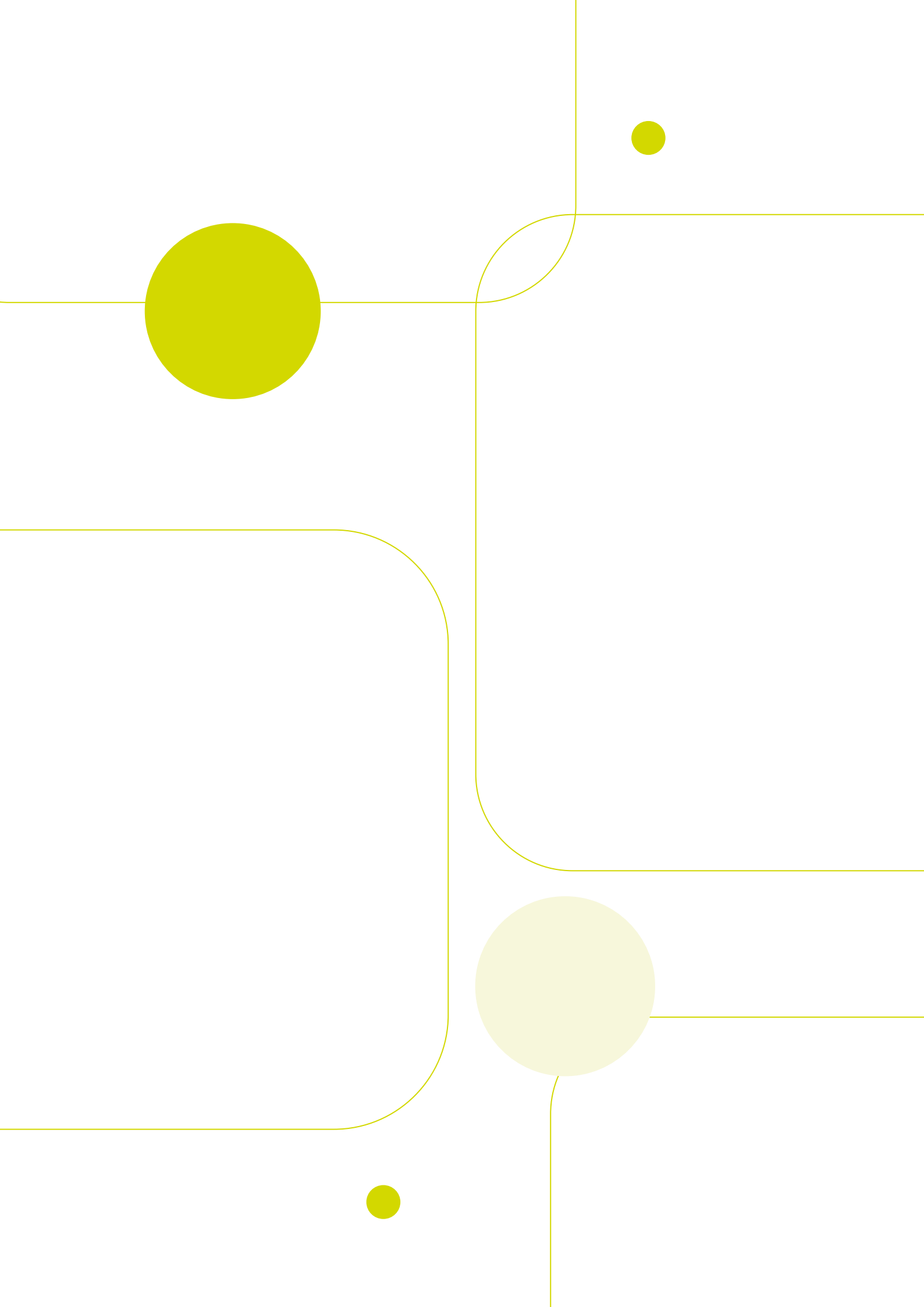






Contents

CEO Message	4	HCP Support and Education	25
Year in Numbers	5	Allergy Focus	25
Patient Support Services:	6	Masterclasses	26
Our Patient Support Services	6	Membership, Collaboration and Event Attendance	27
Top 5 Patient Resources by Views 2024/25	6	Influencing Allergy Policy and Clinical Standards	27
Empowering People to Manage their Allergies	7	Contributions to Research	28
Podcast Series: Allergy Conversations	8	Public Affairs and Advocacy	29
Supporting Families Through Milk Reintroduction - Cow's Milk Ladder Guide	8	Influencing Government Policy	29
Asthma and Anaphylaxis: Can We Reduce the Risks to Our Children?	9	Strengthening Parliamentary Engagement	29
House Dust Mite Symptom Checker: Helping Patients Take the First Step	10	Building the Case for Better Allergy Services	30
Chronic Hand Eczema Toolkit - Giving Patients a Stronger Voice	11	Influencing the General Public	31
Transforming Food Delivery for the Allergy Community	12	I Wish I Knew #thesethreethings	31
Patient Support Clinics:	14	Media Coverage and Public Engagement	32
Our Patient Support Clinics	14	The Grown-Up Peanut Immunotherapy Trial	32
Paediatric Dietitian Service	15	Taking "I Wish I Knew" on the Road	33
In-House Dietitian Service	16	#IWishIKnew Micro-Influencer Campaign	33
Eczema Clinic	17	Supporting Key Awareness Days	34
Our Helpline	18	Allergy Research Limited	35
Translation Cards	20	Seal of Approval	36
Allergy Alerts	20	Allergy Friendly Award	36
Youth Engagement	21	Fundraising	37
Website and Digital Reach	22	Fundraising Income	37
Social Media	23	Events	38
Developments in Allergy Treatment	24	Laura's Story	39
Informing and Supporting the Community on Changes in Allergy Care	24	Community Fundraising	40
		Corporate Partners, Grants and Trusts	41
		Thanks to...	41
		How You can Support Us	42

CEO Message

As I reflect on the past year, I am incredibly proud of what we have achieved together in support of the millions of people across the UK living with allergic disease.

Demand for our services remains significant. Every day, individuals and families continue to face challenges accessing timely diagnosis, specialist care and reliable information. Against this backdrop, Allergy UK has remained a trusted source of support, providing evidence-based information, practical resources, specialist clinics, professional education and a strong voice for the allergy community. Throughout this report, you will see the difference this work is making in the lives of people affected by allergy.

Over the last year, we expanded our patient support services, developed new educational resources, delivered specialist clinics, strengthened healthcare professional education and continued our advocacy efforts to improve allergy care and policy. We have worked closely with patients, families, healthcare professionals, researchers, policymakers and partners to ensure that the needs of people living with allergy remain visible, understood and acted upon.

We also continued to build our financial resilience. Through the work of Allergy Research Limited, our fundraising activities and the ongoing support of corporate partners, trusts, foundations and individual supporters, we have generated vital income that enables us to reach more people and invest in new initiatives. I would like to extend my sincere thanks to everyone who has contributed to our work throughout the year. Your support makes these achievements possible.

While we are proud of our progress, we know there is much more to do. Allergic disease continues to affect an increasing number of people, yet significant inequalities in access to care remain. We remain committed to advocating for better services, improving public awareness, supporting healthcare professionals and ensuring that everyone living with allergy has access to the information and support they need.

Looking ahead, the coming year represents an exciting new chapter. We are preparing for a merger between Allergy UK and Anaphylaxis UK, bringing together two highly respected organisations with a shared commitment to improving the lives of people living with allergies. By combining our expertise, knowledge, influence and resources, we have an opportunity to create a stronger, more sustainable organisation that can deliver even greater impact for patients, families and healthcare professionals.

Our focus will remain firmly on the people we exist to serve. Together, we will continue working towards a future where everyone affected by allergic disease can access the support, care and understanding they need to live well and with confidence.

Thank you for being part of that journey.



A handwritten signature in blue ink that reads "S Miles".

Simone Miles,
Chief Executive Officer
Allergy UK

The Year in Numbers



1,386,206

website page views



2,474

translation card orders



321

free clinic appointments
attended by families
navigating allergy



600+

pieces of media coverage

43,200+

resource downloads/views



Our Patient Support Services

With over 100 patient resources, free expert-led clinics and a dedicated Helpline, we are a trusted patient charity for people living with the full breadth of allergic conditions.

Our resources span all age groups and cover a wide range of topics, from allergic conditions to lifestyle advice. They are diverse and available in a variety of formats, including Factsheets, leaflets, digital toolkits, podcasts and patient webinars.

This year, we expanded our resource library, making information and education more accessible: Allergy Conversations, our new podcast series and a programme of patient-focused webinars.

Allergy UK follows the Patient Information Forum, PIF TICK quality standard, ensuring all public information is clinically accurate, evidence-based and developed to meet the needs of patients.



Top 5 Patient Resources by Views 2024/25

Oral Allergy Factsheet

👁 35,536 views

Histamine Intolerance Factsheet

👁 29,992 views

Does my Child have a CMA? Factsheet

👁 28,759 views

Egg Allergy Factsheet

👁 20,679 views

House Dust Mite Factsheet

👁 18,727 views

Visit our website to explore all our free resources: www.allergyuk/allergyuk-resources

Empowering People to Manage their Allergies

Building on the success of our healthcare professional Masterclass webinars, we launched a new series of webinars for individuals and families living with allergic conditions.

These expert-led sessions provide accessible information, practical advice and the opportunity to ask questions directly to healthcare professionals. By creating a space for meaningful dialogue, this programme helps people better understand their condition, feel more confidence in managing their symptoms and ultimately help to improve their quality of life.

Over the course of the year, we delivered four webinars covering a range of topics:

- house dust mite allergy
- anaphylaxis
- eczema
- cow's milk allergy

The response has been overwhelmingly positive, with one attendee of our eczema webinar telling us...



“

The information about skin maintenance was useful for my child. However, the information about the link between food allergies and eczema was the most useful. I wish I had been told this when my child had severe eczema as a young baby. He might not have gone on to develop the food allergies he has now.

”



Over 800

people attended our free live patient webinars this year.

All webinars remain available on our website to watch on demand and continue to attract ongoing viewers.



These projects were made possible through the support of ALK-Abelló, GlobalSkin and Nutricia.

Podcast Series: Allergy Conversations

Our new podcast series, **Allergy Conversations**, speaks to the allergic community, offering insightful conversations with medical experts, people living with allergy and those who care for them. Each episode explores what it really means to live with allergy - from managing symptoms and navigating daily life, to sharing personal stories of diagnosis, resilience and hope.

These conversations can provide valuable emotional support, practical advice and a sense of belonging for people living with allergic conditions. By connecting with others who face similar daily challenges, people can share coping strategies, raise awareness and reduce feelings of isolation. These shared experiences

help strengthen the allergic community, fostering understanding and help improve the quality of life for those affected by allergies.

This year we launched this series with two new episodes:

Living with a Food Allergy: An Adult Perspective

This project was made possible through the support of ALK-Abelló

Navigating the everyday challenges of a child's cow's milk allergy

This project was made possible through the support of Nestle Health Science

Supporting Families Through Milk Reintroduction - Cow's Milk Ladder Guide

For parents of children diagnosed with non IgE mediated cow's milk allergy, milk reintroduction can be a significant milestone. Families often tell us they value clear, practical guidance and reassurance throughout the process, while healthcare professionals recognise the importance of accessible resources to support consistent care.

In response, we developed a comprehensive guide for parents on milk reintroduction, using the milk ladder approach, designed to be provided by healthcare professionals following appropriate diagnosis and individual assessment. We also launched a companion podcast featuring real life experiences from parents, offering relatable insights and practical encouragement for families navigating life post diagnosis.

Feedback from healthcare professionals and parents has been overwhelmingly positive. Together, these resources are helping to increase parental confidence,

reduce anxiety and support more informed, positive experience of milk reintroduction, ensuring families feel empowered every step of the way.



View the booklet and listen to the podcast here



This project was made possible through the support of Nestle Health Science.

Visit our website to explore all our free resources: www.allergyuk/allergyuk-resources

Asthma and Anaphylaxis: Can we reduce the risks to our children?

Last year we highlighted our contribution to the 'Thematic Analysis of Child Fatalities Linked to Asthma or Anaphylaxis'. This year, we continued this vital work by helping to translate the findings into practical resources, professional education and public awareness.

We launched a new Factsheet '**Asthma and Anaphylaxis: Can we reduce the risks to our children?**' based on the finding of the thematic analysis, which has been viewed 505 times since its launch.

To ensure the information reached young people and parents successfully, we worked with our Youth Group to co-create social media posts that communicated the key messages in an engaging and age appropriate way, signposting to the new Factsheet.

To ensure important lessons from the latest anaphylaxis research reached those supporting patients every day, we shared the findings through wide ranging programme of education and engagement activities.

Our bitesize and full length Masterclass webinars brought together healthcare professionals from across the UK, including leading a leading expert who oversees the UK paediatric fatal anaphylaxis registry and contributed directly to the thematic analysis of the data. By translating complex findings into practical learning these sessions helped clinicians better understand the factors involved in severe allergic reactions and how care can continue to improve.

We extended the reach of these insights through a feature article in Allergy Focus, our online publication for healthcare professionals, and by making the findings the centrepiece of our Speaker's Corner session at the British Society of Allergy and Immunology Conference.

Together these activities ensured that vital learning from the research reached a broad clinical audience,

helping to raise awareness, inform practice and ultimately support safer care for people living with severe allergies.



**Download the Factsheet
'Asthma and Anaphylaxis:
Can we reduce the risks to
our children?'**



This project was made possible through the support of GAAPP.



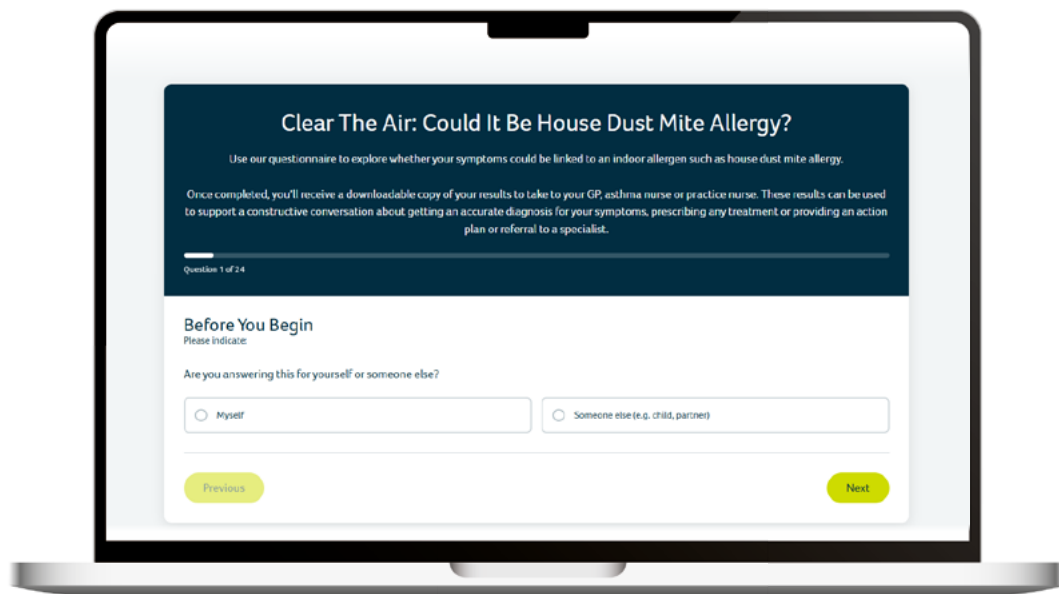
Post aimed at parents:

Reel aimed at younger people:



Visit our website to explore all our free resources: www.allergyuk/allergyuk-resources

House Dust Mite Symptom Checker: Helping Patients Take the First Step



Following the NHS approval of Acarizax, the first immunotherapy for moderate to severe house dust mite allergy. Allergy UK sought to help more people recognise the symptoms of this common but often overlooked condition and access appropriate support.

To address low awareness and support earlier recognition we launched 'Clear the Air: Could it be house dust mite allergy?', an on-line symptom checker designed to help patients and caregivers. Through a short questionnaire, users receive personalised results that can be downloaded and shared with their healthcare professional, helping facilitate more informed conversations about diagnosis, treatment and referral.

Alongside the symptom checker, we delivered a patient webinar led by specialists, covering symptom recognition, the links between house dust mite, allergic rhinitis and asthma, practical measures to reduce exposure and current treatment options. The webinar received strong engagement and positive feedback, highlighting the value of accessible, expert led education for patients and families.

A targeted social media campaign further extended the reach of our resources, helping more people identify potential symptoms and take proactive steps towards seeking support.

The tool has been well received and, since its launch, has generated more than 3,200 submissions, demonstrating a clear need for accessible support and information on house dust mite allergy.

Together, these initiatives have empowered patients and families with the knowledge and confidence to better understand their symptoms and make informed decisions about their care.



Try the symptom checker here: Clear the Air: Could it be house dust mite allergy?



This project was made possible through the support of ALK-Abelló.

Chronic Hand Eczema Toolkit – Giving Patients a Stronger Voice

Research conducted by LEO Pharma, in partnership with Allergy UK, highlighted the significant physical, emotional and practical impact of living with chronic hand eczema. The findings reinforced the need for resources to help individuals better understand and communicate the effect the condition has on their daily life.

2 in 3

respondents feel they are not getting the support they need

Approximately

50%

of the respondents report feelings of anxiety, embarrassment or anger due to their condition

Respondents experienced symptoms for a median of

8 years

before seeking healthcare support



Only

14%

of those surveyed had been asked about the emotional impact of their CHE by healthcare professionals

In response, Allergy UK launched the Chronic Hand Eczema Toolkit, an interactive self-assessment resource within our Self-Help Hub. Through a short questionnaire, users can track their symptoms and the impact their condition has on areas such as sleep, work and everyday activities. The tool generates a simple impact score, helping individuals monitor changes over time and providing a practical way to discuss the severity of their symptoms with healthcare professionals.

Get Hands On with Hand Eczema.

To maximise awareness and engagement, the launch was supported by the 'Get Hands on with Hand Eczema' social media campaign, encouraging people to use the toolkit, track their symptoms and feel more confident in conversation about their care.

Together the resources are helping people better understand the impact of chronic hand eczema and empowering them to take a more active role in managing their condition.



Try the toolkit here: Chronic Hand Eczema Toolkit



The toolkit is supported by a powerful lived-experience video featuring Emma who shares her experiences of living with chronic hand eczema for more than nine years, bringing the realities of the condition to life and helping others feel less alone. Since its launch, it has been viewed 161 times.



Views:



8,764



2,167



Views:



5,653

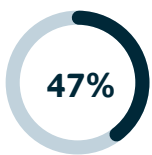


1,674

This project was made possible through the support of LEO Pharma.

Transforming Food Delivery for the Allergy Community

For millions of people living with food allergies, ordering food should be convenient, enjoyable and, above all, safe. Yet the reality is that many allergic reactions occur away from home, and concerns about allergen information remain one of the biggest barriers preventing people from ordering food with confidence.



of adults with a food allergy report having experienced a reaction caused by incorrectly labelled food.

Recognising both the challenge and the opportunity to create meaningful change, Allergy UK launched a landmark partnership with Uber Eats in October 2025. This ambitious multi-year collaboration is bringing together Allergy UK's clinical expertise and community insight with the scale and reach of one of the UK's largest food delivery platforms.

Together, we are working to make online food ordering safer, clearer and more inclusive for everyone affected by food allergy.

Millions of people use the Uber Eats app every month in the UK, making the potential impact of this partnership significant. Based on national prevalence data, hundreds of thousands of Uber Eats users are likely to be living with a food allergy or food hypersensitivity, making this a major opportunity to improve safety and confidence at scale.

Building Change, One Step at a Time

This partnership has been designed as a long-term programme of work, tackling allergy safety across the entire food delivery journey.

Year One: Strengthening Knowledge and Expertise

Our first year focused on building strong foundations. Allergy UK's Clinical Team delivered allergy awareness training to more than 100 Uber Eats UK employees, helping teams better understand the realities of living with food allergy and the vital importance of accurate allergen communication.

Alongside this, our specialist clinicians conducted an expert review of food-related policies and processes at Uber Eats. Drawing on more than a century of combined clinical experience, they provided advice and guidance designed to strengthen allergy safety and embed best practice across the business.

While this work directly supported the Uber Eats UK workforce, its influence has the potential to extend much further, positively affecting the experience of millions of customers using the platform.

Going forward: Listening to the Allergy Community

Building on these foundations, the next phase of the partnership focuses on improving the user experience and ensuring that the voices of people living with allergies help shape future developments.

Through dedicated focus groups involving young people, parents and carers from the Allergy UK community, Uber Eats is gaining direct insight into the real-world challenges of ordering food online with allergies.

Delivering Impact at Scale

This partnership shows what can be achieved when technology, expertise and lived experience come together around a shared purpose.

By combining the reach of Uber Eats with Allergy UK's trusted clinical knowledge and community insight, we have an unprecedented opportunity to influence systems, improve understanding and drive meaningful change for hundreds of thousands of people living with allergies.

Together, we are helping create a future where ordering food online is not only more accessible, but safer and more inclusive for everyone.

“

We recognise the very real concerns that people with food allergies face when eating food prepared outside the home. That's why we are pleased to be working with Uber Eats, sharing our clinical expertise and the lived experiences of people living with food allergy, to improve safety, confidence and choice for their customers.

Simone Miles, Chief Executive Officer of Allergy UK



”

“

At Uber Eats, we believe everyone should be able to order food with confidence. By partnering with Allergy UK, we're taking important steps to better serve consumers with food allergies, improve education and ensure that safety remains a top priority for both customers and merchants.

Merve Basci, General Manager of Uber Eats UK and Ireland



”

Our Patient Support Clinics

We recognise the significant pressures on the NHS that can result in long referral waiting times and limited specialist knowledge within primary care. As a result, many people and families struggle to access the right support when they need it most. Our free clinics are vital in bridging this gap. They provide timely, specialist advice and support that is crucial for early intervention, particularly when supporting a child's development and long term health.

Feedback from those who have accessed our clinics over the last year highlight exceptional clinical

expertise and compassionate support. Families consistently reported feeling heard, validated and supported, with several describing the service as "life changing" during long NHS waits.

Many told us that clinicians provided clear, evidence-based plans that improved their confidence and quality of life. The service also unlocked stalled NHS pathways, with users noting that GP referrals progressed only after receiving our detailed reports. Overall, feedback reflects a service that is trusted, impactful and essential in bridging gaps in current allergy care.

Paediatric
Dietitian Service:

184

Attended

House Dietitian
Service:

87

Attended

Eczema Clinic:

50

Attended

“

my baby's quality of life is much better now we can manage his allergy effectively.

”

“

the GP said the letter was fantastic - it finally unlocked our referral.

”

Paediatric Dietitian Service

Now in its 11th year, our Paediatric Dietitians Service continues to provide free, specialist expert allergy dietetic telephone consultations for families with children aged five and under with suspected or diagnosed food allergy. This service is available for children who are not currently under the care of a dietitian, with families outside these criteria able to access advice through our in-house dietitian service.

It remains a vital point of access for families experiencing delays or barriers within NHS pathways, helping prevent unnecessary dietary restriction and nutritional compromise through timely, expert assessment.

Families consistently told us how transformative the service has been:

“

I am so grateful to the dietitian who called me. Her excellent knowledge, reassurance and clear communication gave me evidence-based information and a clear plan for the first time. It settled my concerns completely and gave me confidence moving forward.

”



This service continues to play a crucial role in supporting families during the early years of food allergy. By offering timely, specialist dietetic advice and equitable access, it reduces anxiety, improves confidence and supports healthier outcomes for children and families across the UK. High delivery rates and consistently positive feedback highlight the impact of the service and the importance of Nutricia's continued support.

This service was made possible through the support of Nutricia.

In-House Dietitian Service

Our in-house dietetic service provides significant benefit to people of all ages and those who do not meet the criteria of the Pediatric Dietitians Service who are struggling to access appropriate support through standard routes for diagnosed or suspected food allergies.

Over the past year, 54 patients have been supported by our in-house specialist allergy dietitian, many presenting with complex needs.

Feedback shows that the clinic has provided support where NHS services were unavailable, unable to provide the specialist input required or were significantly delayed. The service has been instrumental in helping patients secure the correct referrals and diagnoses, improving their understanding of their condition, reducing anxiety and restoring a sense of hope. The clinic has helped to improve the physical and mental health burdens of living with food allergy, offering clarity, reassurance and a pathway forward for those who had previously felt stuck.

This service was made possible through the support of Nutricia.



“

After a year of caring for a child with complex multiple food allergies that have sadly led to hospital admissions and an anaphylactic reaction, it was such a relief to speak with someone who truly ‘got it’ and never made me feel like a burden... Her praise and understanding honestly brought me to tears. For the first time, I feel like I can slowly push through and see some light in what has often felt like a very dark tunnel. Allergies can be overwhelming and isolating, but her expertise and the guidance she offered for our daughter’s diet have left us feeling hopeful and excited about the next steps.

”

Eczema Clinic

Working closely with our dietetic service, the clinic offers joined-up care for children whose eczema is linked to food allergies or other atopic conditions. Families can benefit from coordinated support from both an eczema nurse and dietitian, ensuring a holistic approach to care.

By equipping parents with the knowledge, skills and confidence to manage their child's condition, the clinic helps reduce the frequency and severity of flare-ups, improves quality of life and supports better long-term health outcomes. Through compassionate, family-centred care, the service improves both the physical and emotional wellbeing of children and their families.

“

The clinic has transformed our understanding of our son's eczema. Having expert guidance and answers to our questions has improved our day-to-day management, increased our confidence and reduced the uncertainty we faced. This invaluable support benefits families while helping to reduce pressure on GP and hospital services.

”

“

Before speaking to the eczema nurse, we felt confused and overwhelmed by our baby's eczema. The support and practical advice gave us the confidence to manage flare-ups effectively and feel empowered in caring for our child.

”



Our Helpline

The Allergy UK Helpline provides trusted, evidence-based information and support to people living with allergies, as well as their families, carers, schools, plus workplaces and healthcare professionals. The service offers guidance across the range of allergic conditions, helping callers better understand symptoms, triggers, diagnosis, treatment options and day-to-day management.

This year, our Helpline team have handled 4,551 contacts, a 43% decrease compared with last year. This shift reflects the evolving ways in which people seek allergy information and support. Over the year, we have seen increased use of our online Translation Card ordering system, which was previously managed directly by the Helpline team over the phone, as well as a broader trend towards people turning to AI tools and chatbots for health-related queries.

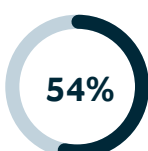
Last year, we reported that call queues sometimes resulted in missed contacts. By moving administrative tasks, such as Translation Card requests, away from phone lines and into an online system, we have improved accessibility and convenience for users, ensuring that Helpline time is focused on those who need specialist support.

Overall contacts:

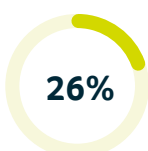
25/26 **4,551**

24/25 **7,987**

(-43% vs last year)



of all contacts were related to food allergy



of contacts were recorded to be seeking support for the social impact of their allergies, such as anxiety, isolation and depression.

Contact type:

Calls: 57% of total calls

2,923

Email: 12% of total calls

640

Webchat: 19% of total calls

988

Website form: 12% of total calls

625

Top three enquires for adults:

1. Food

47%

2. Anaphylaxis

16%

3. Indoor allergies

9%

Top three enquires for children:

1. Food

80%

2. Anaphylaxis

17%

3. Eczema

11%



Raegan Chambers (Information Manager, Allergy UK)

“

I really appreciate the time that you have put into the reply and I find it really helpful. It's good to know that perhaps trying to eliminate foods from the diet at this stage might not be helpful. I have decided to bite the bullet and go private, so I have now arranged for a video call GP appointment. I'm really keen to help him as soon as possible. It's interesting that you mentioned stress, the rash appeared one week before his GCSE results which he was anxious about and he is still nervous about starting at sixth form. Maybe it could be stress, but it seems incredible that the body could do that to itself! The one time you don't want to be covered in an awful rash is when you have to meet new people and make friends!

Once again, thank you so much for your good advice and this wonderful service that you offer people for free.

”

Translation Cards

Our translation cards continue to support people with food allergies to travel more safely and confidently. This year we generated £49,406 in income, with 2,474 orders placed.

The majority of orders (98%) were placed online, underlining the importance of a quick and accessible purchasing journey. We welcomed 1,942 first-time customers, meaning 78% of all orders came from new purchasers, demonstrating our continued success in reaching new audiences.

July remained our busiest month, with July 2025 recording the highest number of orders since the cards were launched. We also saw 532 repeat customers, reflecting ongoing trust in and demand for our product. Looking ahead, we are exploring the introduction of English-language allergy cards for use within the UK. Designed for loud and fast-paced settings, where verbal communication can be difficult, such as festivals, clubs and busy restaurants, these cards could help more people communicate their allergies with confidence and further expand the reach of this trusted service.

Top 5 languages:



Spanish



French



Greek



Italian



Thai



“

Excellent service, don't know what I'd do without these.

”

Allergy Alerts

Allergy Alerts play a vital role in protecting people living with food allergies by providing timely, accurate information about food safety risks. Over the past year, we issued 101 separate alerts relating to food recalls caused by incorrect allergen labelling, highlighting the ongoing challenges in ensuring clear and compliant food information. These alerts help individuals and families quickly identify products that may pose a risk, enabling them to take immediate action to avoid harm.

Youth Engagement

Children and young people living with allergies face not only medical risk, but heightened anxiety, isolation and reduced wellbeing, particularly during adolescence and early adulthood.

This year, we made a deliberate shift from simply consulting young people, to working in genuine partnership with them. Through our Youth Engagement Programme, we have created spaces where young people feel safe, valued and empowered and their lived experience is directly shaping our work.

We believe that young people and families living with allergies should have a say in the decisions that affect them. Our programme aims to:

- influence Allergy UK's services, campaigns and policies
- raise awareness of allergy-related challenges
- support each other through shared experiences
- help shape national conversations about allergy care and inclusion

The successful launch of a 13–17 Youth Group and parent/carer group, alongside the recruitment of new members to our 18–25 group, saw our communities grow significantly this year to a total of 79 members.

Young people and families have already begun shaping our work in meaningful ways. For example, they contributed to the development and launch of the “Asthma and Anaphylaxis: Can we reduce the risks to our children?” Factsheet, ensuring it reflects real-life concerns and experiences. They have also worked closely with our communications team to co-create targeted social media campaigns, helping us better reach and support both young people and parents with relevant, accessible messaging.

This project was made possible through the support of The National Lottery Community Fund.



Website and Digital Reach

Our website remained an important source of information and support, with over 507,000 users viewing almost 1.4 million pages. While this represents a decrease of around 14–16% compared to the previous year, engagement with key content remained strong.

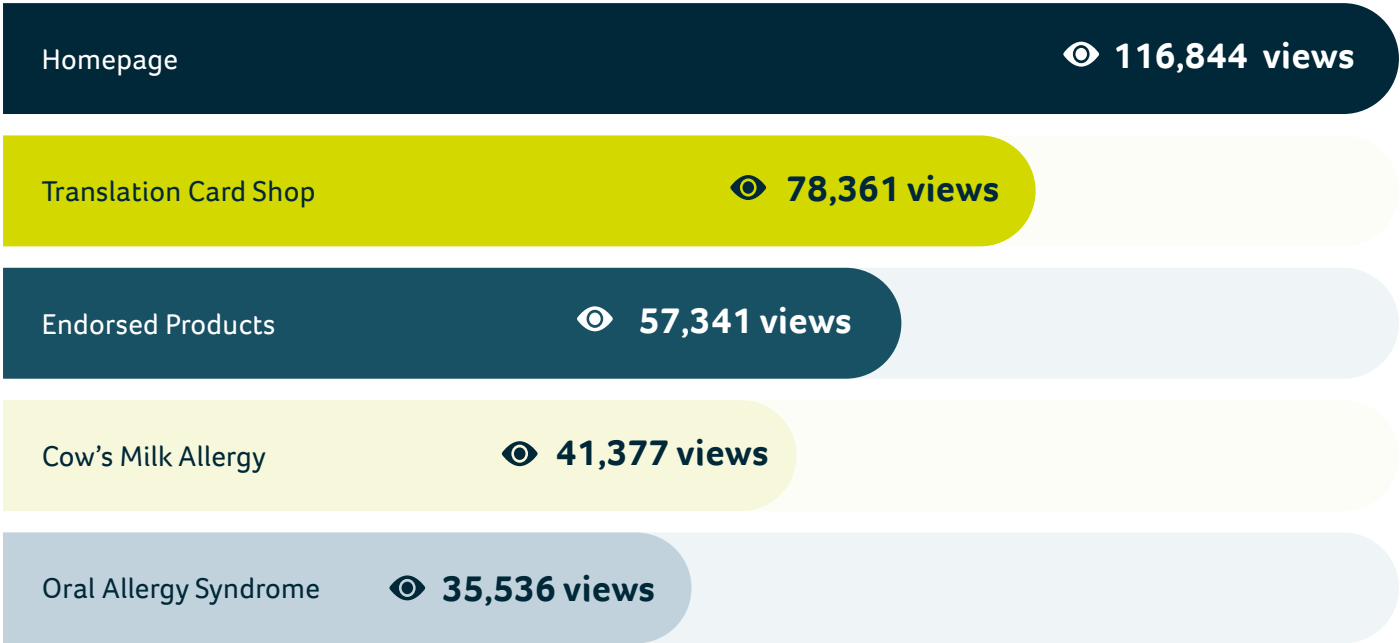
Our resource pages received over 43,200 views, showing continued demand for clear, trusted information. The most popular areas of the site included our homepage, translation card shop and endorsed product pages, as well as resources on cow’s milk allergy, oral allergy

syndrome, histamine intolerance, egg allergy and house dust mite. Cow’s milk allergy continues to be our most viewed condition page, reinforcing the importance of our focus this year on developing new Cow’s Milk Ladder resources to better support families navigating this common allergy.

We also continued to grow our audience, ending March 2026 with more than 16,800 opt-ins and over 4,300 healthcare professional subscribers. This helps us reach and support more people living with allergies, as well as those working in healthcare.



Most Visited Webpages



Social Media

Social media remains a vital part of our communication strategy, helping us raise awareness, share trusted information and connect with the allergic community. This year our content generated 4.3 million post impressions, a 52.5% increase on the previous year, with Facebook impressions rising by an impressive 449%. Overall, our content reached more than 2.7 million accounts.

During the year, we gained over 7,300 new followers, representing a 13.6% increase, while our posts received more than 35,000 likes, comments and shares. Through a mix of personal stories, campaign messaging, awareness content and practical advice,

we continued to provide support and information to people affected by allergic conditions.

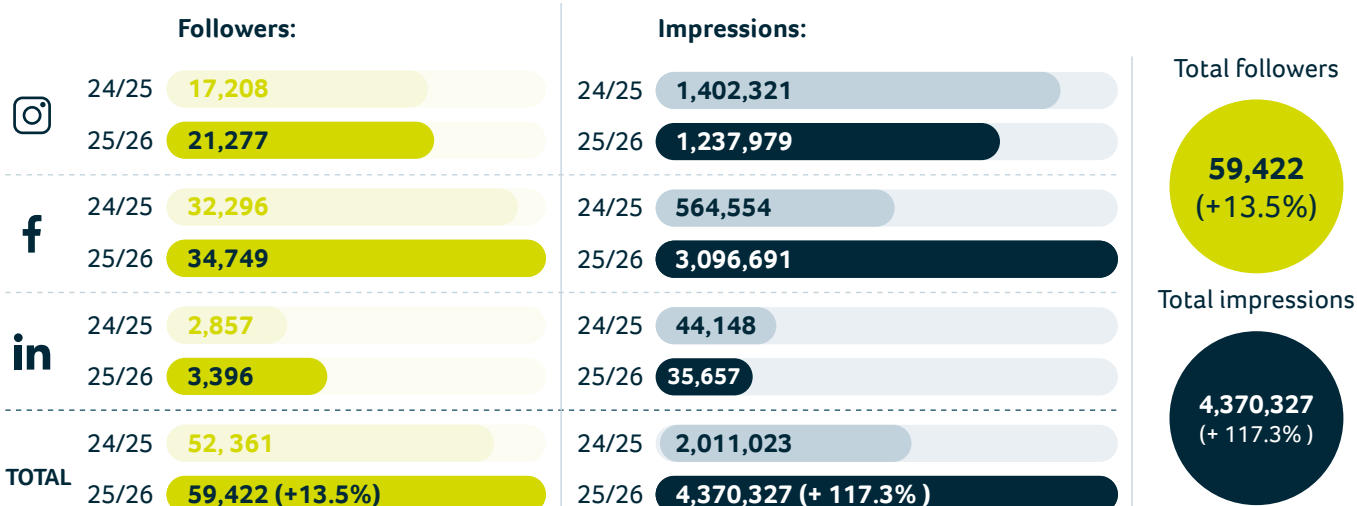
Our moderated Facebook support group also grew significantly, reaching more than 14,200 members and receiving over 2,800 membership requests. The group remains a valued peer-support space where members can share experiences and access support from others facing similar challenges.

This continued growth highlights the increasing reach and impact of our digital presence as we support the 21 million people in the UK living with allergic conditions.

Top Three Posts: Facebook Engagement



Comparison statistics



Informing and Supporting the Community on Changes in Allergy Care

This year we have seen significant and positive advances in allergy treatments and in how these treatments are delivered. These developments are critically important for our allergic community. Ensuring people understand their options and have a clear point of contact for questions is where our work matters most.

Throughout the year, we have kept the allergic community informed through regular updates across our website, social media channels and news updates issued to the media. This included sharing national developments such as the introduction of EURneffy®, a new needle-free device for delivering adrenaline, and treatment changes such as the withdrawal of Palforzia®.

EURneffy®

This year marked a major development in the emergency treatment of anaphylaxis with the introduction of EURneffy®, the first needle-free way to deliver adrenaline. As a nasal spray, it offers a non invasive option that may help reduce hesitation in an emergency and improve confidence for those who struggle with using adrenaline auto injectors.

Given the significance of this change, it was essential that we informed and supported our allergic community. We developed a range of resources to ensure people had clear, trusted information, including:

- FAQs and dedicated training for our Helpline Advisors, enabling them to respond confidently to enquiries
- updated website content explaining how EURneffy® works, who it is suitable for and what it means for patients
- a patient webinar focused on anaphylaxis
- press and social media coverage to raise awareness and ensure accurate reporting

Our announcement about EURneffy® became our highest engaged post on both Instagram and Facebook, demonstrating the strong public interest in needle-free adrenaline delivery and the value of our timely and trusted updates.

Engagement:



1,398



13,808

Palforzia®

This year also saw significant change in the treatment landscape for peanut allergy, following the announcement that the manufacturer of Palforzia® would discontinue production worldwide. Although this decision was not related to the safety or effectiveness of the treatment, it understandably caused concern among families whose children were receiving, or hoping to receive, peanut immunotherapy.

To ensure our community had clear, reliable information at a time of uncertainty, we:

- developed FAQs to explain what the withdrawal meant for current and future patients
- issued a public statement to provide reassurance and outline the manufacturer's guidance
- responded to media enquiries, helping ensure accurate reporting and national awareness
- raised awareness across our social media channels signposting families to our statement and FAQs

Our timely communication helped families understand the implications of the withdrawal, reassured those already on treatment about continued supply, and reinforced our commitment to supporting everyone affected by changes in allergy care.

Healthcare Professional Support and Education



Primary care health professionals are often the first point of contact for people experiencing allergy symptoms. However, due to gaps in allergy-specific training, there remains a significant need for education in this area. To help bridge this knowledge gap, we continue to deliver a robust programme of resources designed to equip healthcare professionals with the knowledge and tools they need to provide effective, evidence-based care.

By investing in the education of healthcare professions, we are not only enhancing clinical confidence but also contributing to a more informed and supportive healthcare system for people living with allergic conditions, supporting earlier diagnosis, better management and improved patient outcomes.

Allergy Focus

Allergy Focus is our quarterly e-magazine for healthcare professionals. We cover seasonal and topical allergy issues, aimed at educating and sharing examples of good practice, including articles written by leading experts in allergy.

This publication enables clinicians to keep up to date with allergy related topics, advances in treatments and policy news.

Allergy Focus is shared via email to our growing database of 4,415 healthcare professionals.



**Sign up and
receive Allergy
Focus for free.**



Visit our website to explore all our free HCP resources: www.allergyuk.org/for-healthcare-professionals

Masterclasses

Through case-based learning, practical guidance and opportunities for direct engagement with specialists, the programme is helping to build a more informed healthcare workforce and improve outcomes for patients affected by allergy.

Our Masterclasses continue to drive improvements in allergy care by empowering healthcare professionals with practical, evidence based education. Designed and delivered by leading clinical experts, these interactive online sessions provide the knowledge and confidence needed to recognise and manage allergic conditions effectively within primary care.

Through case-based learning, practical guidance and opportunities for direct engagement with specialists the programme is helping to build a more informed healthcare workforce and improve outcomes for patients affected by allergy.

This year, we delivered four Masterclasses:

House Dust Mites and Their Role in Driving Allergic Rhinitis and Asthma

Sponsor
ALK-Abelló

Understanding Anaphylaxis and How It's Treated - Bitesize

Sponsor
ALK-Abelló

Anaphylaxis and Adrenaline: Where are we now with knowledge and approach?

Sponsor
ALK-Abelló

Optimising cow's milk allergy management post diagnosis - Bitesize

Sponsor
Nutricia

“

This is one of the best study days I have ever attended. Perfect slides and lots of learning points – perfect dosing for my stage of training I would love to attend more in the future.

”

“

All presentations have been really useful, especially the practical one on how to use adrenaline auto pens and the oral food challenge. But it was great listening to all the speakers very relevant to our community outpatient setting and I've really enjoyed this masterclass. It was lovely to be able to put questions to the panel and that was informative. Thank you.

”

Influencing Allergy Policy and Clinical Standards



Allergy UK Clinical Team: Amena Warner (Head of Clinical Services), Annette Weaver (Specialist Allergy Dietitian), Anne Biggs (Deputy Clinical Director), Holly Shaw (Nurse Advisor)

Our clinical team plays an active role in shaping national and international policy, ensuring that the real-world experiences of people living with allergy are represented where decisions are made. Through our membership of the NHS Clinical Reference Group (CRG) for Immunology and Allergy, we contributed directly to new specialist allergy service specifications and Integrated Care Board guidance. Our input highlighted key patient concerns, including long waiting times, limited access to specialist care and the restricted availability of treatments such as immunotherapy.

We also contributed to major consultations, including **the Department of Health's guidance on supporting pupils with medical conditions in schools** and **Food Standards Scotland's review of allergen information in the non-prepacked sector**. Alongside this, our involvement with **The British Society for Allergy and Clinical Immunology (BSACI)** the **British Dietetic Association's Food Allergy Specialist Group** supports the education of healthcare professionals and strengthens clinical practice across the UK.

Attendance at the **European Academy of Allergy and Clinical Immunology (EAACI) Congress in Glasgow** enabled our clinical team to stay aligned with the latest research and treatments. Our Head of Clinical Services presented on the vital role of patient organisations in supporting 'care beyond the clinic', reinforcing the importance of signposting patients to trusted resources.

Contributing to Research That Advances Allergy Understanding and Care

We contribute to research that strengthens the evidence base for allergy care and ensures patient perspectives shape future developments. This includes co authoring and supporting several peer reviewed studies and scientific outputs:

Urticaria Voices Study

Co-author of a scientific poster presented at BSACI, reporting patient and clinician experiences of chronic spontaneous urticaria in the UK.

Hydrolysed Rice Formula in Cow's Milk Allergy

Advisory board member and co-author of a paper published in *Nutrients*, offering UK clinical insight into dietary management for infants.

Food Allergy Experiences in South Asian Adults

Co-author of a study published in *JACI: Global*, highlighting cultural and community specific challenges in managing food allergy.

Mould Allergy and Respiratory Health

Authored an article in the *Journal of Community Nursing*, raising awareness of mould related allergy and its impact on respiratory health.

TOPIQUAL Atopic Dermatitis Study

Contributor to a major pan European study on the real world burden of atopic dermatitis, resulting in an abstract accepted for the EADV Congress.

Parent and Baby Project (Southampton University)

Steering Committee member for research exploring how food allergies develop in infancy, with findings expected to inform future UK feeding guidance.

Global Shellfish Allergy Consensus

Participant in an international expert group developing global guidance on shellfish allergy.

We also supported the development of a research proposal aimed at improving access to allergy resources for low income families, ensuring the study reflects real world barriers and can translate into meaningful change.

Influencing Government Policy

We continued to position allergy as a public health priority during a period of significant reform across health and education. Through sustained engagement with ministers, parliamentarians and officials, we ensured the needs of the allergic community were represented in key policy discussions, including the Government's prevention agenda and the development of the 10-Year Health Plan.

In February 2026, we were invited to a roundtable with Minister Olivia Bailey to discuss allergy safety in education settings. We directly contributed to the Department for Education's work on new food allergy safety measures and updated statutory guidance. Following this engagement, the Department committed to introducing Benedict's Law, and invited representatives from the allergic community, including Allergy UK, to help inform the legislation.

We also contributed to discussions around the development of the Single Patient Record, securing a commitment that allergy information will be included for the first time, helping to improve patient safety across the NHS.



Parliamentary roundtable at Portcullis House: Simon Miles (CEO, Allergy UK) and Becky Gittins MP.

Strengthening Parliamentary Engagement

We significantly increased our presence and influence in Parliament throughout the year.

During Allergy Awareness Week 2025, we hosted a parliamentary roundtable linked to our 'I Wish I Knew campaign'. The event raised awareness of the challenges faced by people living with allergies, strengthened relationships with political stakeholders and provided a platform for our policy priorities.

In June 2025, we convened the inaugural meeting of the reformed All-Party Parliamentary Group (APPG) for Allergy. Bringing together members from across both

Houses of Parliament, the APPG has become an important forum for advancing allergy policy and maintaining political engagement. Members have gone on to submit parliamentary questions, support campaigns and become Allergy UK champions.

In March 2026, we hosted an allergy training drop-in session in Portcullis House, where MPs and parliamentary staff received practical training from our clinical team on the use of adrenaline auto-injectors. The event helped raise awareness, strengthened relationships with parliamentarians and introduced Allergy UK to new supporters across Westminster.

Building the Case for Better Allergy Services

Evidence remained central to our advocacy work.

Following our 2023 Freedom of Information exercise, we repeated the request in 2025 across all 42 NHS Integrated Care Boards. The findings revealed significant gaps in allergy service data and demonstrated that progress remained limited. The evidence informed parliamentary briefings, was referenced in discussions within Parliament and strengthened our conversations with policymakers and healthcare leaders about the future of allergy care.

Developing the National Allergy Strategy

A major focus of the year was building support for the National Allergy Strategy, the first coordinated UK-wide framework for improving allergy prevention, diagnosis, management and patient safety.

The strategy has been developed in collaboration with clinicians, people living with allergies, charities and other stakeholders, ensuring it reflects both lived experience and clinical expertise. Following its introduction to parliamentarians through the APPG, support for the strategy continued to grow throughout the year ahead of its planned parliamentary launch during Allergy Awareness Week 2026.



Anne Biggs (Deputy Clinical Director, Allergy UK), Tulip Siddiq MP, Jodie Gosling MP, Holly Shaw (Nurse Advisor, Allergy UK).

Broadening Our Influence Across the Health and Political Landscape

We expanded our engagement beyond Westminster to reach new audiences and decision-makers.

In September 2025, we attended both the Labour and Conservative Party Conferences for the first time, meeting MPs, policymakers, think tanks and health charities from across the UK. These conversations helped ensure allergy remained part of wider discussions about prevention, public health and NHS reform.

In March 2026, we participated in a national roundtable on cow's milk protein allergy hosted by the Global Policy Network. Alongside representatives from the NHS, academia and professional bodies, we explored opportunities to improve outcomes for children and families while reducing avoidable pressure on healthcare services.



Christian White (Policy and Influencing Officer, Allergy UK), Simone Miles (CEO, Allergy UK), Rosie Wrighting MP

Influencing the General Public

This year, we strengthened our national voice and kept allergy firmly in the public eye. Through consistent media engagement, high impact campaigns and active social outreach, we raised awareness of allergy as a serious health issue and ensured the experiences of people living with allergies were heard across the UK. Our work helped shape public understanding, supported better access to reliable information and drove wider recognition of the need for improved allergy care.

I Wish I Knew #thesethreethings

Despite millions of people across the UK being affected by allergy, many overlook or disregard important information about allergic disease, including how it can affect your overall health and why early intervention is crucial in ensuring allergies are well managed.

During Allergy Awareness Week 2025, we launched our campaign 'I Wish I Knew', because we believe everyone needs to understand that the **right knowledge at the right time can change the course of an allergy journey.**

It aims to inform and equip anyone who may be affected by allergy one day to recognise symptoms early and seek the support they need to manage their condition confidently.

We started our conversation by highlighting three things everyone needs to know about allergy:

- Allergies can appear at any age.
- Diagnoses matters.
- Other health conditions such as eczema and asthma are triggered by an allergy.

Knowing these three things can make it so much easier to take action at the earliest signs of an allergy, minimise complications and possibly even change the course of an allergy journey altogether.

The launch saw the introduction of our Self-Help Hub, and three new resources developed to help recognise allergy symptoms early, find the support you need and take control of your condition:

- Allergy Symptoms Checker
- Getting The Most out of a GP Appointment
- A Guide to Allergy Testing

We also invited anyone living with allergies to share what they wish they had known sooner via our 'Wall of Allergy Wisdom' to help others navigate their own journey with greater confidence.

AAW 25 launch post reached 19,892 people on Instagram



Media Coverage and Public Engagement

Allergy Awareness Week was a valuable opportunity to raise awareness of allergy issues across national, regional and specialist media. Helping us reach supporters, healthcare professionals and the wider public.

A general press release to launch the 'I Wish I Knew' campaign was distributed widely as a strong awareness raising 'calling card'. This reached national newspapers, regional titles, health correspondents, radio stations, news agencies and journalists with a known interest in allergy stories. Regional versions were also shared in areas connected to our case studies, including in Nottingham, Manchester and Kent.

Allergy Awareness Week was mentioned in print and online articles, including coverage focused on allergy management in schools and healthcare settings. Several articles referenced our endorsed products, helping to raise awareness of safer choices for people living with allergies.

Overall, the campaign successfully strengthened our public profile and reinforced key messages around diagnosis, treatment and daily allergy management.

The Grown-Up Peanut Immunotherapy Trial

As part of our #These3Things campaign, we highlighted the importance of allergy diagnosis by highlight emerging treatments that could improve the lives of people living with allergies. During the week, we shared positive results from a major peanut immunotherapy trial led by King's College London. The study found that *two-thirds of adult participants with peanut allergy were able to tolerate the equivalent of four peanuts following treatment.*

These results created significant additional media interest. Our clinicians were featured in several high-profile interviews, including appearances on BBC Breakfast, Good Morning Britain, several BBC local radio stations and the Asian News Network. Key messages highlighted the importance of allergy diagnosis and the growing potential of immunotherapy treatments. These opportunities enabled us to share expert insight with a wide audience.

We shared news of these groundbreaking results across our social media platforms, featuring commentary from our Head of Clinical Services, Amena Warner, and linked the findings to our campaign message that diagnosis can unlock access to treatment pathways and specialist support.

The related post became our highest-performing social media post of the year, generating significant engagement and positive discussion within the allergy community.

30,088

views across Instagram and Facebook

20,917

people reached across Instagram and Facebook

“

This is an incredible study. I had allergy testing at Guys about 15 years ago after having lifelong peanut and tree nut allergies (I always reacted but hadn't officially been tested and diagnosed). But after being referred and tested, having a severe peanut allergy and multiple tree nut allergies confirmed, I never heard anything more. Just told to carry EpiPens and that was it! To live a life less afraid of contamination would be a freedom I've never experienced and I'm sure there are many people who feel the same way.”

Taking “I Wish I Knew” on the Road



Margaret Kelman (Specialist Allergy Nurse, Allergy UK), Simone Miles (CEO, Allergy UK), Dona Crystal (Allergy UK Volunteer)

We delivered a high-profile pop-up event at Glasgow Central Train Station in July, designed to maximise public engagement and generate media interest in allergy awareness and healthcare. The event was part of the ‘I Wish I Knew’ campaign and took the message ‘on the road’ to Scotland.

Media outlets were offered expert commentary on the need to improve allergy services, particularly our policy call for the integration of specialist allergy nurses and dietitians into primary care, which grew out of an earlier healthcare trial in Lothian.

On the day, the pop up attracted significant footfall, with our staff engaging commuters, families and parents through interactive games, educational materials and one-to-one conversations. We were able to translate campaign messages into meaningful conversations and we distributed 300 specially designed leaflets.

Six families came forward before the event to offer their stories of living with allergies in Scotland. Attendees on the day signed our campaign pledge wall, demonstrating visible public backing for improvements in allergy care provision. Many also shared personal experiences with our CEO, Simone Miles, our Specialist Allergy Nurse, staff members and volunteers.

We also welcomed Martin Rhodes, MP for Glasgow North, to the stand and he agreed to become an Allergy Champion and lend his support in Parliament.

#IWishIKnew Micro-Influencer Campaign

In September, we launched a micro-influencer campaign, designed to extend the reach of #IWishIKnew and spark more conversations among parents and carers online. The aim was to reach this audience using relatable current social media trends to increase awareness of allergies and encourage conversations.

We partnered with two health-focused micro-influencers. One contributor, Vicky Robinson, shared an Instagram carousel about her family’s experience of managing multiple food allergies and coeliac disease, using the popular social media trend of ‘She doesn’t know it yet...’ reflecting on advice they wish they had known earlier.

Vicky’s post attracted more than 600 Instagram likes, making it one of our highest-performing posts of the year. It also generated positive audience engagement, including comments such as:



“

So great to spread awareness Vicky!

”

“

Such an important post. It must be so scary.

”

Supporting Key Awareness Days

Across the year, we used our social media platforms to amplify important external awareness campaigns, helping to increase understanding, reduce stigma and signpost people to trusted information and support. These are examples of the activities we delivered:

- **World Anaphylaxis Day:** We promoted our free patient webinar, Understanding and Managing Anaphylaxis, giving people the opportunity to watch practical management demonstrations and gain valuable insights into living with and managing anaphylaxis.
- **World Atopic Eczema Day:** We shared Stephen's story, including a video clip, and ran posts throughout September offering practical tips and signposting to resources. This activity linked to our I Wish I Knew campaign, supporting the global theme #AtopicEczemaJourney.
- **Chronic Spontaneous Urticaria (CSU) Day:** Reflecting the theme "Unmet needs: the path forward for urticaria", we highlighted the impact of CSU beyond the skin and directed people to relevant support and information.
- **Damp and Mould Action Awareness Week:** We contributed a quote from Amena to the national campaign and shared content on social media to raise awareness of the link between damp, mould and allergic or respiratory symptoms.

Informing the Public Through Trusted Media

We continued to build a trusted media presence across print, online, radio and television, helping to raise national awareness of allergy related issues. For the allergic community, this visibility is essential: it drives understanding, reduces stigma and helps create a society that recognises the seriousness of allergy and responds with greater care and responsibility.

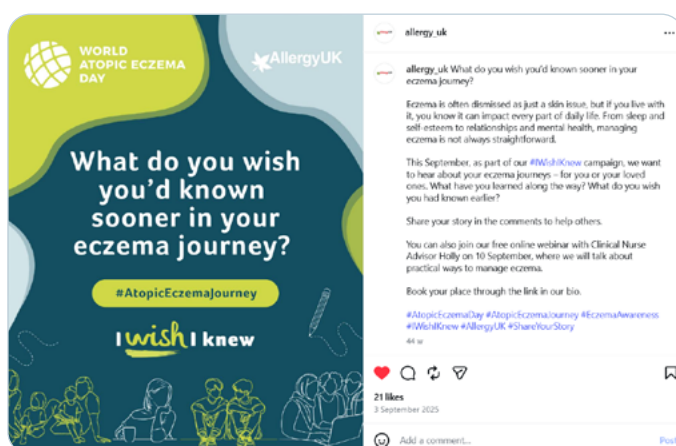
We secured more than 600 pieces of media coverage across consumer, clinical and trade press. Seasonal allergies remained a major topic throughout the year, with our experts contributing to national newspaper coverage, including The Times, The Express, The Mail and The Telegraph. We also provided expert comment on a range of issues including cold urticaria, hay fever, skin allergies and dietary factors linked to allergies.

We also highlighted changes allowing easier access to allergy medication through pharmacies and promoted greater awareness of new immunotherapy treatments for severe hay fever.

Food safety and allergen labelling remained key priorities. We supported media coverage concerning undeclared allergens in Dubai-style chocolate products and continued to campaign for stronger food labelling laws. Public awareness was also raised around the increasing use of food-based ingredients in cosmetics, the use of Latin names in cosmetics, the proliferation of 'Tik Tok' shops which may sell unregulated products and the potential risks all these things may pose for people with allergies.

Alongside national media work, our clinicians participated in radio interviews covering topics such as pollen, damp and mould, with work concentrated around the implementation of Awaab's law which gives tenants greater rights. We also contributed articles to professional publications, helping healthcare professionals stay informed about important allergy-related developments.

Thanks to this extensive media activity, we have continued to educate, inform and support people affected by allergies across the country.



Allergy Research Limited

Allergy Research Limited, the commercial arm of Allergy UK, continued to combine purpose and sustainability by generating income that supports our charitable mission while helping people living with allergy make safer, more informed everyday choices. Through our globally recognised endorsement schemes, we increased the visibility of independently assessed products and strengthened partnerships with responsible brands. This provided practical reassurance to individuals and families managing allergies, enabling greater confidence in the products they use at home and in daily life. During the year, our endorsements portfolio generated £752.8k income, providing essential income for Allergy UK's wider charitable activities and maintaining a stable financial position. Stronger renewal performance and successful re-engagement with former partners, helped to maintain continuity of trusted, endorsed products for the allergic community.

The year also saw significant progress in strengthening the programme's commercial foundations. Key achievements included:



**Successful
mobilisation of a new
commercial team.**



**Increased
new-business
pipeline activity and
engagement.**



**A targeted lapsed-
partner programme
generating more
than £22k in
additional income.**



**Multi-year
partnership
agreements securing
£43.3k in committed
future revenue.**

These investments are already delivering encouraging results. Early indicators for the coming year include a new Seal of Approval scientific laboratory test secured (the first in over a year), alongside continued growth in multi-year agreements and the successful introduction of a new advertising revenue stream for endorsed products.

By combining commercial success with consumer benefit, the endorsements programme continues to deliver a dual impact: generating sustainable income that strengthens Allergy UK's work while helping more people with allergies access trusted products and make safer choices with confidence.

Seal of Approval

The need for clear, reliable guidance remains critical for people with allergies, who often face uncertainty when choosing everyday products. Our Seal of Approval helps address this by signposting products that have undergone independent scientific testing and are proven to reduce or remove allergens from the environment, or to limit allergen exposure in a measurable way.

Throughout the year, our focus was on strengthening relationships with existing partners, improving account management and ensuring consistent delivery. This approach generated £663.6k of income, with renewals exceeding budget by £42k, and the highest level of new reviews in three years at £33K. These results protect the stability of the scheme while ensuring continued access to trusted products for allergy sufferers.



Allergy Friendly Product Award

Our Allergy Friendly Product Award supports businesses to promote more inclusive, allergy-aware products, ultimately widening choice for consumers. The award recognises products formulated or designed to minimise the risk of allergic reactions, with each item assessed against strict clinical and scientific criteria.

This year we focused on strengthening partner relationships, expanding new outreach and enhancing collaboration to raise awareness. This generated £89.2k in income, an 15% increase on last year, achieving the highest level of renewals in four years, alongside securing new clients. We also delivered a collaborative Christmas campaign with eight partners, generating around 20,000 social views and 800 entries, highlighting strong public interest in endorsed everyday products that support healthier living.



Fundraising Income

This year, our fundraising income reflects a strong and diverse portfolio across events, community fundraising, corporate partnerships, plus grants and trusts. This balanced mix of restricted programme funding and core grant support has enabled us to maintain essential services while continuing to innovate and respond to areas of unmet need.



Events income:
£28,105

Collectively, this support has enabled us to deliver credible, evidence based information, reduce health inequalities and improve the lives of people living with allergic disease across the UK.

Thank you to everyone who has contributed to our fundraising efforts, whether by taking part in events, volunteering, organising independent fundraisers or giving one off or regular donations. Your support is truly valued, and the impact we have achieved simply would not have been possible without you. We are deeply grateful to our supporters, donors, grant givers, sponsors and partners for their continued commitment to our mission.

Fundraising Events

This year our amazing fundraisers took part in a wide range of challenge events, raising over £28,000 to support the allergic community.

After supporters expressed interest in more location-based events, in November we started working with Run for Charity, a platform that connects runners with various charity events across the UK. This partnership has given us access to places in highly sought after events including The Royal Parks Half Marathon and the London Landmarks and a variety of other challenges such as Tough Mudders, inflatable obstacle courses and seasonal events like Santa Runs across the UK.

We also saw a rise in independent signups for unique races such as Wolf Run, Milton Keynes Half Marathon, Big Half, Great North Run, and international marathons like Prague and Paris. Our Paris Marathon runner used his own ballot place to raise awareness and was motivated by his personal connection to allergy, raising £1,472, and an additional £1,000 through company match funding, bringing his total to an impressive £2,472. Encouraging supporters to seek employer match funding has been another positive development this year and something we aim to grow further next year.

In October we launched our own event 'Walk Your Way', piloting an accessible event to appeal to all our supporters. 16 individuals and two workplace teams took part raising nearly £5,000. This event also inspired participants to share their stories, which we used as case studies to support our work.

We have continued to provide excellent stewardship and personalised supporter journeys for participants, building a stronger allergy community. Our 'Champions of Change' initiative continues to celebrate and congratulate our supporters through social media and eNews. Many have become regular supporters and have contributed to other areas of our work, such as podcasts, which is heart-warming to see.

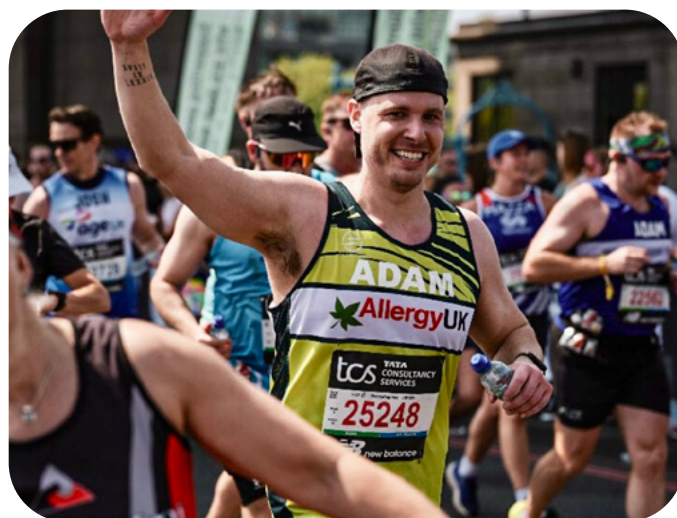
“

As somebody with a family member that has a serious allergy I know how frightening the condition can be and how vital this support is.

”

Despite the ongoing challenges of the cost-of-living crisis, next year looks promising with increased interest and uptake in events.

We continue to be committed to ensuring our fundraising practices adhere to the highest ethical standards. Registered with the Fundraising Regulator, we comply with all required regulations, including the General Data Protection Regulations (GDPR) to safeguard the personal information of supporters. We are pleased to report that no complaints regarding our fundraising practices were received this year.



Laura's Story

Mum Laura Martin took on the Great North Run with incredible strength and determination, all for her young daughter Rose, who suffers from skin allergies and severe eczema.

Laura wanted to support Allergy UK and raise vital funds so parents can find the help they desperately need to bring comfort and relief to their children.



“

As a new parent, it felt especially hard not being able to get the expert advice needed to feel confident in the choices we were making for Rose. That's when I contacted Allergy UK. The Helpline staff understood the impact that Rose's allergies and eczema were having on all our lives, at a stage we should have been enjoying being together.

Allergy UK resources helped us understand the challenges we were facing and our options. At a rough time, they made our lives easier and gave us peace of mind.

”

Visit our website to read more inspirational stories: www.allergyuk.org/allergyuk-stories

Community Fundraising

We have seen some wonderful fundraising activities this year, but in particular we were wowed by the kindness and generosity of one of our youngest fundraisers to date, eight-year-old Jemima. Jemima lives with a peanut allergy and decided to hold a birthday fundraiser in January by asking for donations to Allergy UK instead of birthday presents, raising an amazing £1,235. Thank you, Jemima, for your incredible fundraising!



“

Hello! I'm Jemima and instead of getting presents for my 8th birthday, I decided to raise money for Allergy UK because I want to help other people with allergies like me. I have a severe peanut allergy and react to tiny traces in the environment, and it makes me very poorly sometimes. Allergy UK raises awareness of allergies to keep people safe. I hope the money I raised makes a difference to lots of people.

”

Corporate Fundraising

This year we have been able to deliver a wide range of impactful projects and services thanks to the generous support of our corporate sponsors.

Their contributions have enabled us to expand patient support, enhance professional education, and address key gaps in allergy awareness and management across the UK.

Our corporate partners helped us deliver services with a sponsorship value of over £235,000.



We want to say a heartfelt thank you for your continued partnership and shared dedication to creating positive change for the allergic community.

Grants and Trusts

We also extend our sincere thanks to grant funders including The Batchworth Trust, The British Association of Dermatologists PSG Fund, Cantiacorum Foundation, Cecil Pilkington Charitable Trust, the Co-op Local Community Fund, European Federation of Allergy and Airways Diseases Patients' Associations (EFA), Garfield Weston Foundation, Global Allergy and Airways Patient Platform (GAAPP), GlobalSkin, LEO Pharma, The National Lottery Community Fund and Uber Eats UK for their generous support and commitment to our organisation, which has enabled us to continue our vital work.

Additional Thanks

Thank you to dietitians who have contributed to developing and reviewing the new milk reintroduction guidelines for non-IgE cow's milk allergy and peer reviewing Factsheets (includes Hannah Hunter, Lydia Collins-Hussey, Rosan Meyer, Andrea Moreno, Carina Venter, Laura Phillips, Marianne Williams, Misbah Primett and Lisa Waddell).

Many thanks to all the parents who provided feedback through the parent consultation for the development of the milk reintroduction resources for children with non-IgE cow's milk allergy. Particularly Becca Brown who took part in the podcast developed as part of the project.

Thank you to our health advisory board, and to the freelance dietitians providing our external dietetic service.

How You Can Support Us

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 challenge event, organise your own fundraiser, make a donation, volunteer your time or campaign on our behalf, your support helps improve the lives of millions of people living with allergy.

Our Fundraising team can help you explore a range of ways to get involved, including individual giving, gifts in wills, grant funding, volunteering and challenge events.

fundraising@allergyuk.org 

Find out more: www.allergyuk.org/fundraise 

Corporate Partners:

We work with businesses across the UK and internationally to improve the lives of people living with allergic conditions. Whether you are looking to support our work through sponsorship or a strategic partnership, we would love to hear from you.

corporatepartnerships@allergyuk.org 

Visit: www.allergyuk.org/working-with-allergy-uk 

Endorsed Products:

We assess products that may help make everyday life easier and more comfortable for people living with allergy. Products that receive our endorsement have been independently reviewed or tested and shown to offer benefits to the allergy community.

If you have a product that could support people living with allergy, visit the Allergy Research Ltd website to learn more and submit an enquiry.

Find out more: www.allergyresearch.co.uk 

Press:

Our Press team can provide expert commentary, interviews, case studies and insights on a wide range of allergy-related topics.

press@allergyuk.org 

01322 611640





We're Here to Help

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

Call: 01322 619898

Webchat: allergyuk.org

Email: info@allergyuk.org

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