

# Asthma UK

Annual General Meeting  
27 June 2019

# Agenda

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## Presentations

- Review of 2017 – 18
- Financial review

## Formal AGM business

- Apologies
- Minutes from 2018 AGM
- Annual Report
- Auditors



# Highlights of 2017 - 18

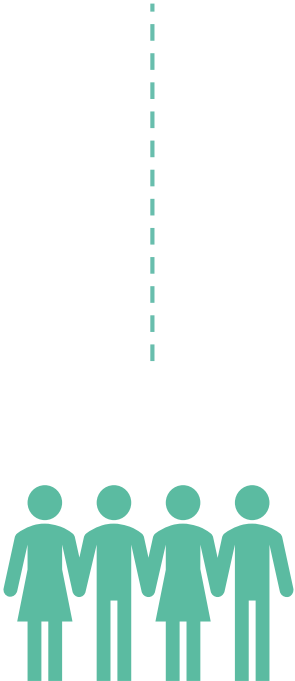
Kay Boycott  
Chief Executive

# Asthma UK 2017 – 2020: strategy

Delivering charitable purpose		Managing resources responsibly	
Activity	2017 – 2020 Strategy	Activity	2017 – 2020 Strategy
Improve asthma management wherever delivered	Inspire people with asthma to make a positive change	Maximise resources for the long-term benefit of people with asthma	Develop a sustainable asthma income generation model for a digital world
	Re-imagine asthma self-management through digital innovation		
	Pursue improvement in the NHS for people with asthma		Advance Asthma UK’s agility and productivity
Broker ambitious research collaborations			
Speed up research against the biggest asthma priorities	Invest in exceptional patient-centric science		

# Our mission: Stop asthma attacks. Cure asthma.

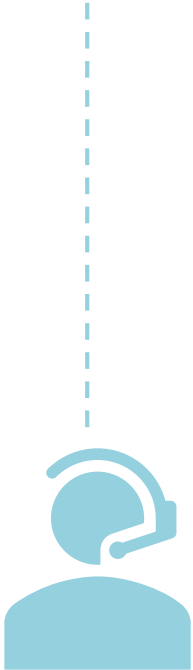
CAMPAIGN FOR CHANGE ON THE ISSUES THAT AFFECT PEOPLE WITH ASTHMA



FUND WORLD-CLASS RESEARCH



PROVIDE EXPERT ADVICE AND SUPPORT



# Inspiring people with asthma to make a positive change

## Reimagining asthma self management through digital innovation



In the last year, Asthma UK has...

Secured

**678**

items of media coverage with our health activation messaging

Reached an audience of

**35m**

with our back to school media coverage

Helped

**6,000**

people who called the AUK Helpline

Enabled

**158,520**

people to download Asthma Action Plans

Conducted

**15,000**

WhatsApp chats with people seeking advice

# Demand improvement in the NHS for people with asthma



In the last year, Asthma UK has...

Published our **'Slipping Through the Net'** calling for a transformation of care for people with severe asthma

Collaborated with an audience of over 60 **Industry experts** at our digital innovators event

Explored the issue of **data sharing technology** through our report **'Exploring the attitudes of people with asthma'**

Campaigned & influenced NICE to **recommend** a new drug benralizumab for the **treatment of severe asthma** – a big success!

Produced our report **'Falling Through the Gaps'** highlighting the 3.5m people with asthma that are not getting the right level of basic care

# Broker ambitious research collaborations & invest in exceptional patient-centric science



In the last year, Asthma UK has...

Directly influenced  
**£5.5million**  
investment in  
asthma research  
& supported  
**Four**  
**research**  
**programmes**

Collaborated  
with UK & US  
**Leading**  
**Severe**  
**Asthma**  
**Researchers**  
at our  
Transatlantic  
Partnership  
meeting

Spent  
**£1,138,000**  
on research  
whilst continuing  
to support our  
two centres  
**Centre for**  
**Allergic**  
**Mechanisms and**  
**Centre for**  
**Applied Research**

Jointly funded an  
**Innovation**  
**Grant**  
**Round**  
to explore the  
applications of  
digital  
technology in  
asthma

Awarded **3**  
**Research**  
**Grants**  
to develop low  
cost diagnostic  
tests for  
asthma



# Develop a sustainable fundraising model for a digital world



In the last year, Asthma UK has...

Tested new  
income lines

**Facebook  
donate**

has helped to  
increase  
individual online  
donations by

**43%**

Invested in an  
**In-house  
Paid Social  
Team**

to complement  
core income &  
**reach over  
4.8m  
people**

Enabled  
**248 runners**  
to complete the  
London  
Marathon;  
generating  
**£500,000** (up  
9% on the previous  
year)

Grown the  
**Asthma UK  
Lottery**

By **39%** year-  
on-year, with  
**42%** of players  
taking our  
asthma risk test

Reinvested  
**35.6p** for  
every £1 spent  
in fundraising  
to make  
another £1 and  
**64.4p** was  
spent on  
charitable  
activity

# 2017 – 18 Financial Performance

Nick Lewis  
Interim Chief Operating Officer

# FINANCIAL PERFORMANCE – BIG PICTURE

All amounts in £000s	Actual 2015-16	Actual 2016-17	Actual 2017-18	Forecast 2018-19
Description				
Total Income	8,762	7,950	7,840	7,744
Total Expenditure	9,292	7,139	7,359	10,374
<b>Surplus / Deficit - before Investments</b>	<b>-530</b>	<b>811</b>	<b>481</b>	<b>-2,630</b>
Investment Gains	1,467	315	931	90
<b>Surplus / Deficit - after Investments</b>	<b>937</b>	<b>1,126</b>	<b>1,412</b>	<b>-2,540</b>

Investment Gains – the 2018-19 Forecast is based on actual gains of £45k for the first half of this year



# FINANCIAL PERFORMANCE - INCOME

All amounts in £000s	Actual	Actual	Actual	Forecast
Description	2015-16	2016-17	2017-18	2018-19
Individuals	2,430	2,108	2,167	2,026
Companies & Trusts	688	710	394	655
Community & Events	1,214	1,347	1,118	1,221
Legacies	3,697	3,041	3,601	3,542
Other Income	502	460	376	300
Gifts in Kind	231	284	184	0
<b>Total Income</b>	<b>8,762</b>	<b>7,950</b>	<b>7,840</b>	<b>7,744</b>

# FINANCIAL PERFORMANCE - EXPENDITURE

All amounts in £000s	Actual	Actual	Actual	Forecast
Description	2015-16	2016-17	2017-18	2018-19
Research	3,688	1,496	1,138	
Improving Care	905	798	879	
Advice & Support	2,507	2,579	2,721	
<b>Charitable Expenditure</b>	<b>7,100</b>	<b>4,873</b>	<b>4,738</b>	<b>7,444</b>
Fundraising	2,192	2,266	2,621	2,930
<b>Total Expenditure</b>	<b>9,292</b>	<b>7,139</b>	<b>7,359</b>	<b>10,374</b>

Research Expenditure – Actual 2015-16 – this includes £2,000k for the UK Centre in Allergic Mechanisms of Asthma  
 Charitable Expenditure – Forecast 2018-19 – this includes £2,000k for the UK Centre for Applied Research

# FINANCIAL PERFORMANCE - RESERVES

All amounts in £000s	Actual	Actual	Actual	Forecast
Description	2015-16	2016-17	2017-18	2018-19
Unrestricted Reserves	5,185	5,710	5,139	5,070
Designated Reserves	185	1,212	3,191	670
Restricted & Endowment Reserves	1,437	1,011	1,015	1,065
<b>Total Reserves</b>	<b>6,807</b>	<b>7,933</b>	<b>9,345</b>	<b>6,805</b>
Minimum Target Reserves	3,400	3,800	1,400	1,515
<b>Free Reserves above Target</b>	<b>1,785</b>	<b>1,910</b>	<b>3,739</b>	<b>3,555</b>

Free Reserves above Target – the difference between the Unrestricted Reserves and the Minimum Target Reserves



# AGM Formal Business

John Tucker  
Chairman



# AGM

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## Formal AGM business

- Apologies
- Minutes from 2018 AGM
- Annual Report
- Auditors





End