



**Meningitis
now**

**saving lives,
rebuilding futures**

Making an impact in 2014/15

A memorable year

Meningitis
now

2014/15 saw significant, sustained success. It culminated on a high; with news that, **after two years' campaigning, the UK's first meningococcal group B (Men B) vaccine will be free to babies on the NHS from September 2015.**

Thank you to those whose commitment, resolve and generosity helped to achieve this. We all celebrate this landmark achievement; however we also recognise that for many it comes too late.

This reinforces why our unique range of support is a crucial part of our work. Demand is ever-growing and we constantly strive for ways to improve and reach more people. Our support benefited tens of thousands of families at times of vital need.

Research remains at the heart of what we do. As of March 2015, we had over £1.2 million invested in nine projects.

Led by our 60-strong Community and Young Ambassador teams, our active volunteer-base grew. Our inspirational volunteers raise awareness, promote what we do and help raise vital funds.

2016 will be big for us as we celebrate our 30th anniversary and launch our strategy for the next five years, Vision 2020; informed directly by the people we exist for.

What we have already achieved, and what we know we can achieve in the future, is only possible because of you. With your continued support, we will achieve our ultimate vision - a future where no one in the UK loses their life to meningitis and everyone affected gets the support they need to rebuild their lives.



Sue Davie,
Chief Executive



Steve Dayman,
Executive Founder



Looking forward

Whilst significant strides were made towards our vision last year, meningitis still kills and disables. It directly affects around

9,000 people

a year and impacts thousands more families and friends.

We are at the forefront of the fight through research, awareness and support, but we need your help - there's still so much to do. In 2015/16, following the Men B vaccine's introduction, **we will address the risk of complacency and danger that people believe meningitis is beaten. It's not.** Meningitis remains a real and present threat; because not all types can be prevented by current vaccines and the Men B vaccine will only be given to infants.

We must encourage vaccine uptake, in particular the Men ACWY vaccine for adolescents. To meet this challenge, we will develop a hard-hitting awareness programme for young people with a particular emphasis on reaching students.

A new grant programme will build on existing research projects - working towards new and improved vaccines, better protection for those at increased risk and understanding how bacteria are able to invade the body.

Early detection of signs and symptoms remains a priority. We have a major awareness programme starting; Meningitis Aware Recognition Mark (MARM). **We will work with schools, colleges and universities to increase awareness in staff, students and parents.** We will also work with pharmacists; recognising the growing trend of people seeking information and medical help from this source.

It is essential that we continue to meet the needs of those we exist for, so we will carry out an extensive needs analysis during summer 2015 - inviting over 1,000 people with meningitis experience to take part. This will provide an invaluable insight into the impact meningitis still has and inform our work over the next five years.

Meningitis is not yet a disease of the past and we have so much more to do.

We remain ambitious about what we can achieve - together.



Alastair Irvine,
Chairman of Trustees





Our inspiration

Horsing around

Harry was six when meningitis left him with behavioural and concentration problems and development delay. He has attended a Believe and Achieve weekend, family day and received community support. We also funded riding lessons to help develop his social skills. Mum Michelle says: *"Meningitis Now has been amazing. They helped us come to terms with what happened to Harry, and understand the impact this terrible disease has had. We are so grateful for what they've done for us, and for putting a big smile on Harry's face each week when he has his riding lesson."*

A lasting legacy

Emily was 19 and due to start university when she fell ill with meningitis. She collapsed into unconsciousness on New Year's Eve morning after feeling ill for just a few hours since the previous evening. Her life support machine was turned off on New Year's Day. Mum Julia says: *"So many people wrongly believe that meningitis only affects babies; as Emily's death shows, it doesn't, older children and teenagers are also at risk. I campaign alongside Meningitis Now to dispel this myth and urge parents to ensure teenagers are vaccinated before university. The pain of missing Emily is immeasurable, but we raise money in her name, in memory of her full and precious life."*



Living with the pain

Tammy was 32 when she had viral meningitis. It started with a headache. Within 24 hours it became excruciating; she was photophobic, had a stiff neck and vomiting. Four years on she still suffers with the after-effects including further headaches, nerve pain, extreme fatigue and a stiff neck. She says: *"I am so grateful for the support from Meningitis Now, especially the helpline nurses who have supported me through the bad days. It's been a difficult and lengthy recovery with many obstacles along the way, but it does improve and you learn to manage the symptoms better too."*



The big numbers

50

scientists and clinicians working on our projects in 10 centres around the UK



1,340,000
lifesaving symptoms cards distributed



Meningitis helpline contacted
6,360 times
for information and support

£268,711
of vital financial support awarded to families



33% increase in visits to families at home, at times of crucial need

4,000 personal challenges undertaken to raise vital funds



Social media reach grew to
1,456,635 people per month



123 people received support through our 'Believe and Achieve' and 'Rebuilding Futures' events

50,000

Beat it Now! petition signatories, contributing to the introduction of the Men B vaccine

The Fastest Hour film, showing the importance of acting fast, reached

2 million



159 charitable trusts contributed to our work



12 companies

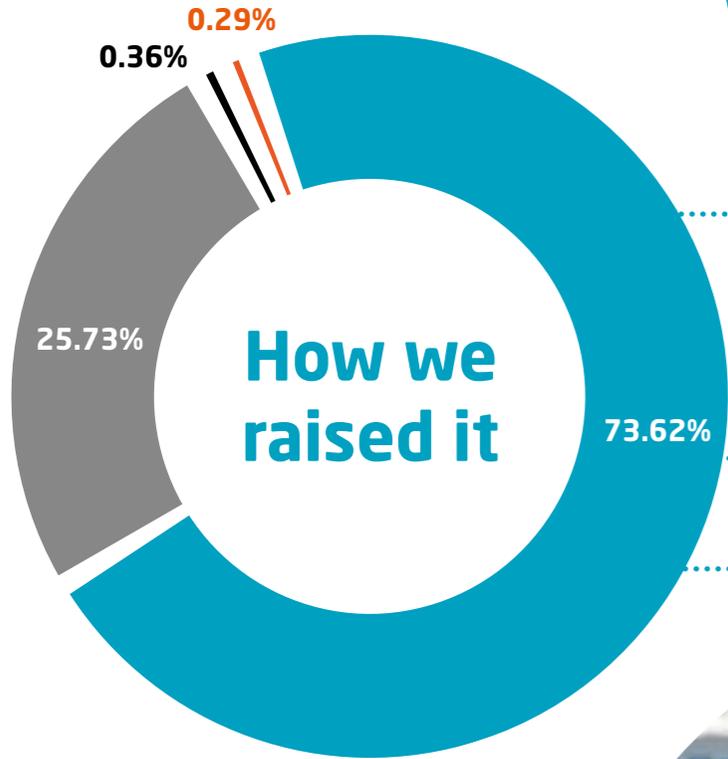
became Brighter Futures corporate partners

413

volunteers helped deliver our work

The money

Without voluntary income and the generosity of those who support our work, we would not exist.



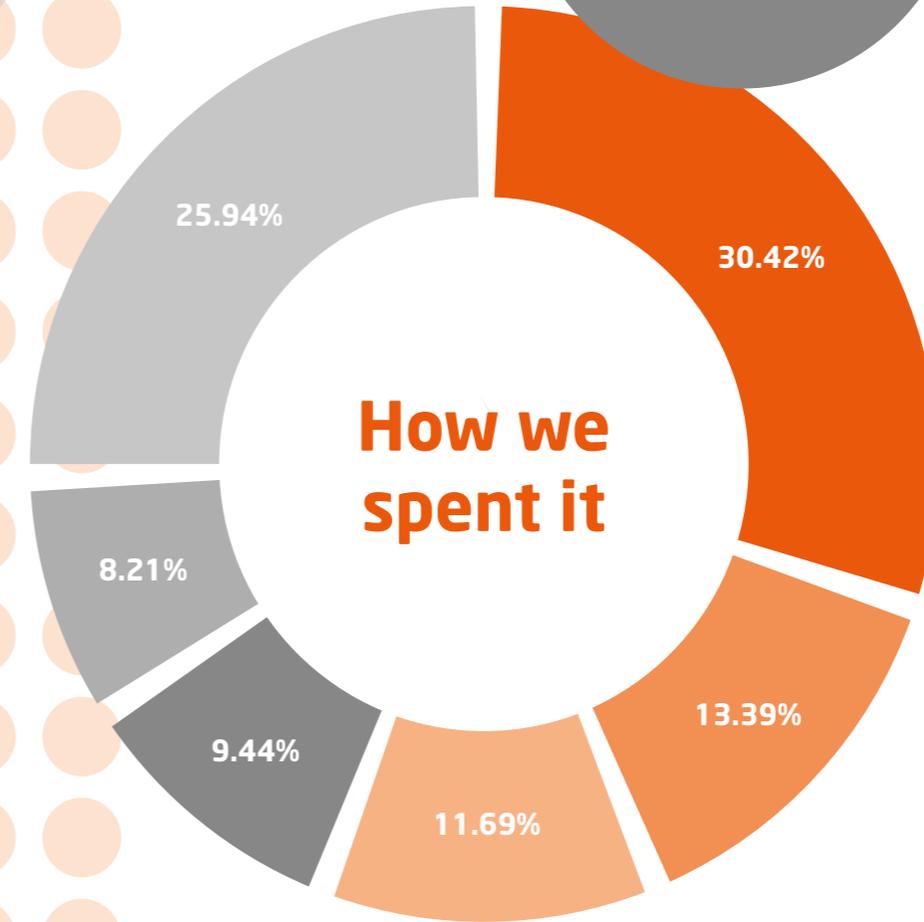
£3.4 million was raised during the year - 1% more than the previous year.

- Voluntary income £2,528,459
- Fundraising events £883,722
- Investment income £12,332
- Trading activities £10,130

Total income **£3,434,643**



£2.9 million was spent on **research, awareness and support**



£1,201,307
■ Communication & education
 We raise awareness of the disease, its impact and the support we provide. We also campaign on meningitis issues.

£528,763
■ Community support
 Our community support officers provide support to those who need it; on the phone, online and in people's homes.

£461,561
■ Helpline & support services
 Our helpline is available online and on the phone to provide information and support. It is also a way to access the services we provide (community support referrals, counselling, creative and complementary therapies and peer support).

£372,938
■ Research
 Prevention is crucial if we are to continue to save lives and prevent disability - our research programme is therefore critical.

£324,304
■ Financial support grants
 Financial pressures can be a burden post-meningitis. Our grants help reduce the associated stress and anxiety; and help provide practical support to improve quality of life.

£1,024,371
■ Cost of generating income

Total expenditure £3,948,873

The planned deficit reflected the expenditure on research from designated funds held by Meningitis UK on the merger in 2013 and the planned investment in digital capability and new database to increase effectiveness and efficiency.

The income and expenditure figures are taken from our annual and financial statements report. This can be viewed online at www.meningitisnow.org/annualreview

Meningitis now

Learning to walk

Lillie Mai was a baby when she was given a two per cent chance of survival. She pulled through, but had to have both her legs and her left arm amputated. We've provided support since Lillie became ill, including specialist toys and swimming lessons. Mum Belinda says: *"We couldn't be any more proud of Lillie and the things she can now do, and are thankful to Meningitis Now for their help and support - it's great peace of mind knowing we will always have their support."*

Join the Meningitis Now family and make a difference to people's lives.

Just contact us on:

Phone: **01453 768000**

Email: info@meningitisnow.org

Meningitis helpline: 0808 80 10 38

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Paralympic star

Anthony was nine when meningococcal septicaemia left him a double amputee. Twenty-eight years on and, with support from us in funding equipment, support with purchasing a mobility car, travel and accommodation expenses, Anthony will be representing his country in the sledge ice hockey at the Paralympics. He says: *"Without Meningitis Now, my life would have been much more difficult to handle - they have been like a ray of sunshine, helping where it really matters."*

