30 INCREDIBLE YEARS
and still fighting hard

ANNUAL REVIEW
2015/16
2015/16 was a busy year and one that marked the start of our 30th anniversary milestone. It was significant as it heralded the introduction, from September 2015, of the long-awaited meningococcal group B (Men B) vaccine for babies. Our Beat it Now! campaign helped to secure this vaccine free on the NHS – driven by our incredible families and supporters.

Continuing the theme of keeping people at the heart of what we do, we commissioned our ‘Meningitis and Me’ research. We heard directly from 1,100 people affected by meningitis – and their voices helped to shape our vision for the next five years.

Our research programme remained a big investment – projects were active in eight research institutions during the year. We maintained our research portfolio at almost £1.2 million by the end of the year.

We saw a significant movement towards people seeking support online; with a 250% increase in support via email and social media. Membership of our Health Unlocked forum grew by over 30%. Digital engagement overall saw a significant increase of 24% and reach through our social media channels combined, almost doubled to nearly 100 million.

Following the introduction of the Men ACWY vaccine in August, we launched a new student campaign and website (www.fightfornow.org) as part of our plans to increase awareness amongst this hard-to-reach and at-risk group.

We made significant progress during the year. We strive to achieve our ultimate vision in which no one in the UK loses their life to meningitis and everyone touched by the disease receives the support they need to rebuild their life. It is an ambitious target and as the new Chief Executive of Meningitis Now, I look forward to your continued support, so that we can successfully achieve it.

Liz Brown, Chief Executive
As we look to the future, we recognise there is still more to be done. Our ‘Meningitis and Me’ research, designed to identify the issues and concerns families and individuals face post-meningitis, highlighted a range of challenges – from late or missed diagnosis, through to returning home from hospital. This includes issues around insufficient follow-up and information, lack of recognition around the non-physical impacts of the disease and, importantly, the impact on loved ones. This research played a major part in the development of our Vision 2020.

Identifying the needs of those we support and how they wish to engage with us continues to evolve. We continue to adapt our approach accordingly. Many value the security of knowing we are here for them, online or via our social networks, whilst others need more personal and in-depth support, which becomes more complex as their needs change over time. It is critical that we are here whenever and wherever people need us, helping them to rebuild their lives and cope with the challenges.

Volunteers are essential to our work and very much part of our family. Every volunteering role is vital – whether it be administrative, awareness-raising, fundraising, helping at events or getting our message out. They make a huge difference to people facing meningitis, now and in the future. Our Community Ambassadors and Young Ambassadors dedicate hours of time to the cause. During the year 256 volunteers gave up their time to support our work and we couldn’t achieve what we do without them.

2016/17 is the first year of our Vision 2020 – a plan that will see us moving forward with our priorities: improving prevention, supporting early diagnosis, providing direct support to people affected and their families and influencing knowledge and policy to improve quality of life and research.

Alastair Irvine, Chairman of Trustees
RESEARCH
Our research saves lives and can prevent lifelong disability. Even after 30 years of research, the need to develop vaccines that offer broader protection against ALL strains of the disease is ever present. This development must include work that focuses on viral meningitis – the impacts of which were thrown into sharp focus by the Meningitis and Me study.

HIGHLIGHTS INCLUDED:
• Improving pneumococcal vaccines at The University of Liverpool – this project will help us by identifying new candidates for a vaccine, which could provide broader protection against pneumococcal disease. This research could lead to clinical trials for a new vaccine.

• Group B Streptococcal (GBS) surveillance and prevention at St George’s, University of London – gathering accurate data on how much GBS disease there is in the UK. The research team provided valuable information to inform cost-effectiveness modelling for a new vaccine. This in turn will inform debate on how best to prevent it. The information gathered on specific GBS strains in the UK will also help researchers identify how to develop an effective vaccine.

AWARENESS
By raising awareness of the signs and symptoms – knowing that fast action saves lives – we reduce the impact of the disease.

Complacency puts lives at risk, so we have to keep meningitis in people’s minds – both the general public and health professionals. With the introduction of new vaccines during the year, this is becoming more challenging. In 2015/16, we continued our awareness-raising activities including media campaigns (such as ‘Don’t Wait for a Rash’ and Beat it Now!), community talks from staff and volunteers, developing digital resources and distributing literature.

HIGHLIGHTS INCLUDED:
• Launching a new student awareness campaign supported by ‘Fightfornow’, a website designed specifically to meet the needs of young people facing the consequences of meningitis. This campaign saw us launch a Student Awareness Week in October 2015.

• The development of an e-learning resource, funded by Pfizer, as part of the Meningitis Aware Recognition Mark for pharmacists and pharmacies, which will be launched in Autumn 2016.

• Our continuing partnership with Bounty, enabling a symptoms card to be included in every Bounty newborn pack without charge. Production of the cards was kindly funded by our Ambassador, Petra Stunt, and her husband, James.

• Achieving a 35% increase in the number of awareness app downloads.
SUPPORT
The impact of meningitis is life-changing. While we cannot change what has happened once meningitis strikes, we can help people to rebuild their lives. We have seen a significant movement towards people seeking online support and our investment in digital skills and platforms ensures we are there for them.

ACHIEVEMENTS INCLUDED:
• Support through social media and helpline emails increasing by over 250%.
• Providing 130 face-to-face visits and over 800 support calls.
• Funding 144 financial support grants totalling £227,729.
• Increasing membership of our Health Unlocked online forum by 31%.
• Enabling over 300 people to benefit from our Family Days.
• Holding our second Rebuilding Futures Day; attended by over 100 people and 10 partner organisations.
• Holding our Viral Meningitis Week – raising awareness and improving recognition of what can be the life-changing impact of this type of meningitis.

Our successes are built on the strong foundation of the values we possess.

WE ARE:
Bold
We get noticed
Passionate
We go the extra mile
Supportive
We are always there
Inspired
Our energy and inspiration inspires those around us
Meningitis Now relies on donations. We are grateful to the individuals, communities, trusts and companies who supported our work last year – we couldn’t do it without you. We would especially like to thank Irwin Mitchell, Partnership Group, Caroline Gardner, GSK, Pfizer, BBC Children in Need and the Garfield Weston Foundation for their continued support in 2015/16.

How we raised it

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOLUNTARY INCOME</td>
<td>£2,610,728</td>
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<tr>
<td>FUNDRAISING EVENTS</td>
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<tr>
<td>INVESTMENT INCOME</td>
<td>£16,617</td>
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<tr>
<td>TRADING ACTIVITIES</td>
<td>£53,454</td>
</tr>
<tr>
<td><strong>Total income</strong></td>
<td><strong>£3,331,560</strong></td>
</tr>
</tbody>
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In a consistently challenging fundraising environment we saw a 3% decrease in income in the year, with total income of £3.3m.
£2.6 MILLION was spent on research, awareness and support.

How we spent it

COMMUNICATION & EDUCATION
£1,027,907
We campaigned and raised awareness of the disease and its symptoms, along with the services we provide.

RESEARCH
£501,569
All cases cannot be prevented, so our investment in world-class research was still urgently needed.

COMMUNITY SUPPORT
£470,639
Our team of support officers worked across the UK to provide support over the phone, online and in people’s homes.

HELPLINE & SUPPORT SERVICES
£382,857
Our services were a lifeline to those living with the impact of meningitis.

FINANCIAL SUPPORT GRANTS
£294,517
Financial pressures can be a massive additional burden to many people after meningitis. Our grants helped improve quality of life and reduced associated stress and anxiety.

COST OF GENERATING INCOME
£1,050,542

Total expenditure
£3,728,031

The deficit of £400,000 was as budgeted. This planned deficit resulted from the expenditure of funds committed at the time of the Meningitis Trust and Meningitis UK merger in 2013 on research; and because of a one-off investment in infrastructure projects to ensure the new charity had the capacity to best meet the needs of those we exist for.

The figures in this report have been taken from our annual report and financial statements. Please visit www.meningitisnow.org/annualreview for the full report.
Helpline responded to 6,550 enquiries

1,300 counselling, complementary therapy and creative therapy sessions were funded

£227,729 was spent on financial support grants to help in recovery and rehabilitation following meningitis

30 researchers worked on our projects at research centres in the UK

Over 2.3 million symptoms cards were distributed

People viewed our website pages over 2 million times

We featured in the printed press and broadcast media nearly 1,000 times

We had nine active research projects, representing a £1.2m investment in world-class research

Nearly 100 million people were reached via social media – equivalent to every person in the UK seeing a piece of our social activity 1.4 times!