



**The Committee of Trustees presents its report and audited financial statements for the year ended 31<sup>st</sup> March 2009.**

#### Objectives and activities

The objectives of the Association, stated in Clause 4 of its Constitution and Rules, are:

1. The relief of sickness by the promotion of scientific research on the subject of migraine and other headache disorders;
2. The advancement of public education on the subject of migraine.

**Mission Statement:** "to relieve the burden of headache by facilitating informed awareness and encouraging research".

Migraine Action aims to achieve these objectives by:

- providing information and support to anyone affected by migraine and other headache disorders;
- promoting education at all levels to disseminate the latest developments and best practice on management options;
- raising awareness of the condition, and its impact on the quality of life of sufferers, on society and on the economy;
- encouraging and supporting research;
- seeking to ensure that all migraine and headache patients have access to effective treatment and care at the appropriate level; and
- developing good working relationships with a wide variety of partners with similar aims and objectives.

**Our progress in achieving these aims is reported throughout this document.**

#### Statement of public benefit summary

Migraine Action seeks to represent the views of headache sufferers at all levels - to make sure that the patient voice is heard. The organisation provides a bridge between patients and health professionals, health service providers and decision makers. The commitment to supporting the individual with migraine remains at the core of its work. Having had regard to the Charity Commission guidance on public benefit the trustees believe Migraine Action's charitable purpose falls within the twelve categories of the Charities Act 2006, in particular operating for 'The advancement of health or the saving of lives'.

#### Review of achievements and performance for the year

2008 - 2009 has been an extremely busy year as the strategic plan devised in 2007 - 2008 was fully implemented for year one. A review of all core services has led to a thorough update of all membership benefits including a new look newsletter, a new more functional website and the introduction of new services. As part of the 50<sup>th</sup> anniversary celebrations the image and look of the charity were developed in terms of colour scheme and logo, and a rebranding exercise was conducted which has led to many favourable comments from members. A small amendment to the name, which has been shortened to Migraine Action (MA), was also agreed and ratified by the membership and the Charity Commission, although the organisation remains an Association as per the constitution.

Consolidation of the new administrative team has led to a full complement of seven staff members based in the new offices in Leicester. The integration of a new membership database in March 2009 enables us to create more membership loyalty programmes, aid fundraising and generally contribute to the efficient working of the administrative function of the charity.

Migraine Action has introduced a dedicated professional fundraising function and for the first time we also have a professional public relations and event manager who co-ordinates many of our outreach programmes and has made a significant impact in raising the charity's profile with the media.

The most widespread migraine awareness campaign has been to alert migraineurs who are particularly light sensitive to the health implications of the UK phasing out of incandescent light bulbs. Migraine Action has been part of an umbrella organisation called Spectrum, which has lobbied at both UK and EU levels, representing seven health charities whose members' health is adversely affected by the new light bulbs.

The membership of the committee of trustees changed with the early retirement of the Chairman, Alan Dickinson, in December 2008, and the appointment of a new Chairman, Mr. Adrian Peasgood, the erstwhile deputy. A new deputy Chairman, Mr. Colin Berry, was appointed on 25<sup>th</sup> February 2009, at a full trustee committee meeting; both appointments will be proposed for ratification by the membership at the 2009 AGM.

## Accessing Migraine Action services - providing information and support to anyone affected by migraine and other headache disorders

The Association believes that well-informed patients are more likely to manage their condition effectively and provides information and support to anyone affected by headaches, whether or not they are Association members, with additional services available to 'enhanced' members.

The Association's membership services have seen increases, often dramatic, in usage:

Activity	2009	2008	Increase
Telephone helpline calls	5,856	2,860	105%
Email traffic	6,959	5,820	20%
Postal enquiries	908	490	85%
Adult's website visits per month	42,000	36,000	17%
Children's website visits per month	1,900	1,800	6%

Queries by non members, recorded for the first time, average 47% of all contacts with the organisation.

## New look newsletter – 'Challenging Migraine'

After extensive research the quarterly members' newsletter has undergone a revitalisation this year with a change of format and was launched in July 2008. This has been well received by members:

*'The new newsletter is excellent'  
'Congratulations it has been well worth all your efforts'  
'Great being in colour, and a much more modern feel'  
'So much more professional and bound to attract a new audience'*

## Internet and website communications

The Association has two websites, both of which have free access to 25% of the site information. The remainder is accessed by membership login only. The Association's main website [www.migraine.org.uk](http://www.migraine.org.uk) contains a wealth of information on many aspects of migraine and was relaunched in January 2009.

The new look website has received very favourable feedback from members and non members and is amongst the top five headache and migraine sites accessed on all of the major search engines.

*'What a splendid new site offering so much support to all sufferers at the click of a mouse!'*

*'I am sure it will encourage many younger folk to join, highlighting the need for more local understanding of the condition, and the physical and mental anguish it causes.'*

*'As one of the earliest members, I can testify to the great practical help and moral support Migraine Action gives, and I especially like the new website.'*

*'The new website looks good and is easy to navigate - keep up the good work'*

## Migraine in children

The Association is concerned that migraine in children is often not recognised or treated, or if treated then the treatment may be inappropriate. Our research also indicates that very little information is available for young people, parents, teachers and others working with children. We have undertaken an ambitious Young Migraineurs project to update all our information for the 8 - 17 year age group, which includes revamping our dedicated website for children [www.migraine4kids.org.uk](http://www.migraine4kids.org.uk) as the centrepiece of a new campaign to raise awareness of migraine in children in 2009 - 2010.

## Promoting education at all levels to disseminate the latest developments and best practice on the management of migraine

A wide ranging series of 13 patient meetings around the UK was implemented to take Migraine Action out to the regions and attracted

both members and non members, with over 600 attendees across the UK. Delegate feedback included comments like:

*'Excellent day and very useful. Nice to be with people who also suffer'  
'Very, very useful day - particularly the first presentation about prevention'*

*'The organisation of the day from the MA was excellent; venue was central, very easy to find and get to'*

*'A really enjoyable and informative day'*

**The Annual General Meeting**, held in London on 13<sup>th</sup> December 2008, was attended by 42 delegates. As well as the formal proceedings, the Chairman of the Medical Advisory Board and a prospective member of MAB gave presentations about current topics in migraine management:

- Dr Andy Dowson – Developments in migraine research and new treatments
- Mr. Clifford Lomas – Osteopathy and its role in migraine management
- Lee Tomkins, director, chaired the Q&A sessions.

## Supporter groups

There are 19 local support groups, each in loose affiliation with the Association. A trustee review of the future of such groups was undertaken, based on the work of the office staff, and concluded that development of this area of activity was not a priority at present.

## Raising awareness of the condition, its impact on the quality of the lives of sufferers, and on society and the economy

Migraine remains widely misunderstood, under diagnosed and often inappropriately treated. The Association is committed to raising general awareness of the condition and is a recognised and respected source of information at all levels nationwide.

MA has extended its outreach programme and attended eight public exhibitions this year to help raise awareness of the charity's work to both health professionals and the lay public.

Migraine in the workplace has continued to be a key area of interest for migraineurs and, with the recent credit crunch and pressure on employment, many members have sought help via the helpline re their employment rights. A series of 10 migraine in the workplace seminars with an attendance of over 210 delegates has been conducted to encourage more understanding of the condition and to promote appropriate action by employers to ensure the workplace is as 'migraine friendly' as possible.

We anticipate this will become a more requested service in 2009 - 2010.

## Migraine Awareness Week

Our annual national awareness week, in September 2008, centred on a campaign based around triggers, food and managing your migraine. The following activities took place:

- Migraine Healthcare Awards luncheon
- Leeds patient meeting
- Tesco in-store promotions with 4head - a first for Migraine Action
- The poster launched a year long campaign distributing 10,000 posters and 85,000 trifold leaflets to 1,500 surgeries across the UK



Post campaign research showed:

- Press campaign – national press and radio coverage was achieved in 20 regions creating 43m impressions
- Migraine was in the top 5 list of health issues where healthcare professionals requested further information. Other key topics were contraception, smoking cessation and weight reduction
- 88% of healthcare professionals thought our literature was extremely helpful when talking to migraineurs

## Migraine Heroes healthcare awards

Migraine Heroes healthcare awards recognised outstanding individuals in the field of migraine and was launched as a pilot activity in 2008, to try and engender more migraine awareness during Migraine Awareness Week. The Awards luncheon was held in London and educational bursaries were awarded to the winners. Categories included: Best GP; Best Healthcare Professional; Best Pharmacist; Best in Complementary Medicine; Best Carer.



## Public awareness campaigns

Since May 2008 a series of public awareness campaigns via the media has been devised to support our activities and generate good relationships with key media outlets. This is especially important to reach non member audiences and to showcase the expertise and experience of Migraine Action.

The campaigns have resulted in:

- Press releases distributed: **37**
- Media enquiries: **96**
- New medical research comment: **13**
- Radio interviews: **74**
- Television coverage / interviews: **4**
- National press coverage: **19**
- Health Professional press: **10**



## Encouraging and supporting research

Research is an important part of the Association's remit. Support, both financial and 'in-kind', is provided for a wide range of projects, principally for those with a clear patient focus likely to have an impact on the management of the condition within a reasonably short time. Migraine Action was active in supporting research in other ways, including collaboration with a variety of partners or sponsors looking for volunteers from the membership for medical studies and clinical trials.

## Ensuring that all migraine and headache patients have access to effective treatment and care at the appropriate level

The Medical Advisory Board (MAB) continues to advise the executive team on all key issues in particular the understanding of current clinical research and its application in clinical practice. Many of the MAB members have been speakers at the patient education days and expert media commentators on behalf of Migraine Action for all new clinical research.

The Association is committed to ensuring that all migraine sufferers have access to appropriate care and so continues the strong working relationships with groups such as Migraine in Primary Care Advisers (MiPCA), and the City of London Migraine Clinic (CoLMC).

Migraine Action has also developed a scheme offering core funding for 3 - 4 headache clinics to fund migraine or headache nurses, using legacy monies received this year. Applications from clinics around the UK are currently being evaluated.

After statutory changes in 2008 in the financial reporting requirements for charities, Migraine Action has been eligible to have an independent examination of accounts rather than a full audit, as the 2008 - 2009 charity income has been below the £500,000 threshold which requires a statutory audit.

## Independent examiner's report to the trustees of Migraine Action

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

## Independent examiner's statement

In connection with my examination, no matter has come to my

## Developing good working relationships with a wide variety of partners with similar aims and objectives

The Association continues to be a member of Headache UK and the World Headache Alliance (WHA), and to maintain links with the Organisation for the Understanding of Cluster Headache (OUCH UK), and the British Association for the Study of Headache (BASH); it retains its membership of National Voices, formerly the Long Term Medical Conditions Alliance.

New strategic relationships are being sought with organisations outside the migraine field that also share common objectives, e.g. with Spectrum, the umbrella organisation for the lobbying campaign on light bulbs; with the Scout Association and British Heart Foundation for the Young Migraineurs project; and groups like Synexus and BioSource Corporation which will improve access to the latest clinical research programmes.



## Financial review and results for the year

In comparison to last year, income fell by £189,549. This was mainly due to smaller legacies being received (lower by £96,866), and there being no equivalent to the proceeds of the sale of the previous office building (£71,000).

Investments in Birmingham and Midlands account did well considering the worldwide financial climate, bringing in £16,816 interest for £306,000 invested (5.5%).

Governance costs recognised in the year stood at £10,951 (£11,673 in 2007-08), reflecting the high level of input from trustees during these rebuilding years.

At 31<sup>st</sup> March 2009, the Association had total fund balances of £450,682 (£575,355 in 2008) of which £435,682 were unrestricted.

## Future plans

To build on the momentum created by the rebuilding of the charity in 2008, we anticipate further development of membership core services and moving from membership retention to recruitment strategy which will be supported with affinity and membership benefit programmes.

The strategy for disease awareness continues and we anticipate that 80% of our outreach programmes - e.g. the rebranded Migraine Education Days - will be self funded in 2009.

We anticipate our fundraising strategy will gather pace in 2009 and will contribute funding to support our outreach programmes and core activities.

The outreach programme continues with a 10 centre series of patient meetings around the country throughout the year.

The trustees are also actively encouraging applications from members to become trustees, and are conscious of the many skills that members could contribute.

attention:

1. Which gives me reasonable cause to believe that in any material respect the requirements
  - to keep accounting records in accordance with section 41 of the 1993 Act; and
  - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 1993 Act

have not been met; or

2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Sue Plumb ACA  
HW Accountants

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Newport Street, Swindon,  
Wiltshire. SN1 3DU.

Date: 17<sup>th</sup> June 2009

# Summary of Accounts

## For the year ended 31<sup>st</sup> March 2009

INCOMING AND OUTGOING RESOURCES FOR THE YEAR ENDED 31 <sup>ST</sup> MARCH 2009				
	Unrestricted Funds	Restricted Funds	Total Funds	
	(£) 2009	(£) 2009	(£) 2009	(£) 2008
<b>Incoming Resources</b>				
<i>Incoming Resources from Generated Funds</i>				
<b>Voluntary Income</b>				
Donations and similar income	67,448	-	67,448	73,142
Legacies Receivable	130,475	-	130,475	227,341
<i>Incoming Resources from Operating Activities for Generating Funds</i>				
Merchandise	4,773	-	4,773	6,122
<b>Investment Income</b>				
Investment Income	-	-	-	14,623
Bank Interest	7,319	-	7,319	4,168
<i>Incoming Resources from Charitable Activities</i>				
Subscriptions	73,139	-	73,139	76,002
<b>Other incoming resources</b>	19,809	-	19,809	91,114
<b>Total Incoming Resources</b>	<b>302,963</b>	<b>-</b>	<b>302,963</b>	<b>492,512</b>
<b>Resources Expended</b>				
<i>Cost of Generating Voluntary Income</i>				
Merchandise Costs	1,190	-	1,190	2,638
Investment Management Costs	-	-	-	1,946
Fundraising	5,668	-	5,668	23,208
	<b>6,858</b>	<b>-</b>	<b>6,858</b>	<b>27,792</b>
<b>Charitable Expenditure</b>				
<i>Costs of Charitable Activities:</i>				
Projects	63,271	-	63,271	57,714
Grantmaking	21,805	-	21,805	37,611
Information and Support	248,339	-	248,339	154,599
Awareness Raising	64,600	-	64,600	60,408
Support Costs	28,623	-	28,623	16,726
Governance Costs	10,951	-	10,951	11,673
	<b>437,589</b>	<b>-</b>	<b>437,589</b>	<b>338,731</b>
<b>Total Resources Expended</b>	<b>444,447</b>	<b>-</b>	<b>444,447</b>	<b>366,523</b>
<b>Net Outgoing Resources for Year</b>	<b>(141,484)</b>	<b>-</b>	<b>(141,484)</b>	<b>125,989</b>
<b>Transfers</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net Balances after Transfers</b>	<b>(141,484)</b>	<b>-</b>	<b>(141,484)</b>	<b>125,989</b>
Gain/(Loss) on Investment Assets	16,816	-	16,816	(8,677)
<b>Net Movement in Funds</b>	<b>(124,668)</b>	<b>-</b>	<b>(124,668)</b>	<b>117,312</b>
<b>Brought Forward Funds at 1 April 2008</b>	<b>560,350</b>	<b>15,000</b>	<b>575,350</b>	<b>458,038</b>
<b>Carried Forward Funds at 31 March 2009</b>	<b>435,682</b>	<b>15,000</b>	<b>450,682</b>	<b>575,350</b>
<b>BALANCE SHEET AT 31<sup>ST</sup> MARCH 2009</b>				
<b>FIXED ASSETS</b>	<b>(£) 2009</b>		<b>(£) 2008</b>	
Tangible		30,193		19,791
Investments		-		305,871
		<b>30,193</b>		<b>325,662</b>
<b>CURRENT ASSETS</b>				
Debtors and prepayments	23,497		11,060	
Stock	-		-	
Cash at Bank and in Hand	426,103		278,908	
	<b>449,600</b>		<b>289,968</b>	
<b>CREDITORS - Amounts Falling Due Within One Year</b>	<b>(29,111)</b>		<b>(40,280)</b>	
<b>NET CURRENT ASSETS</b>		<b>420,489</b>		<b>249,688</b>
<b>NET ASSETS</b>		<b>450,682</b>		<b>575,350</b>
<b>FUNDS</b>				
Restricted Funds		15,000		15,000
Unrestricted Funds		435,682		560,350
		<b>450,682</b>		<b>575,350</b>