

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

**Meningitis Now**  
**Report and Financial Statements**  
**31 March 2019**

## **Meningitis Now**

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**For the year ended 31 March 2019**

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## Meningitis Now

### Reference and administrative details

#### For the year ended 31 March 2019

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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>	Mr Alastair Irvine Mr Andrew Fletcher  Mr Stephen Gazard Miss Hannah Marsh  Mr Mitchell Wolfe  Mr Craig Jones Mrs Sam Blackie Mr Rod Adlington Mr Gary Price Mr James Sutherland	Chairman – Retired 12/10/2018 Chairman – Appointed as Chairman 12/10/2018 Vice Chairman Treasurer – Appointed as Treasurer 12/10/18 Treasurer – Retired as Treasurer 12/10/18
<b>President</b>	Mr 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	

## Meningitis Now

### Reference and administrative details

For the year ended 31 March 2019

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<b>Scientific &amp; Medical Advisory Panel</b>	Dr Caroline Vipond PhD (Chair) Professor Simon Kroll (Vice Chair) Dr Xilian Bai PhD Professor David Dockrell MD, FRCP, FRCP, (Glas) FACP Dr Darryl Hill BSc, PhD (Wales) Professor Tim Mitchell BSc, PhD, FRCPath Dr Simon Nadel MBBS, MRCP, FRCP Dr Mary Ramsay
<b>Royal Patron</b>	HRH The Countess of Wessex GCVO
<b>Patrons &amp; Ambassadors</b>	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 Denis Law CBE Mr Ken Loach Dr Mark Porter MBE Tana Ramsay Mr Geoff Shaw Dr Ranj Singh Ian Rush MBE Dr Chris Steele MBE Lisa Snowdon Joanna Trollope OBE Dr Jane Wells MBE Rt Rev. and the Rt Hon. the Lord Williams of Oystermouth Dr Bob Woodward OBE

## Directors' Report

The Trustees present their report and the audited financial statements for the year ended 31 March 2019. Reference and administrative information set out on page 2 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 (SORP 2015).

### 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.

## REVIEW OF ACTIVITIES

### Section 1: Overview

At Meningitis Now, our purpose is to save lives and rebuild futures. During 2018-19, we set about fulfilling this with dedication and commitment, as well as taking time to plan for our future. In this report, we want to share with you our key achievements, as well as our plans for 2019-20, which will include creating a new strategy to succeed *Vision 2020*, our current strategic plan.

From a financial point of view, 2018-19 was a positive year, thanks in large part to the ongoing generosity and commitment of Meningitis Now's many friends and supporters. Overall, income (excluding gifts-in-kind) was the same as the previous year at £2.9 million. Expenditure (excluding gifts-in-kind) was 4 per cent lower at £2.3 million, generating a surplus of £0.6 million. This solid performance, in a difficult overall financial climate for charities, means that we will be carrying forward a surplus which will be posted to our reserves. We have already started to invest this resource in frontline, sustainable charitable activities and this will be continued in 2019-20 – ensuring that we save lives and rebuild futures for as long as we are needed.

As measured by the progress and impact of our core charitable activities of support, research and awareness, the year was in many ways outstanding. The highlights of our year are presented below, but special mention of the charity's many volunteers and Ambassadors is warranted upfront. Our volunteers shared close to 4,000 hours of their time over the year, playing a critical role in providing information, reassurance and awareness in their local communities and in the news media, and in supporting the work of the charity's head office in Stroud. The Trustees wish to thank all those who give their support in this way.

## **Meningitis Now**

### **Directors' Report**

#### **For the year ended 31 March 2019**

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The year saw Meningitis Now focus on improving and developing our already valued and unique support services, reflecting the changing needs of our beneficiaries. This included:

- The successful first year of our Believe & Achieve programme for young people aged 14 to 25 years. This ambitious programme is already improving the life skills of the 77 young people who have participated, through access to workshops and bespoke training events, life coaching, counselling and business mentoring. Many of the young people have reported an improvement in their emotional wellbeing and feeling happy for the first time since contracting meningitis.
- Our valued and impactful programme of support events, which have long provided a shared experience among those who have been touched by meningitis. Seven support events took place over the year, including five Family Days and two residential weekends, bringing together 298 people in a safe and caring environment. In addition, 15 bereaved families attended two 'Forever Days'.
- Our nurse-led Helpline received 2,600 calls and emails during 2018-19. While this volume of contact is lower than previous years (as anticipated), digital and social media continued to provide an increasingly popular means for people to seek support and guidance and comfort through peer support. The year saw significant growth of two closed Facebook groups: one for bereaved families; the other for peer support, with regular users exceeding 700 people. Overall, 40 per cent of all our social media activity has a support focus.
- Mindful that a personal visit can be of significant comfort, particularly during or immediately after a case of meningitis, our highly-experienced Community Support Officers increased the number of home visits during the year. The importance of this role was reinforced by the appointment of a dedicated Community Support Officer for Scotland and Northern Ireland, ensuring that people in these communities have enhanced access to our unique 1:1 support service. Our founder, Steve Dayman, continues to provide invaluable peer support to families who have been bereaved through meningitis.
- 2018-19 saw significant preparatory work to create the Rebuilding Futures Fund, a new model of financial support that aims to enhance people's physical and emotional wellbeing following meningitis. Awards can cover funeral-related costs, therapeutic interventions, educational equipment, mobility aids – even travel costs, if people need help. This new Fund will represent a significant expansion of the current provision of therapeutic interventions and bereavement support to beneficiaries, which saw 72 people access therapeutic interventions in 2018-19.

Our scientific and medical research programme also saw significant change and progress in 2018-19. This included:

- The completion of three projects at the University of Oxford, Imperial College London and University College London. These projects will enhance scientific and medical understanding of meningitis and contribute to saving lives through the ongoing development and improvement of meningococcal and pneumococcal vaccines.
- The launch of a new research grant round, ensuring that impactful studies in the field of tuberculosis (TB) meningitis and pneumococcal meningitis research will commence in 2019-20.

## Meningitis Now

### Directors' Report

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- In an exciting development, we also pledged to support the creation of a repository of throat swab samples collected by the national MenB carriage study, 'Be On the TEAM'. Samples from up to 24,000 young people will be stored at the Spencer Dayman Meningitis Laboratories, University of Bristol, thereby enhancing the immediate prospect of understanding the impact of meningococcal vaccination on bacterial carriage and creating a valuable resource for future researchers.
- We further supported the 'Be On the TEAM' project through the provision of volunteers and funding a 'prize-draw' incentivisation programme to encourage young participants to remain engaged with the study. The ongoing involvement of participants is critical to ensuring that the study can generate meaningful findings.

Our efforts to raise awareness of meningitis and provide lifesaving information to the public continued unabated during the year. Highlights included:

- Our decision to broaden our awareness campaigns to include adults as well as infants, children and young people. This is a direct response to the changing nature of disease burden in the UK and evidence, gathered by us, that showed that adults in the UK are unaware of the risks of meningitis and lack knowledge of the signs and symptoms. In response, we launched a national awareness campaign called *Adults Get It Too*. The campaign used national poster and press advertising and radio to reach an audience of over 46 million people.
- Our student campaign reached an unprecedented audience of 28 million people. We also secured our highest level of direct university involvement, with two-thirds of UK universities getting actively involved in this important programme to educate and protect young people. Over 300,000 branded awareness items were distributed, all encouraging students to know the signs and symptoms of meningitis and ensure that they have had the lifesaving MenACWY vaccine.
- Digital engagement has become a way of life for us and one that continued to grow. Our social media user base numbered 116,000 at the year end, up 5 per cent on the previous year. In a reflection of changing patterns of social media use, our Instagram and YouTube platforms grew by 28 per cent and 15 per cent respectively.
- Our website received 2.1 million visits this year – four visitors every minute. Like last year, 80 per cent of these were new visitors seeking information about meningitis signs and symptoms, making these pages the most visited on the site.
- Traditional media continued to be a significant area of activity. In 2018-19, there were over 3,200 articles mentioning 'Meningitis Now' – equivalent to a story being published every two hours. This helped us to increase awareness of meningitis among those sections of the population who have no disease experience.
- We continued our partnership with Bounty, which has placed an estimated 800,000 of our Signs and Symptoms cards in Bounty 'New Born' packs, helping us to distribute a total of 1.7 million cards in 2018-19. The production of these cards is kindly supported by the Petra Ecclestone Foundation.
- Our Meningitis Aware Recognition Mark (MARM) for universities programme continued to make significant progress, with 41 universities now awarded and a further 63 registering their interest.

We also launched our MARM for Childcare Providers. Aimed at those providing care and education for pre-school children, the scheme has outperformed our expectations, with nearly 100 settings being awarded the MARM in the first six months.

Across the charity as a whole, there were a number of further highlights:

- We continued to shape and influence government and healthcare policy, where it can help us achieve our vision. During 2018-19, we were highly active in our engagement with politicians, policy-makers, clinicians, scientists and other experts and opinion formers. We met the Parliamentary Under-Secretary for Health and Social Care, Steve Brine MP, and have engaged with Public Health England (PHE), Public Health Wales (PHW), the Joint Committee on Vaccination and Immunisation (JCVI), the Department of Health and Social Care (DHSC) and the NHS on a range of matters of public policy. These include the Cost-Effectiveness Methodology for Immunisation Programmes & Procurement (CEMIPP) review, the Meningococcal Working Group (MWG), and the ever-changing NHS vaccines and immunisation schedule.
- We continued to work with partners and external experts to improve our systems to capture and understand evidence of 'the difference we make' as a charity. Cross-departmental working groups are focusing on impact and insight, ensuring that we gather and monitor data and evidence about the outcomes of our work and the satisfaction of our supporters and beneficiaries. We believe that efficient and effective use of such data helps us ensure that people are always at the heart of what we do and that our limited resources have the greatest impact.
- Our annual Christmas Concerts at Gloucester Cathedral and St Lawrence Jewry Church in the City of London were moving and uplifting occasions, bringing together the Meningitis Now family to remember both lives lost and to say thank you for those who have survived.
- Finally, the remarkable generosity of our supporters has been a genuine highlight of 2018-19. Our annual Five Valleys Walk, held in September 2018, was a celebration of our roots in Stroud, Gloucestershire, with nearly two thousand people taking part in the event. More widely, income from events, corporate partners, trust and grant-making bodies and legacies was all up, reflecting both the ongoing need of beneficiaries and the selfless commitment shown by supporters in helping us to fulfil our aims.

The Board of Trustees is pleased to present this report and wishes to express its sincere thanks to all our staff, volunteers, supporters, funders, partners and patrons, without whom Meningitis Now would simply not exist. We are sad to report the death of long-standing patron and supporter of the charity, Dr Bob Woodward OBE.

We look forward positively as we progress towards our vision: where no one in the UK loses their life to meningitis and everyone affected gets the support they need.

## Section 2: Key achievements

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

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Support</b>			✓	✓
<p>Meningitis Now has long been proud of the quality of support that we are able to provide for people whose lives have been affected by meningitis. During 2018-19, we sought to build on this firm foundation by further improving and developing the diverse range of support that we provide. In part, this was driven by the changing needs of our beneficiaries and an analysis of the changing disease environment in the UK, but also because of our determination to invest in areas that produce demonstrably positive outcomes.</p> <p>A good example of this has been our pioneering <i>Believe &amp; Achieve</i> programme for young people aged 14 to 25 years. After only one year in development, this programme is already improving the life skills of 77 young people. During the year, the programme delivered a variety of bespoke workshops covering topics ranging from budgeting, cookery and photography to social media. In addition, we supported many young people through life coaching, counselling and business mentoring and held our first residential weekend at Center Parcs, Longleat Forest, exclusively for 18 to 25-year-olds. This inspiring weekend was attended by 11 young people. The progress and wellbeing of participants throughout the programme is carefully measured, and key outcomes for those engaged included improved educational and work prospects. This led one person to commence training as a first responder and another applying to attend university. Many of the young people have reported an improvement in their emotional wellbeing and several have reported feeling more positive. One young person who attended an event said:</p> <p><i>'I overcame so many fears of mine ... so proud of myself and I had such a fantastic day. It was lovely to meet new people who have experienced what I've experienced and talk about meningitis.'</i></p> <p>Another young person has benefited hugely from life coaching:</p> <p><i>'The coaching sessions have helped me learn not to be so hard on myself, to take risks, be more open, and that it's okay if I can't always think of the right word or get muddled.'</i></p> <p>We are grateful to The National Lottery Community Fund, St. James's Place Charitable Foundation, GSK, BBC Children in Need and the Gannochy Trust for helping to fund this programme.</p>				

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Bereavement support has long been a fundamental part of our support offer. Our founder, Steve Dayman, who lost his son to meningitis, continues to visit bereaved families, in addition to the work of our experienced Community Support Officers. We successfully delivered our Forever Days for those who have experienced bereavement, with 15 families attending two events in Ware, Hertfordshire, and Thornbury, Gloucestershire. To deliver these events we partnered with Child Bereavement UK, who provided expertise and support on the day. Ann Roland, Director of Bereavement Support and Education, at Child Bereavement UK, said:

*'We were delighted to work again with Meningitis Now and to support your dedicated staff to provide a successful day, supporting and nurturing bereaved families. It was a real pleasure and privilege to be involved.'*

The success and feedback from these days has resulted in plans to introduce a Forever Weekend next year.

We take pride in our remembrance of those whose lives have been lost to this devastating disease. We maintain three Remembrance Gardens, two in Stroud and one in Thornbury, near Bristol. Our Remembrance Garden at our Head Office in Stroud, Gloucestershire, will be ten years old in 2019.

With support from BBC Children in Need, we continued to provide our much-loved Family Days and Residential Weekends for 11 to 18-year-olds. Seven events over the year brought together 298 children and parents from across the UK to have fun, increase their confidence and meet others with a meningitis experience. A parent who attended one of our Family Days said:

*'The amazing work Meningitis Now does in supporting families affected by this horrible disease is so important in helping us get used to the after-effects of meningitis.'*

While popular, our organised events programme reflected just one aspect of the way that our beneficiaries and the public can engage and receive support. Online support through our closed Facebook pages continued to grow, with over 700 people using the 'Peer Support' and 'Bereavement' groups on a regular basis. Our nurse-led Helpline provided vital information and reassurance to over 2,600 people who called or emailed over the year. In line with anticipated trends, this number is less than the previous year, as we recognise that people are now using different channels to contact us. In response to this, our helpline will be developing a webchat service next year, while our social media engagement continued to grow (with over 40 per cent of our social media activity being support related). One caller said:

*'I cannot begin to tell you how helpful it has been talking to you on the phone. I feel a weight has been lifted off my shoulders and I am so grateful that I am going to be able to get some help and support from Meningitis Now going forward in my recovery.'*

Our Community Support Team remained active across all of the United Kingdom in providing direct support to individuals and families. This included 71 home visits, an increase from the previous year. We are delighted to have appointed a new Community Support Officer to enhance the support we deliver in Scotland and Northern Ireland, and the team continued to work in partnership with other charities and organisations to ensure that people got the right support and help. Our longstanding relationship with the Child Brain Injury Trust, for example, ensured there is bespoke support for children (and their families) with acquired brain injury.

We also provided financial assistance to 72 people to help access a range of therapeutic interventions, including counselling and creative therapies. In an exciting development, we began preparations to strengthen our approach to help those who need our support most, and developed a new model of financial support called the *Rebuilding Futures Fund*. Launching in April 2019, this programme consists of four separate areas – Health & Wellbeing, Opportunities, Bereavement and Specialist Equipment. Each area will provide funding towards different types of support, but they are all designed to help people to start to rebuild their futures with hope and confidence.

We are proud to be the only meningitis organisation in the UK offering this unique and life-changing programme of support. In summary, one beneficiary described the support they received from Meningitis Now as:

*'Life changing. Accessible. Continuous. Varying in style, matching to my needs at the time. Well-timed support has 100% prevented deterioration in my mental health.'*

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

Since Meningitis Now was established, we have funded over £12 million of vital scientific and medical research through the *Spencer Dayman Research Fund*. During 2018-19, three research projects were completed. Valued at over £500,000, they provided important early-stage research that could have significant future impact:

- In a study at the University of Oxford, Dr Rachel Exley and Professor Chris Tang explored the interactions between bacteria that live in complex communities in the back of the nose and throat and how this understanding could be applied to the development of future vaccines. The findings show that commensal *N. cinerea* could protect against meningococcal disease by triggering the immune system to recognise and respond to these pathogenic bacteria.
- Professor Paul Langford at Imperial College London has been able to show that by using advanced DNA technology we can now better define bacterial carriage in healthy babies and therefore assess the impact of the MenB vaccination on both meningococcal group B and harmless bacteria.
- Using bacterial enzymes to combine capsules and protein vaccines, Professor Jeremy Brown of University College London has developed a new technique that could potentially lead to a cheaper, more flexible vaccine that protects against all strains of pneumococcal bacteria.

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We have two ongoing research projects. The first, led by Professor Aras Kadioglu at the University of Liverpool, is valued at £246,783. Professor Kadioglu aims to create an improved pneumococcal vaccine. Significant progress has been made towards both the development of a new vaccine formulation that will offer broad protection against pneumococcal meningitis, and in the understanding of how pneumococcal bacteria actually cause meningitis. The project has secured matched funding to support further work.

With a contribution of £50,000 from Meningitis Now, and additionally funded by GSK, the second study is led by Professor Paul Heath of St George's University, London. Awarded in March 2017 for 36 months, this research aims to establish if premature babies are better protected from MenB by being given an extra dose of the vaccine.

In addition to our established research programme, we have pledged to fund the exciting creation of a new repository for the collection and secure storage of swab samples taken by the national MenB carriage study, 'Be On the TEAM'. Under the direction of Professor Adam Finn, up to 72,000 throat swab and culture samples will be stored securely at the *Spencer Dayman Meningitis Laboratories* at the University of Bristol. In funding this unique project, we hope to enhance the prospect of understanding the impact of meningococcal vaccination on bacterial carriage and to create a valuable resource for future researchers. Michelle Bresnahan's 'a Life for a Cure' charity, and the Starfish Trust, have kindly funded this work.

The year also saw the launch of a new research grant round through the *Spencer Dayman Research Fund*. Thanks to a generous legacy left to Meningitis Now, and the positive position of the charity's reserves, we invited applications from established research groups in the UK with the purpose of supporting studies related to the prevention, diagnosis, treatment and outcomes of TB or pneumococcal meningitis. Funding has been made available for grants up to a maximum of £250,000 over three years and projects should commence during 2019-20.

Further details of our research, and the impact it has achieved, can be found on our website, <https://www.meningitisnow.org/meningitis-explained/research/>

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early diagnosis	Supporting families	Influencing policy
<b>Awareness</b>	✓	✓	✓	✓
<p>When meningitis strikes, it can prove deadly within 24 hours or less. In cases of bacterial meningitis, between one-third and one half of people who survive can be left with life-changing after-effects. We therefore worked hard to raise awareness of meningitis signs and symptoms, and the crucial message that early diagnosis and treatment can significantly improve patient outcomes.</p> <p>We did this through targeting both the general population as well as specific organisations and institutions that work with some of the most at-risk groups within the population. This included infants and young children, adolescents and students and – with a new focus in 2018-19 – older adults.</p> <p>During the year, we ran two major campaigns across the UK. The first – <i>Adults Get It Too</i> – was rooted in analysis that showed that, from a statistical point of view, the burden of meningitis is gradually shifting from children to older adults. To further understand the potential impact of this change, we undertook a national survey among 1,100 people. Designed to assess perceptions and attitudes to meningitis, this survey produced some surprising results, including that 95 per cent of people aged over 55 did not consider themselves to be at risk of meningitis and 75 per cent were not confident in recognising the signs and symptoms of the disease. Mindful that adults are not routinely vaccinated against meningococcal disease and that case numbers are rising among those aged 65 years and over, we created a new campaign to improve and raise awareness.</p> <p>Launched at our annual Parliamentary Reception at the House of Commons to 30 MPs and other distinguished guests, the <i>Adults Get It Too</i> campaign proved successful in grabbing the attention of MPs, the media and those we were targeting – adults aged 55 years and older. Featuring three families, all of whom shared an adult meningitis experience, the campaign comprised radio interviews achieving 290 broadcasts that reached a quarter of the UK population. In combination with a programme of press and digital advertising, in titles such as <i>Reader's Digest</i>, <i>The People's Friend</i> and <i>My Weekly</i> magazine, and an outdoor poster campaign in 250 towns and cities across the UK, the total audience was over 46 million people. The campaign resulted in 20,300 visits to our website and thousands of requests for information, 97 per cent of which were from people with no prior relationship with the charity. The campaign was supported with an unrestricted grant from Pfizer.</p> <p>Our second campaign of 2018-19 focused on encouraging students to know the signs and symptoms of meningitis and ensure that they have had the lifesaving MenACWY vaccine. This was in response to the take-up rate for the NHS 'catch-up' programme for those who had missed the vaccine whilst at school being disappointingly low at about 40 per cent, leaving an estimated one million young people unprotected.</p>				

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Now in its fourth year, this student campaign proved successful in reaching a significant audience, with a total campaign reach of over 28 million people and with 101 UK universities ordering awareness materials. Over 300,000 posters, wall planners, beer mats and Signs and Symptom cards were distributed during the campaign, which was supported by an extensive media programme that included 30 interviews on national and regional radio aimed at parents of A-level students and a series of paid for advertising in student media, including The Tab, Student Bible and NUS online. As always, our Community and Young Ambassadors and volunteers played a crucial role in supporting student activity, providing an estimated 500 hours contact with students on campus. The campaign was supported by 'a Life for a Cure'.

Alongside this campaign activity, we continued to provide unique and focused programmes of support for those organisations such as universities who work closely with people considered to be most at risk of meningitis. This important work is captured in our successful and growing *Meningitis Aware Recognition Mark (MARM)* programme.

Launched in 2017-18, the MARM programme for universities helps student welfare and health professionals within universities to work with Meningitis Now and ensure that their institutions are equipped with appropriate meningitis awareness materials and are fully prepared to respond should a case of meningitis occur on campus. Over two-thirds of UK universities have been awarded MARM or have registered their interest in the programme; a commitment exemplified by Nottingham Trent and Leeds Beckett Universities in the way they used wide-scale campus advertising, early engagement with Freshers and placed Signs and Symptoms cards in halls of residence to inform and educate student about the disease. In the case of Leeds Beckett, this also included editorial features in student guides, highlighting the MenACWY vaccine as one of the 'six must-dos before joining Uni', alongside GP registration and looking out for each other.

Encouraged by the success of our university programme, we launched our MARM for childcare providers in 2018-19. Created to help and support front-line professionals who work with this key at-risk group, the programme is proving very popular, with nearly 100 settings registering in the first six months.

More generally, 2018-19 saw a successful year for us as the audience for traditional and social media continued to grow. In particular:

- We generated over 3,200 press articles about Meningitis Now; a 3 per cent increase year on year.
- An average of four people visited our website every minute, making a total of 2.1 million visitors. As in previous years, 80 per cent were new visitors seeking support and information. They spent, on average, 1.4 minutes on the site, up 13 per cent on the previous year.
- In response to the changing burden of meningitis within the population towards older people, we started a programme of initiatives to ensure that this demographic change is reflected in our media platforms and outputs. Early results are showing success with, for example, a 54 per cent increase in the number of visits to our adult disease web pages.
- Our social media user base grew by 5 per cent year on year to 116,000, despite major algorithm changes on Facebook which, as predicted, impacted negatively on overall reach and our ability to utilise all of our gift-in-kind Google ad grant.

## Meningitis Now

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- In addition to over 700 unique posts made by us last year, our social media team played an important part in working in partnership with other organisations to deliver major, and often global, awareness campaigns. Of note was our video in support of World Meningitis Day, which was watched 127,000 times and reached almost 500,000 people, sparking significant interest among social influencers, including Boy George, Louise Pentland (mummy blogger), Matt Dawson and Lisa Snowdon (whose re-posts reached an additional 2.3 million people). This post alone was the single biggest contributor to World Meningitis Day, highlighting the important role played by Meningitis Now in driving awareness of meningitis worldwide.
- Trends in social media use continued to shape the way that the charity engages its beneficiaries. During the year our social media team responded to 4,000 (40 per cent of its total social activity) conversations with people seeking help, support and guidance about meningitis.

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

During 2018-19, Meningitis Now worked hard to ensure that politicians and policy-makers across the UK were kept informed and motivated about the meningitis cause. Our annual Parliamentary Reception (kindly sponsored by the Shadow Health Minister, Sharon Hodgson MP) took place in October and was used to launch our new *Adults Get It Too* campaign. As always, our fantastically brave supporters 'stole the show' by telling their personal and moving experiences of the disease. Jo Arnold talked about her experience as a mother with a young family, while Community Ambassador Holly McNaughton told of the trauma she felt watching her mother go through a similar experience. The speakers were joined by other families who had experienced meningitis in adulthood and were supported by our Community Ambassadors. Thirty MPs and other distinguished guests and charity partners attended the reception, all of whom committed to support our fight to improve meningitis awareness among adults aged 55 years and older.

Throughout the year, we also worked collaboratively with Public Health England (PHE), Public Health Wales (PHW), the NHS and the Department of Health and Social Care (DHSC). We engaged with the Joint Committee on Vaccination and Immunisation (JCVI) as part of a consultation on recommended changes to the infant pneumococcal vaccine schedule and met with Parliamentary Under-Secretary for Health and Social Care, Steve Brine MP, to express our concerns over the CEMIPP report which was published during the year. More specifically:

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

Disappointingly, little progress was made on the CEMIPP report during the year. In a meeting with Steve Brine MP, Parliamentary Under-Secretary for Health and Social Care, in January, we expressed our concerns over the report's recommendations, which failed to address the question raised by JCVI in calling for the report in 2013 – namely, how to create fairer access to vaccines that protect children from rare, but serious diseases. We considered the report to lack coherency and clarity, and fear that introduction of its recommendations could prove damaging to vaccine cost-effectiveness. We will continue to fight to ensure that any changes to how government assesses the cost-effectiveness of vaccines will help to increase – and not restrict – access to lifesaving vaccines. More information is available here: <https://www.gov.uk/government/consultations/cost-effectiveness-methodology-for-vaccination-programmes>

### **Pneumococcal vaccines**

In October 2017, the Joint Committee on Vaccination and Immunisation (JCVI) recommended a change to the pneumococcal vaccine schedule, reducing the number of doses given to infants from three to two. While we recognised the science and modelling behind this recommendation, we were concerned by the possibility that the change may result in an increase in cases of pneumococcal meningitis. We consistently expressed our concerns and successfully fought to have the recommendation further scrutinised by a JCVI consultation process, which concluded in February 2019.

By the end of this reporting year, the Department of Health and Social Care (DHSC) had not reported on the consultation process, nor the JCVI's recommendations. Since, however, the DHSC has notified us that the recommendation will be implemented in full as soon as possible.

### **Meningococcal Working Group (MWG)**

In early 2018, the Deputy Chief Medical Officer chaired a series of meetings to review and consider steps that could improve meningitis diagnosis and awareness. Three families who had lost children to meningitis were part of the group that also included Meningitis Now, the Meningitis Research Foundation, a number of health organisations including PHE, NHS England and some of the Royal Colleges. The MWG completed its review in April 2018, with a set of 12 recommendations in its final report. This was put to the Secretary of State for Health and Social Care for his consideration.

Despite our efforts to secure a response from the Health Secretary, no formal notification was received during the time period covered by this report. For more information visit our website: <https://www.meningitisnow.org/support-us/news-centre/news-stories/working-group-report-welcomed/>

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

The UK government is currently funding a major study aimed at understanding whether vaccinating teenagers with one of the two MenB vaccines available in the UK has any effect on the transmission or carriage of the bacteria that can cause the disease. Reducing or eliminating carriage is critical if a vaccine is to produce herd immunity, and thereby protect all people and not just those with the direct protection of the vaccine. Some 24,000 students will participate in the study, which is being led by the University of Oxford. We are supporting the study in a number of significant ways, principally the provision of communication and marketing expertise and the deployment of volunteers at study centres to support clinical staff in reassuring young people and responding to any questions or queries young people may have about the disease.

	Saving Lives		Rebuilding futures	
	Improving prevention	Supporting early	Supporting families	Influencing policy
<b>Volunteers</b>	✓	✓	✓	✓
<p>Volunteers are very much part of the Meningitis Now family. They make a difference to all aspects of our work including support, awareness raising and fundraising, as well as influencing policy. In 2018-19, they committed at least 4000 hours to support the vital work we do in communities across the UK and in our Head Office in Stroud.</p> <p>Many of our volunteers have a direct experience of meningitis and know first-hand the impact the disease has on them, their families and the communities where they live. With this lived experience of the disease, volunteers can make a valuable contribution to a wide range of activities undertaken by the Charity.</p> <p>For example:</p> <ul style="list-style-type: none"> <li>• More than 30 volunteers and Ambassadors were active as part of our Student Campaign, providing information, reassurance and awareness at university Fresher Fairs and information days.</li> <li>• Over 50 volunteers supported the launch of the <i>Adults Get It Too</i> campaign, by putting up over 1000 posters in their local areas to raise awareness that adults are also at risk of meningitis. Those with an adult meningitis experience also hosted our Parliamentary Reception, where they were able to share their stories with MPs and other guests.</li> <li>• As part of the Believe &amp; Achieve Programme, we have trained six of our current volunteers to undertake peer-group mentoring. Taken mainly from our cohort of Young Ambassadors, these young people are playing a critical role in improving the life chances of themselves and of those they are now supporting.</li> <li>• Our 28 Community Ambassadors are integral to our community presence, raising awareness, fundraising and providing support alongside our community staff teams. Forming the bedrock of our volunteer offering, their commitment, support and help ensures that Meningitis Now remains active and relevant locally.</li> </ul>				

- Like Community Ambassadors, our 25 Young Ambassadors are a very special group of volunteers. Aged between 14 and 25 years, each one has personal experience of meningitis and its impact. Highly committed, they are unified by a common need to improve disease awareness to prevent ongoing loss and suffering and support our fundraising efforts. They are truly remarkable young people.

We are very fortunate to have an incredible Royal Patron in HRH The Countess of Wessex, who actively promotes networking and collaboration between her many charities and charitable causes. In addition, we enjoyed support from a range of Patrons and Ambassadors including Lisa Snowden, Dr Ellie Cannon, Ken Loach, Joanna Trollope, Alan Halsall and Professor the Lord Darzi. The work undertaken by this influential group plays a critical role both in raising the profile of the Charity and creating new opportunities to secure support and funding, which is so vital for the continuation of our work.

Sadly, our longstanding patron and supporter of the meningitis cause Dr Bob Woodward OBE died in January 2019. The Trustees express their gratitude for the all support that Bob gave Meningitis Now.

### Section 3: Raising the funds

Meningitis Now relies on voluntary income to fund all aspects of our vital work, and the charity is extremely grateful to the thousands of individuals, companies, organisations and trusts and foundations who supported us in our fight against meningitis.

2018-19 was a good year for fundraising, with cash income the same as the previous year (excluding gifts-in-kind). We are encouraged by this performance, as 2017-18 had seen significant growth in income and this was broadly maintained. Once again, we received high levels of legacy income and grew support from trust and grant making bodies. We also saw an increase in income from our events programme and corporate fundraising.

The individual fundraising efforts of hundreds of people whose lives have been touched by meningitis remained our most significant income stream. We had large teams in the London Marathon, Great North Run, London 10k and Ride London, as well as our own Three Peaks Challenge and Five Valleys Walk. We also unveiled new virtual events called *Jog On Meningitis* and *Walk And Give (WAG) for Meningitis* and relaunched our well-loved *Toddle Waddle*. We continue to be amazed by the diversity of fundraising activity that takes place across the country on our behalf and we remain indebted to all those who work tirelessly to raise these much-needed funds.

Forever Funds are a special way for families to remember a loved one lost to meningitis. During the year, 19 new funds were set up bringing the total to 604. We also received thousands of responses to our annual ribbon appeal, and once again held a poignant service of remembrance at Gloucester Cathedral, where the ribbons remembering a loved one were on prominent display.

We are very grateful to those who remember us with a gift in their Will. During the year we received 10 legacy gifts.

Income from Trusts and Grants continued to grow and increased by 7 per cent. We are very grateful for the support of 102 grant-making bodies during the year, including the Garfield Weston Foundation, St. James's Place Charitable Foundation, The Charles Wolfson Charitable Trust, BBC Children in Need, the Starfish Trust,

## **Meningitis Now**

### **Directors' Report**

#### **For the year ended 31 March 2019**

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John Jarrold Trust and The Pixel Fund. We are now in the second year of our funding programme with the National Lottery Community Fund (formerly BIG Lottery Fund) which supports our Believe & Achieve programme for young people. We are also grateful for the ongoing support of The Petra Ecclestone Foundation for their generous funding of our Signs and Symptoms cards.

A range of companies including GSK, Pfizer, Boots, Irwin Mitchell, Leigh Day, Anthony Collins, Field Fisher, Enable Law, GWR, Renishaw and the Premier League directly supported our work. We were also selected as the Charity of the Year by RightMove, Admiral Taverns and Persimmon Homes - Anglia, all of whom raised significant sums through a series of events and fundraising activities. Caroline Gardner Publishing produced another series of beautiful Christmas cards, as well as a special birthday card to mark their 25<sup>th</sup> anniversary, with a donation from each one sold coming to us. We also benefited from the sale of re-usable bags designed by Caroline Gardner that were sold in Waitrose. We are very grateful for the continued support of DP World London Gateway and Bristol and Avon Group, and to HSBC for their continued sponsorship of our London Carol Concert.

We would like to say a big thank you to our Celebrity Ambassador, Lisa Snowdon, who nominated us to receive a donation of £25,000 in her year as President of the Television and Radio Industries Club.

We continued to adopt a broad range of income streams so that we avoided over-reliance on any one source. We also recognise that fundraising contributes significantly to other areas of our charitable activities. Running or attending a fundraising event can raise vital awareness of the disease and of the charity, and can also be a source of comfort or peer-support for people.

We spent 30 per cent of our overall expenditure on generating funds and securing income for future years.

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

During 2018-19, we initiated a plan entitled 'Making Meningitis Now a Great Place to Work'. The aim is to ensure we operate best practice in relation to HR and people management, so that our staff are well-placed and supported to deliver our aims and objectives. A key part of the plan was to survey staff and to assess policy and practice against the ACAS 'Model Workplace'. We performed well, with scores in the top quartile for five out of nine categories, including 'People First', 'Managing Change', 'Health & Safety', 'Performance Management' and 'Communication'. In areas where the charity scored less well, we have established action plans to improve performance. Recognising the important role that staff play in our success, we have committed to monitor these key measures on an ongoing basis.

These efforts – combined with the ongoing passion and commitment of staff to our realising our vision – mean that our overall measures of HR performance (labour turnover, retention and absenteeism) have shown annual improvements each year since 2016-17.

During the year, we recruited Beverley Corbett as our Director of Research and Support Services. Having worked in the health care sector for 30 years, including time as an intensive care nurse, and with research and senior NHS management experience, Beverley adds depth and understanding to our research programme and the support services we provide.

A number of other appointments were made during the year, reflecting the operational requirements and strategic intentions of the charity to develop our support, awareness and fundraising capacity and

## **Meningitis Now**

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capabilities. This means that total full-time equivalent head count over the year increased by 6.6 per cent to 43.5 full-time equivalent employees.

#### **Data Protection**

Ensuring we are GDPR compliant was a key activity during 2017-18 and 2018-19, and our investment in this area is now generating the anticipated rewards of improved supporter engagement across a range of our marketing and information activities. Despite this progress, we remain mindful of the continuing risk associated with data protection and cyber security and continue to monitor and improve our data practices as required. Both data protection and cyber security are considered as key risks for the charity, as highlighted on pages 25 and 26.

Our Privacy Policy is available on our website: <https://www.meningitisnow.org/privacy/>

### **Section 5: Financial picture**

Despite both income and expenditure being lower than in the previous year, the charity's financial position remains solid and in line with plans approved by the Board of Trustees.

Total income was down 6 per cent, primarily due to a reduction in the ability to use our Google ad grant following changes to Google's algorithms at the start of the year. As a direct result, our gifts-in-kind income reduced by 44 per cent. Cash income was the same as the previous year, which represents a positive outcome following the gains achieved in the previous year. This encouraging result was again due to an exceptional legacy, although the underlying performance in several areas was strong, with increases in our Trust and Grant, Events and Corporate fundraising income (see Section 3: Raising the Funds).

Total expenditure was reduced by nearly 12 per cent on the previous year, primarily due to the reduction in the use of our Google ad grant. Expenditure, excluding gifts-in-kind, was down 4 per cent. Within this we saw a 50 per cent reduction in our research spending as several projects concluded within the year and new projects are not due to start until 2019-20. Conversely, we saw a 9 per cent increase in expenditure on Support activities, as we invested in programmes such as Believe & Achieve and posts that support our operational and strategic priorities. Expenditure on fundraising was down almost 8 per cent. Overall, our expenditure on charitable activities reduced slightly to 70 per cent of total expenditure (71 per cent in the prior year).

Income was greater than expenditure, generating a surplus of £634,311. Cash and investments at the end of the year were £1.9 million. A proportion of these funds are restricted to research in the field of TB meningitis and pneumococcal meningitis and will be allocated as part of the research round that is due to take place in early 2019-20.

Unrestricted reserves stand at £1.5 million, an increase of £0.4 million on the prior year, which is higher than our stated target of £0.7 million – £1 million (see Free Reserves Level and Policy on page 24). Following a review described in section 6 below, the Trustees have approved plans to utilise these surplus reserves over a period of three years to pursue new research projects and provide additional support activities such as the new Rebuilding Futures Fund. Alongside this, we will continue to develop a range of fundraising streams to ensure that these new areas of work have a sustainable future.

### **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 2018-19 was from the sale of Christmas Cards and the partnership with Waitrose and Caroline Gardner for the sale of jute bags.

### **Section 6: The future**

While the focus in 2018-19 was squarely on saving lives and rebuilding futures, we also spent time considering the future and laying some of the foundations for the strategic plan that will succeed *Vision 2020*.

A review exercise, initiated in November 2017, concluded and was adopted by the Board of Trustees in summer 2018. This encompassed information gathering, stakeholder engagement and critical analysis of data, evidence and expert opinion. The review provided insight into the future disease environment and the strategic priorities that we believe will shape the future of Meningitis Now over the next 5-10 years and that will underpin the development of a new strategic plan during 2019-20. These long-term priorities relate to how the charity needs to:

1. change to reflect the shifting composition of its beneficiaries;
2. evolve and broaden its research programme to cover diagnosis, treatment and outcomes, as well as prevention, and for the charity to commission research in future;
3. build upon its unique and high-standard support services to become a world-leading Centre of Expertise for after-care and support; and
4. ensure that the charity is there to provide support for all those people in the UK whose lives have been affected by meningitis.

A new strategy will be published in 2020. As highlighted in Section 5, our healthy financial and reserves position will allow us to make operational and strategic investment decisions in support of these aims, whilst continuing to work within the parameters of our current strategy, *Vision 2020*. This blended approach guided the development of our Operational Plan for 2019-20, which is summarised as follows:

**Saving Lives**

**Improving Prevention:**

- Continue to fund and support three prevention-focused research projects, valued at over £400k.
- Initiate new pneumococcal and TB meningitis research projects.
- Support the 'Be On the TEAM' national carriage study.
- Commission new research to include prevention, diagnosis and treatment of meningitis, and increase understanding of the impact meningitis has on those affected.

**Rebuilding Futures**

**Supporting Families:**

- Increase reach and support to new individuals affected by meningitis.
- Use data analysis and research to further develop our support services to meet the changing needs of our beneficiaries.
- Clarify the scope of disease covered by the charity.
- Launch the new Rebuilding Futures Fund, a financial award programme to support people's physical and emotional wellbeing.
- Provide high-quality personal and online support for those who need it.

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**Supporting Early Diagnosis:**

- Maintain and improve meningitis awareness, including delivery of two major campaigns to at-risk groups, including young adults and those aged 65 years plus.
- Expand MARM in both university and childcare settings.
- Grow social and traditional media reach, with a focus on improving representation and relevance for adults.
- Be the first point of contact for those seeking information on meningitis.

**Influencing Policy:**

- Ongoing engagement with relevant stakeholders, across the UK – public health, Department of Health and Social Care, JCVI, the NHS and pharmaceutical organisations around policy issues: Meningococcal Working Group, vaccines, CEMIPP and the teenage carriage study.
- Meningitis kept high on the policy and political agenda.
- Annual Parliamentary Reception, supported by regular contact with MPs.

### Meeting our aims:

As we strive towards our ultimate vision, our success will be built on a strong foundation of:

- **Sustainable funding** – We 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** – We will produce compelling, engaging, targeted and cost-effective communications to raise national brand awareness and keep meningitis high on the agenda. Focusing on our digital and traditional media presence, we will maintain our sector leadership in social media activity and work with media partners wherever possible.
- **A strong and effective organisation** – We will be efficient and business-minded while maintaining a personal approach. We will set objectives and targets for our activities and measure performance continually. Our capacity will continue to be increasingly enhanced across all aspects of our work by a strong, engaged team, including those with personal experience. We will collaborate with other charities where it can improve our impact.
- **A high-performing team** – We will continue to attract, keep and grow a positive, productive team. We 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. We will involve the right people with the right skills in each project and work collaboratively. We will apply these principles to our wider team of volunteers, advisors and board.
- **Learning culture** – We will embrace a learning culture to increase knowledge, competence and performance. We will do this 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 2018-19, we were governed by a board of nine Trustees, who met formally on a regular basis. In December 2018, the Board reviewed aspects of our governance, including rationalising the number of sub-committees to include only the specialist committees of Audit and Risk, Investment, Remuneration, and Nominations. Each comprises a subset of Trustees and our senior executives with appropriate skills in attendance.

We operate 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.

Day-to-day running of the Charity is delegated to the Chief Executive and the Senior Leadership Team.

In determining our remuneration policy, the Remuneration Committee takes into account all factors which are deemed necessary. The objective of the policy is to ensure that the CEO and staff team are remunerated appropriately 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

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#### **For the year ended 31 March 2019**

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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 our charitable vision is primarily dependent on our staff, which is the largest single element of charitable expenditure. In the year 2018-19, we awarded a 2 per cent annual pay increase to all staff. 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.

#### **Public benefit**

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

#### **Fundraising Practice**

We have a clear Fundraising Policy, which is approved by the Trustees and reviewed annually.

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

Our key principles of responsible fundraising are:

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

We are proud to be registered with the Fundraising Regulator.

#### **Reserves policy**

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). 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.

During later 2017-18 and early 2018-19, the Trustees approved plans to increase and make use of unrestricted reserves in support of operational and strategic priorities, including new research and improved support services (see Sections 5 and 6 above). This was achieved with unrestricted reserves as at

31 March 2019 of £1.5 million (2018 - £1.1 million). The plans will see a use of these unrestricted funds over the coming three years, as we develop our fundraising activities to ensure these new areas are sustainable for the future.

### **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. The unrealised gain in 2018-19 was £30,000.

During 2018-19, the majority of cash was held in interest bearing accounts; the yield on which was 0.2 per cent for the year.

### **Risk statement**

The Trustees have an Audit and Risk Committee, comprising five Trustees and the Chief Executive, Director of Fundraising and Head of Finance in attendance. The Committee reviews a risk schedule incorporating all categories of risk, including strategic and operational risks.

The principal risks faced by the Charity are summarised below. They remain comparable to those identified in 2017-18:

1. Cyber security

The increasing reliance of organisations, such as Meningitis Now, on electronic forms of data storage, communication and financial transactions, means that risks to cyber security are more important than ever. Risks range from the breach of data systems by external cyber attack to simple human failings, such as poor password security.

2. The changing future incidence of meningitis in the UK, and the need for us to adapt to remain sustainable and meet the ongoing needs of our beneficiaries.

The incidence of meningitis in the UK appears to be in decline – thanks in large part to the introduction of vaccines that can prevent most bacterial forms of the disease. This is a hugely welcome trend, but with fewer people affected by the disease, it is anticipated that this may impact upon our future income. This places a growing imperative upon us to manage our income and expenditure activities in a sustainable fashion. In addition, we have to 'future-proof' our activities in the event of an unexpected increase in cases of meningitis, caused (for example) by the emergence or re-emergence of a different strain of bacteria.

3. Data protection

The introduction of new data protection laws in the form of GDPR in May 2018 is welcomed on the grounds that everyone will benefit from enhanced rights and protections around the use of data about us. However, closer legal, regulatory and public scrutiny – when combined with ever-present

## **Meningitis Now**

### **Directors' Report**

#### **For the year ended 31 March 2019**

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cyber risks, for example – means that even well-prepared organisations may be at risk of the damaging consequences of a data breach, despite the application of best practice procedures. In such a case, we could experience significant reputational (and financial) damage.

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. A Risk Policy ensures that key risks are reported to the Board as and when necessary, and that relevant policies and mitigating actions are updated and reviewed routinely in line with best practice. This includes safeguarding, which is routinely considered as a high priority by the Board.

In identifying the principal risk detailed above, we have developed clear action plans to help mitigate these risks:

- **Cyber security:** We use an IT management company for our basic IT infrastructure and seek regular assurance from the company that industry-standard cyber protections are in place. At the same time, we undertake due diligence around third party suppliers, such as Salesforce, to ensure that they deploy best practice in respect of cyber security. In addition, a new Cyber Security Working Group works alongside the Data Protection Working Group to oversee good day-to-day policy and practice, ensuring (for example) that staff are trained in cyber and data protection basics and reminding staff of the need to be vigilant of, for example, 'phishing' attacks.
- **Disease incidence and sustainability:** We are alert to this risk, and closely monitor and forecast the incidence of the disease and the implications this may have on the future profile of beneficiaries and supporters. As detailed in Sections 5 and 6, additional resources have been made available across the charity to both reinforce our fundraising capacity and to ensure that our charitable activities are relevant to, and focused upon, the needs of our beneficiaries and supporters.
- **Data protection:** We have undertaken a significant amount of activity over the last few years to prepare for GDPR, drawing on the external expertise of a variety of consultants and subject matter specialists. A programme of change has been undertaken using RAID project-management principles, meaning that we were fundamentally compliant in May 2018. We remain active in ensuring that all areas of policy and practice – such as information retention and disposals – are compliant with both regulation and best practice.

#### **Statement of Trustees' responsibilities**

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

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

## **Meningitis Now**

### **Directors' Report**

#### **For the year ended 31 March 2019**

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- 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 Alastair Irvine, Chairman – Retired as Chairman and Trustee 12/10/2018

Mr A Fletcher, Chairman – Appointed as Chairman 12/10/2018

Mr S Gazard, Vice Chairman

Miss H Marsh, Treasurer – Appointed as Treasurer 12/10/2018

Mr M Wolfe – Retired as Treasurer 12/10/18

Mr C Jones

Mr R Adlington

Mrs S Blackie

Mr G Price

Mr J Sutherland

#### **Appointment of Trustees**

The Trustees operate a Nominations Committee. This committee is made up of four Trustees and the Chief Executive in attendance. This committee is responsible for overseeing the skills mix of the Board and recruitment of new Trustees. No new Trustees were recruited in 2018-19.

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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 2019 was 39 (2018 - 34).

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 11 September 2019 and signed on their behalf by

Andrew Fletcher - Chairman

## **Meningitis Now**

### **Independent auditors' report**

**For the year ended 31 March 2019**

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#### **Opinion**

We have audited the financial statements of Meningitis Now (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2019 which comprise the consolidated and parent charitable company statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2019 and of the group's and parent charitable company's incoming resources and application of resources, including its income and expenditure, for the year then ended.
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

#### **Basis for opinion**

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

#### **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- The trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- The trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## **Other information**

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

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

We have nothing to report in this regard.

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

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

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

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

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

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

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

## **Responsibilities of trustees**

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

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

## **Auditor's responsibilities for the audit of the financial statements**

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

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

## **Meningitis Now**

### **Independent auditors' report**

**For the year ended 31 March 2019**

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#### **Use of our report**

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

Jonathan Orchard (Senior statutory auditor)

17 September 2019

for and on behalf of Sayer Vincent LLP, Statutory Auditor

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

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

## Meningitis Now

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

For the year ended 31 March 2019

	Note	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
<b>Income from:</b>							
Donations and legacies	2	1,795,083	597,774	<b>2,392,857</b>	2,172,026	530,873	2,702,899
Charitable activities							
Communication and awareness	3	-	44,250	<b>44,250</b>	-	17,800	17,800
Community support	3	-	213,510	<b>213,510</b>	-	229,014	229,014
Helpline and support services	3	-	15,700	<b>15,700</b>	-	9,200	9,200
Research	3	-	138,700	<b>138,700</b>	-	104,350	104,350
Other trading activities							
Fundraising events		407,760	-	<b>407,760</b>	389,061	530	389,591
Trading activities	12	21,536	-	<b>21,536</b>	8,195	-	8,195
Investments – interest on bank deposits		2,235	-	<b>2,235</b>	216	-	216
<b>Total income</b>		<b>2,226,614</b>	<b>1,009,934</b>	<b>3,236,548</b>	<b>2,569,498</b>	<b>891,767</b>	<b>3,461,265</b>
<b>Expenditure on:</b>							
Raising funds							
Donations and legacies		659,657	-	<b>659,657</b>	706,838	-	706,838
Fundraising events		127,372	1,919	<b>129,291</b>	137,458	8,809	146,267
Trading activities		5,961	-	<b>5,961</b>	7,069	-	7,069
		<b>792,990</b>	<b>1,919</b>	<b>794,909</b>	<b>851,365</b>	<b>8,809</b>	<b>860,174</b>
Charitable activities							
Communication and awareness		650,600	262,568	<b>913,168</b>	853,234	236,388	1,089,622
Community support		122,286	312,032	<b>434,318</b>	158,276	240,297	398,573
Helpline and support services		333,782	16,190	<b>349,972</b>	274,038	24,131	298,169
Research		38,251	101,824	<b>140,075</b>	202,765	124,078	326,843
		<b>1,144,919</b>	<b>692,614</b>	<b>1,837,533</b>	<b>1,488,313</b>	<b>624,894</b>	<b>2,113,207</b>
<b>Total expenditure</b>	4	<b>1,937,909</b>	<b>694,533</b>	<b>2,632,442</b>	<b>2,339,678</b>	<b>633,703</b>	<b>2,973,381</b>
<b>Transfers between funds</b>		<b>74,757</b>	<b>(74,757)</b>	<b>-</b>	<b>(1,247)</b>	<b>1,247</b>	<b>-</b>
<b>Net income / (expenditure) before net gains on investments</b>		<b>363,462</b>	<b>240,644</b>	<b>604,106</b>	<b>228,573</b>	<b>259,311</b>	<b>487,884</b>
Net gains on investments		30,225	-	<b>30,225</b>	9,315	-	9,315
<b>Net movement in funds</b>	18	<b>393,687</b>	<b>240,644</b>	<b>634,331</b>	<b>237,888</b>	<b>259,311</b>	<b>497,199</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		1,129,988	306,757	<b>1,436,745</b>	892,100	47,446	939,546
<b>Total funds carried forward</b>		<b>1,523,675</b>	<b>547,401</b>	<b>2,071,076</b>	<b>1,129,988</b>	<b>306,757</b>	<b>1,436,745</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 2019

		The group		The charity	
	Note	2019	2018	2019	2018
		£	£	£	£
<b>Fixed assets:</b>					
Tangible assets	11	54,709	34,028	54,709	34,028
Investments	12	606,295	576,072	606,297	576,074
		<u>661,004</u>	<u>610,100</u>	<u>661,006</u>	<u>610,102</u>
<b>Current assets:</b>					
Debtors	14	460,071	77,694	471,494	89,965
Cash at bank and in hand		1,304,114	1,216,278	1,277,027	1,203,107
		<u>1,764,185</u>	<u>1,293,972</u>	<u>1,748,521</u>	<u>1,293,072</u>
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	15	354,113	467,327	354,027	466,429
		<u>1,410,072</u>	<u>826,645</u>	<u>1,394,494</u>	<u>826,643</u>
<b>Net current assets / (liabilities)</b>		<u>2,071,076</u>	<u>1,436,745</u>	<u>2,055,500</u>	<u>1,436,745</u>
<b>Total assets less current liabilities</b>		<u>2,071,076</u>	<u>1,436,745</u>	<u>2,055,500</u>	<u>1,436,745</u>
<b>Total net assets / (liabilities)</b>		<u>2,071,076</u>	<u>1,436,745</u>	<u>2,055,500</u>	<u>1,436,745</u>
<b>Funds:</b>	18				
Restricted income funds		547,401	306,757	547,401	306,757
Unrestricted income funds:					
General funds		1,523,675	1,129,988	1,508,099	1,129,988
Total unrestricted funds		<u>1,523,675</u>	<u>1,129,988</u>	<u>1,508,099</u>	<u>1,129,988</u>
<b>Total funds</b>		<u>2,071,076</u>	<u>1,436,745</u>	<u>2,055,500</u>	<u>1,436,745</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 11 September 2019 and signed on their behalf by

Andrew Fletcher  
Chairman

## Meningitis Now

### Consolidated statement of cash flows

For the year ended 31 March 2019

	Note	2019	2018
		£	£
<b>Cash flows from operating activities</b>	19		
<b>Net cash (used in) operating activities</b>		136,718	657,702
<b>Cash flows from investing activities:</b>			
Dividends and interest		2,235	216
Purchase of fixed assets		(51,119)	(11,843)
Proceeds from sale of investments		-	-
Purchase of investments		-	-
Disposal proceeds		-	-
Movement in investment cash		-	-
<b>Net cash provided by / (used in) investing activities</b>		(48,884)	(11,627)
<b>Change in cash and cash equivalents in the year</b>		87,834	646,075
Cash and cash equivalents at the beginning of the year		1,216,279	570,204
<b>Cash and cash equivalents at the end of the year</b>		<u>1,304,113</u>	<u>1,216,279</u>

**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 2015) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (September 2015) 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.

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

**e) Income**

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

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

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

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

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

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

**f) Donations of gifts, services and facilities**

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

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

**g) Interest receivable**

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

**1 Accounting policies (continued)**

**h) Fund accounting**

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

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

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

**i) Expenditure and irrecoverable VAT**

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

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

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

**j) Allocation of support costs**

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

● Fundraising	31.7%
● Communication and awareness	26.4%
● Community support	18.7%
● Helpline and support services	14.6%
● Research	1.2%
● Support costs	7.0%
● Governance costs	0.4%

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

● Fundraising	38.4%
● Communication and awareness	25.8%
● Community support	19.5%
● Helpline and support services	14.8%
● 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 £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Legacies	81,191	381,000	462,191	193,286	150,000	343,286
Donated services	183,901	125,009	308,910	413,170	138,809	551,979
Community fundraising	795,459	8,412	803,871	897,921	13,555	911,476
Other donations	734,532	83,353	817,885	667,649	228,509	896,158
	<u>1,795,083</u>	<u>597,774</u>	<u>2,392,857</u>	<u>2,172,026</u>	<u>530,873</u>	<u>2,702,899</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.

## Meningitis Now

### Notes to the financial statements

For the year ended 31 March 2019

#### 3 Income from charitable activities

	Unrestricted £	Restricted £	2019 Total £	Unrestricted £	Restricted £	2018 Total £
Petra Ecclestone Foundation	-	35,000	<b>35,000</b>	-	-	-
Other income from communication and awareness	-	9,250	<b>9,250</b>	-	17,800	17,800
Sub-total for communication and awareness	-	44,250	<b>44,250</b>	-	17,800	17,800
St James's Place Foundation	-	30,000	<b>30,000</b>	-	30,000	30,000
Big Lottery	-	92,381	<b>92,381</b>	-	87,712	87,712
Other income from community support	-	91,129	<b>91,129</b>	-	111,302	111,302
Sub-total for community support	-	213,510	<b>213,510</b>	-	229,014	229,014
Other income from helpline and support services	-	15,700	<b>15,700</b>	-	9,200	9,200
Sub-total for helpline and support services	-	15,700	<b>15,700</b>	-	9,200	9,200
The Charles Wolfson Charitable Trust	-	60,000	<b>60,000</b>	-	60,000	60,000
Starfish Foundation	-	25,000	<b>25,000</b>	-	-	-
Other income from research	-	53,700	<b>53,700</b>	-	44,350	44,350
Sub-total for research	-	138,700	<b>138,700</b>	-	104,350	104,350
Total income from charitable activities	-	412,160	<b>412,160</b>	-	360,364	360,364

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2019

4a Analysis of expenditure (Current year)

	Charitable activities								
	Communication & awareness £	Community support £	Helpline & support services £	Research £	Cost of raising funds £	Governance costs £	Support costs £	2019 Total £	2018 Total £
Staff costs (Note 7)	348,169	246,116	193,105	16,530	417,687	5,169	91,807	1,318,583	1,214,840
Recruitment, training & other	9,363	5,917	4,735	438	10,778	540	13,329	45,100	59,043
Travel & subsistence	40,379	22,093	8,252	855	19,576	81	-	91,236	94,297
Trustee expenses	-	-	-	-	-	1,968	-	1,968	2,160
Awareness & education	388,274	14,235	8,484	155	24,974	-	-	436,122	623,566
Professional services	-	29,327	67,319	-	-	-	-	96,646	80,278
Grants payable to individuals	-	-	6,708	-	-	-	-	6,708	83
Research grants	-	-	-	115,333	-	-	-	115,333	300,001
Commissioned Research	-	-	-	-	-	-	-	-	-
Computer related	348	246	980	13	440	8	96,917	98,952	85,712
Property and phones	195	2,301	551	-	1,758	-	125,381	130,186	132,922
Postage, stationery & subscriptions	7,275	4,908	4,295	906	9,582	179	-	27,145	26,013
Auditors' remuneration	-	-	-	-	-	11,900	-	11,900	12,600
Legal, professional, bank	-	-	-	-	-	-	12,756	12,756	15,655
Fundraising event costs	15,538	23,308	-	-	129,291	-	-	168,137	182,980
Other fundraising expenditure	4,883	7,209	253	-	32,462	-	-	44,807	92,446
Trading costs	-	-	-	-	5,961	-	-	5,961	7,069
Miscellaneous	1,661	6,694	213	21	145	13	12,155	20,902	43,716
	816,085	362,354	294,895	134,251	652,654	19,858	352,345	2,632,442	2,973,381
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>	<b>-</b>
Total expenditure 2018	1,089,622	398,573	298,169	326,843	860,174	-	-	-	2,973,381

Meningitis Now

Notes to the financial statements

For the year ended 31 March 2019

4b Analysis of expenditure (Prior Year)

	Charitable activities							2018 Total £	2017 Total £
	Communication & awareness £	Community support £	Helpline & support services £	Research £	Cost of raising funds £	Governance costs £	Support costs £		
Staff costs (Note 7)	323,903	219,649	149,593	17,873	412,006	3,751	88,065	1,214,840	1,312,026
Recruitment, training & other	12,470	9,948	3,714	314	19,140	422	13,035	59,043	32,286
Travel & subsistence	41,259	21,581	7,592	284	23,503	78	-	94,297	81,170
Trustee expenses	-	-	-	-	-	2,160	-	2,160	1,156
Awareness & education	578,924	14,830	10,095	-	19,717	-	-	623,566	653,473
Professional services	-	12,561	67,717	-	-	-	-	80,278	86,289
Grants payable to individuals	-	-	83	-	-	-	-	83	143,013
Research grants	-	-	-	300,001	-	-	-	300,001	298,861
Commissioned Research	-	-	-	-	-	-	-	-	-
Computer related	385	361	147	5	1,228	4	83,582	85,712	123,452
Property and phones	306	1,758	414	-	1,882	-	128,562	132,922	134,816
Postage, stationery &	6,394	4,495	3,680	1,576	9,678	190	-	26,013	30,169
Auditors' remuneration	-	-	-	-	-	12,600	-	12,600	13,000
Legal, professional, bank	-	-	-	-	-	-	15,655	15,655	19,897
Fundraising event costs	14,685	22,028	-	-	146,267	-	-	182,980	190,334
Other fundraising expenditure	11,680	13,316	1,541	-	65,909	-	-	92,446	120,618
Trading costs	-	-	-	-	7,069	-	-	7,069	38,214
Miscellaneous	8,039	5,908	3,790	266	11,668	240	13,805	43,716	26,476
	998,045	326,435	248,366	320,319	718,067	19,445	342,704	2,973,381	3,305,250
Support costs	77,467	64,031	44,100	3,756	125,817	27,533	(342,704)	-	-
Governance costs	14,110	8,107	5,703	2,768	16,290	(46,978)	-	-	-
<b>Total expenditure 2018</b>	<b>1,089,622</b>	<b>398,573</b>	<b>298,169</b>	<b>326,843</b>	<b>860,174</b>	<b>-</b>	<b>-</b>	<b>2,973,381</b>	<b>3,305,250</b>
Total expenditure 2017	1,137,791	385,268	532,529	327,529	922,133	-	-	3,305,250	-

## Meningitis Now

### Notes to the financial statements

#### For the year ended 31 March 2019

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

	Grants to institutions £	Support and other costs £	2019 £	2018 £
<b>Cost/(recall of amounts)</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
At the end of the year	<u>115,333</u>	<u>24,742</u>	<u><b>140,075</b></u>	<u>323,088</u>

The governance costs allocated for 2018/19 totalled £1,388 (2017/18 £2,810). 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:

	2019 £	2018 £
Within one year	<b>144,490</b>	134,540
Between two and four years	<b>50,000</b>	79,609
	<u><b>194,490</b></u>	<u>214,149</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 £	2018 £	2017 £
<b>Cost</b>				
Public Health England – Dr Lucidame	(1,739)	–	<b>(1,739)</b>	–
Imperial College London – Prof. Langford	–	–	–	35,090
University of Bristol – Prof. Virji	(2,233)	–	<b>(2,233)</b>	61,487
Imperial College London – Prof. Langford	53,853	4,090	<b>57,943</b>	73,616
University of Oxford – Prof. Tang/Dr Exley	66,003	5,013	<b>71,016</b>	34,790
University of Liverpool – Prof. Kadioglua	77,353	5,875	<b>83,228</b>	38,822
UCL – Prof. J Brown	106,765	8,108	<b>114,873</b>	77,941
	–	–	–	–
At the end of the year	<u>300,001</u>	<u>23,086</u>	<u><b>323,088</b></u>	<u>321,746</u>

##### 6 Net incoming resources for the year

This is stated after charging / crediting:

	2019 £	2018 £
Depreciation	<b>18,516</b>	18,883
Operating lease rentals:		
Property	<b>68,400</b>	75,600
Other	–	4,846
Auditors' remuneration (excluding VAT):		
Audit	<b>11,900</b>	10,500
Other services	–	800

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

Staff costs were as follows:

	2019 £	2018 £
Salaries and wages	1,183,284	1,092,210
Redundancy and termination costs	–	3,674
Social security costs	99,222	91,588
Employer's contribution to defined contribution pension schemes	36,077	27,368
	<u>1,318,583</u>	<u>1,214,840</u>

One employee earned between £60,000 and £70,000 during the year (2017/18: None). No employee earned more than £70,000 in the year (2017/18: none).

The total employee benefits including pension contributions and national insurance of the key management personnel were £300,483 (2017/18: £249,861).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2018: £nil). No charity trustee received payment for professional or other services supplied to the charity (2018: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £1,968 (2018: £1,716 ) incurred by 10 (2018: 8) 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:

	2019 No.	2018 No.
Raising funds	19.6	18.6
Communication and Education	15.2	13.2
Community Support	11.9	9.3
Helpline and support services	6.3	6.1
Research	0.6	0.5
Governance	0.4	0.3
	<u>54.0</u>	<u>48.0</u>

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

	2019 No.	2018 No.
Raising funds	15.8	15.8
Communication and Education	12.2	11.2
Community Support	9.6	7.9
Helpline and support services	5.1	5.2
Research	0.5	0.4
Governance	0.3	0.3
	<u>43.5</u>	<u>40.8</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 2019

#### 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:

	2019 £	2018 £
UK corporation tax at 20% (2017: 20%)	-	-

#### 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	60,436	39,737	195,441
Additions in year	-	-	25,959	25,160	51,119
Disposals in year	-	-	(9,481)	(39,737)	(49,218)
At the end of the year	4,000	91,268	76,914	25,160	197,342
<b>Depreciation</b>					
At the start of the year	-	88,185	46,075	27,153	161,413
Charge for the year	-	2,966	7,201	8,349	18,516
Eliminated on disposal	-	-	(9,481)	(27,815)	(37,296)
At the end of the year	-	91,151	43,795	7,687	142,633
<b>Net book value</b>					
<b>At the end of the year</b>	4,000	117	33,119	17,473	54,709
At the start of the year	4,000	3,083	14,361	12,584	34,028

All of the above assets are used for charitable purposes.

#### 11a Listed investments

	2019 £	2018 £
Fair value at the start of the year	576,072	566,757
Additions at cost	-	-
Disposal proceeds	-	-
Net gain/loss on change in fair value	(22,349)	(24,553)
	553,723	542,204
Cash held by investment broker pending reinvestment	52,572	33,868
Fair value at the end of the year	606,295	576,072
Historic cost at the end of the year	500,000	500,000

The charity only also holds £2 (2017: £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:

	2019 £	2018 £
Turnover	21,536	8,195
Cost of sales	(5,026)	(5,922)
Gross profit	<u>16,510</u>	<u>2,273</u>
Administrative expenses	(935)	(1,147)
Operating profit / (loss)	<u>15,575</u>	<u>1,126</u>
Deed of covenant to parent undertaking	(15,575)	(1,126)
Profit / (loss) for the financial year	<u><u>-</u></u>	<u><u>-</u></u>
The aggregate of the assets, liabilities and funds was:		
Assets	12,507	13,433
Liabilities	(12,505)	(13,431)
Funds	<u><u>2</u></u>	<u><u>2</u></u>

## 12 Parent charity

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

	2019 £	2018 £
Gross income	3,215,012	3,454,196
Result for the year	<u><u>618,756</u></u>	<u><u>497,199</u></u>

## 13 Debtors

	The group		The charity	
	2019 £	2018 £	2019 £	2018 £
Trade debtors	448	262	-	-
Amounts due from subsidiaries	-	-	12,418	11,407
Taxation and social security	547	-	-	-
Prepayments	77,181	57,504	77,181	57,504
Accrued income and other debtors	381,895	19,928	381,895	21,054
	<u><u>460,071</u></u>	<u><u>77,694</u></u>	<u><u>471,494</u></u>	<u><u>89,965</u></u>

## 14 Creditors: amounts falling due within one year

	The group		The charity	
	2019	2018	2019	2018
	£	£	£	£
Trade creditors	86,814	96,313	86,814	96,313
Taxation and social security	107	898	21	-
Other creditors	-	4,190	-	4,190
Accruals	84,006	183,805	84,006	183,805
Deferred income	175,526	181,459	175,526	181,459
Obligations under hire purchase contracts	7,660	662	7,660	662
	<b>354,113</b>	<b>467,327</b>	<b>354,027</b>	<b>466,429</b>

## 15 Deferred income

Deferred income comprises income related to future fundraising events

	The group		The charity	
	2019	2018	2019	2018
	£	£	£	£
Balance at the beginning of the year	181,459	115,997	181,459	115,997
Amount released to income in the year	(222,152)	(164,142)	(222,152)	(164,142)
Amount deferred in the year	216,219	229,604	216,219	229,604
Balance at the end of the year	<b>175,526</b>	<b>181,459</b>	<b>175,526</b>	<b>181,459</b>

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

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	54,709	-	54,709
Investments	606,295	-	606,295
Net current assets	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>

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

	General unrestricted £	Restricted funds £	Total funds £
Tangible fixed assets	34,028	-	34,028
Net current assets	576,072	-	576,072
Long term liabilities	519,888	306,757	826,645
<b>Net assets at the end of the year</b>	<b>1,129,988</b>	<b>306,757</b>	<b>1,436,745</b>

## 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	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>

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

## 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	30,617	244,851	(236,388)	-	39,080
Helpline & Support services	4,275	25,573	(24,131)	-	5,717
Community Support	12,054	338,773	(240,297)	-	110,530
Research	500	273,761	(124,078)	1,247	151,430
Fundraising	-	8,809	(8,809)	-	-
<b>Total restricted funds</b>	<b>47,446</b>	<b>891,767</b>	<b>(633,703)</b>	<b>1,247</b>	<b>306,757</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	892,100	2,570,618	(2,331,483)	(1,247)	1,129,988
<b>Non-charitable trading funds</b>	-	8,195	(8,195)	-	-
<b>Total unrestricted funds</b>	<b>892,100</b>	<b>2,578,813</b>	<b>(2,339,678)</b>	<b>(1,247)</b>	<b>1,129,988</b>
<b>Total funds</b>	<b>939,546</b>	<b>3,470,580</b>	<b>(2,973,381)</b>	<b>-</b>	<b>1,436,745</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 Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2019 £	2018 £
<b>Net income / (expenditure) for the reporting period (as per the statement of financial activities)</b>	<b>634,331</b>	497,199
Depreciation charges	18,516	18,883
Gains on investment	(30,225)	(9,315)
Dividends and interest from investments	(2,235)	(216)
(Profit)/loss on the disposal of fixed assets	11,922	–
(Increase)/decrease in debtors	(382,377)	142,681
Increase/(decrease) in creditors	(113,214)	8,470
<b>Net cash provided by / (used in) operating activities</b>	<b>136,718</b>	<b>657,702</b>

## 19 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 2019 £	2018 £
Less than one year	82,800	72,000
One to five years	172,800	18,000
	<b>255,600</b>	<b>90,000</b>

## 20 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.