support in the community remains a key element of the Charity's support delivery. With a team of four Community Support Officers across the UK, assisted by our founder Steve Dayman, Meningitis Now was able to offer support to hundreds of individuals and families. This included 179 new referrals, 164 home visits (which is a significant increase on last year, n=71) and over 3,000 calls, texts and emails. This level of activity demonstrates that despite a declining disease picture, there is substantial need to continue to deliver support in the community. The ongoing and often in-depth support offered to many individuals and families is complemented by the expertise of partner charities and organisations, including the Child Brain Injury Trust and the Family Fund.

This year the Community Support Team, assisted by many staff from across the organisation, also delivered six successful and enjoyable Family Days across the UK. Seventy-four families including 187 children under the age of 16 years attended these events. This included 20 new families to share in the fun and activities.

*"It's one of the most relaxed outings we have had as a family in a long time. Generally I wear a mask of strength, always putting on a brave face, but there I could just be me and it was ok to get emotional at times"*

The ever popular Believe and Achieve residential weekend, now in its sixth year, took place at the Calvert Trust in Exeter this year. This bespoke venue provided tailored activities for nine children with many different needs and abilities.

*"When you are there you feel like you are in a protective bubble surrounded by your Meningitis Now family. You are made to feel included and not left out"*

Meningitis Now would like to thank BBC Children in Need for continuing to generously fund these events.

Plans to deliver a residential 'Forever Weekend' were realised in September 2019 following a review of the Charity's programme of bereavement events last year. This weekend retreat, with the theme of 'Continuing Bonds', brought together 31 adults from 16 families. Described by its participants as 'amazing' and 'fantastic', despite its sad and sombre connotations, the event was an undeniable success. It brought grieving people together and offered them opportunities to surface and share their feelings in a safe environment, helping them feel supported and less alone.

*"The residential was the best thing we have done together since losing our son. The whole weekend was excellently planned, and we felt safe to explore our grief with others".*

During the year many individuals and families visited the Charity's three remembrance sites including the Rose Garden in Stratford Park, Stroud, the woodlands in Thornbury, and the Remembrance Garden located at the Charity's Head Office. These sites provide a quiet and reflective space for people to

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remember a loved one who has died because of meningitis. For many people this brings great comfort. This year we celebrated the 10<sup>th</sup> Anniversary of the Remembrance Garden with a moving reception attended by over 100 people from across the UK. We were delighted to be able to place of four of statues from the award-winning Chelsea Garden Flower Show 'futures' garden, and so celebrate the lives of Jacob, Louise and Lauren, and remember the life of Gareth - the four youngster represented by the statutes. The statutes, which sit alongside the beautiful oak pegs which each commemorate a life lost to meningitis, vividly represent the Charity's dual purpose of saving lives and rebuilding futures.

In April, the Charity launched its Rebuilding Futures Fund to provide financial support for those who most need it. People of all ages affected by meningitis have successfully applied for 87 awards which will help them to battle against many different adverse health outcomes, whether they be physical, cognitive or emotional. The awards ensure that people had access to talking therapies and items such as specialist equipment and technology, and in the overwhelming majority of cases (95 per cent), recipients said it made a real difference to their lives.

*"I wasn't expecting to get anything, [Having an electric bed] makes life a lot easier – it's a godsend. It was totally life changing for me, it's made a big difference. It's made life a lot easier for both of us, not just for me. Being able to raise the bed, it's a lot better".*

Evaluation data also demonstrated that, thanks to the Rebuilding Futures Fund, issues and concerns negatively affecting people's lives and/or wellbeing were alleviated and there was a noticeable improvement to mental and emotional wellbeing. Recipient feedback highlights the high quality of the service they have received.

Thank you to the many funders who have supported this new programme and helped us to make a difference to so many people's lives.

Now in its third year, the Charity's Believe and Achieve (B&A) programme continues to go from strength to strength. This year the programme has supported 90 young people aged 14-25 years across all of the programme strands including counselling, life coaching, business mentoring and peer support. The scheme recruited and trained 15 additional peer mentors this year and successfully matched nine young people.

One young person receiving peer support said:

*"Everything has been going really well so far with my peer mentor, we've had chats once a week and covered some of our feelings about meningitis and the effect it has had on us. I'm really happy with the way it's going"*

During the year, the programme also delivered four fun-filled social evenings that included group coaching sessions, two bespoke workshops (a creative day and a challenge day) and another inspiring

and motivating residential weekend at Center Parcs, Sherwood Forest. Seventy young people took part in and benefitted greatly from these events and this included many new faces.

*"This event made such a difference to me because it created a safe space to just let go of other stresses. It also allowed me to just be myself around people who understand that my life changed completely overnight, just as everyone else's did, and that meningitis changed and moulded who we all are. The activities we did were so creative, creativity definitely being a part of myself I felt I had lost after meningitis. I think I laughed all day and haven't had such carefree fun in a long time."*

As this programme moves towards its fourth year, assessment, evaluation and outcome measurement remain paramount, with time and resource invested to develop an evaluation framework to capture data from a variety of sources. The team continue to assess the needs of young people and follow their journeys, collecting and collating data every step of the way.

Continuing to deliver this programme would not be possible without the support of our funders – The National Lottery Community Fund, St. James's Place Charitable Foundation, BBC Children in Need and the Gannochy Trust.

Other notable highlights for this year include online support through the Charity's closed Facebook pages. For a third consecutive year, membership of its 'Peer Support' and 'Bereavement' groups grew, with around 900 people now regularly contributing across both groups. The success of these groups is in no small part due to the passion, commitment and support of its members. In March, the Charity launched its much-awaited support services booklet. This new booklet is a great resource that guides people through the wide range of support and services offered by Meningitis Now and can be found here: <https://www.meningitisnow.org/how-we-help/contact-our-helpline/#download-our-support-booklet>

The growing level of online support provision proved to be a good foundation for the arrival of the Covid-19 pandemic, as the Charity took the difficult decision to cease all face-to-face support activities. This included home visits by Community Support Officers and our Executive Founder, as well as our extensive programme of events including Family Days, Forever Events and B&A workshops and activities. As explained in Section 6, financial necessity meant that the Charity had to 'furlough' a number of staff in April 2020, but the decision was taken to prioritise the provision of frontline support and to shift activities online or via alternative means where possible.

In the months that followed, the Charity responded swiftly to its changed operating environment, and sought to better understand how lockdown and coronavirus were impacting upon the lives of our supporters and beneficiaries. With the insight provided through a survey, 'Keep Meningitis in Mind', a range of tailored support and information about Covid-19 and meningitis was provided via the Helpline, website and social media, and a bespoke programme of financial support was rapidly initiated called the

'Covid-19 Young Futures Fund'. At the time of writing, some 64 awards have been made to assist young people and their families with their education, learning and developmental needs.

In summary, 2019-20 had been a busy and successful year, as the Charity continued to evolve its service provision to meet the needs of people whose lives have been affected by meningitis. Despite the arrival of Covid-19, the provision of emotional, practical and financial support to many individuals and families from across the UK remained constant. A key strategic highlight was the many new people welcomed into the Meningitis Now family. Whatever life after meningitis has thrown at them, we are proud that we have been here to help them face the future with confidence and hope:

*"It's so rare to find charities that do so many things so well, but Meningitis Now really goes so far to offer opportunities for people whose lives have been completely changed. It does so much with the resources it has, and clearly has some very creative minds behind what it offers people like me. Thank you all so much."*

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Research</b>	✓	✓		✓
<p>2019-20 has been a significant year for the Spencer Dayman Research Fund at Meningitis Now. With the introduction of a new research strategy and thanks to the generosity of our many supporters, we have invested in a programme of new and exciting research.</p> <p><b>Completed Research Studies</b></p> <p>The year saw the completion of two important scientific research studies valued at £500,000. It is expected that the results of these studies will go on to make a significant contribution to the body of knowledge and understanding of meningitis for years to come. The Charity is very grateful to the many grant-making bodies who supported these studies, especially the Charles Wolfson Charitable Trust, The Robert Luff Foundation, The Lord Cozens-Hardy Trust, Pixel Fund and the Steel Charitable Trust for their substantial multi-year grants.</p>				

***University of Liverpool***

*The preclinical development and evaluation of a mucosal protein-based adjuvanted vaccine against pneumococcal meningitis and sepsis, led by Professor Aras Kadioglu*

The research team successfully carried out the preclinical development of a new vaccine formulation, comprised of three pneumococcal proteins and a novel adjuvant. The results from this study are very encouraging and show that the new vaccine formulation stimulates a strong immune response that is protective against a range of disease-causing pneumococcal strains. These encouraging results, together with other work by the researchers, has enabled a further grant application to the Medical Research Council (MRC) to undertake additional patient-based studies to provide key data that will enable the vaccine to be tested in human clinical trials.

***St George's University of London***

*Babies born Early Antibody Response to Men B vaccination (BEAR Men B), led by Professor Paul Heath*

In the UK, babies are vaccinated according to the same schedule whether they are born early (preterm) or on time, but there are concerns that preterm babies may not respond as strongly to their vaccinations, resulting in less protection. In 2015, a new vaccine, the MenB vaccine, was introduced. There is no evidence as to whether this will work as well in preterm babies compared with term babies. This project compared responses made by babies who are vaccinated according to two different schedules. This could help to make decisions about what programme should be followed for preterm babies.

This project has been completed, but due to the impact of Covid-19 we are awaiting the submission of the final study report.

**New Research Studies**

New research projects were identified and initiated in 2019-20, covering meningococcal, TB and pneumococcal meningitis. This expansion of our research portfolio was in line with our research strategy, which supports the Charity's aim of pursuing lifesaving and life-changing research. This includes:

***Spencer Dayman Meningitis Laboratories, University of Bristol***

*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*

This crucial endeavour, which is part of a much larger government-funded project called "Be on the TEAM" ('Teenagers Against Meningitis'), is bringing together a collection of throat swabs and culture samples for storage and future analysis at the Spencer Dayman Meningitis Laboratories at the University of Bristol. Funded with generous donations from The Starfish Trust and 'a Life for a Cure', progress has been significant, with over 21,000 swabs collected and stored. This sample collection may prove invaluable given the interruption that Covid-19 has brought to the 'Be of the TEAM' project.

Thanks, in part, to a generous legacy the Charity undertook a successful research grant round in Spring 2019 for projects focusing on the prevention, diagnosis, treatment and outcomes of TB and pneumococcal meningitis. As a result of this grant round, which received numerous high-quality applications from established research institutions across the UK, the Charity approved funding for three new projects with a total value of £677,371.

***Imperial College London and the Francis Crick Institute***

*Improve treatment outcomes in tuberculous meningitis*, led by Professor Robert Wilkinson

This study aims to improve treatment outcomes in tuberculous meningitis (TBM). This includes:

- Analysis of blood and cerebrospinal fluid (CSF), together with detailed clinical information on the outcomes of treatment, from patients taking part in a large clinical trial for TBM treatment currently underway in South Africa. By analysing these samples, the researchers will investigate whether there are certain molecules in the blood or CSF that indicate a poor outcome and if these molecules can be changed with improved treatment.
- Development of a new model using different cell types from the brain to enable further investigation of how these cells interact with the bacteria that cause tuberculosis. The model will also be used to test the effects of new antibiotics and anti-inflammatory drugs, both alone and in combination to derive better treatments for the future.

Although in its infancy, this study is progressing well with sample collection in South Africa underway and experiments to develop a new model already providing useful data for further investigation.

Two other research studies were identified for funding and had been due to commence during 2020-21. At the time of writing, however, the Charity has had to withdraw the full offer of funding due to the financial impact of Covid-19.

***London School of Hygiene and Tropical Medicine***

*Improving diagnosis and prognosis for paediatric tuberculous meningitis through the SURE treatment trial*, led by Dr Robindra Basu Roy

The aim of this study is to improve the diagnosis and outcomes of tuberculous meningitis in children.

***University College London***

*Developing a multivalent Streptococcus pneumoniae recombinant glycoconjugate vaccine for preventing meningitis*, led by Professors Jeremy Brown and Brendan Wren

This study will continue and widen the scope of previous Meningitis Now funded work with the aim of producing a vaccine that provides better protection against pneumococcal meningitis.

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Awareness</b>	✓	✓	✓	✓
<p>Meningitis doesn't discriminate and whilst certain age groups including babies, toddlers and young adults can be considered to be more at risk, no one can be truly confident that it will not strike at the heart of their family. When it does strike it acts quickly and can be deadly. Between one-third and one-half of people who survive bacterial meningitis may be left with life-changing after-effects.</p> <p>To meet this challenge, the Charity has adopted a strategic approach to raising awareness, which comprises four main aims:</p> <ol style="list-style-type: none"> <li>1. To inform the UK population about meningitis.</li> <li>2. To protect groups considered 'at risk' with information about signs and symptoms, the importance of early diagnosis and treatment, and about the availability of lifesaving vaccines.</li> <li>3. To support those people with experience of meningitis.</li> <li>4. To influence politicians, policy-makers and health care professionals, including scientists and pharmaceutical organisations.</li> </ol> <p>In 2019-20, the Charity sought to address the continuing decline in vaccine uptake amongst babies and young children, particularly MMR. Whilst meningitis vaccine uptake remains relatively robust at circa 90 per cent, the Charity has renewed its efforts to encourage parents to ensure that their children receive all meningitis vaccines currently offered to infants and teenagers by the NHS. Having successfully launched its <i>Adults Get It Too</i> campaign in 2018-19, the Charity has also integrated its important messaging to adults and older age groups into its core communications programme, thus ensuring that the risk to adults features regularly in press, social media and via blogs.</p> <p>The aim of our <i>Student and Young People</i> campaign in 2019-20 was to promote the MenACWY vaccine to eligible young people who missed it either at school or via the catch-up initiative offered by GPs. With uptake levels at around 80 percent and 40 per cent for these respective programmes, it is estimated that over one million at-risk young people had missed the vaccine and remain unprotected.</p> <p>Using insight gained through the previous year's activity, alongside known complexity and confusion over vaccine eligibility, the Charity created a campaign that would simply ask parents, and young people themselves, to simply check their vaccine status.</p>				

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Using '*Check it, don't chance it*' as its theme, the campaign had three core aims. First, to lodge an element of doubt about vaccine status in the minds of young people and parents. Secondly, to remind people that meningitis kills, and third, a simple call to action – if you're unsure if you have been vaccinated, then call your GP to find out.

The campaign theme was carried across a range of activity targeting parents, universities and students. This included national syndicated radio and outdoor advertising, student print and social media advertising, and university-based awareness materials. The Charity partnered with UCAS (Universities and Colleges Admission Service) on a postal communication to 100,000 students and parents. UCAS also kindly gave the Charity four months of free UCAS website advertising, delivering an estimated 34 million impressions over the period, and complementary space at two key student fairs in Manchester and London.

The year's activity also included a pilot project designed to directly address low vaccine uptake in key UK regions or cities. Having identified Liverpool as a major university city with the lowest MenACWY uptake level outside London, the Charity created a fully 'joined up' or integrated programme that would see local universities, regional NHS teams, GPs and Meningitis Now collaborate in a bid to improve vaccine uptake. Running throughout November and December, the Charity deployed a '*Check it, don't chance it*', poster campaign across all high-use student bus routes in Liverpool and worked closely with four regional universities to ensure that Meningitis Now information material was used extensively across campuses. An effective regional press and social media campaign supported this activity.

The regional NHS team ensured that all of the city's relevant GPs received both advance notice of the campaign and the Charity's branded digital materials for use in their surgeries and committed to record vaccine uptake levels pre- and post- campaign in order to assess impact. The emergence of the Covid-19 pandemic has, unsurprisingly, rendered the gathering of data difficult.

Putting families, or those that have experienced meningitis, at the heart of campaigns characterises the Charity's approach to much of the awareness work it undertakes and this year was no exception.

Gavin and Fiona Mason lost their student son, Tim, to meningitis in March 2018. Keen to share their story and help prevent other families going through the trauma of losing a child to meningitis, the couple, along with Tim's elder brother Nick, agreed to feature in our student and young people activity.

The family featured in video and social media content which performed particularly well with students and young people both online and on campus. They also helped to launch the parent element of the campaign by giving a series of radio interviews, following the publication of student A-level results in August. In sharing their heart-wrenching story, the Mason family helped the Charity reach over two-thirds of the UK population. The bravery, commitment and fortitude of this family in sharing their experience in this manner is humbling and characterises the relationship the Charity has with so many families who have experienced this disease.

The use of the Charity's student materials was, as in previous years, high with over 60 per cent of universities ordering a total of more than 250,000 Meningitis Now branded items. Student-focused social, print and online media reached an estimated 1.3 million young people. Community and Young

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Ambassadors and volunteers played a crucial role in supporting student activity, and the campaign was, once again, kindly supported by 'a Life for a Cure'.

Alongside this campaign activity and throughout the academic year, the *Meningitis Aware Recognition Mark* (MARM) for universities programme remained active with 121 universities now registered and/or actively engaged in the programme.

Now in its third year, this MARM programme provides valuable support and materials for welfare and health professionals within university settings. Its principal aim is to raise awareness of meningitis and vaccination amongst students and staff and ensure that there is an effective plan in place should a case of meningitis occur on campus.

This success is also reflected in our MARM for childcare providers, which in its second year has recognised the commitment of 178 professionals and organisations in helping to protect this key at-risk group. A further 387 childcare providers have registered their interest in this programme.

More generally, 2019-20 was a tough year for driving traditional media coverage, as the news agenda was dominated by Brexit, political party leadership battles and the General Election. Regrettably, just when it seemed that the news environment might return to normality post Brexit, the Covid-19 pandemic arrived and continues to dominate the news media's attention. Despite this, 2019-20 was a solid year in terms of raising awareness of meningitis and the work of Meningitis Now:

- 2,900 Meningitis Now branded traditional newsprint, online and broadcast media secured. Whilst this is down 9 per cent year-on-year, the Charity retained high levels of 'share of media voice', with over three-quarters of all branded meningitis coverage featuring Meningitis Now.
- Web visitors fell by 9 per cent during the year. This occurred wholly in the last quarter of the year and as a direct result of changes Google made in its search engine algorithms. A strong programme of search engine optimisation limited the potential loss which was predicted to be around 20 per cent. Despite this reduction, the site is visited on an average 3.5 times every minute.
- Our social media user base grew by 3 per cent year on year to 119,500 reflecting the ongoing and important role this plays in building relationships with those who have had a meningitis experience. As part of a strategy to reduce dependency on Facebook, currently at 70 per cent, and to reach out to younger users, the Charity has grown its Instagram and YouTube user base by a third and fifth respectively. The production and use of video content is critical in moving this further and steps were taken in the year to further improve the Charity's capability in this area.
- As in previous years, the Charity created and issued around 700 unique social media posts during the year. With video content delivering 20 per cent more reach and engagement than standard social media activity, the Charity has grown its use of video that has included material featuring a

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number of new celebrity ambassadors. These have included TV sports presenter Seema Jaswal, England Red Rose rugby international Rosie Galligan, and ‘Undateables’ star Tammy Saunders. All three have experienced meningitis and approached the Charity to help raise awareness and protect lives.

Social media continues its upward trend as a popular means for people seeking help and support. This is reflected in the 4,000 plus, support-based conversations individuals had with the Charity during the year.

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Influencing Policy</b>	✓	✓		✓

In a year that was dominated by Brexit, Westminster battles, leadership elections and a General Election, it is fair to say that the Charity’s ability to engage with those that influence or make decisions on health and care policy was challenging. In October, we felt obliged to cancel our Annual Parliamentary Reception due to a highly congested and unpredictable parliamentary timetable caused by Brexit. Whilst this was a setback in its plans to keep meningitis in the minds of MPs, the Charity continues to reach out to MPs when cases of meningitis occurred in their constituencies.

Despite these frustrations, the charity continued its efforts to maintain and build relationships with key stakeholders including MPs, the Department of Health and Social Care, the Joint Committee on Vaccination and Immunisation (JCVI), the NHS, public health authorities across the UK, as well as the World Health Organisation and key pharmaceutical organisations. As illustrated below, not inconsiderable progress was made in influencing policy in order to help save lives and rebuild futures.

**Meningococcal Working Group (MWG)**

As described in our 2019 Report, the Charity has been pursuing improvements in the diagnosis and treatment of meningococcal disease by working alongside many health and care stakeholders through the Meningococcal Working Group. This group was set up in 2017 at the request of the then Secretary of State for Health and Social Care, Jeremy Hunt MP, and included three families who had lost children to meningitis, as well as healthcare professionals, policy-makers and the charities Meningitis Now and Meningitis Research Foundation (MRF).

In July 2019, the Department of Health and Social Care (DHSC) published a summary report of

responses from stakeholders and endorsed the recommendations in the MWG Report, which set out to improve the culture and practice of diagnosis and treatment of meningococcal disease in frontline healthcare settings. Since then, the charity has continued to work with the various stakeholders involved, including the cross-system NHS England Sepsis Board (now reconfigured as the Acute Deterioration Board or ADB) as well as the Care Quality Commission, Health Education England and a number of the medical Royal Colleges.

Engaging stakeholders in this manner is often a slow process, but our focus has been on prioritising good care. We have ensured that there is a link between the charities, the families and the Acute Deterioration Board, and – at the time of writing – we are encouraged that the ADB could be a powerful vehicle for achieving system-wide change and improvements to the diagnosis and treatment of meningococcal disease.

More information can be found on the Charity's website: <https://www.meningitisnow.org/support-us/news-centre/news-stories/working-group-report-welcomed/>

#### **Public Health England, Scotland, Wales and Northern Ireland**

Meningitis Now has a long standing and constructive relationship with Public Health England, as well as Public Health Scotland and Wales, and the Public Health Agency, Northern Ireland. This relationship includes many relevant teams and officials working at a national, regional and local level.

However, many people and families who experience meningitis say that, after their initial engagement with healthcare teams when the disease has struck, there is often then only limited information provided about where people can turn to for aftercare or support. To address this, over 2019 the Charity met with the majority of English regional public health teams with the aim of reinforcing and enhancing these teams' understanding of the role played by Meningitis Now in supporting people after meningitis. The outcome was that changes are planned in the way that national and regional teams engage and share information with people experiencing meningitis, particularly in relation to the signposting of information about Meningitis Now and MRF.

Covid-19 interrupted plans to extend these meetings further, although the Charity continues to build relationships with public health teams whenever possible.

#### **Cost-Effectiveness Methodology for Immunisation Programmes & Procurement (CEMIPP)**

In June 2019, some six years after the government asked the Joint Committee on Vaccination and Immunisation (JCVI) to consider how to create fairer access to vaccines that protect children from rare, but serious diseases, the Government finally responded to proposals made in the Cost-Effectiveness Methodology for Immunisation Programmes & Procurement report, or CEMIPP.

The Government's response was to reject three of the main recommendations of the CEMIPP report (which had been published in 2016), noting that it is 'not possible to make a decision that everyone will

agree with' and 'that there is a risk that the changes would impose a more stringent cost-effectiveness bar for immunisation programmes and a deviation from the approach currently taken for medicines'.

They concluded that the JCVI should adopt the 'best practice' improvements recommended by the CEMIPP report and echoed the report's suggestions that additional evidence-based research be undertaken. From the perspective of Meningitis Now, it is good that this decision has removed any threat to the UK's lifesaving meningitis vaccine programme. The Charity is disappointed, however, that valuable time, effort and resource was wasted on such an unwieldy exercise and that other opportunities were not seized to realise the original intent of the report, which was to create fairer access to vaccines.

More information is available here: <https://www.gov.uk/government/consultations/cost-effectiveness-methodology-for-vaccination-programmes>

#### **'Be On the TEAM' MenB teenage carriage study**

As reported in Section 2, Meningitis Now supports this highly important study in a number of ways. The study aims to understand if immunising teenagers with a MenB vaccine could reduce the risk of others getting meningitis across the whole community.

Launched with the support of Meningitis Now, including our Community Ambassadors and with prize-draw incentives to encourage participants to remain in the trial provided by Meningitis Now and supported by 'a Life for a Cure', the 'Be On the TEAM' study has now successfully recruited all 24,000 teenagers required to fulfil its stated aims. Swab samples from the study are also being stored in a repository created at the Spencer Dayman Meningitis Laboratories at the University of Bristol.

At the time of writing, the study has been paused due to school and college closures and as laboratories have prioritised Covid-19 testing. The Charity remains highly supportive of this project and hopes that it will resume when lockdown and social distancing allow.

#### **Pneumococcal vaccines**

Over 2019, Meningitis Now worked closely with the Department of Health and Social Care (DHSC), vaccine manufacturers, and other relevant stakeholders to ensure that proposed changes to the pneumococcal vaccine schedule were made only with minimal risk to the population and with clear and effective communication to the public. Through working constructively with partners, the charity was able to clarify that the DHSC has contingency plans in place. The Charity remains vigilant should case numbers rise.

#### **World Health Organisation (WHO)**

In 2019, the WHO stated that it would consider a programme to help eradicate meningitis by 2030. With considerable drive and energy provided by MRF, this initiative could play a significant role in the global fight against meningitis. In a stakeholder meeting held in London in September 2019, the WHO invited Meningitis Now to share the experience of the Charity and how it has fought, formulated and helped

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deliver an impactful programme of meningitis prevention, protection and support here in the UK. This is clearly a long-term initiative and the Charity will continue to provide support as required.

#### NICE Guidelines

During 2019-20, the Charity used its experience and expertise to participate in a scoping exercise as part of a consultation to develop and update several clinical guidelines produced by the National Institute of Clinical Excellence (NICE). We are pleased to report that, as a result of our input (along with many other stakeholders), the 'Meningitis (bacterial) and meningococcal septicaemia in under 16s: recognition, diagnosis and management' guideline has now been extended to cover the adult population.

Due to the impact of Covid-19, there is a delay in the ongoing consultation for the development of these guidelines, with publication now expected in 2022.

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Volunteers</b>	✓	✓	✓	✓

Meningitis Now would not be able to achieve so much without the contribution of its volunteers and Ambassadors, and the tireless work they do in the community and at our Head Office. Their skills, experience, commitment and passion make them an integral part of the Meningitis Now family.

This year, volunteers gave up over 4,000 hours of their time to support many aspects of the work the Charity does including essential awareness raising, important campaigning and fundraising. Their contribution included supporting activities such as the student and young people's awareness campaign, major events such as the London Marathon and delivery of the B&A programme for young people. In addition, volunteers and Ambassadors, most of whom have had an experience of meningitis, made a valuable contribution to raising awareness of meningitis and fundraising in their communities across the UK.

We also understand how important Meningitis Now, and the work it does, is to volunteers and the positive impact volunteering for the Charity has on their lives. The annual volunteer survey, which received 80 responses, demonstrated this importance:

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*"I am immensely proud to be involved and to have the chance to give something back to a charity that did so much for my family."*

*"To be a face of this wonderful charity is so fulfilling."*

Ongoing development and engagement with our volunteers remains paramount and in July 2019 we brought together 28 of our Community and Young Ambassadors at our annual 'Ambassador day'. This event is one of the highlights of our year, as we get to spend time with those who go above and beyond to support our cause. This event provided a great opportunity to deliver two sessions to our young ambassadors as part of the B&A programme.

### Section 3: Raising the funds

Meningitis Now relies on voluntary income to fund all aspects of its work and we are extremely grateful to the thousands of individuals, trust and foundations and companies who have supported us this year in our fight against meningitis.

Although we had another successful year in terms of building support, total income was down on the prior year by 13 per cent. This was partly due to strong fundraising performances in previous years, although we saw also a decline across some income streams due to expected and well-understood causes. The emergence of Covid-19 towards the end of the financial year resulted in a further dramatic and unanticipated decline in our income.

Once again, we had large teams in the London Marathon, Vitality 10K, Great North Run, Ride London and our own Three Peaks Challenge, Lake District Challenge and Five Valleys Walk. For the first time, we had secured places in the London Landmarks Half Marathon and had a team raring to go when, unfortunately, the event was cancelled due to Covid-19. We also launched Splash Now – an initiative in partnership with the Swim Teachers' Association aimed at inspiring children of all ages to get splashing and raise awareness of meningitis. It is inspired by Clara Fox who loved to swim but sadly lost her battle with meningitis at 10 months old, and is supported by five inspirational meningitis survivors – Tilly, Rosie, Eloise, Thomas and Ellie. You can find further information at: [www.meningitisnow.org/support-us/events/fundraising-events/events-by-location/splash-now](http://www.meningitisnow.org/support-us/events/fundraising-events/events-by-location/splash-now)

Forever Funds are a special way for families to remember a loved one lost to meningitis. During the year, 16 new funds were set up bringing the total to 620. A highlight of the year was a special event to mark the tenth anniversary of the creation of our Remembrance Garden in Stroud. The annual Christmas Concerts at Gloucester Cathedral and St Lawrence Jewry Church in the City of London, provided a further opportunity for us to remember loved ones lost to meningitis and we were delighted that so many families and supporters were able to join us for these special occasions.

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We are very grateful to those who remember us with a gift in their Will. During the year, we received 17 new legacies.

A range of companies including Pfizer, GSK, Boots, Rightmove Group, Transmission Investments, Royds Withy King, Admiral Taverns, GWR, Renishaw, Irwin Mitchell, Leigh Day, Fieldfisher, Enable Law and Anthony Collins directly supported our work during the year. D P World London Gateway supported us once again through their annual quiz and we were delighted to receive the continuing support of B&A Group. Caroline Gardner Publishing produced another series of beautifully designed Christmas cards, with a donation made for each pack sold. A range of Caroline Gardner-designed reusable bags were sold in Waitrose with a donation to our Charity for each bag sold. Induced Euphoria Clothing created and sold limited edition sweatshirts in memory of Graham Ward. HSBC kindly hosted a drinks reception at their offices in London, during which supporters heard from Meningitis Now Chief Executive, Dr Tom Nutt, about our plans to continue our vital work to save lives and rebuild futures.

Thank you also to these companies whose staff selected us as their chosen charity during the year: Caterpillar Northern Ireland, Radwell International, Loxley, Co-Ownership Housing, Computershare, Entanet International, Airbus UK, Dassault Systemes and NM Services. 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 are very grateful for the support of 89 grant making trusts during the year including National Lottery Community Fund, BBC Children in Need, Charles Wolfson Charitable Trust, James Tudor Foundation, The Starfish Trust, Worshipful Company of Butchers, Robert Luff Foundation, The Pixel Fund, Boshier-Hinton Foundation, The Steel Charitable Trust, John Jarrold Trust, Sovereign Health Care Community Programme and the Postcode Community Trust, a grant-giving charity funded entirely by players of People's Postcode Lottery.

We continue to make use of a wide variety of income streams to avoid an over reliance on a particular source of income. However, we have taken a strategic decision not to operate house-to-house and public fundraising 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.

Meningitis Now is registered with the Fundraising Regulator and has paid the levy since its inception. All members of the Fundraising Team undertake the Chartered Institute of Fundraising Introduction to Fundraising course 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. The team are all familiar with the Fundraising Codes of Practice, which are formally reviewed on an annual basis. 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 received 14 complaints related to fundraising during the year that were resolved in line with our published complaints policy.

We spent 27.9 per cent of our total expenditure on generating funds and securing income for future years.

## **Section 4: Staff and infrastructure**

During 2019-20, the Charity's staffing establishment grew from an average of 54 to 57 heads, or an average of 43.5 to 49 Full Time Equivalent (FTE) staff. This was in line with the strategic investment in support highlighted above.

During the year, the Charity continued to operate its 'Making Meningitis Now a Great Place to Work' plan, with the aim of ensuring that we operate best practice in relation to HR and people management. We seek to ensure that staff are valued, supported and motivated to deliver the Charity's aims and objectives. This involves close monitoring and responding to a variety of conventional HR measures as well as survey data relating to the ACAS 'model workplace' (including topics such as 'Pay and Reward', 'Flexible Working and Work-Life Balance', 'Communication and Involvement', 'Performance Management', 'Managing Change' and 'Health and Safety'). Across all measures, 2019-20 saw an upward trend, with survey data showing year on year improvements of between 6-23 per cent in all but one domain, which remained level at an already high point. In practical terms, steps to improve the workplace included the introduction of an innovative Pay Review Panel, reflecting the need within the Charity to ensure consistency and transparency in pay decisions and other aspects of individual and organisational development.

The arrival of the Covid-19 pandemic has, of course, undermined the operational and financial foundation upon which the Charity is based. At the time of writing, it is expected that income in 2020-21 may fall below the pre-Covid budget by more than 50 per cent, whilst 'lockdown' and social distancing have placed significant constraints on many of the Charity's practical activities. It is planned that the staffing establishment of the Charity will reduce by 40 per cent of heads in line with the 'Coronavirus Strategy' adopted in summer 2020 and set out in Sections 1 and 6.

Over 2019-20, all policies and procedures relating to statutory and other regulatory areas were reviewed either on a regular or risk-based 'as required' basis. This includes adherence to GDPR and data protection requirements, which are reviewed and monitored by a Charity-wide Data Protection Working Group. The Privacy Policy – which sets out publicly how the Charity hold and process data – is available on our website: <https://www.meningitisnow.org/privacy/>

## **Section 5: Financial picture**

Financially, 2019-20 was notable for the strategic investment the Charity committed to its frontline, operational activities. Total expenditure increased by 16.7 per cent to £3.1m on the previous year, with investments made in support services, including the new Rebuilding Futures Fund and on additional staff roles.

Our investment in research has continued, with £340k of committed research projects as at 31 March 2020. As set out in Section 2, we undertook a research round in 2019, identifying three new projects for funding. Sadly, due to the impact of Covid-19, only one of these is being fully funded at present and this is reflected in the £340k commitment.

Total income was down 13 per cent to £2.8m in the year, largely due to a reduction in legacies and a continuing decline seen in Community fundraising. This is related to the incidence of disease in the UK, which thankfully is in long-term secular decline. As set out in Section 3, it was the arrival of the Covid-19 pandemic in February 2020 that further reduced income below expectations, and to a sudden and dramatic extent once 'lockdown' was imposed by the UK government in March 2020.

Overall, the proportion of our expenditure on charitable activities has slightly increased to 72 per cent (70 per cent in the prior year). Although our income has decreased, our expenditure on fundraising has increased by 8 per cent reflecting the investment in higher return income streams, including Trusts and Foundations, where we will see the benefits in the coming years. However, the proportion of our expenditure on fundraising is 27.9 per cent, an improvement on the prior year (28.8 per cent).

The deficit in the year of £289k was slightly greater than budgeted, reflecting the impact of Covid-19 at the end of the year. The planned deficit reflected the decision to invest reserves in the development of our research and support activities. Cash and investments at the end of the year stood at £1,936k, £26k higher than the prior year.

In April 2016, the Trustees decided to invest £0.5m in a portfolio fund of Sarasin & Partners LLP. In March 2020, the total value of the investment, including cash held by the broker, was £599k. This was a reduction of £7k on the total value at the end of the previous year. However, during 2019-20, there was a loss on the fair value of the investments (excluding cash held by the broker) of £27k, reflecting the impact of Covid-19 on investment values at the end of the year.

### **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 2019-20 was from the sale of Christmas Cards and the partnership with Waitrose and Caroline Gardener for the sale of jute bags.

## Section 6: The future

Meningitis Now's customary process of operational and financial planning for 2020-21 had commenced in autumn 2019, alongside significant time and effort spent on developing a new strategic plan, intended to replace *Vision 2020*. Provisionally entitled *Making a difference, every day* the new strategy had been due for publication in April 2020, and would have committed the Charity to the pursuit of three, five-year goals:

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

The Charity's provisional plans for 2020-21 had been shaped by these three goals, and a draft budget had been prepared and was reviewed by Trustees at a meeting of the Audit and Risk Sub-Committee in February 2020. These plans proposed expenditure of £2.8m and an income budget of £2.4m, excluding gifts-in-kind. As in 2019-20, an operational deficit had been planned, in line with the Trustee's overall strategy of investing in frontline charitable activities whilst also bringing the level of unrestricted reserves back into line with the Reserves Policy.

As will be evident from previous sections of this report, the Covid-19 pandemic has severely disrupted Meningitis Now's plans for 2020-21. For example, since March 2020, virtually all face-to-face activity has had to cease, including support events such as Family Days and home visits. Fundraising has been severely affected, with 'big-ticket' events such as the Great North Run and the London Marathon being cancelled or postponed. This has severely limited the ability of the public to fundraise within their communities. At the same time, reduced income from investments has affected the ability of some philanthropic donors to give to charities, whilst individuals and businesses who might normally pledge their support have also been affected due to reduced levels of social and economic activity and the recession that has accompanied Covid-19.

The financial impact of all this for Meningitis Now has been dramatic, given that Community, Events, Corporate and Individual Giving income streams accounted for over 62 per cent of income in the original 2020-21 budget. As a result, Meningitis Now is forecasting an income of between £1.1-1.3m in 2020-21 – a potential drop of over 50 per cent. Whilst this is extremely challenging for Meningitis Now, it is not, in fact, untypical of many fundraising charities in the UK that rely on the generosity of others. Reports in the Charity press and published by think tanks and umbrella organisations indicate that many charities have experienced similar reductions in income. At a macro-level, the Institute of Fundraising, the National Council for Voluntary Organisations and the Charity Finance Group have produced estimates suggesting that charities are facing a nationwide shortfall of £12.4bn of income in 2020-21. It is fortunate that a solid fundraising performance and prudent financial management over the past several years has meant that the Charity began the year with a generous financial 'buffer' in terms of unrestricted reserves.

In light of this, however, the Board of Trustees adopted a 'Coronavirus strategy' to help guide the Charity through the pandemic. The strategy provides Meningitis Now with three simple aims:

## **Meningitis Now**

### **Trustees' Report**

#### **For the year ended 31 March 2020**

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1. To survive.
2. To protect what is valuable about our charity.
3. To deliver our charitable activities, as far as possible.

The Senior Leadership Team and the Board have since developed proposals and plans for 2020-21 that are fully in line with this strategy. This includes a new expenditure budget for 2020-21 that proposes £1.6m of expenditure against £2.8m originally budgeted. Cost savings have been implemented or identified that include withdrawal of funding for research projects, reduced expenditure on campaigns and information materials, a pause on investment in the website and financial systems, and reductions in rent and other areas of expenditure. Between April and October 2020, over two-thirds of staff were on furlough, and staffing reductions have been implemented in Autumn 2020. A deficit of between £0.3-0.5m is expected, meaning the Charity can draw upon its reserves and reach the end of the financial year with unrestricted reserves of between £0.7-1.0m. This is a prudent position and allows the Charity to begin 2021-22 in a sustainable fashion.

Included within the Charity's operational plans for 2020-21 are:

#### **Saving Lives**

- Ongoing research, covering prevention, diagnosis and treatment of meningitis with projects underway at Imperial College London, the Crick Institute and the Spencer Dayman Meningitis Laboratories, University of Bristol.
- Student and young people's meningitis awareness campaign – 'Don't assume it's Covid'.
- The 'Roundtable' project, which aims to bring together Public Health England, NHS England, MRF, GSK, Pfizer, Boots, a Life for a Cure, plus other stakeholders to test the proposition that a collaboration can produce resource efficiencies and potentially more impactful meningitis awareness campaigns.
- MARM – ongoing support for universities, with a focus on dissemination of digital materials, with a focus on signs and symptoms.
- Ongoing activities through the NHS England Acute Deterioration Board, focusing on improved diagnosis and treatment of meningococcal disease.

#### **Rebuilding Futures**

- Nurse-led Helpline – a vital first point of contact for people seeking information, reassurance and support, via telephone, email and social media.
- Community Support and Events – provision of one-to-one in-depth support for those that need it most including young people through our B&A programme. Wherever possible, we will deliver events such as our Family Days and residential weekends, as these are an important part of our

service delivery. We will embrace digital technology to deliver a programme of on-line support events.

- Financial Support – provision of financial support through our Rebuilding Futures Fund. Awards made through this fund will continue to enable people to start to rebuild their lives and face the future with hope and confidence.
- Peer Support – Covid-19 has reinforced the value of our peer support groups and online forums, as no-one understands meningitis more than those who have been through it.
- Information and Support Materials – provision of a wide range of information materials for the public and health professionals that are available online. We will continue to provide up-to-date information related to the ongoing Covid-19 pandemic. The Charity will also build its capability in this area, particularly in the use of video and audio podcasts, to support and inform beneficiaries.

In addition, steps have been taken to review fundraising activities and practices in order to ensure that people can fundraise for Meningitis Now in ways that are safe and compliant with government guidance on Covid-19. In some cases, this has meant the cancellation of events (such as the Five Valleys Walk) but in other cases, it has meant thinking carefully and creatively to ensure that people can continue to support the fight against meningitis by raising vital funds.

Despite the disruptions of Covid-19 the Charity remains committed to organisational development through:

- **Sustainable funding** – It will ensure we have an effective, diversified fundraising programme, offering flexible ways for people to support us as individuals, families, organisations or businesses.
- **Smart communications** – It will produce compelling, engaging, targeted and cost-effective communications to raise national brand awareness and keep meningitis high on the agenda. Focusing on its digital and traditional media presence, the Charity will maintain its sector leadership in social media activity and work with media partners wherever possible.
- **A strong and effective organisation** – The Charity will be efficient and business-minded while maintaining a personal approach. It will set objectives and targets for our activities and measure performance continually. Its capacity will continue to be increasingly enhanced across all aspects of its work by a strong, engaged team, including those with personal experience. It will also seek to collaborate with other charities where it can improve its impact.
- **A high-performing team** – Meningitis Now will continue to attract, keep and grow a positive, productive team. It will support leaders at every level of the organisation as they define clear goals and build a shared vision of the future, encouraging autonomy and forward thinking. It will involve the right people with the right skills in each project and work collaboratively and apply these principles to our wider team of volunteers, advisors and board.

- **Learning culture** – It will embrace a learning culture to increase knowledge, competence and performance. This will be achieved through structured and peer-to-peer learning experiences, encouraging staff development through innovative working practices and creative thinking.

## **Section 7: Governance**

### **Organisational structure**

Meningitis Now is based in the UK, with its headquarters in Stroud, Gloucestershire and operates across the UK.

During 2019-20, the Charity was governed by a board of 8 to 11 Trustees, who met formally on a regular basis. The Charity operates with four permanent sub-committees that review specialist aspects of its 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.

Since the onset of the Covid-19 pandemic, the Charity has taken advantage of flexibility provided by the Charity Commission to allow Trustee meetings to take place via videoconference. It is anticipated that the Charity will change its Articles of Association to explicitly reference the acceptability of telepresence meetings, although these are not expected to replace face-to-face meeting as and when social distancing allows.

Day-to-day running of the Charity is delegated to the Chief Executive and the Senior Leadership Team. The Charity operates a full strategic and operational planning and budgeting process, with detailed budgets and plans being presented to, debated and approved by the Board each year, with performance subsequently reported against the plan and budgets.

### **Remuneration and conflicts of interest**

In determining the Charity's 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 the Charity. To facilitate this and to ensure that the Charity remains competitive in the employment market, it has created a new internal Pay Review Panel. This body sits regularly to ensure that the Charity remains sensitive to issues such as pay and employment conditions.

Delivery of Meningitis Now's charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. In the year 2019-20, all staff were awarded a two per cent annual 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.

## **Meningitis Now**

### **Trustees' Report**

#### **For the year ended 31 March 2020**

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No Trustees are remunerated for their role within the Charity, receiving only out-of-pocket expenses. The Charity maintains a Conflicts Register to ensure no Trustees receive indirect remuneration for their involvement with the charity.

#### **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 the Charity's future activities. In particular, the Trustees considered how planned activities will contribute to the aims and objectives that have been set.

#### **Fundraising practice**

Meningitis Now has a clear Fundraising Policy, which is approved by the Trustees and reviewed annually.

To help guarantee the availability of continuing funds to pay for this work, the Charity aims to maintain a broad base of funding sources. The purpose of the policy is to ensure clarity and openness to all stakeholders.

The key principles of responsible fundraising are:

1. To have honest relationships with our donors.
2. To retain our independence and avoid over-reliance on one or more donors.
3. To have good processes for making decisions about from whom we accept money.
4. To be as cost-effective as possible in developing sustainable fundraising income streams.

Meningitis Now is proud to be registered with the Fundraising Regulator.

#### **Reserves policy and going concern**

The Trustees regularly review 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. As is good practice, the Trustees reviewed the Reserves Policy in line with best practice and Charity Commission Guidelines, and have determined that a goal of holding six months' operating costs in unrestricted reserves remains appropriate, giving a target range of £0.7 million to £1 million (the latter including six months core fundraising costs) in 2019-20. This 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 the costs are fixed in nature, all of which have a direct impact on the cash flow. This target range is also likely to change in light of the financial and operational impact of Covid-19, including an organisational restructure, which will reduce level of six months' operating costs in 2021-22 to an estimated range of £388k to £530K.

The Charity started 2020-21 with reserves above its upper level as defined by its 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 have in fact created a valuable buffer for the Charity as it faces

## **Meningitis Now**

### **Trustees' Report**

#### **For the year ended 31 March 2020**

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significant operational and financial constraints. The aim of the Charity in navigating the pandemic has been that unrestricted reserves are deployed to support both charitable activities in the short-term whilst also ensuring the Charity remains viable in the long-term.

Looking ahead to 2021-22, the Trustees have reviewed the reserves and actions being taken to actively manage both the income and expenditure of the Charity. On this basis, the Trustees have concluded in that the Charity is a going concern, and that there are no material uncertainties within the next 12 months that would endanger the Charity's 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 £0.5 million 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 on 1 April 2016 and has been overseen since then by the Investment Sub-Committee of the Board. As a result of the Covid-19 pandemic and the economic uncertainty this created, the value of these investments fell at the tail end of 2019-20. The unrealised loss in 2019-20 was £27k, although this still represents a significant return on investment when viewed in the long-run. The Charity had also taken steps in 2019 to produce a defensive portfolio, with the risks associated with Brexit being present in the setting of the investment strategy.

During 2019-20, 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. The Chief Executive, Director of Fundraising and Head of Finance are invited to attend. The Committee reviews a risk register which provides coverage across strategic and operational risks. The committee considers its risks profile at each of its meetings and reviews the Charity's risk register with the CEO to confirm that items remain within appetite.

The principal risks faced by the Charity in 2020-21 are shaped heavily by the Covid-19 pandemic:

1. Short/medium term reductions to income risk viability of the Charity as a going concern.
2. Failure to plan for long-term undermines financial sustainability.
3. Resources are inadequate to deliver operational and strategic objectives.
4. Second wave of Covid-19 affects strategic/operational plans.

The Charity also recognises that a number of risks are heightened in the current operating environment, including:

## **Meningitis Now**

### **Trustees' Report**

#### **For the year ended 31 March 2020**

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- Regulatory breaches, including information security and health and safety.
- Fraud and cyber security breaches, due to changed operational practices such as staff working from home or remotely.
- Key person dependency.
- Risk of a localised outbreak affecting staffing and/or Head Office.

Such risks are arguably common to many organisations in the UK, although this is not to minimise their likelihood or impact. They also sit alongside and interact with pre-Covid risks that have been previously reported by the Charity, such as the changing future incidence of meningitis in the UK, and the need for the Charity to adapt to remain sustainable and meet the ongoing needs of its beneficiaries. It is also notable that some risks, such as those associated with events such as the Three Peaks Challenge, have reduced as operational activities have been restricted. Other risks – such as cancellation of fundraising events – have crystallised in the course of the pandemic.

The CEO and Senior Leadership Team regularly review and assess risk as part of their operational planning and monitoring process and, where a risk is identified, seek to create effective action plans to mitigate, as far as possible, its occurrence and impact. This discipline has been valuable in the navigation of the impacts of Covid-19 during 2020. Since the arrival of the Covid-19 pandemic, the Board of Trustees have initiated monthly meetings at which key financial, strategic and operational risks, issues and decisions have been debated and discussed.

At the September 2020 meeting of the Audit and Risk Sub-Committee, a Covid-19 risk register was also discussed, as was the annual policy review. This review ensured that all main areas of policy and procedure remain relevant for the current operating environment. The Charity considers that reasonable mitigations or plans are in place to address the key primary and secondary risks. As set out in Section 6, the primary risks are mitigated through the Charity's Coronavirus Strategy. This is designed to protect the Charity's assets and delivery of charitable objectives, whilst also acknowledging that remedial action to address income and expenditure is critical to sustainability and even survival. The accompanying budget for 2020-21 also ensures that the Charity's cash position and unrestricted reserves remain at a level that continues to provide a 'buffer' in the face of a further downturn and sustained reduced levels of income. The secondary risks are mitigated by plans either already in place or in progress. In particular, the experience of working through lockdown and with a reduced staffing establishment due to furlough has tested – in practice – the capacity and capability of the Charity to adapt and work with reduced staffing available and with staff working remotely from home.

#### **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

## **Meningitis Now**

### **Trustees' Report**

#### **For the year ended 31 March 2020**

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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 proper 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 –Chairman 12/10/2018

Mr S Gazard, Vice Chairman

Miss H Marsh, Treasurer

Mr C Jones

Mr R Adlington

Mrs S Blackie

Mr G Price

Mr J Sutherland

Dr S Kroll (appointed October 2019)

Mrs J Marsh appointed October 2019)

## **Meningitis Now**

### **Trustees' Report**

#### **For the year ended 31 March 2020**

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Ms E Thomas (appointed January 2020 by the Board, subject to approval at the AGM 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. Three new Trustees were recruited in 2019-20.

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 2020 was 30 (2019 – 39).

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

#### **Auditors**

Sayer Vincent were reappointed as the Charity's 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 30 October 2020 and signed on their behalf by

Andrew Fletcher - Chairman

## **Opinion**

We have audited the financial statements of Meningitis Now for the year ended 31 March 2020, which comprise the group and parent charitable company statement of financial activities, the group and parent charitable company balance sheets and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members and Trustees, 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 parent company's members and trustees those matters we are required to state to them in an auditors' 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 and trustees as a body, for our audit work, for this report, or for the opinions we have formed.

## **Respective responsibilities of trustees and auditors**

As explained more fully in the Statement of Trustees' Responsibilities set out in the report of the Trustees, the Trustees (who are also the directors of the 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.

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 responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

## **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the group's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. In addition, we read all the financial and non-financial information in the report of the trustees to identify material inconsistencies

## **Meningitis Now**

### **Independent auditors' report**

**For the year ended 31 March 2020**

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with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies, we consider the implications for our report.

#### **Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2020 and of the group's incoming resources and application of resources, including the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

#### **Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, the information given in the report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements.

#### **Matters on which we are required to report by exception**

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

- the parent charitable company has not kept proper and adequate accounting records or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records or 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 Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the report of the Trustees' and take advantage of the small companies exemption from the requirement to prepare a strategic report.

Jonathan Orchard (Senior statutory auditor)

9 December 2020

for and on behalf of Sayer Vincent LLP, Statutory Auditors

Invicta House, 108-114 Golden Lane, London EC1Y 0TL

Sayer Vincent LLP is eligible to act as an 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 2020

	Note	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
<b>Income from:</b>							
Donations and legacies	2	1,522,522	467,456	<b>1,989,978</b>	1,795,083	597,774	2,392,857
Charitable activities							
Communication and awareness	3	-	34,228	<b>34,228</b>	-	44,250	44,250
Community support	3	-	160,880	<b>160,880</b>	-	213,510	213,510
Helpline and support services	3	-	55,733	<b>55,733</b>	-	15,700	15,700
Research	3	-	105,000	<b>105,000</b>	-	138,700	138,700
Other trading activities							
Fundraising events		385,859	10,696	<b>396,555</b>	407,760	-	407,760
Trading activities	12	42,243	-	<b>42,243</b>	21,536	-	21,536
Investments – interest on bank deposits		24,136	-	<b>24,136</b>	2,235	-	2,235
<b>Total income</b>		<b>1,974,760</b>	<b>833,993</b>	<b>2,808,753</b>	<b>2,226,614</b>	<b>1,009,934</b>	<b>3,236,548</b>
<b>Expenditure on:</b>							
Raising funds							
Donations and legacies		722,327	-	<b>722,327</b>	659,657	-	659,657
Fundraising events		120,350	4,446	<b>124,796</b>	127,372	1,919	129,291
Trading activities		10,913	-	<b>10,913</b>	5,961	-	5,961
		<b>853,590</b>	<b>4,446</b>	<b>858,036</b>	<b>792,990</b>	<b>1,919</b>	<b>794,909</b>
Charitable activities							
Communication and awareness		715,905	390,966	<b>1,106,871</b>	650,600	262,568	913,168
Community support		298,091	198,354	<b>496,445</b>	122,286	312,032	434,318
Helpline and support services		398,355	64,045	<b>462,400</b>	333,782	16,190	349,972
Research		11,154	136,401	<b>147,555</b>	38,251	101,824	140,075
		<b>1,423,505</b>	<b>789,766</b>	<b>2,213,271</b>	<b>1,144,919</b>	<b>692,614</b>	<b>1,837,533</b>
<b>Total expenditure</b>	4	<b>2,277,095</b>	<b>794,212</b>	<b>3,071,307</b>	<b>1,937,909</b>	<b>694,533</b>	<b>2,632,442</b>
<b>Transfers between funds</b>		26,909	(26,909)	-	74,757	(74,757)	-
<b>Net income / (expenditure) before net gains on investments</b>		(275,426)	12,872	<b>(262,554)</b>	363,462	240,644	604,106
Net (losses)/gains on investments		(26,759)	-	<b>(26,759)</b>	30,225	-	30,225
<b>Net movement in funds</b>	18	<b>(302,185)</b>	<b>12,872</b>	<b>(289,313)</b>	<b>393,687</b>	<b>240,644</b>	<b>634,331</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		1,523,675	547,401	<b>2,071,076</b>	1,129,988	306,757	1,436,745
<b>Total funds carried forward</b>		<b>1,221,490</b>	<b>560,273</b>	<b>1,781,763</b>	<b>1,523,675</b>	<b>547,401</b>	<b>2,071,076</b>

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 18a to the financial statements.

## Meningitis Now

### Balance sheets

Company no. 2469130

As at 31 March 2020

		The group		The charity	
	Note	2020	2019	2020	2019
		£	£	£	£
<b>Fixed assets:</b>					
Tangible assets	11	35,196	54,709	35,196	54,709
Investments	12	598,912	606,295	598,914	606,297
		<u>634,108</u>	<u>661,004</u>	<u>634,110</u>	<u>661,006</u>
<b>Current assets:</b>					
Debtors	14	186,949	460,071	178,598	471,494
Cash at bank and in hand		1,337,439	1,304,114	1,329,284	1,277,027
		<u>1,524,388</u>	<u>1,764,185</u>	<u>1,507,882</u>	<u>1,748,521</u>
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	15	376,733	354,113	360,229	354,027
		<u>1,147,654</u>	<u>1,410,072</u>	<u>1,147,652</u>	<u>1,394,494</u>
<b>Net current assets / (liabilities)</b>		<u>1,781,763</u>	<u>2,071,076</u>	<u>1,781,762</u>	<u>2,055,500</u>
<b>Total assets less current liabilities</b>		<u>1,781,763</u>	<u>2,071,076</u>	<u>1,781,762</u>	<u>2,055,500</u>
<b>Total net assets / (liabilities)</b>		<u>1,781,763</u>	<u>2,071,076</u>	<u>1,781,762</u>	<u>2,055,500</u>
<b>Funds:</b>	18				
Restricted income funds		560,273	547,401	560,273	547,401
Unrestricted income funds:					
General funds		1,221,490	1,523,675	1,221,490	1,508,099
Total unrestricted funds		<u>1,221,490</u>	<u>1,523,675</u>	<u>1,221,490</u>	<u>1,508,099</u>
<b>Total funds</b>		<u>1,781,763</u>	<u>2,071,076</u>	<u>1,781,763</u>	<u>2,055,500</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 30 October 2020 and signed on their behalf by

Andrew Fletcher  
Chairman

## Meningitis Now

### Consolidated statement of cash flows

For the year ended 31 March 2020

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

	2020 £	2019 £
<b>Net (expenditure) / income for the reporting period (as per the statement of financial activities)</b>	<b>(289,313)</b>	<b>634,331</b>
Depreciation charges	20,063	18,516
Losses/ (Gains) on investment	26,759	(30,225)
Dividends and interest from investments	(24,136)	(2,235)
(Profit)/loss on the disposal of fixed assets	-	11,922
Decrease/ (increase) in debtors	273,122	(382,377)
Increase/(decrease) in creditors	22,620	(113,214)
<b>Net cash provided by operating activities</b>	<b>29,116</b>	<b>136,718</b>

	2020 £	£	2019 £	£
<b>Cash flows from operating activities</b>				
<b>Net cash (used in) operating activities</b>		29,116		136,718
<b>Cash flows from investing activities:</b>				
Dividends and interest	24,136		2,235	
Purchase of fixed assets	(550)		(51,119)	
Proceeds from sale of investments	-		-	
Purchase of investments	(68,388)		-	
Disposal proceeds	-		-	
Movement in investment cash	49,012		-	
<b>Net cash provided by / (used in) investing activities</b>		<b>4,210</b>		<b>(48,884)</b>
<b>Change in cash and cash equivalents in the year</b>		<b>33,326</b>		<b>87,834</b>
Cash and cash equivalents at the beginning of the year		1,304,113		1,216,279
<b>Cash and cash equivalents at the end of the year</b>		<b>1,337,439</b>		<b>1,304,113</b>

**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 (formerly known as 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 taken into account the impact and uncertainty associated with Covid-19 at the reporting date.

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 2020

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#### 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	33.4%
● Communication and awareness	22.8%
● Community support	22.0%
● Helpline and support services	13.2%
● Research	1.3%
● Support costs	7.0%
● Governance costs	0.3%

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	24.4%
● Community support	20.1%
● Helpline and support services	16.8%
● Research	1.5%

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	25% per annum on cost

**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	2020 Total	Unrestricted	Restricted	2019 Total
	£	£	£	£	£	£
Legacies	148,209	15,921	<b>164,130</b>	81,191	381,000	462,191
Donated services	190,422	274,846	<b>465,268</b>	183,901	125,009	308,910
Community fundraising	590,078	30,532	<b>620,610</b>	795,459	8,412	803,871
Other donations	593,813	146,157	<b>739,970</b>	734,532	83,353	817,885
	<u>1,522,522</u>	<u>467,456</u>	<u><b>1,989,978</b></u>	<u>1,795,083</u>	<u>597,774</u>	<u>2,392,857</u>

Gifts in kind comprise mainly pro bono advertising services, awareness campaign support and free travel. Further details of these gifts are in the trustees' report.

## 3 Income from charitable activities

	Unrestricted £	Restricted £	2020 Total £	Unrestricted £	Restricted £	2019 Total £
Petra Ecclestone Foundation	-	-	-	-	35,000	35,000
Other income from communication and awareness	-	34,228	<b>34,228</b>	-	9,250	9,250
Sub-total for communication and awareness	-	34,228	<b>34,228</b>	-	44,250	44,250
St James's Place Foundation	-	-	-	-	30,000	30,000
Big Lottery	-	94,014	<b>94,014</b>	-	92,381	92,381
Other income from community support	-	66,866	<b>66,866</b>	-	91,129	91,129
Sub-total for community support	-	160,880	<b>160,880</b>	-	213,510	213,510
Other income from helpline and support services	-	55,733	<b>55,733</b>	-	15,700	15,700
Sub-total for helpline and support services	-	55,733	<b>55,733</b>	-	15,700	15,700
The Charles Wolfson Charitable Trust	-	60,000	<b>60,000</b>	-	60,000	60,000
Starfish Trust	-	25,000	<b>25,000</b>	-	25,000	25,000
Other income from research	-	20,000	<b>20,000</b>	-	53,700	53,700
Sub-total for research	-	105,000	<b>105,000</b>	-	138,700	138,700
Total income from charitable activities	-	355,841	<b>355,841</b>	-	412,160	412,160

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2020

4a Analysis of expenditure (Current year)

	Charitable activities							2020 Total £	2019 Total £
	Communication & awareness £	Community support £	Helpline & support services £	Research £	Cost of raising funds £	Governance costs £	Support costs £		
Staff costs (Note 7)	385,206	285,065	247,232	17,190	464,489	6,718	99,830	1,505,730	1,318,583
Recruitment, training & other	14,455	10,138	8,772	847	17,888	853	13,945	66,898	45,100
Travel & subsistence	41,740	23,047	8,884	857	19,566	295	-	94,389	91,236
Trustee expenses	-	-	-	-	-	1,542	-	1,542	1,968
Awareness & education	538,433	11,865	7,207	-	21,804	-	-	579,309	436,122
Professional services	-	38,610	49,419	-	-	-	-	88,029	96,646
Grants payable to individuals	-	-	64,632	-	-	-	-	64,632	6,708
Research grants	-	-	-	121,824	-	-	-	121,824	115,333
Commissioned Research	-	-	-	-	-	-	-	-	-
Computer related	422	346	1,746	12	960	12	103,462	106,960	98,952
Property and phones	612	2,723	756	(37)	1,851	(37)	130,800	136,668	130,186
Postage, stationery & subscriptions	6,640	5,051	4,801	341	9,372	272	-	26,477	27,145
Auditors' remuneration	-	-	-	-	-	12,900	-	12,900	11,900
Legal, professional, bank	-	-	-	-	510	-	21,903	22,413	12,756
Fundraising event costs	14,516	21,774	-	-	124,796	-	-	161,086	168,137
Other fundraising expenditure	3,636	7,911	202	-	34,080	-	-	45,829	44,807
Trading costs	-	-	-	-	10,913	-	-	10,913	5,961
Miscellaneous	649	8,398	810	16	1,455	15	14,362	25,705	20,902
	1,006,309	414,928	394,461	141,050	707,684	22,570	384,302	3,071,304	2,632,442
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)	-	-	-
<b>Total expenditure 2020</b>	<b>1,106,871</b>	<b>496,445</b>	<b>462,400</b>	<b>147,555</b>	<b>858,036</b>	<b>(3)</b>	<b>-</b>	<b>3,071,304</b>	<b>-</b>
Total expenditure 2019	913,168	434,318	349,972	140,075	794,909	-	-	-	2,632,442

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2020

4b Analysis of expenditure (Prior year)

	Charitable activities				Cost of raising funds £	Governance costs £	Support costs £	2019 Total £
	Communication & awareness £	Community support £	Helpline & support services £	Research £				
Staff costs (Note 7)	348,169	246,116	193,105	16,530	417,687	5,169	91,807	1,318,583
Recruitment, training & other	9,363	5,917	4,735	438	10,778	540	13,329	45,100
Travel & subsistence	40,379	22,093	8,252	855	19,576	81	-	91,236
Trustee expenses	-	-	-	-	-	1,968	-	1,968
Awareness & education	388,274	14,235	8,484	155	24,974	-	-	436,122
Professional services	-	29,327	67,319	-	-	-	-	96,646
Grants payable to individuals	-	-	6,708	-	-	-	-	6,708
Research grants	-	-	-	115,333	-	-	-	115,333
Commissioned Research	-	-	-	-	-	-	-	-
Computer related	348	246	980	13	440	8	96,917	98,952
Property and phones	195	2,301	551	-	1,758	-	125,381	130,186
Postage, stationery & subscriptions	7,275	4,908	4,295	906	9,582	179	-	27,145
Auditors' remuneration	-	-	-	-	-	11,900	-	11,900
Legal, professional, bank	-	-	-	-	-	-	12,756	12,756
Fundraising event costs	15,538	23,308	-	-	129,291	-	-	168,137
Other fundraising expenditure	4,883	7,209	253	-	32,462	-	-	44,807
Trading costs	-	-	-	-	5,961	-	-	5,961
Miscellaneous	1,661	6,694	213	21	145	13	12,155	20,902
	816,085	362,354	294,895	134,251	652,654	19,858	352,345	2,632,442
Support costs	82,872	64,252	49,046	4,436	126,898	24,841	(352,345)	-
Governance costs	14,211	7,712	6,031	1,388	15,357	(44,699)	-	-
<b>Total expenditure 2019</b>	<b>913,168</b>	<b>434,318</b>	<b>349,972</b>	<b>140,075</b>	<b>794,909</b>	<b>-</b>	<b>-</b>	<b>2,632,442</b>

## Meningitis Now

### Notes to the financial statements

For the year ended 31 March 2020

#### 5a Grant making (current year)

	Grants to institutions £	Support and other costs £	2020 £	2019 £
<b>Cost/(recall of amounts)</b>				
University of Bristol – Prof. Finn	24,900	5,186	<b>30,086</b>	–
St George's – Prof Heath	36,400	7,581	<b>43,981</b>	16,435
University of Bristol – Prof. Virji	–	–	–	–
Imperial College London – Prof. Langford	–	–	–	–
University of Oxford – Prof. Tang/Dr Exley	–	–	–	35,589
University of Liverpool – Prof. Kadioglua	60,524	12,604	<b>73,128</b>	87,977
UCL – Prof. J Brown	–	–	–	74
	<u>121,824</u>	<u>25,371</u>	<u><b>147,195</b></u>	<u>140,075</u>

The governance costs allocated for 2019/20 totalled £1,702 (2018/19 £1,388). 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:

	2020 £	2019 £
Within one year	<b>191,450</b>	144,490
Between two and four years	<b>160,000</b>	50,000
	<u><b>351,450</b></u>	<u>194,490</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 £	2019 £	2018 £
<b>Cost</b>				
Public Health England – Dr Lucidame	–	–	–	(1,739)
St George's – Prof Heath	13,532	2,903	<b>16,435</b>	–
University of Bristol – Prof. Virji	–	–	–	(2,233)
Imperial College London – Prof. Langford	–	–	–	57,943
University of Oxford – Prof. Tang/Dr Exley	29,303	6,286	<b>35,589</b>	71,016
University of Liverpool – Prof. Kadioglua	72,437	15,540	<b>87,977</b>	83,228
UCL – Prof. J Brown	61	13	<b>74</b>	114,873
	<u>115,333</u>	<u>24,742</u>	<u><b>140,075</b></u>	<u>323,088</u>

#### 6 Net incoming resources for the year

This is stated after charging / crediting:

	2020 £	2019 £
Depreciation	<b>20,063</b>	18,516
Operating lease rentals:		
Property	<b>82,800</b>	68,400
Other	<b>1,689</b>	–
Auditors' remuneration (excluding VAT):		
Audit	<b>12,900</b>	11,900
Other services	<b>3,600</b>	–

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

Staff costs were as follows:

	2020 £	2019 £
Salaries and wages	1,346,695	1,183,284
Redundancy and termination costs	–	–
Social security costs	113,879	99,222
Employer's contribution to defined contribution pension schemes	45,156	36,077
	<u>1,505,730</u>	<u>1,318,583</u>

No employee earned between £60,000 and £70,000 during the year (2018/19: one). One employee earned between £70,000 and £80,000 in the year (2018/19: none).

The total employee benefits including pension contributions and national insurance of the key management personnel were £323,390 (2018/19: £300,483).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2019: £nil). No charity trustee received payment for professional or other services supplied to the charity (2019: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £1,541 (2019: £1,968) incurred by 10 (2019: 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:

	2020 No.	2019 No.
Raising funds	20.2	19.6
Communication and Education	15.0	15.2
Community Support	11.4	11.9
Helpline and support services	9.2	6.3
Research	0.6	0.6
Governance	0.6	0.4
	<u>57.0</u>	<u>54.0</u>

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

	2020 No.	2019 No.
Raising funds	17.4	15.8
Communication and Education	12.9	12.2
Community Support	9.8	9.6
Helpline and support services	7.9	5.1
Research	0.5	0.5
Governance	0.5	0.3
	<u>49.0</u>	<u>43.5</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 2020

#### 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:

	2020 £	2019 £
UK corporation tax at 19% (2019: 19%)	-	-

#### 10 Tangible fixed assets

##### The group and charity

	Freehold property £	Fixtures and fittings £	Computer equipment £	Motor vehicles £	Total £
<b>Cost</b>					
At the start of the year	4,000	91,268	76,914	25,160	197,342
Additions in year	-	-	550	-	550
Disposals in year	-	-	(12,970)	-	(12,970)
At the end of the year	4,000	91,268	64,494	25,160	184,922
<b>Depreciation</b>					
At the start of the year	-	91,151	43,795	7,687	142,633
Charge for the year	-	-	11,678	8,385	20,063
Eliminated on disposal	-	-	(12,970)	-	(12,970)
At the end of the year	-	91,151	42,503	16,072	149,726
<b>Net book value</b>					
At the end of the year	4,000	117	21,991	9,088	35,196
At the start of the year	4,000	117	33,119	17,473	54,709

All of the above assets are used for charitable purposes.

#### 11a Listed investments

	2020 £	2019 £
Fair value at the start of the year	553,723	576,072
Additions at cost	68,388	-
Disposal proceeds	-	-
Net gain/loss on change in fair value	(26,759)	(22,349)
	595,352	553,723
Cash held by investment broker pending reinvestment	3,560	52,572
Fair value at the end of the year	598,912	606,295
Historic cost at the end of the year	567,269	498,881

The charity only also holds £2 (2019: £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:

	2020 £	2019 £
Turnover	42,243	21,536
Cost of sales	(10,066)	(5,026)
Gross profit	<u>32,177</u>	<u>16,510</u>
Administrative expenses	(847)	(935)
Operating profit / (loss)	<u>31,330</u>	<u>15,575</u>
Deed of covenant to parent undertaking	(31,330)	(15,575)
Profit / (loss) for the financial year	<u>-</u>	<u>-</u>
The aggregate of the assets, liabilities and funds was:		
Assets	51,382	12,507
Liabilities	(51,380)	(12,505)
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:

	2020 £	2019 £
Gross income	2,766,510	3,215,012
Result for the year	<u>(320,643)</u>	<u>618,756</u>

**13 Debtors**

	The group		The charity	
	2020 £	2019 £	2020 £	2019 £
Trade debtors	44,278	448	1,051	-
Amounts due from subsidiaries	-	-	34,876	12,418
Taxation and social security	-	547	-	-
Prepayments	82,671	77,181	82,671	77,181
Accrued income and other debtors	60,000	381,895	60,000	381,895
	<u>186,949</u>	<u>460,071</u>	<u>178,598</u>	<u>471,494</u>

## 14 Creditors: amounts falling due within one year

	The group		The charity	
	2020 £	2019 £	2020 £	2019 £
Trade creditors	60,702	86,814	56,250	86,814
Taxation and social security	41,994	107	29,942	21
Other creditors	17,581	–	17,581	–
Accruals	120,901	84,006	120,901	84,006
Deferred income	132,490	175,526	132,490	175,526
Obligations under hire purchase contracts	3,064	7,660	3,064	7,660
	<b>376,733</b>	<b>354,113</b>	<b>360,229</b>	<b>354,027</b>

## 15 Deferred income

Deferred income comprises income related to future fundraising events.

	The group		The charity	
	2020 £	2019 £	2020 £	2019 £
Balance at the beginning of the year	175,526	181,459	175,526	181,459
Amount released to income in the year	(219,975)	(222,152)	(219,975)	(222,152)
Amount deferred in the year	176,939	216,219	176,939	216,219
Balance at the end of the year	<b>132,490</b>	<b>175,526</b>	<b>132,490</b>	<b>175,526</b>

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

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	35,196	–	35,196
Investments	598,912	–	598,912
Net current assets	587,382	560,273	1,147,655
<b>Net assets at the end of the year</b>	<b>1,221,490</b>	<b>560,273</b>	<b>1,781,763</b>

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

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	54,709	–	54,709
Net current assets	606,295	–	606,295
Long term liabilities	862,671	547,401	1,410,072
<b>Net assets at the end of the year</b>	<b>1,523,675</b>	<b>547,401</b>	<b>2,071,076</b>

## Meningitis Now

### Notes to the financial statements

#### For the year ended 31 March 2020

##### 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 £
<b>Restricted funds</b>					
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)	-	-
<b>Total restricted funds</b>	<b>547,401</b>	<b>833,992</b>	<b>(794,212)</b>	<b>(26,909)</b>	<b>560,273</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	1,523,675	1,905,758	(2,234,852)	26,909	1,221,490
<b>Non-charitable trading funds</b>	-	42,243	(42,243)	-	-
<b>Total unrestricted funds</b>	<b>1,523,675</b>	<b>1,948,001</b>	<b>(2,277,095)</b>	<b>26,909</b>	<b>1,221,490</b>
<b>Total funds</b>	<b>2,071,076</b>	<b>2,781,993</b>	<b>(3,071,307)</b>	<b>-</b>	<b>1,781,763</b>

Communication and education – student awareness film.

Helpline and support services – support for the rebuilding futures programme.

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.

##### 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 £
<b>Restricted funds:</b>					
Communication & awareness	39,080	232,738	(262,568)	-	9,250
Helpline & Support services	5,717	18,875	(16,190)	-	8,402
Community Support	110,530	252,956	(312,032)	-	51,454
Research	151,430	503,446	(101,824)	(74,757)	478,295
Fundraising	-	1,919	(1,919)	-	-
<b>Total restricted funds</b>	<b>306,757</b>	<b>1,009,934</b>	<b>(694,533)</b>	<b>(74,757)</b>	<b>547,401</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	1,129,988	2,235,303	(1,916,373)	74,757	1,523,675
<b>Non-charitable trading funds</b>	-	21,536	(21,536)	-	-
<b>Total unrestricted funds</b>	<b>1,129,988</b>	<b>2,256,839</b>	<b>(1,937,909)</b>	<b>74,757</b>	<b>1,523,675</b>
<b>Total funds</b>	<b>1,436,745</b>	<b>3,266,773</b>	<b>(2,632,442)</b>	<b>-</b>	<b>2,071,076</b>

**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.

**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 2020 £	2019 £
Less than one year	67,680	82,800
One to five years	113,400	172,800
	<u>181,080</u>	<u>255,600</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.