



2023/24

IMPACT REPORT

Stephen's story

Living with severe eczema and the impacts it has.

I had infantile eczema up to the age of around seven or eight. My parents told me they used to smother me in ointment and wrapped me up in bandages. Fortunately, I grew out of that and remained eczema-free until around 40 when it returned. It came back with a vengeance, getting to the stage where it was seriously impacting my life. A particularly bad flare has resulted in me being admitted to hospital for treatment.

The more intimate relationships can be very difficult when you've got severe eczema. Even sharing a bed with your partner can be very difficult because it can be uncomfortable at night when you are wriggling and scratching in your sleep. Even sleeping in different beds when you are flaring badly. My last relationship was greatly affected by my skin condition.

It's widely known that keeping fit and healthy is beneficial for your mental health. But I no longer have gym memberships as I often wasn't able to go to any of the classes because of my condition, and even swimming is a big no. The chlorine is not very good for my skin as I would come out very hot and tender. So limited physical activity options has impacted my mental health.

Simple daily tasks such as car journeys or sitting down on the sofa to watch TV take a toll. I get eczema pretty badly on my back so if I am in a car or watching TV for a while it can feel like my clothes are sticking to me. This makes me feel hot and uncomfortable and then I start to itch.

When I'm flaring badly on my neck, face; around my eyes and mouth it can make you feel quite low about yourself. During the pandemic, however, my medication was forcing me to shield and affecting my stress levels; I requested to temporarily stop taking the medication which was agreed by my specialist. Within two weeks of ceasing the immunosuppressant drug, I had lost my entire body hair. Losing your entire body hair within a matter of weeks is very difficult to come to terms with.

I've spent a lot of money over the years trying different lotions, and just because I find something it doesn't necessarily mean it's going to work forever. Your skin has a habit of saying, well, that's no good for me anymore and you have to go back to the drawing board to find something new. Prescriptions are also expensive, sometimes with four items on a prescription, costing up to £40 each time.

It's a costly condition to live with.

“Losing your entire body hair within a matter of weeks is very difficult to come to terms with”



Message from our CEO

No one should die from allergy.

Yet we know that people are struggling day-to-day and tragically some are dying.

We still have a long way to go to be able to say for sure that the UK takes allergy seriously.

Welcome to our Impact report for 2023. It has been a year of change, notably the organisation welcoming me as the new CEO. I have been at Allergy UK for 5 years and so delighted and excited to be honoured with this role and eager to continue the great leadership of the previous CEO Carla Jones. It would be fair to say that the year has been a challenging one with leadership change, a demanding fundraising landscape and a continued pressure on the services we provide for people affected by allergy. However, witnessing our amazing team work so hard to relentlessly achieve our priorities as set out in the Strategy for Change 2020–2025, has been humbling to experience.

Allergy UK has made great strides in providing support for people with allergies. The organisation's dedicated Helpline team has been instrumental in offering essential information and a friendly ear to individuals living with allergies and their families.

We have also made access to dietitians easier for parents of young children – filling the gap in NHS services and providing timely professional support. The organisation's collaboration with healthcare professionals and other allergy charities has also helped to improve standards in education and healthcare for individuals with allergies.

There is no denying that our services which we provide are critical, but this has to be on the backdrop of key policy asks for long term change. The development of the Patient Charter was a pivotal action for the charity and has been the platform to have our voice and that of the allergic community with policymakers, to instigate change so allergy is taken seriously. We have engaged with key players such as the Department for Health and Social Care Department for Education and the Food Standards Agency to agitate impactful conversations for

change in food labelling, improved awareness of the management of allergy in schools, and improved access to timely diagnosis in primary care.

We hope our efforts demonstrated Allergy UK's determination to support, people just like Stephen, and raising awareness among the wider public, with the ultimate goal of preventing allergy-related fatalities and ensuring that allergies are taken seriously in the UK.

Another highlight for Allergy UK was to achieve The Patient Information Forum accreditation. This means that the information we develop and make available to the public can be understood and is 100% accurate.

We cannot do this work alone. Allergy UK continues to work alongside its partners to advocate for the needs of people living with allergies. We still have much to do, but we come together with our partners to continue to fight for what people living with allergies need.

The organisation's commitment to collaboration, community engagement, and support reflects our continued dedication to addressing the challenges faced by individuals living with allergies and advocating for change at both local and international level.

This report will highlight some of our great achievements which I hope demonstrates our commitment to serving our allergic community and raising awareness among the wider public.

We could not do what we do without the support and generosity of all those who get involved, whether through volunteering, making donations, taking part in fundraising challenges and events, or through grants and sponsorship.

We thank you all for your continued support and for working with us to ensure that the UK takes allergy seriously. Your efforts mean Allergy UK can continue to make a difference on behalf of all UK people living with allergy.



Simone Miles, CEO

The year in numbers

195

children helped through our dietitian service

1 in 3

people in the UK have one or more allergic conditions



59K

followers across social media

54K

downloads/views of free online patient resources

7,059

Helpline contacts



619K


website sessions

Our vision and mission

Allergy UK is the only patient organisation that supports all areas of allergic disease, covering respiratory, skin, food, eye, venom and drug allergies, including anaphylaxis. We continue to play a vital role in providing information, advice and support, based on up-to-date evidence on best practice, for people affected by allergic disease and their wider families and social networks.

Our vision is ‘no one should die from allergy’

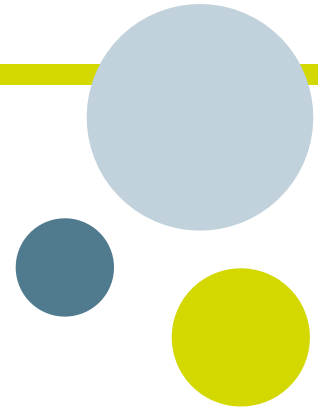
We believe in our vision that ‘no one should die from allergy’ – and we will continue to work towards this and provide support for all those living with allergy in the UK. Over the past year, we have become more actively engaged in campaigning, advocacy and lobbying to change legislation. However, despite our dedicated efforts and hard work, we clearly have a lot more work to do. No one should die of an allergy because of a misunderstanding of this disease and a lack of wide-scale public knowledge.



Our mission is to ensure ‘everyone in the UK takes allergy seriously’

Our campaign ‘It’s time to take allergy seriously’ is intended to shine a light on the debilitating challenges and fatal consequences that can come with living with allergy. The long-term campaign will focus on raising awareness of the lived reality of those who are affected by allergies across the whole spectrum; respiratory, drug, food and skin. Its aim is ultimately to instigate a shift away from a singular individual responsibility of the allergic person towards a more collective, public responsibility for managing allergy. We believe this is only truly possible, once all corners of the UK – from the public to the healthcare system, government, business, schools and universities – start to take allergy seriously.

Our values and goals



Our values and goals help us all to understand what is important to us to be able to effectively deliver our vision and mission and gives us a pathway to make a difference.

- Committed** The allergic community is at the heart of everything we do
- Effective** We make a difference to the lives of those living with allergic disease
- Collaborative** We work together with others to achieve shared objectives in an open, honest and caring way
- Respectful** We respect the expertise of others and share our expertise through collaboration
- Transparent** We are open and transparent in everything we do
- Listen** We listen to our stakeholders and value their views

Our goals define the work Allergy UK undertakes to achieve our vision and mission.

- Research** to have the most up-to-date knowledge and expertise on allergies and the allergic community
- Empower** by ensuring those living with allergies are informed about how to tackle and manage their conditions
- Educate** the wider society on the impact of living with allergies
- Influence** the government and stakeholders, such as the healthcare community and public institutions, to better serve the allergic community



Research

Allergy UK's research initiatives help to shape the work we do.

Allergy UK research

Allergy UK’s research initiatives are important because the insights and findings help to shape the work we do, be that the support services we provide to those living with allergies, defining the direction of our policy work or the issues we highlight through the public campaigns we undertake.

Understanding allergy care provision and commissioning – Our Patient Charter

Our Patient Charter is a pivotal and noteworthy product of our extensive research with key stakeholders such as individuals affected by allergy, healthcare professionals, industry and our own insights gained through the work we do to support the allergic community. The Charter identifies three core areas to underpin the gold standard of rights and care for those living with allergies:

- the right to quality care
- the right to equality in society
- right to accurate information and education.

During this period, Allergy UK began making headway on the changes and the work required to deliver a right to quality care. We issued a Freedom of Information (FOI) request to all 42 Integrated Care Boards (ICBs) in England, to find out what information they hold on

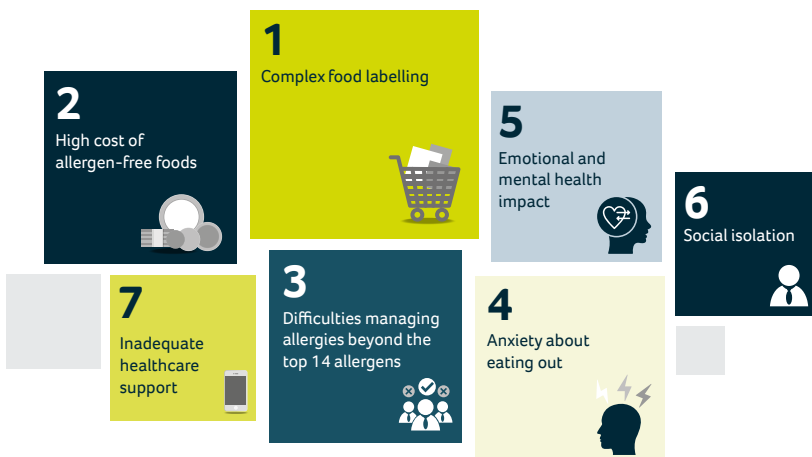
patients receiving allergy treatments. The research revealed that 93% of ICBs in England lack data on the number of allergy patients in their regions, and therefore inevitably a lack of knowledge around the required NHS support for patients. With one in three of the UK population living with at least one allergy, the invisibility of allergy patients in data held by healthcare providers make it difficult to adequately plan and provide specialist allergy services.

With this insight against a backdrop of an increase in the prevalence allergy in the UK, our policy call for a specialist allergy nurse and dietitian in each ICB was launched. We have engaged in constructive dialogue with policy makers to seek change. More detail of this work is given in the Influencing chapter of this report.

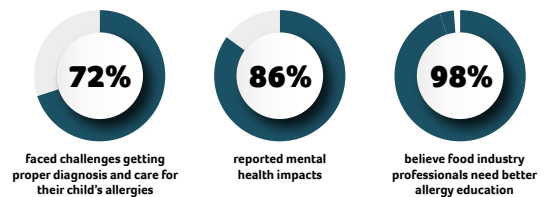
Allergy UK allergic community research

In 2023 we undertook a deeper dive into the attitudes and lived experiences of people with a food allergy ahead of developing our #IngredientsMatter conversation, a component of our ‘It’s Time Campaign’ which ran from November 23 to February 24. These results not only helped to inform the #IngredientsMatter campaign, but proved to be valuable in supporting the broader work we do to improve allergy awareness and support.

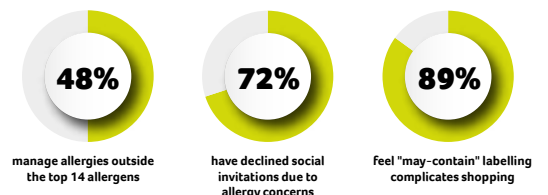
Top 7 daily challenges findings



Parents



Adults



Contributions to clinical research

As part of our commitment to continue to improve clinical understanding and best practice in allergy and allergy management, Allergy UK's Clinical team is often asked to contribute to leading clinical research studies and other pieces of patient research. During this period there were three highlights of our work in this area.

TRANS-FOOD project

With an estimated one in three of the population thought to be affected by one or more allergic condition, and rates of allergies, including food allergy, increasing research into the underlying mechanisms around how allergies develop is essential to support prevention of allergy. The TRANS-FOOD study led by Kings College London, seeks to reduce the risk of peanut allergy by understanding how skin exposure to allergens contributes to allergy development. This international collaboration between experts from the UK, Germany and France focuses on researching how peanut protein exposure through the skin activates the immune system. The findings of the study aim to guide changes in skincare routines to reduce exposure through cross contamination from the hands, as well as inform peanut product manufacturers on how to minimise environmental exposure to peanut protein.



Allergy UK Clinical team

Ready2React UK campaign

The Ready2React UK campaign has been a valuable research partnership between allergy charities, Viatris and clinicians. The coalition came together to gain a better understanding of how individuals, who experience life-threatening allergic reactions (anaphylaxis), use emergency medication - specifically Adrenaline Auto-Injectors (AAIs). The need for this researched emerged due to growing concerns that many people are not confident in using their AAIs correctly. The findings confirmed that unfortunately many people are either not using them correctly during an anaphylactic episode or not using them at all. Consequently, a new patient facing booklet to improve preparedness and understanding of how to use AAIs in the event of an anaphylactic episode was published and an ongoing public awareness campaign has been launched.

Guideline update on Cow's Milk Allergy (CMA)

Due to approximately 15% of Helpline calls relating to Cow's Milk Allergy (CMA) symptoms and the occurrence of deaths linked to CMA, Allergy UK identified an urgent need to review and update information and advice around CMA. Our Head of Clinical Services, Amena Warner, collaborated with other experts to research and develop evidence-based recommendations to inform the World Allergy Organisation's Diagnosis and Rationale for Action Against Cow's Milk Allergy (DRACMA) guideline update. It is anticipated that once published, the recommendations will be implemented by allergists and healthcare providers globally, leading to better awareness, diagnosis and management of CMA.



Empowering

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“I have been a fan of Allergy UK for many years, being an allergy sufferer who has often found your organisation highly informative and reassuring about how to manage having allergies.”

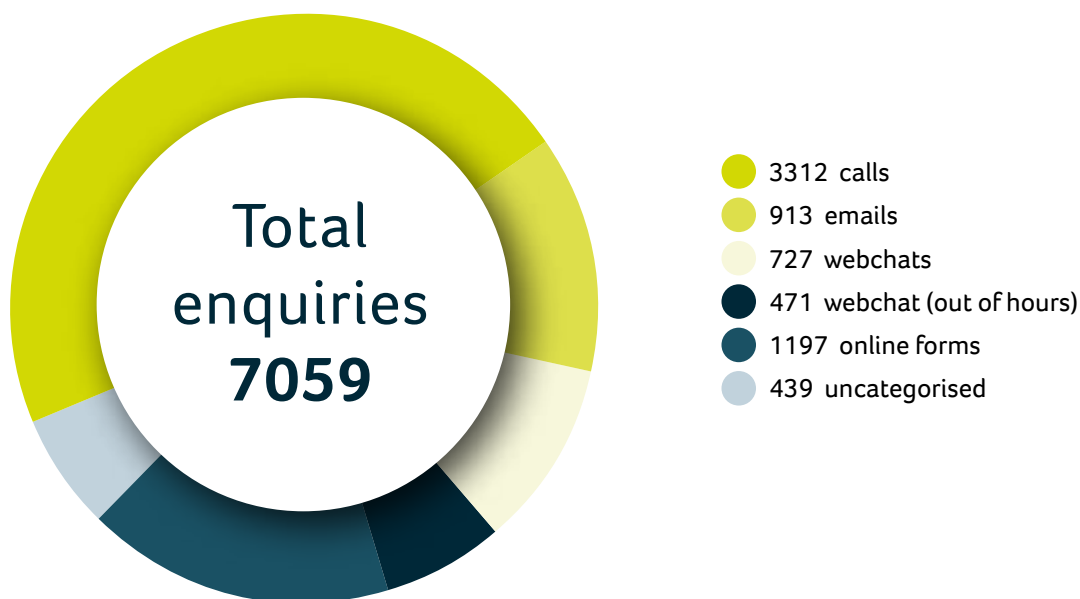
Our Helpline

In 2023/2024 we handled 7059 enquiries to our Helpline.

Allergy UK provides the UK's only national helpline service for people of all ages affected by any allergy. We provide information and guidance on how to manage their allergy and offer solutions which may alleviate their condition or improve the management of their condition. Our callers typically speak to an adviser for about 30 minutes with an opportunity to access specialist clinical support from our Clinical team if required. Telephone continues to be the principal method people use to contact our Helpline.

Our Helpline team also signposts callers to the comprehensive range of information developed by Allergy UK, such as Factsheets, videos and podcasts. Callers tell us they get in contact because of lengthy wait times to see a GP, referrals to NHS support and lack of access to treatment with nowhere else to seek support.

Breakdown of Helpline calls 2023/24



In 2023 we experienced an increase in calls to our Helpline. As a result, unfortunately there were times where the queue to access Helpline support was long, and 884 (or 13%) calls were missed. To address this, we hope to increase our funding to provide a much needed additional advisor within the next 12 months. Even so, the number of enquiries Helpline were able to support using existing Allergy UK resources increased by a huge 550%, indicating the quality and relevance of the patient resources Allergy UK publishes for the community.

Our Helpline advisers support callers with complex issues such as anxiety, depression, frustration, isolation, or post-traumatic stress disorder (PTSD).

These issues arise due to the burden of managing their allergic disease. 33% of all enquiries received in 2023/24 supported people with issues related to the mental health and wellbeing impact of living with an allergy vs 12% of calls in the previous year.

Our Helpline is also where individuals can gain access to our other clinical services. Allergy UK provides virtual clinics for parents/carers of infants with eczema, and another offering dietary advice to parents/carers with children over five years of age with suspected food allergies. The need for these services continue to be ongoing with all slots fully booked throughout the year.

Helpline support for adults

The number of callers enquiring about adult allergies increased by 12% this year, to a total of 3,603 contacts.

Our Helpline service is not limited to only supporting individuals living with allergic conditions; the team also advises employers, family members and healthcare professionals with queries on how to best support the allergic community.

The top five reasons for calls to the Helpline for adults remained unchanged, although the number seeking information on anaphylaxis rose by 64%, representing the steepest rise of all the conditions for which Helpline advice was sought.

Most common support needed (top five):



“Thank you so much for sending me the information. It was lovely to speak to a fellow sufferer who understands how debilitating rhinitis can be. I have struggled with this for years, frequently going to the GP for advice and guidance and getting very little.

You have given me some practical tips I can follow that can hopefully improve the symptoms, while I look into seeking some private medical help.”

Helpline support for children

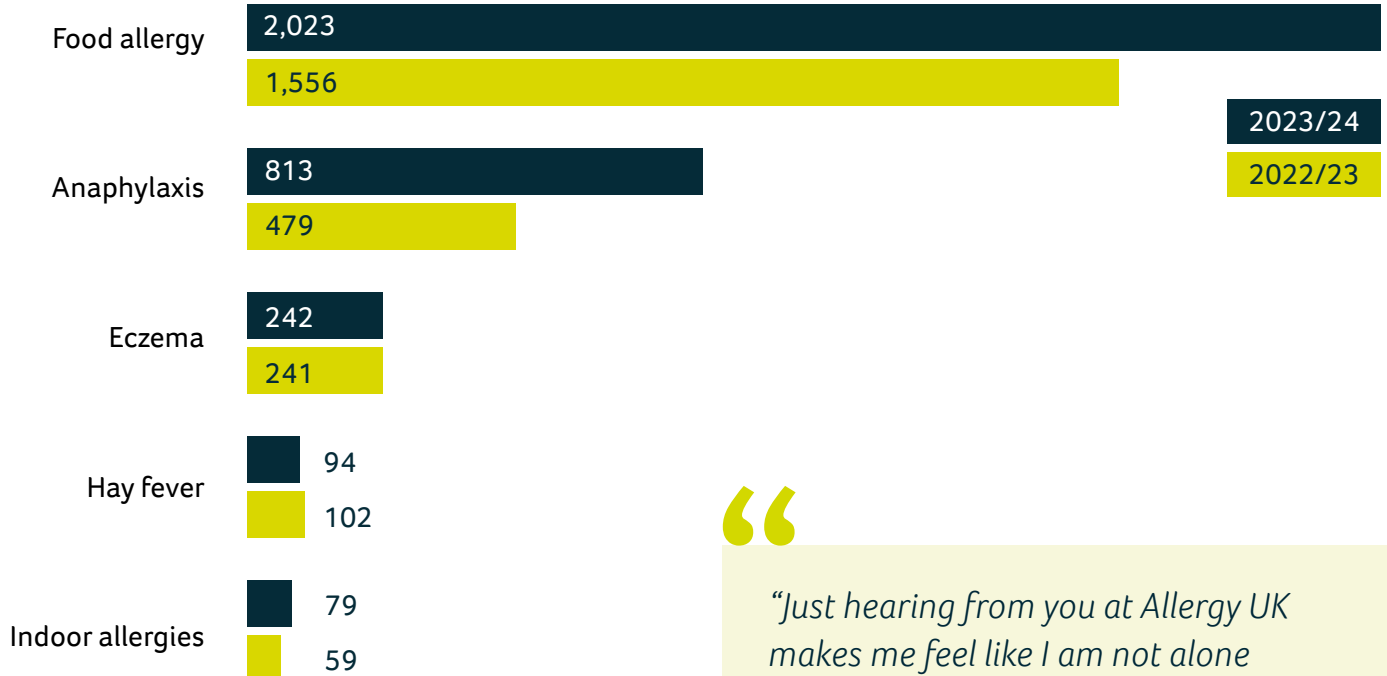
When a parent or carer contacts our Helpline about their child’s allergies, usually they have already spoken to a range of healthcare professionals and not found the support they need. Contacting our Helpline is often the beginning of a parent or carer’s journey in finding the correct treatment plan for their child. This year, we helped 2,691 families find the right support for their child. Compared to last year, this is a growth of more than 40%.

With food allergies in children on the rise, parents are increasingly worried about exposing their children to common food allergens which could potentially result in an adverse allergic reaction. These fears become especially acute around key milestones

of a child’s life such as weaning, starting school or leaving home. Eating out, attending parties or special events, and travelling all create challenges for parents to keep their children safe. Allergy UK’s Helpline team regularly support parents calling with concerns around these issues and will also:

- Guide callers through the NHS system
- Help them find a private practitioner e.g. an allergist or a dietitian
- Refer to our in-house dietitian, eczema nurse service or external dietitian service, for one-to-one support

Most common support needed (top five):



“Just hearing from you at Allergy UK makes me feel like I am not alone with my son’s allergies and with this issue he had.”

Dietitian service

Our dietitian service has supported 1869 babies/children in the last nine years, filling an unmet need caused by a gap in paediatric allergy care within the NHS. Having identified this gap in care we developed our dietitian service to provide timely, accurate, evidence-based advice for managing allergies and nutritional needs, while awaiting NHS referral. Our wish is for the gap to be eliminated so Allergy UK is not needed to provide this service. However, in 2023/24, sadly this was not the case so we will continue to seek funding to offer this service for the time being.

Our dietitian service offers 30-minute telephone appointments with specialist allergy dietitians. During the call, the dietitian will review all information, offer best practical advice, and signpost further actions to manage the child's nutritional needs safely until specialised care is available.

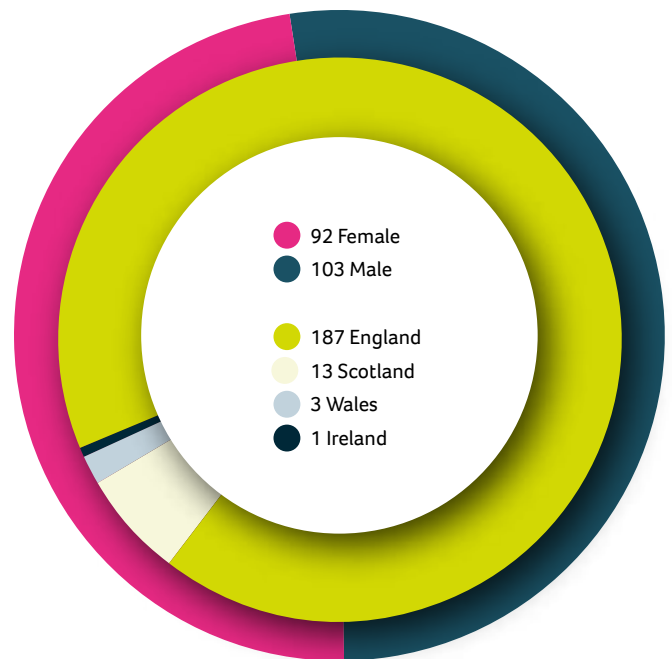
Eligibility criteria for this service include:

- Children from birth to five years of age
- No prior referral to a dietitian or dietary support
- One or more symptoms suggestive of allergy

We are able to offer six appointments per week thanks to funding from and Nutricia Pharmaceutical

and Vitalite. Vitalite is a new partner for 2023/24 and their support has enabled Allergy UK to offer an additional 40 appointments compared to last year. When a child and their parent/carer does not meet the criteria to access this service or a referral is active, Allergy UK is still able to provide support through our other funded service, so no parent/carer is left alone.

Breakdown of attendees



“Thank you so much for organising our dietitian call - it was unbelievably helpful and I feel supported and better informed because of it. You’ve really made one stressed out mumma feel happier about supporting her little one!”



Nurse-led eczema clinic

Many parents/carers struggle to manage their child's eczema due to a lack of advice and support, often receiving prescriptions for treatment without comprehensive guidance. In response to this need, we launched a nurse-led eczema clinic in September 2023. This clinic provides specialised support and education to parents on managing their child's eczema effectively. The clinic operates with two

appointments per week and has supported 24 families since its launch. We would love to offer more appointments and our funding strategy will look to support this in the coming year. Often parents/carers are referred to the clinic through our Helpline and dietitians who have interacted with families. The clinic seeks to offer a holistic approach to reflect the complex requirements of managing allergies.

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“I just wanted to say thank you to your nurse who called on Wednesday. She gave me some amazing advice for my daughter, better than any I have received from doctors since April, and for the cream recommendations, which I have purchased and am currently trying.

What an amazing service thank you again.”



Allergy Translation Cards

Travelling abroad with an allergy can be challenging for someone who is affected and their travel companions. Faced with the uncertainty of whether they are conveying accurate information on their allergies in a different language, it can become an extremely anxious and stressful experience. Our Allergy Translations Cards offer a solution to this problem by providing accurate information about someone's allergy to present whenever necessary. This gives them the confidence that their allergy needs are communicated effectively and offers an extra piece of mind. What's more, in the event of a severe allergic reaction, which prevents someone from communicating, the Allergy Translation Cards also communicate that you require emergency medical treatment and to call an ambulance immediately.

Allergy UK's Translation Cards are available in 35 languages for over 150 different allergens. The demand for our cards continues to grow: in 2023/24 we processed 1649 orders, outstripping the number of orders from 22/23 by just over 32%. For the first time this year, digital PDF versions of the cards were introduced and at least 49% of orders taken in this period included a digital PDF version.

In response to the popularity of a digital format, we plan to diversify the digital solutions we offer to widen access and appeal to an even broader demographic. Additionally, the digital PDF solutions can be processed much quicker than physical plastic cards, which means that more time is available for our Helpline team to support callers.

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“I am so grateful that my son will have that extra bit of help for his school trip to France. Thank you for everything you do to support people living with allergies.”



Resources

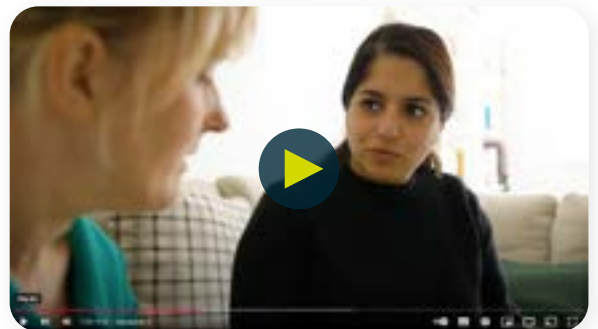
We pride ourselves on producing and sharing accurate and current information on allergy. Allergy UK creates a wide range of resources utilising different formats such as written information, video and podcasts. Thanks to our experienced Clinical team and other external clinical experts with whom we work, we are able to produce high quality, accurate patient information. We are committed to providing advice on allergy that is clear and easy to understand. To this end we sought and gained our Patient Information Standard Accreditation (PIF) and passed an audit in 2023/24. Being PIF accredited means we must adhere to processes which ensure we produce high quality, accurate and easy to understand patient resources.

Resource highlights in 2023/24

In some areas of allergy, patients often lack understanding, necessitating the creation of specialised resources to support them. Thanks to funding from various corporate partners, we produced a suite of resources aimed at increasing awareness and understanding in these niche areas of allergy. As a result, these were accessed over 5,000 times in the past year. The resources included:

Video: Chronic Spontaneous Urticaria (CSU)

A video reflecting the lived experiences exploring Chronic Spontaneous Urticaria (CSU), thanks to Novartis Pharmaceuticals UK



Digital leaflet: The Cow's Milk Ladder

Nutricia UK sponsored the creation of a digital leaflet for parents with infants affected by cow's milk allergy. This leaflet explored how to best reintroduce cow's milk into their child's diet.



Digital destination: Parent Pathways

The digital destination 'Parent Pathways' has been created thanks to funding from Sanofi Pharmaceutical UK. This resource for parent/carers continued to grow in 2024 with further information added on work/employment, moving out/shared living space, holidays/travel, university, drinking/drugs, relationships, social, spending time with friends and anxiety.



Video: A Patient Perspective on Venom Allergies and Immunotherapy

A short film, 'A Patient Perspective on Venom Allergies and Immunotherapy' was made possible thanks to funding from ALK Abello Ltd. Venom allergies caused by bee and wasp stings can develop at any point and the aim of the film is to educate audiences on what it's like to live with a venom allergy, its impact and ways to manage a venom allergy, especially in summer months.



eBook: Skin to Skin: Caring for Your Eczema Skin

Advice on managing a skin allergy can be confusing or limited so, through funding from Sanofi UK, an ebook 'Skin to Skin: Caring for your eczema skin' was developed and launched in May 2023. The ebook offers an easy-to-read step by step guide on how to care for eczema skin.



Video: A Patient Perspective on House Dust Mite Allergies

A patient perspective video on house dust mite allergies was funded by ALK Abello Ltd, featured William, aged 10, who lives with multiple allergies including house dust mite. The film aims to educate audiences on house dust mite allergy, its impact, and possible immunotherapy treatment pathways.



In addition, thanks to Allergy UK's in house Clinical team, we are sometimes able to create resources in response to emerging issues we encounter in social media conversations or through our Helpline quite quickly.

Identifying the community's need for more inclusive advice on managing eczema skin, we hosted an Instagram Live with our eczema specialist nurse entitled 'Tips on Managing Eczema.' It was the first Instagram Live undertaken by Allergy UK and was a chance to understand if delivering information in a new and different format would allow us to broaden our reach. The Live has been viewed five times more than some downloadable eczema skin resources on the same topic and as a result, Allergy UK will be exploring this medium further in 24/25.

Another social conversation around food allergies and ingredients highlighted a need to help the food allergic community to better understand food labelling practices, alternative names for ingredients used by manufacturers and the more common use of emerging ingredients such as pea protein. The 'Decoding Labelling' resource was viewed 950 times between launch in February 2024 and the end of March 2024.



Top three patient resources by views/download

Factsheet: Oral Allergy Syndrome, 26,511 views

Factsheet: Histamine Intolerance, 21,668 views

Factsheet: House Dust Mite Allergy, 17,519 views



Digital presence

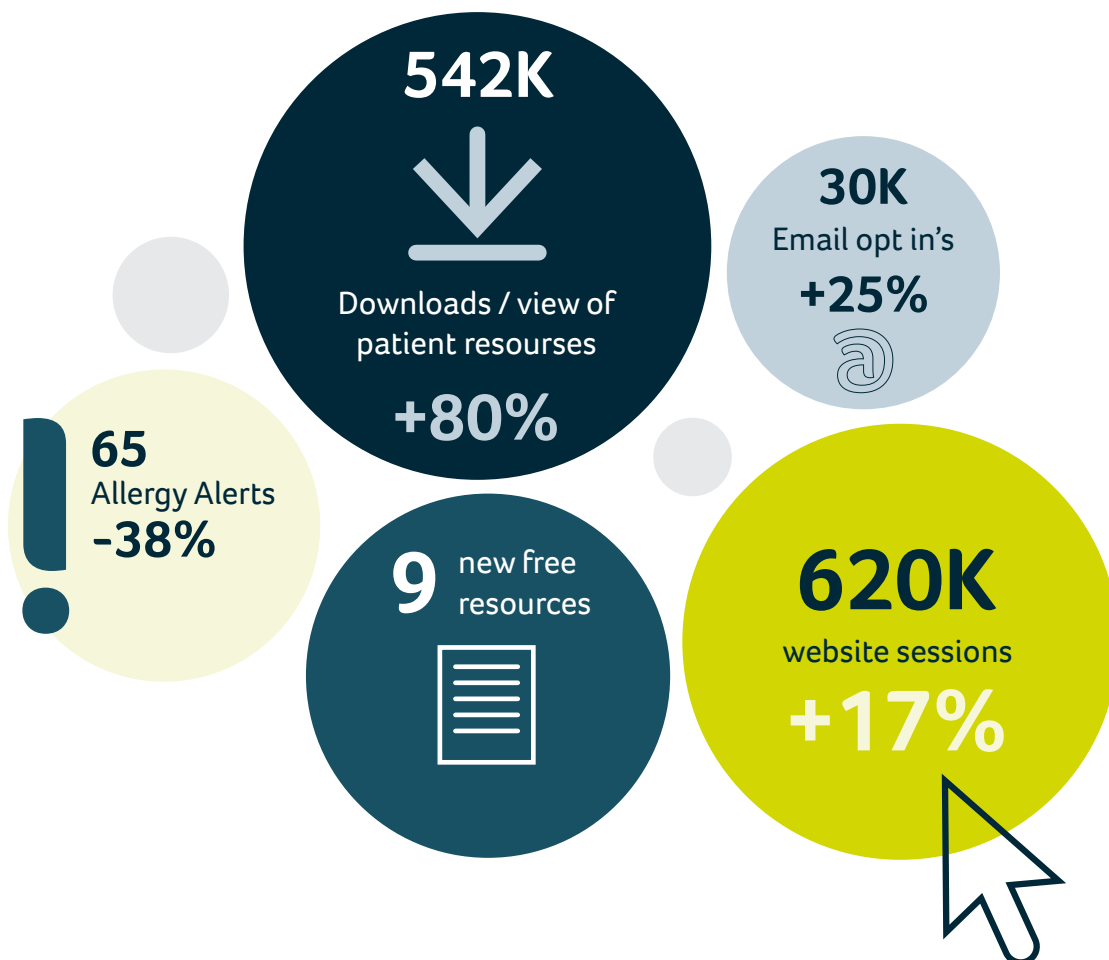
We are pleased to report an increase in website reach supporting more individuals affected by allergies, through the vital clinical information and advice published on the website.

In 2023/24, the number of people visiting the site and using the resources and content published on the site increased by 16%. In addition, the number of visits to the site overall rose by 17% to 619,523 suggesting that the site attracts return visits from users. This higher user engagement helps to create a stronger connection with the audience, increases awareness of allergies and related health issues, and drives participation in our advocacy, support, and fundraising initiatives. We also know that improved website performance attracts partners, donors and supporters, making it crucial to the organisation's long-term impact and sustainability. It is encouraging to know that our website is a useful tool for the allergic community. Allergy UK will continue

to monitor the website's performance to improve its value for our audiences. This insight allows us to adapt successful content to other formats, expand reach, improve our targeting of relevant audiences and gain a better understanding of the information and formats the allergy community needs and values the most.

Allergy alerts:

Allergy alerts inform the public about food products found to have incorrect allergen labelling. Issued via our website, social media and direct email, these alerts help protect the community from accidental allergen exposure, often due to mislabelling or cross-contamination. By providing timely warnings, they help people avoid unknowingly consuming products that could cause severe or life-threatening allergic reactions. In 2023/24 Allergy UK issued 65 allergy alerts.



Youth engagement

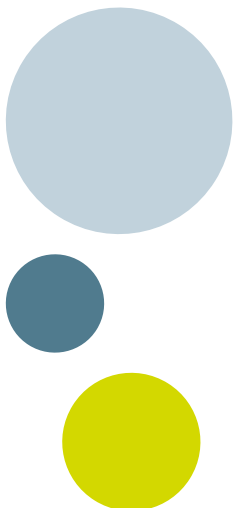
Allergy UK's Youth Group is in its second year and was established to provide a safe, supportive space to talk openly about the daily realities of living with allergies. Here, teens and young adults connect with peers who understand the challenges of managing allergies in school and social situations. Over time, this online forum has become a strong community space, where members share practical tips for handling allergies day-to-day and participate in monthly meet-ups with experts.

In 2023, the Youth Group welcomed speakers who explored day to day topics such as safe travel with allergy, and strategies to manage allergy-related health and well-being such as anxiety.

As the group has evolved, so have the needs of its members. This year, the last members of the original Youth Group reached adulthood, many facing the new challenges of college and independence. These

life changes brought fresh obstacles and, for some, gaps in allergy care as they moved from child to adult services. Determined to help bridge these gaps, Youth Group members began working directly with a hospital's allergy team, advocating for smoother transitions that could benefit future generations. Their feedback led to concrete improvements in the way young adults are supported through this often-complicated phase of care.

Looking ahead, the group has set its sights on changing the conversation around allergies more broadly. Plans are underway to create a series of short films to educate non-allergic students about the daily realities faced by their allergic peers in college and university settings. By working with institutions and industries beyond the health sector, the group aims to ensure that young people with allergies are seen, heard and supported at every step.



Product awards – Helping people with allergy live better and easier

Seal of Approval and Allergy Friendly Product Award

Allergy Research Ltd runs as the trading subsidiary to Allergy UK and is a non-government funded, not-for-profit organisation. One of the main activities of our trading subsidiary is a programme of product endorsements, through which independent testing provides information on products that may be of benefit to people living with allergy.

There are two product endorsements schemes run by Allergy Research Ltd, whose awards are utilised worldwide and recognised globally:

The Seal of Approval Award is for products which have been independently, scientifically tested to prove they either contain a significantly reduced allergen content or that they reduce the presence of allergens in the indoor environment and have been proven to be suitable for people affected by allergy.

The Allergy Friendly Product Award is for products which are ‘unlikely or less likely to cause a reaction’ and ‘may be of benefit’ when used by someone affected by allergy. These products are assessed based on their formulation and benefit.

Through our online product directory, we signpost visitors to products that are of greater benefit to those who live with allergies, compared to other products available on the market.

By the end of 2023/24 Allergy UK had 231 live licences for product endorsements, covering a vast range and variety of product types from household and cleaning products, to appliances and skincare products, and many more.





Education

By bridging the knowledge gap, we aim to improve outcomes for people living with allergies and foster a more informed and supportive society.

Education

Due to existing training practices for the UK healthcare professional workforce, we know there can be a knowledge gap among healthcare professionals working in primary care- the first point of contact for many experiencing allergy symptoms. To this end, Allergy UK delivers an annual programme of up-to-date resources, designed to empower healthcare professionals with the tools they need to provide optimal patient care. By bridging the knowledge gap, we aim to improve outcomes for people living with allergies and foster a more informed and supportive society.

Resources for healthcare professionals

Allergy Focus

Allergy Focus is our quarterly e-newsletter designed exclusively for healthcare professionals and dedicated to keeping them at the forefront of the dynamic world of allergies.

Allergy Focus is aimed at primary care audiences, including GPs, practice nurses, school nurses, dietitians and health visitors, who may have some allergy knowledge but not to the levels of a specialist allergy service.

It delivers comprehensive insights, updates and advancements in the realm of allergic conditions. From common allergies to rare sensitivities, our newsletter covers a spectrum of topics, sharing the latest research, treatment breakthroughs and best practices.

We work with experts, such as allergy specialists and dietitians, to compile informative articles. Every edition focuses on a specific theme so we can disseminate coordinated, targeted messages. Recent issues covered patient allergy services, allergic rhinitis and respiratory allergies, and immunotherapy.

We have provided a free clinical resource for 11 years but in 2023 we recognised that our approach required change. Feedback from healthcare professionals requested shorter more regular information that can be read and absorbed better in their working day. Subsequently the format of Allergy Focus changed in this period to become a more frequent, bitesize digital publication delivered directly to their inboxes.

Allergy Focus is free and each issue is distributed to 3,300 healthcare professionals across the UK.

Edition	Opens	Open rate	Click through
October 2023 Immunotherapy	975	28.83%	12.10%
June 2023 Respiratory	1126	36.12%	15.25%
May 2023 Skin	1,127	33.36%	20.76%

Click here to sign up and receive Allergy Focus for free



In 2023/24 we developed the following resources specifically for healthcare professionals. This included:

Podcast: A Spotlight on Allergic Asthma

A spotlight on Allergic Asthma, funded by ALK Abello Ltd.

Podcast: Allergen Immunotherapy in Adults

Allergen Immunotherapy in Adults supported by ALK.

eBook: Atopic Eczema for Healthcare Professionals

This was made possible thanks to a grant from Pfizer.



Masterclasses for healthcare professionals

This year, our Clinical team delivered three Masterclasses under the overarching theme of 'Back to Basics'. The theme was chosen in response to participant feedback, which indicated a need for a more basic and practical approach to topics. By combining participant feedback and horizon-scanning for emerging themes, topics, and research, we prioritised Masterclasses in eczema and food allergy for 2023/24.

Sept 23	Eczema Masterclass. Supported by Sanofi. Views on the day: 118 Views to date: 480
Oct 23	Bitesize Masterclass on Infant Feeding and Allergy. Sponsored by Nutricia. Views on the day: 98 Views to date: 220
Nov 23	Bitesize Masterclass on Infant Feeding and Food Allergy. Sponsored by Nutricia. Views on the day: 76 Views to date: 101

All Masterclasses are available on demand on the Allergy UK website.

**This year we received
over 1,600 registrations
for our Masterclasses**

“

“It was an excellent event. I was able to update my knowledge about various aspects in a very short period of time.”

Membership, collaboration and event attendance

In addition to our education programmes for primary care healthcare professionals, Allergy UK plays an active role in building allergy education within the broader healthcare professional space. We do this via memberships to various affiliated bodies and government agencies and participated in associated events.

This gives us an opportunity share the voice of our community and influence change. Below is a snapshot of these affiliations and how we are involved.

The British Society of Immunology Clinical Immunology (BSACI) is an affiliated body for allergy and immunology healthcare professionals and affiliated organisations, like Allergy UK. The annual BSACI conference is attended by approximately 600 clinicians and allied organisations and is an excellent forum to gain increased insight into emerging allergy and immunotherapy issues and development. The event also allows Allergy UK to raise awareness of the work we do and share good practice, building our network and reach along the way. We actively contribute to BSACI working groups which are involved in developing patient information and resources for specialist allergy practitioners to ensure that the patient voice is always considered in their development.

In October 2023 our Head of Clinical Services, Amena Warner, chaired **The Infant Allergy Conference**. The event aimed to educate parents and healthcare providers, with attendees including school nurses, health visitors, and emergency department professionals, on paediatric food allergies. The diversity of roles in attendance underscores the broad demand for information on allergy. The event also gave Allergy UK an opportunity to present our mission and services, reinforcing the organisation's dedication to supporting allergy-affected individuals. The conference received positive feedback, fostering discussions and networking that strengthened allergy management practices. Over 100 people attended the conference.

Amena Warner, also attended an intimate evening event at the **Royal Society of Medicine** with

Professor Sir Jonathan Van-Tam, England's former Deputy Chief Medical Officer. This opportunity enabled us to continue to foster dialogue between policymakers, healthcare professionals and patient groups. The event provided Allergy UK with a platform to engage in discussions on public health, industry collaboration and policy development.

As a member of the **Food Standards Agency** Food Hypersensitivity Steering Group we also ensure we can provide insight into what people living with food allergy require from a policy perspective. A particularly important aspect of our collaboration in 2023/24 was around raising awareness of the risks of using the term 'Vegan' as a shortcut for dairy free food choices. Allergy UK's activity on social media to support this initiative dovetailed with our #IngredientsMatter campaign, the results of which our outlined in the 'Influencing' chapter of this report.

We have also collaborated with other healthcare professional organisations in the UK, such as the British Dietetic Association (BDA), Children and Young People's Allergy Network Scotland (CYANS), Medicines and Health Regulatory Authority (MHRA), and the Royal Pharmaceutical Society. These collaborations have allowed Allergy UK to contribute to and present at symposiums and conferences, to not only drive education of allergy within the healthcare professional space but to also shape the state of allergy services and standards in the UK.

Finally, we also work hard to provide a view from a UK perspective on the global stage. This year we achieved this through our membership of **The Global Allergy and Airways Patient Platform (GAAPP)** which seeks to raise global quality standards for treatment, diagnosis and care for allergies and **The European Academy of Allergy and Clinical Immunology** which provides emerging allergy guidelines and resources.

Allergy UK has also been actively involved in shaping allergy services in the UK. Over the last 12 months, the charity has reviewed the Improving Quality in Allergy Services (IQAS) standards and initiated the review of the development of service standards for paediatric allergy across England.



Influence

“Never in my wildest dreams did I think that there would be all of these organisations fighting for us to have a better life. Thank you all for that you are doing, signing right now!”

Influencing the general public:

Our campaigning, press and social activity

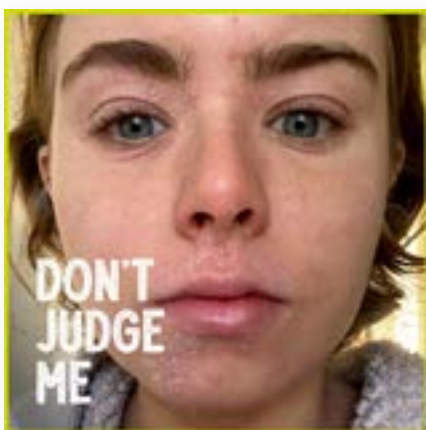
Many of the issues facing the allergic community are not able to be addressed exclusively through improved healthcare provision, advice and support, treatments, or patient education on allergies and how to minimise their impact. Some of the biggest barriers preventing people with allergies from living life to its fullest, stem from the very fabric of how our society is organised, the systems and practices which structure our day to day living and the values and attitudes held by the wider public.

The work which Allergy UK undertakes to tackle these obstacles all require the organisation to embark on activities which are designed to influence policymakers, industry, the general public and public services such as education. We achieve this through strategic campaigns via public affairs, press and public relations, and campaigning activity.

It's Time to Take Allergy Seriously – Campaign update

Allergy UK's efforts to raise awareness of allergies and challenge public attitudes towards those living with allergic disease, are crucial to helping us achieve our mission for allergy to be taken seriously. In 2022, we launched our public awareness campaign, 'It's Time To Take Allergy Seriously' and in 2023/24 we continued to build on this campaign for a twelve-month period.

The campaign adopted a three-phase approach, with each phase focusing on a specific manifestation of allergy: Skin (April – June 23), Venom (July – Sept 23) and Food (Nov 23 – Feb 24). Activity for Allergy Awareness Weeks in April 23 and then in October 23, was also designed to echo and complement the principal campaign message; that more needed to be done to take allergies seriously, along with empowering those affected by allergy to have the confidence to advocate for themselves.



Skin (April – June 23)



Venom (July – Sept 23)



Food (Nov 23 – Feb 24)

Skin (Phase 1 in 2023/24)

Launched in April 2023, the focus on skin allergies aimed to challenge societal misconceptions and foster empathy for those affected. This campaign used digital ads, social media, and collaborations with micro-influencers to humanize the issue through creative storytelling.

Key outcomes included:

- **Increased engagement:** Instagram impressions rose by 19.7%, with engagements up by 32.3% compared to the launch phase of the campaign which centred on the mental health impact of living with an allergy.
- **Expanded reach:** Digital ad impressions grew by 83%, with click-through rates increasing by 34% compared to the performance of the launch phase of the campaign in 2022.
- **Audience growth:** The campaign reached beyond the allergic community, building inclusivity and enhancing the social media following significantly.

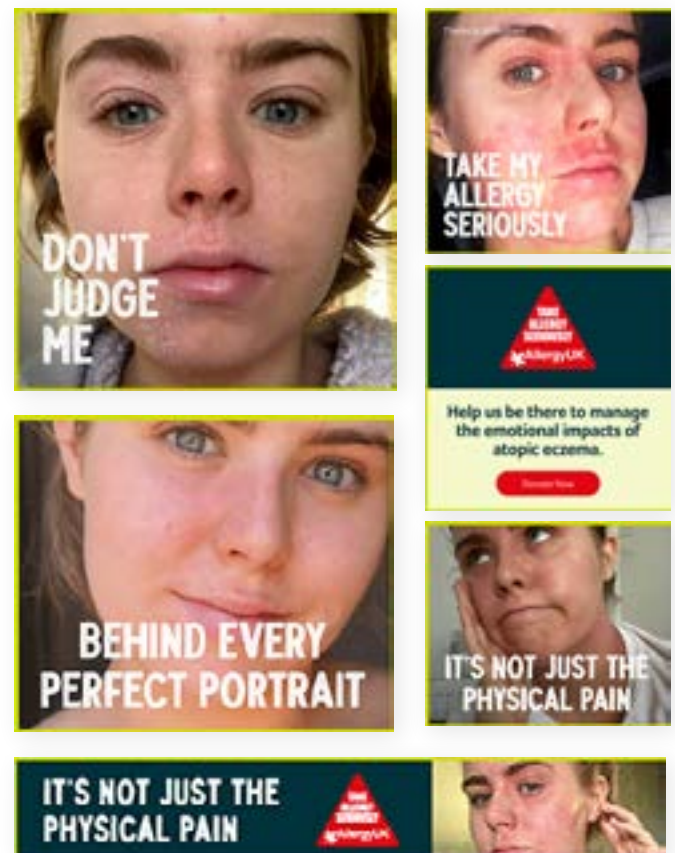
Micro-influencers



Social media



Digital ads



Venom – Take the Sting Out of Summer (Phase 2 in 2023/24)

Focusing on venom allergies and their link to anaphylaxis, this phase highlighted risks during peak bee and wasp seasons and educated audiences on recognizing and managing serious allergic reactions.

Key achievements:

- **Educational film reach:** Shown in 550 GP waiting rooms, reaching over 1 million viewers.
- **Website engagement:** Visits to the anaphylaxis page increased by 25% in August–September compared to the previous year.
- **Resource use:** Wasp and Bee Factsheet views rose by 26% during July and August, surpassing the 12-month average.



Food – Ingredients Matter (Phase 2 in 2023/24)

Running from November 2023 to February 2024, this campaign spotlighted food allergies with the impactful #IngredientsMatter creative theme to promote empathy and awareness.

Success highlights of the campaign include:

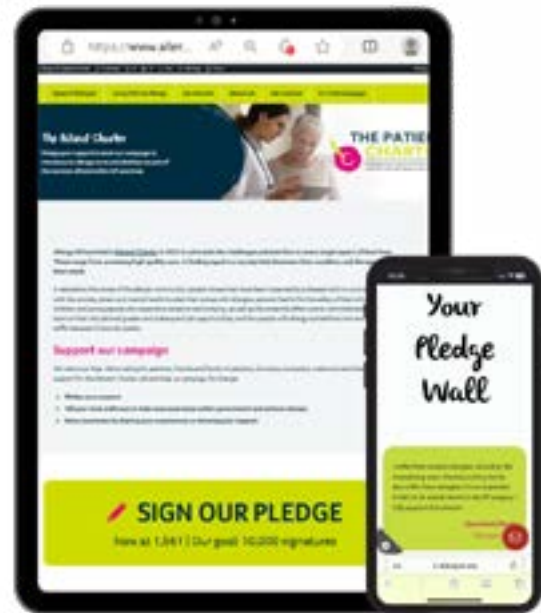
- **Social media growth:** Instagram following grew significantly during this campaign period, so much so by January 2024 follower numbers had seen a year-on-year growth of 25%.
- **Campaign reach:** Generated nearly 4 million impressions with an engagement rate of 4.31%.
- **Year-on-year improvement:** Campaign reach grew by 20% compared to the 2022/23 food allergy campaign.



Our 2023/24 "It's Time" campaign continued to drive awareness, education, and community engagement across critical allergy topics.

April Allergy Awareness Week

Allergy Awareness Week 2023 was a milestone campaign for Allergy UK, shining a spotlight on the growing allergy crisis in the UK and mobilising support for systemic improvements in care. This year, the campaign focused on the launch of Allergy UK's first policy call since the creation of our Patient Charter in 2022. That call was for the introduction of specialist allergy nurses and dietitians at GP practices, to address gaps in allergy service provision while reducing the burden on GPs and secondary care. An official government petition was launched to garner support for our call from the allergic community alongside a pledge wall on the Allergy UK website for supporters to share their experiences of accessing clinical support for managing their allergies. As part of the campaign, Allergy UK also released the findings of its FOI request to the media and the allergic community which highlighted:



A lack of data on population needs:

93% of ICBs told us they did not hold data on the prevalence of allergic conditions in their regions, leaving them unable to understand or plan for local needs effectively.

Limited knowledge of specialist services available to the patient community for whom they are responsible for commissioning services.

Over half of ICBs told us they did not have any data on whether specialist allergy services are available in their regions.

Misplaced responsibility for holding data on the allergy patient population in their region:

40% of ICBs viewed the responsibility for allergy-related data as falling to GPs or hospital trusts rather than their own boards, despite their role in designing and commissioning tailored services. Only 10% of ICBs reported holding this data.



Broadcast media were alerted to our campaign and our policy call secured discussions on national daytime TV Show 'This Morning', LBC News and a host of BBC regional radio stations. In total, 86 stations covered the story achieving a reach of over 7.3 million people. In addition, we successfully secured a Westminster Parliamentary Hall Debate on allergy, on the 11th May with representatives from every political party with a parliamentary seat in attendance. It also resulted in a new working relationship with Labour MP Alex Davies-Jones and a discussion with the policy team at the Department of Health on how to develop the evidence for our policy call in order to secure engagement from the Integrated Care Boards who are responsible for commissioning allergy services.

October Allergy Awareness Week – Indoor Allergy

With indoor allergies one of the least understood manifestations of allergy, it was important for Allergy UK to turn the spotlight on this condition as part of October’s Allergy Awareness Week efforts. The campaign focused mainly on supporting patients with a suspected house dust mite, pet or mould allergy to recognise symptoms and seek clinical support. With an emphasis on patient education, we developed a short film on indoor allergies to show in GP surgeries and dedicated social media conversations to indoor allergy issues. Through our partnerships with Allergy Friendly and Seal of Approval licensees, we also ran a daily competition during Allergy Awareness Week to win a licensed product on our social media platforms. Each day offered a different prize with giveaways of bedding, washing machines, air purifiers, vacuum cleaners, pet food and tumble dryers donated. The initiative attracted a new audience to Allergy UK, and we saw our database opt ins grow by 4%.



<p>Win a Miele Blizzard CX1 Cylinder Vacuum Cleaner</p>  <p>Head to our website to enter. All you need to do is answer a question on our competition form to be in with a chance to win.</p> <p>Indoor ALLERGY AWARENESS WEEK 23-29 OCT 2023 AllergyUK</p>	<p>Win a Hotpoint Washing Machine</p>  <p>Head to our website to enter. All you need to do is answer a question on our competition form to be in with a chance to win.</p> <p>Indoor ALLERGY AWARENESS WEEK 23-29 OCT 2023 AllergyUK</p>	<p>Treating symptoms of indoor allergies</p>  <p>Nasal spray Antihistamine Decongestant</p> <p>AllergyUK</p>
<p>Win a Slumberdown Anti-Allergy bedding set</p>  <p>Head to our website to enter. All you need to do is answer a question on our competition form to be in with a chance to win.</p> <p>Indoor ALLERGY AWARENESS WEEK 23-29 OCT 2023 AllergyUK</p>	<p>Mould allergens in the home</p>  <p>Modern housing is designed to be fuel efficient, but it comes at a cost to our health.</p> <p>AllergyUK</p>	<p>Win a Sharp Condenser Tumble Dryer</p>  <p>Head to our website to enter. All you need to do is answer a question on our competition form to be in with a chance to win.</p> <p>Indoor ALLERGY AWARENESS WEEK 23-29 OCT 2023 AllergyUK</p>



TOTAL FOLLOWERS
59,135 (8.96% increase)

TOTAL ENGAGEMENT
60,334

TOTAL IMPRESSIONS
1,581,696 (19.95% YOY increase)

Total new followers across all platforms
4,863

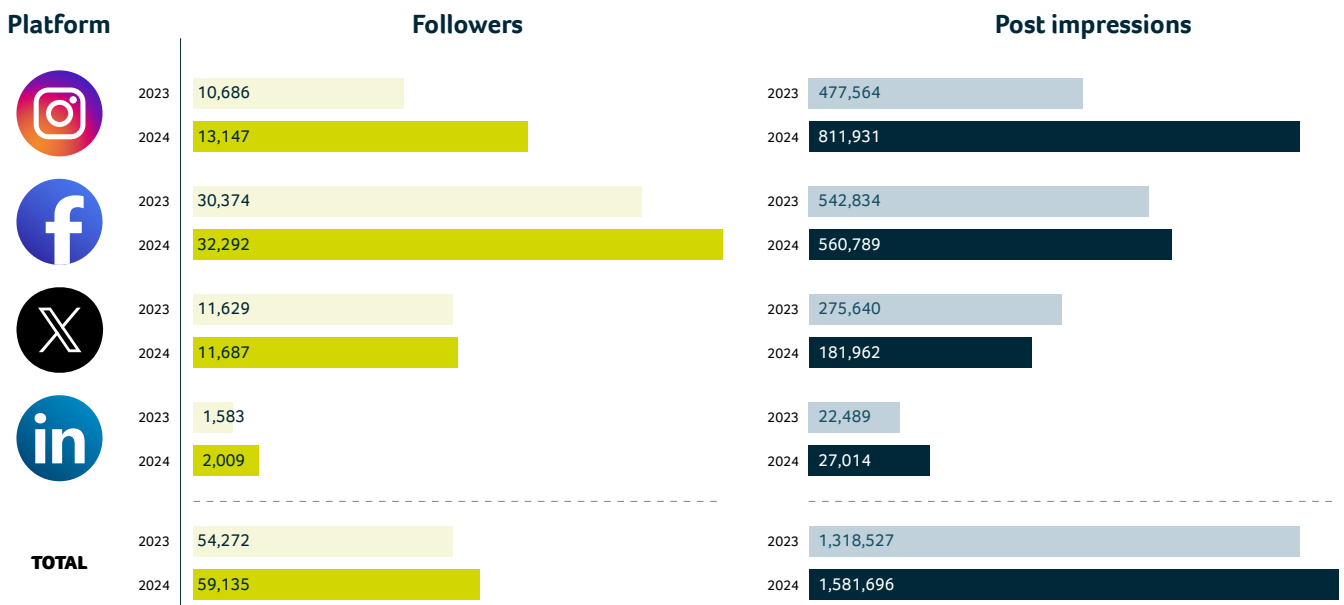
Page/profile impressions
2,901,356 (128% YOY increase)

As a result, growth and engagement continue to increase on our social media channels. Notably, on Instagram, there has been a 30% follower growth during this twelve-month period and across all platforms, and our engagement rates exceed industry benchmarks.

In 2023/24 we launched six allergy campaigns, shared over 950 posts, and facilitated vital conversations covering the full spectrum of allergies and topics including the shortfall in healthcare support, the importance of clear and transparent labelling, the financial burden of living with allergic conditions and the need to build a society of allergy allies.

The result is an ever more engaged community, and a growing number of followers, underscoring our role as the voice of the allergic community and indicating that the conversations Allergy UK is engaged with, are valuable to the community.

Allergy UK continues to manage and moderate a Facebook support group – a vital forum for those in the allergic community to forge connections and seek peer-to-peer support. This group, which has grown steadily year on year, now boasts over 10,500 members, a testament to its value in providing a safe and supportive space for those living with allergies.



Influencing political decision makers

The work which Allergy UK began in 2021 to engage with parliamentarians to influence changes in policy, built momentum in 2023/24.

Starting with the launch of our first policy call in Allergy Awareness Week April 2023, our work also focused on reinforcing the foundations of existing support we already had with existing MPs and civil servants.

We continued to grow the number of parliamentary Allergy Champions, with Martyn Day (SNP), Daisy Cooper (Lib Dem) and Alex Davies Jones (Lab) pledging to support Allergy UK with driving forward the allergy agenda within parliament. Martyn Day, then SNP Health Spokesperson, took our cause further by asking four key questions in the Department of Health and Social Care sessions, bringing the need for improved care for those with allergies to the forefront of government discussions.

With the appointment of a dedicated Policy Officer in June 23, resources were available to begin a quarterly Allergy All Parliamentarian Digest designed to educate parliamentarians about our key initiatives and boost awareness of our organisation. The editions included practical tools for MPs to better support their constituents with allergies. We also included shareable, eye-catching infographics for use on their social media platforms. The digest proved highly effective, with many MPs sharing Allergy UK content online, amplifying our message to a wider audience.



Election Manifesto – Positioning allergy as a major health issue affecting the UK public

The year was also an important year to look ahead at how to work with future parliamentarians, given the expectation of a 2024 general election. To this end we developed our own election manifesto which outlined three key healthcare policy calls to reform the NHS and tackle challenges faced by people living with allergy.

Our election manifesto called for:

- The appointment of one allergy nurse and one dietitian at primary care level for each UK health region, to ensure those with allergies can promptly and easily access specialist care.
- Establishing a national register to unify patient data, allowing for easier tracking of allergy diagnoses.
- Removing prescription costs for people living with allergies to alleviate the financial burden of managing their condition.

Launched at a Parliamentary Drop-in Reception at Portcullis House in March 24, the event was an opportunity for parliamentarians to meet with our executive and clinical teams, learn about our initiatives and discuss ways to support constituents with allergies. Members of the allergic community also shared their experiences of inadequate allergy care, adding real-life context to the discussions.

The Drop-in attracted an encouraging turnout from MPs across major parties, many of whom engaged actively with our team and expressed interest in further collaboration. Notably, Daisy Cooper, Deputy Leader of the Liberal Democrats, became an Allergy Champion after attending, highlighting the impact of the event on parliamentary stakeholders.

Influencing policy makers – Harnessing collective action

Allergy UK understands the richness and opportunities collaborative partnerships bring to the charity and its beneficiaries regarding policy, education and industry issues. Our collaboration extends to working with other allergy charities and patient groups such as Anaphylaxis UK, Natasha Allergy Research Foundation, Sadie Bristow Foundation and for whom we delivered a talk at their Understanding Allergies Conference, the Benedict Blythe Foundation, Owen's Law campaign as well as National Voices a coalition group of over 200 patient organisations and social welfare and health charities.

As we move forward to 2025, collaboration is an essential part of ensuring we have a strong clear voice to create change for people living with allergy.

National Allergy Strategy Group and Allergy All Parliamentary Group (APPG)

As a core member of the National Allergy Strategy Group (NASG), Allergy UK plays a key role in driving the development of a national allergy strategy. Serving as the secretariat, Allergy UK coordinates NASG's efforts to tackle the growing prevalence of allergies in the UK and ensure that individuals receive the care and support they need.

Allergy UK's role as secretariat has been vital, overseeing the coordination of NASG's activities, organising meetings, and ensuring that strategic goals are met. This enables members to focus on their areas of expertise and contribute fully to the group's mission. In turn the NASG is able to focus on its aims as a coalition: to advance the aims of a collective voice on allergy to policymakers and the need for a National Allergy Strategy on the political agenda.

Looking ahead NASG is committed to defining an updated National Strategy which is fit for the current political and economic climate to close the existing gaps in allergy care. Allergy UK will play a key role in contributing to this.

Allergy UK also serves as the secretariat for the All-Party Parliamentary Group (APPG) for Allergy. On behalf of the National Allergy Strategy Group (NASG), Allergy UK organised an event to introduce APPG members and the NASG. The successful event sought to update attendees on the progress made by the NASG whilst reinforcing the need for continued cooperation and communication between all parties, showcasing how coordinated efforts are driving real progress in tackling allergy-related challenges and improving the lives of those affected.





National Voices

Allergy UK joined 74 health and social care charities in signing a letter to Chancellor Jeremy Hunt, calling for urgent action to address the disproportionate impact of the cost-of-living crisis on people with long-term medical conditions.

The letter, coordinated by National Voices, asked for concrete measures to alleviate the economic strain on vulnerable groups. Collaborating with National Voices amplified our advocacy efforts to draw attention to the financial impact of living with an allergy and echoed the spirit of our Election Manifesto ask to drop prescription charges for those living with allergies. Our collaborative working with National Voices during 2023/24 also gave Allergy UK the opportunity to build knowledge through the network's sharing of best practices and involvement in a National Voices led consultations on the Quality and Outcomes Framework review (QOF). This is an area of NHS performance measurement which currently doesn't incorporate allergy care. We also contributed the lived experience of allergy patients to a report which highlighted the inequality of access to care, which requires many patients to travel long distances for treatments and consultations.



Benedict Blythe Foundation

Towards the end of 2023, Allergy UK was pleased to be part of a collaboration with the Benedict Blythe Foundation in response to their research on managing allergies in school. Allergy UK has continued to work with the Benedict Blythe Foundation to continue to understand what is needed in schools to keep children safe. The REACT report summarising the findings of their research was produced by the Foundation and has since been used to design and develop Allergy Standards For Schools. We hope to see the Allergy Standards embedded into schools in England from 2025.



BENEDICT BLYTHE
FOUNDATION



Income Generation

“

“This service [Helpline] is a godsend for parents like us who are new to allergy. Being able to access specialist support, even as a one-off, was so helpful and enabled us to get onto the right track for our baby.”

Allergy UK Endorsements:

The work of Allergy Research Limited (ARL) a subsidiary of the British Allergy Foundation

Our strategic focus during this period was on exploring opportunities for future diversification of revenue streams, whilst shepherding our corporate partnerships, sponsorship and Allergy Research Ltd solutions to drive income for Allergy UK.

The Allergy UK Endorsement programme signposts people affected by allergy to products and appliances that are known to either remove or reduce allergens to improve their quality for life.

Income through the Endorsement programmes generate 70% of the charity's income. ARL, as a subsidiary of The British Allergy foundation (known as Allergy UK) donates all of its profits to the charity to deliver on its charitable objectives. The type of income is called unrestricted income. This is vital for sustaining the existence of Allergy UK as it covers the operational day-to-day costs of running a charity and core projects, and compliments the income generated through trusts, grants, fundraising campaigns and corporate partnerships.

For 2023/24, the Endorsements team focused on expanding and diversifying commercial activities to align with the charity's mission. Key goals included:

- Growing and promoting existing Endorsement schemes and engaging new industries
- Broadening partnerships with corporate supporters
- Expanding the licensing programme's footprint internationally

The challenging economic climate for manufacturers meant a reduction in new product development. As a result, new applications for Seal of Approval in this period were lower than in previous years. Instead, manufacturers focused on extending existing product lines over launching new ones, reducing bespoke testing income associated with Seal of Approval licenses.

In response, the team pivoted to prioritise renewal applications, which allowed clients to secure licenses using existing testing data. This agile approach ensured income generation remained close to targets and saw a 14% uptake in the value of renewal licenses in this period compared to the previous year.

In addition, the team looked at future growth and expansion plans. This included:

- Improving processes for product assessments and renewals, with enhanced due diligence measures to deliver a more efficient service for all parties
- Developing a business plan to launch an allergy-related training program for the catering industry in 2025, to provide those living with food allergies with greater confidence when eating out
- Leveraging the opportunities presented by awareness campaigns, such as Indoor Allergy Awareness Week, to cultivate closer working relationships with licensee clients. This has laid the groundwork for supporting future campaigns, including a forthcoming bursary initiative for those living with indoor allergies
- Beginning a recruitment drive to appoint additional team members to support future expanding operations

The Endorsements team's efforts in 2023/24 not only provided the financial backbone for the charity, but also advanced its mission of improving life for people with allergy through product solutions awarded the Allergy UK Seal of Approval or Allergy UK Allergy Friendly Product Award. By focusing on both immediate needs and long-term growth, the team continues to be a cornerstone of the charity's success.

Our corporate partners

Our corporate partners Haymax, Novartis, Nutricia, Polti, Robert Thomas, Sanofi and Viatris helped Allergy UK deliver services with a sponsorship value of over £134,000.

Their generous support played a vital role in enabling Allergy UK to continue its mission of improving the lives of people living with allergy. Through their contributions, we are able to deliver essential resources, raise awareness, and drive forward important initiatives that make a tangible difference to those affected by allergic conditions.

We want to say a big ‘THANK YOU’ for your continued partnership and shared dedication to creating positive change in the allergy community.



Grants and trusts

We are thankful for the grants received to help deliver our work. A big thank you to the Kiln Family, Michael Cornish Charitable Trust, Abbvie Ltd, Coop, Nutricia and Global Skin. They have supported our campaigns throughout the year.

Individual giving and community fundraising

During 2023/24, the groundwork continued to be laid to begin developing individual giving and community fundraising solutions for the future. Here are our highlights:

My Life, Your Hands - Our Christmas appeal

In response to the pressing need to raise awareness about food allergies and their impact, we launched a public awareness campaign to help people understand the challenges faced by those with food allergies and provide much needed support. This campaign was aimed at the general public and sought to amplify the lived experiences of a family living with food allergies. The response was incredibly positive, with parents and caregivers expressing appreciation for the increased visibility of such an important issue.

As part of the campaign's outreach, we distributed 2,000 informational leaflets across London and Kent and reached 30,000 people online, successfully raising £5,000 to continue building awareness and support. This campaign began on December 1, 2023, and is ongoing. The campaign was launched at the Allergy UK carol concert which drew an audience of around 240 people in person, with over 150 additional viewers joining via live stream. The concert raised £1,500 and helped to raise further awareness of allergies and their impact. At the concert we also announced a partnership with Girl Guiding Southeast, which will see the development of an allergy awareness badge in 2024.



Hope Hoot - A stonking community fundraiser

In April 2023, John and Tamsin Schwab organised their third Hope Hoot event, inspired by their personal experience when their son Jack nearly lost his life to an undiagnosed cashew nut allergy as a young child. The event aims to raise both awareness and funds for Allergy UK and Anaphylaxis UK and welcomed an audience of 400 for a night of entertainment. The evening featured diverse performances, including acts by The Reduced Shakespeare Company, The Ukeladeez, AJ Wander, The Military Wives Choir (Brompton and Invicta), Gene Morrissey, Black Wolf Blues, Pamela Blair, The Ambassadors of Sound, and Polly Paulusma, creating an atmosphere of unity and celebration and raising £2,000 for both organisations.

Challenge events

Allergy UK’s challenge events provide a dynamic way for participants to support those living with allergies while pushing their own physical limits.

In partnership with Ultra Challenge, Allergy UK offered over 18 places for unique events across the UK, catering to all ages and abilities.

In total, our challenge events in 2023/24 attracted 15 participants and raised over £13,000, with the London Landmarks Half Marathon proving to be the most popular.

The fundraising landscape has been a challenging one over the last year. However, we are thankful for the income from all of our grant givers, donors and sponsors.

Allergy UK is committed to ensuring its fundraising practices adhere to the highest ethical standards. Registered with the Fundraising Regulator, the charity complies with all required regulations, including the General Data Protection Regulations (GDPR) to safeguard the personal information of supporters. Notably, we are proud to report that no complaints regarding our fundraising practices were received this year.

Events	13,550
Donations & Legacies	48,339
Corporate Partnership	137,383
Trusts & Grants	55,147
Translation Cards	26,430
Endorsements	980,889
Alerts	4,400

Thank you to all our corporate partners, volunteers and supporters. Our work would not have been possible without you.



Our volunteers

Many of this year’s highlights would not have been possible without the incredible support of our volunteers.

Our Christmas carol concert was only made possible thanks to the support from a host of volunteers and gifts in kind from Tamsin Schwab, David Hunt and Molyneux Press, Sarah Pandolfino, Tesco Sidcup, B&Q Sidcup and Asda Bexleyheath. Of course the generous time and talent volunteered by the artists who performed or delivered readings on the night were also vital: thank you MyAnna Buring, John Schwab, Ed Stoppard, Pamela Blair, Brad Wilmott, Jack Schwab, Brompton and Invicta Military Wives Choir and David Bedella.

The Hope Hoot was also very well coordinated on behalf of Allergy UK, thanks to the expertise and skills volunteered by Helen Wakeman-Jones. Helen owns her own event production company, WKM Productions, and is also an allergy parent. She was instrumental in ensuring that Allergy UK’s work and our message was integrated throughout the event.

At the heart of our Christmas appeal, My Life Your Hands, was Ella’s powerful story on how precarious a food allergy can be, and the impact that it can have on a family. This was only made possibly thanks to the film-making skills volunteered by Quentin Maxwell-Jackson.

In addition, volunteers have facilitated workshops for young people within our Youth Engagement forum, supported in reviewing vital patient resources published by Allergy UK, as well as helping to staff fundraising events, raising awareness of allergies and even sharing their stories.

How you can support us

You can support Allergy UK by participating in fundraising campaigns, which help raise vital funds for research, services, and awareness initiatives that benefit those living with allergies. Both fundraising and campaigning are crucial forms of support for driving change and improving the lives of those affected by allergies.

Our work would not be possible without the incredible support received from our fundraisers, corporate partners and volunteers. Please get in touch to find out how you can support Allergy UK.

Fundraising:

Whether you take part in a run, organise your own event, donate, volunteer or campaign for us, you are helping to improve the lives of millions of people in the UK living with allergy. Together, we can work towards our mission for everyone in the UK to take allergy seriously – it's time for change.

Our Fundraising team can help you with ways in which you can support Allergy UK, including individual giving, gifts in wills, trusts/grants, volunteering and challenge events.

Email: fundraising@allergyuk.org **Website:** www.allergyuk.org/get-involved

Corporate partners:

We work with businesses across the globe to improve the lives of those living with allergic conditions. If you would like to support our work, or work with us to support our community, please register your interest below.

Email: corporatepartnerships@allergyuk.org

Online form: www.allergyuk.org/get-involved/corporate-partnership

Press:

Get in touch with our Press team for content, statistics and interviews/comments on a wide range of allergy topics:

Email: press@allergyuk.org **Call:** 01322 611655

Endorsed products:

At Allergy UK, we make it our business to put certain products that may help make life more comfortable for people living with allergy through their paces. Any products we endorse have been reviewed or tested and found to be beneficial for people with allergy.

If you have a product which you think may be of benefit to people living with allergy, please enquire below:

Enquiry form: www.allergyuk.org/our-services/product-endorsement-schemes

www.allergyuk.org



We're here to help

Contact our Helpline Monday - Friday, 9am-5pm:

Call: 01322 619898

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