



Annual Review 2014

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Welcome

The National Osteoporosis Society has ambitious aspirations and during 2014 we made real progress towards achieving them, mainly through working to establish and support more Fracture Liaison Services. These essential services ensure those who have fractured and might have osteoporosis are identified early, assessed and treated, so more people can be spared the shocking effects on day-to-day life that fractures can have. Fracture Liaison Services represent a real step forward in early diagnosis of osteoporosis, which is why we are championing them.

During 2014 the National Osteoporosis Society undertook a major piece of research called *Life with Osteoporosis*. The resulting report allowed us, more than ever before, to gain a real insight into the enormous impact osteoporosis has on the lives of those touched by this condition.

The report revealed moving stories and compelling statistics that demonstrate exactly what osteoporosis means not only for individuals but also for those who care for them and for society as a whole. This is the reason why our work is so important.

The stories that were so generously shared with us by those who contributed to our *Life with Osteoporosis* project moved everyone here at the Charity enormously and have inspired everything we do. We would like to thank everyone who took part.

We also continued to fund research into the condition, worked towards better understanding of osteoporosis through our awareness-raising campaigns and, through

our influencing work, ensured the voices of those with osteoporosis were heard by policy-makers and politicians throughout the UK. Our influencing work also helped to bring about an increased focus and support for Fracture Liaison Services by clinicians and politicians.

We would like to thank our President Her Royal Highness The Duchess of Cornwall for her invaluable support and ceaseless work and also our members, our dedicated network of Support Groups, our volunteers, our employees, our trustees, our clinical experts, those who have funded our work and everyone else who supported us over the past twelve months.

At the 2014 AGM members voted overwhelmingly in favour of amending the Charity's Articles of Association to remove the company law element of membership from all members. The Charity is now able to redirect funds previously used to hold our AGM into more regional events for everyone interested in finding out more about osteoporosis. The Trustees remain committed to good governance of the Charity and our membership team is available to receive comments from anyone who has an interest.

We have made great steps forward during 2014 but we know there is still a great deal to do. With your help we can work together to achieve more in terms of prevention of future fractures, better diagnosis and treatment and a brighter future for people affected by osteoporosis.

Claire Severgnini
Chief Executive

Kate Tompkins
Chairman



Claire Severgnini

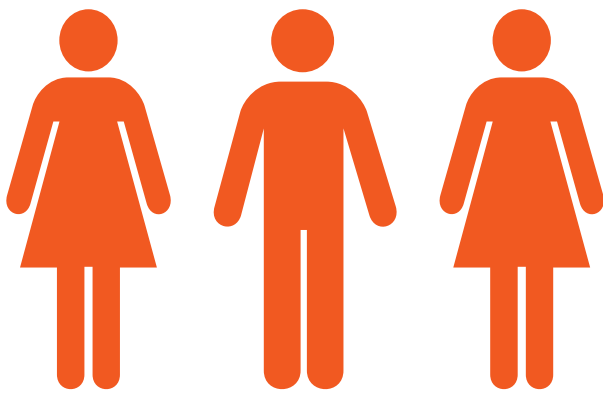


Kate Tompkins

Facts about osteoporosis

Osteoporosis is a fragile bone condition. It can lead to painful and debilitating broken bones, particularly of the wrist, hip and spine. Broken bones are also known as fractures. Often these occur from just a minor bump or fall, many of these could have been prevented with earlier diagnosis and treatment.

The problem

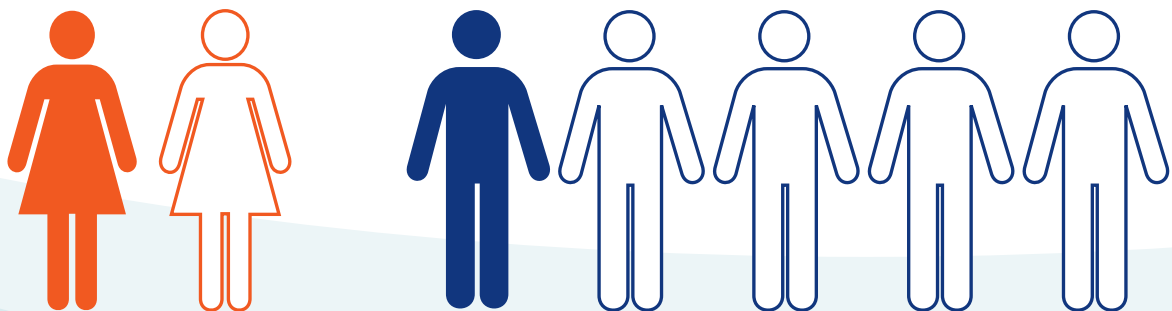


More than **3 million people**
in the UK are estimated to have osteoporosis.



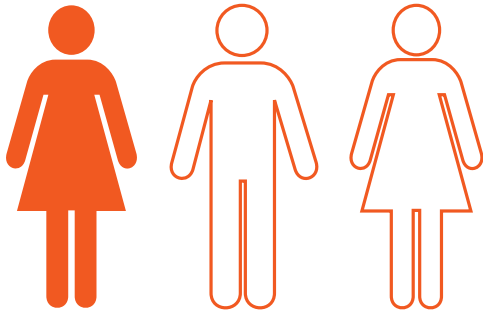
Every year people in the UK suffer more than
300,000 fractures.
That's 1 every 2 minutes.

Who it affects



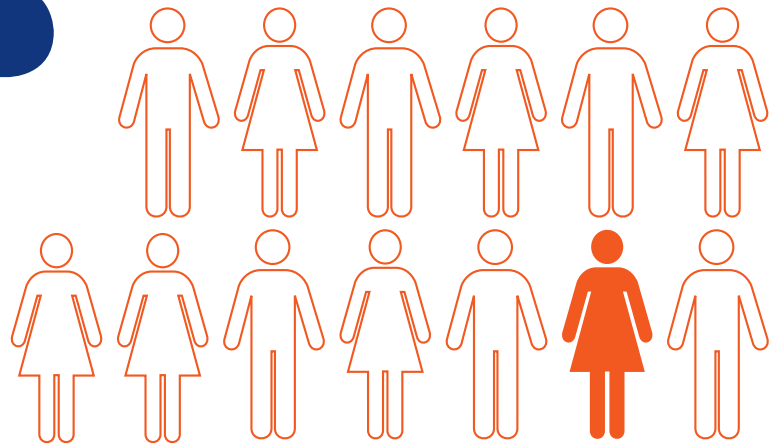
1 in 2 women and 1 in 5 men
over the age of 50 are expected to break a bone during their lifetime.

The consequences



1 in 3 people

who have long-term pain from fractures describe it as severe or unbearable.



A month after suffering a hip fracture, 1 in 13 people will have died and only half will have returned home.

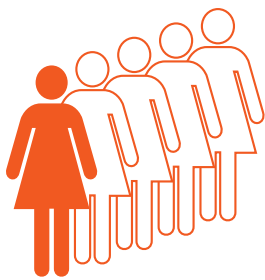
The financial cost



Over £1.9 billion a year

The cost of hospital care for patients with **hip fractures** (excluding the cost of social care).

Where we are now



1 in 5 women who have broken a bone break **3** or more before being diagnosed.



Only 42% of Health Care Organisations in the UK provide a Fracture Liaison Service to **routinely assess** people, who have broken a bone, for osteoporosis.

The future

The National Osteoporosis Society is working to prevent future fractures and to help and support people now.

Joyce Freeman

Joyce Freeman has lived with the terrible effects of osteoporosis for ten years and has fractured both hips. The condition has radically changed both her and her husband Henry's lives. They have had to give up their much-loved hobby of ballroom dancing and Joyce's confidence has been shattered.

"It's the feeling that, at any time, anything could happen to make me fall and break a bone, it's a constant worry," she says.

Joyce is passionate about helping to raise awareness. Last year she was one of over 3,000 people who shared their experiences of how the condition has had an impact on daily life by taking part in our landmark *Life with Osteoporosis* research project. By telling us her story and contributing to our research, Joyce has helped to foster greater understanding of osteoporosis and had helped us raise awareness of the condition.

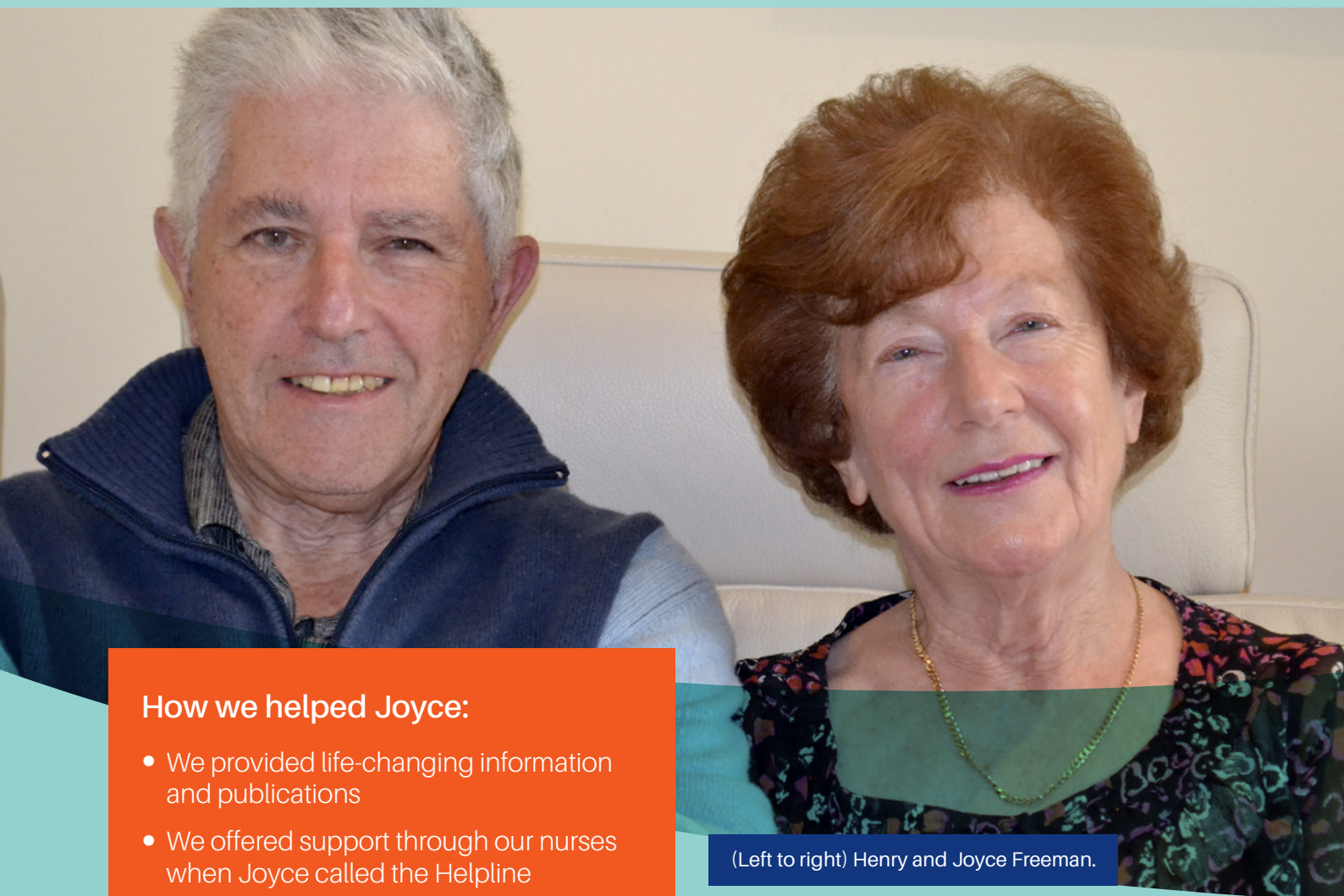
"I was interviewed for the study because I wanted as many people as possible to find out about what living with osteoporosis can really mean. Being diagnosed is such a huge shock and it has really changed my life," she says.

Joyce says she went through some difficult times after both of her hip fractures and her diagnosis of osteoporosis but was able to turn to the National Osteoporosis Society for help and support.

"I phoned the Helpline on a few occasions for information about drug treatments and the nurses were absolutely fantastic. They were able to help me and give me the information I needed," she says.

Despite the setbacks and the effects on her day-to-day life, Joyce remains confident and positive.

"I know osteoporosis is something I had to overcome and I'm still doing that."



How we helped Joyce:

- We provided life-changing information and publications
- We offered support through our nurses when Joyce called the Helpline
- We directed Joyce to other information sources

(Left to right) Henry and Joyce Freeman.

Want to hear more of Joyce's story?

Go to www.nos.org.uk/life-with-osteoporosis

What we do

The National Osteoporosis Society is the only UK-wide charity dedicated to ending the pain and suffering caused by osteoporosis.

The Charity was founded and exists today to help all of those whose lives have been affected by osteoporosis and also to support those living with the condition. We help them directly through the information and support we provide and also through raising awareness among the general public and educating Health Care Professionals. We also help by supporting the foundation of Fracture Liaison Services and influencing government and NHS health policy to ensure they receive the best care possible from our Health Care providers.

We are driven by two very clear aims

To work
to prevent
future fractures
for people with
osteoporosis

To help
and support
people with
osteoporosis
now

We're committed to helping people with osteoporosis live the lives they want to lead.

We:

- Provide well-researched, referenced and evidenced information to people with the condition.
- Offer practical and emotional support to people with osteoporosis.
- Raise awareness of the condition across the media, across social media and within our regional Support Groups.

We support researchers and healthcare professionals to improve the prevention, diagnosis and treatment of osteoporosis and fragility fractures.

We:

- Work in partnership with the NHS to establish Fracture Liaison Services.
- Train and mentor key Health Care Professionals working in the field of osteoporosis.
- Fund research.
- Campaign at a parliamentary level and take an active role in cross-party and partnership working arrangements.

These aims are central to the work of the National Osteoporosis Society and underline all of our activities. This annual review will show how we have worked to achieve these aims throughout 2014 and how they have helped us to help others during the year.

Work to prevent future fractures

From talking to people affected by osteoporosis through working on our landmark *Life with Osteoporosis* report, we know that many people who break a bone are treated in hospital and are then discharged without a proper assessment. This is not good enough.

As the risk of a further fracture is higher in people who have already sustained one fracture, it is important that these people are identified, assessed and then managed appropriately to find out whether they have osteoporosis. Prevention is often better than a cure.

There is a lack of both public and professional awareness of osteoporosis and of the importance of preventing further fractures in those who have already suffered a broken bone. There is also strong evidence that a Fracture Liaison Service that systematically identifies those at risk of osteoporosis and starts people off on a care pathway is not only best for patients but could also potentially save the NHS a significant amount of money.

Despite this, the latest audit shows that only 42 per cent of Health Care Organisations in the UK have such a service.

During 2014 we helped to address this problem in the ways described over the next few pages.



(Left to right) Lorraine Percival with Sister Julia Penketh of the Queen Alexandra Hospital Fracture Liaison Service.

Raising the profile and influencing provision of Fracture Liaison Services

Fracture Liaison Services answer many of the questions posed by the problem of osteoporosis and directly help those affected by the condition. That is why they were central to much of our work during 2014 and will continue to be in 2015 and beyond.



Patron Craig Revel Horwood at the official opening of Queen Alexandra Hospital's Fracture Liaison Service.

In April, thanks to funding from the 2013 ICAP Charity Day and other generous donors, we were instrumental in helping to set up a new Fracture Liaison Service at the Queen Alexandra Hospital in Portsmouth. The new service, which was formally launched through a media event, aims to see 300 patients a month in the Portsmouth area and will save the NHS hundreds of thousands of pounds in care by preventing future fractures.



Our Chief Executive, Claire Severgnini, appeared on *BBC Breakfast* to highlight the importance of establishing more Fracture Liaison Services, taking this crucial message out to a nationwide audience and driving record traffic to our website.

In order to nurture the foundation of more Fracture Liaison Services we established a team to help implement new services and improve the quality of existing services.

We continued to run our Stop at One campaign, which encouraged those who have had a fracture and are therefore at high risk of having another to talk to their GP. As a result of the campaign, thousands of people visited our website and took our "Are you at risk?" quiz, helping more people who could have osteoporosis to seek treatment.

In partnership with Age UK, we continued to lead the Falls and Fractures Alliance, driving forward principles of best practice and the ideal pathway for falls and fractures patients. During 2014 we organised a joint workshop with Public Health England to mark the launch of the Falls and Fragility Fractures Programme, of which Fracture Liaison Services are an integral part.

We also made sure that as many people as possible in positions of influence in government and Health Service Delivery were aware of the importance of Fracture Liaison Services. Our All Party Parliamentary Osteoporosis Group held meetings at Westminster focusing on Fracture Liaison Services. Briefings on Fracture Liaison Services work were also given at meetings of the All-Wales Osteoporosis Advisory Group and the newly formed Northern Ireland Osteoporosis Consensus Group. In the Scottish Parliament, through membership of the Cross-Party Groups for Musculoskeletal Conditions and Chronic Pain, we continued to brief and inform Scottish parliamentarians on Fracture Liaison Services throughout the year.



Since its launch, **9,245 people** have taken our online "Are you at risk?" quiz, part of our **Stop at One campaign** website, to find out if they were at risk of osteoporosis.

Sonya Stephenson: Service Delivery Team

"We want to ensure every person aged over 50 who breaks a bone is assessed for osteoporosis and managed appropriately, so my job involves supporting the Charity's aim of ensuring that every health trust in the whole country has a Fracture Liaison Service.

This is essential work. We've got to change the current situation where people have one fracture and go on to have another because they have not been diagnosed. We have to make sure the first fracture is the last.

When someone is admitted to hospital with a hip fracture, it can be life changing, and we need to do as much as we can to stop that happening, wherever possible.

The Service Delivery Team at the National Osteoporosis Society is involved in helping clinicians and commissioners to put in place everything they need to set up their own service. It could be that they have a partially developed service and they need some help to get it up to scratch, or it could be that they have nothing in place at all and need help getting started.

We help them with the whole process: project managing the commissioning of Fracture Liaison Services from inception to launch, including development of the economic and business case. We also help with recruitment and provide training and resources.

It's a huge job and there is an enormous amount of work to do, but the work we do is a massive step in the right direction."

**"This is essential work.
We have to make sure the
first fracture is the last."**



Sonya Stephenson, Service Development Project Manager,
National Osteoporosis Society.

How Sonya has helped

- She has provided input to make sure NHS Fracture Liaison Services meet the necessary clinical standards.
- She has helped with staff recruitment.
- She has written and established protocols and care pathways to help Fracture Liaison Services run as efficiently as possible so they can better deliver help to those in need.

Educating Health Care Professionals in Fracture Liaison Services

Providing education and support to those delivering care to people affected by osteoporosis is an important part of what we do. It enables us to work towards improving the care people with osteoporosis receive in hospitals, surgeries and clinics throughout the country.



Delegates at our National Training Scheme for Bone Densitometry.

Our National Training Scheme for Bone Densitometry is the only course of its kind in the UK and offers certification to Health Care Professionals who perform the crucial role of diagnosing osteoporosis using DXA scanning equipment. Thirty five people successfully completed our course in 2014, putting more people on the front line of osteoporosis diagnosis.

During 2014 we developed an education programme for those working in Fracture Liaison Services. The innovative programme, due to be launched in Spring 2015, will equip Fracture Liaison Service staff with the knowledge they need to effectively do their jobs. We have also designed a toolkit, a simple way for Health Care Professionals to put together a business case to commission a new Fracture Liaison Service.

We played a key role in developing standards for those involved in setting up Fracture Liaison Services and implemented a peer review programme so relevant Health Care Professionals can visit services and share their experiences of best practice. We developed draft standards for Fracture Liaison Services that were circulated for consultation in December 2014 with a view to a full launch in 2015. We also rolled out a programme to allow key Fracture Liaison Service staff to visit other services, share best practice and help support their wider development across the UK. We now have the tools in place to allow us to be instrumental in changing the Fracture Liaison Service landscape well into the future.



2,000 Health Care Professionals

have **downloaded our online Toolkit** to guide them through the process of setting up a successful Fracture Liaison Service.



420 Health Care Professionals

have now been **certified through our National Training Scheme for Bone Densitometry**, putting more people on the front line of osteoporosis diagnosis.

Funding a Fracture Liaison Service pilot in Portsmouth

The Fracture Liaison Service in Portsmouth is an essential component of a comprehensive and integrated approach to preventing falls and fractures among people over the age of 50.

We chose the Queen Alexandra Hospital as a location for the Fracture Liaison Service because of the excellence of the rheumatology team, the potentially large population the service would reach and the fact that it would be backed up by an active and dedicated National Osteoporosis Society Local Support Group.

Harold Clark from Portsmouth was diagnosed with osteoporosis after visiting the service following a fracture.

"If it wasn't for the Fracture Liaison Service I would never have known that I have osteoporosis. While I was being treated for a fractured shoulder the nurse ran some tests and diagnosed me with the condition. I am now on a treatment plan and I'm attending Support Group meetings to learn more about the condition."

"The Fracture Liaison Service in Portsmouth is an essential component of a comprehensive and integrated approach to preventing falls and fractures."

How our funding for Portsmouth Fracture Liaison Service has helped:

- In the first eight months more than 1,000 patients have been seen by the team, with more than 2,000 patients being screened.
- Set up a service to help patients keep taking their medication and to give advice on nutrition and lifestyle changes to improve bone health.
- By directly dispensing osteoporosis medication through an innovative programme, the burden on GPs has been reduced.



Jo Sayer, Senior Sister, Fracture Liaison Service, Queen Alexandra Hospital, Portsmouth.

Our second aim has two strands:

- to continue to provide services directly to people with osteoporosis
- to increase awareness and understanding of the condition among the Health Care community to empower them to give their own patients better help and advice.



For people affected by osteoporosis, information and support can be two of the most important elements in helping them to better manage their condition. At the same time, we recognise there is still a long way to go in terms of the quality of treatment and care many people receive from the Health Care Professionals they see on a regular basis – a problem that is often connected to a lack of knowledge about osteoporosis among Health Care Professionals in general.

Providing information and support for people with osteoporosis

We provide information and support to people across the UK so they can better understand and manage their condition and improve their bone health. Our information and support is provided by our nurse-led Helpline, through our free information leaflets, through our website and digital social media channels and also through our local information events.

Our Helpline acts as a lifeline for people struggling to come to terms with osteoporosis and for those looking for help with improving their bone health. Our expert nurses deal with enquiries via telephone, email, letter and our website and take the time to ensure each enquirer has the information they need. During 2014 our nurses handled 12,016 enquiries, compared to 12,647 in 2013. Calls declined slightly as the nature of the enquiries became more complex, so our nurses now spend an average of 12 minutes (up from 11 minutes in 2013) talking to each enquirer who contacts them by telephone.

More people visited our website during 2014 for information about osteoporosis than during 2013. At the end of the year, we gave our site a fresh new look and a simpler layout. The changes were designed to improve user's experience and to allow more people to visit us and find the information they need. There is a forum where peers can offer support and people with osteoporosis can ask questions. Using social media, we now communicate with a new, younger audience, helping to spread the prevention message and engaging in conversations with our supporters.

Our printed information also continued to offer vital support to those affected by osteoporosis. More of our leaflets are now available in an easy-to-download format from our website.

On a grassroots level, local communities across the UK were able to access information about osteoporosis through the hundreds of meetings and events organised by our Support Groups and volunteers. Over 3,500 people in total attended our local osteoporosis update events with health professional speakers.

During October and November of 2014, fans of TV soap *Coronation Street*, which regularly attracts audiences of over 8 million, saw a character reveal she had osteoporosis and then fracture her spine after a dramatic fall downstairs. Viewers who searched for "osteoporosis" on the web after watching episodes of the soap were directed to our website. This gave osteoporosis unparalleled exposure and many people registered with the Charity for free information packs.



Coronation Street's Cilla (right, played by actress Wendy Peters) was involved in a dramatic storyline about fractures caused by osteoporosis.

Heather Cooke

Heather Cooke found she had osteoporosis when she was in her late fifties and has had falls that have resulted in a number of fractures, which she says are devastating. Her osteoporosis has changed her life.

"I have had to make a number of changes, including avoiding lots of activities such as lifting and carrying. I'm really not as active as I used to be."

When Heather was newly diagnosed, she became a member of the National Osteoporosis Society and joined her local Support Group. She says she has found the information the Charity produces and the support offered by the Helpline Nurses invaluable.

"The information is a real help. When I first found out I had osteoporosis it was so comforting to know there was someone on the end of the phone I could talk to. The nurses have given me so much help in terms of the drug treatments I take. I also find the printed publications are up to date and easy to understand – they've been really helpful."

"When I first found out I had osteoporosis it was so comforting to know there was someone on the end of the phone I could talk to."



How we have helped Heather:

- We have provided information via our expert Helpline.
- We have provided a warm and supportive community through our network of Local Support Groups.
- We have provided ongoing lifestyle information through our regular members' magazine, *Osteoporosis News*.

Raising awareness and understanding among Health Care Professionals to improve advice and support for people with osteoporosis

Improving the knowledge of the Health Care Professionals at the front line of providing osteoporosis care continued to be of crucial importance to the Charity during 2014. We did this in a number of ways.

We held our three-day Osteoporosis Conference in Birmingham. Attended by 700 Health Care Professionals, the conference was the cornerstone of the charity's 2014 education programme. It put the National Osteoporosis Society at the very heart of the osteoporosis community and helped those who attended to keep up to date with the latest developments and improve the care they give to people with osteoporosis.

We developed our own guidance on paediatric vitamin D to complement the *Vitamin D and Bone Health* clinical guidelines we published in 2013. The guidance will be published in 2015. We contributed to the development of a number of important public health policy documents for the National Institute for Health and Care Excellence and other organisations. By contributing to these publications we ensured the voices of those affected by osteoporosis were heard.



Chris Moran, National Clinical Director for Trauma for NHS England, opens our 2014 Osteoporosis Conference.



Life with Osteoporosis

More and more people throughout the UK are living with osteoporosis and there is much we still do not know about bone health, yet funding for research into the area is still low. For this reason, the National Osteoporosis Society continues to fund research to further our understanding of the condition and help those affected by it.

Our Research Grants Committee keeps us involved in developing new ways of helping people with osteoporosis. During 2014 we approved funding for two new, exciting projects looking into the areas of vitamin D and hip fractures, which are both of crucial importance to furthering our understanding of osteoporosis.

We also funded the *Life with Osteoporosis* research project to find out more about the impact osteoporosis has on the everyday lives of those affected by the condition.

The research involved a survey and face-to-face interviews. We launched the report at a special event in London, where we also screened a short, moving film of interviews with some of those who took part in the research. The report, the film and a number of other launch events enabled us to publicise the findings of the report in the media and to Parliamentarians and Health Care Professionals, gaining more exposure for the condition.



Turn over to see the key findings from *Life with Osteoporosis*



Life with Osteoporosis: key findings*



54% of people
who have fractured have experienced
height loss or a change in their
body shape.



40% of people
in long-term pain have already
suffered for five years or more.



30% of people
who have fractured have difficulty
with domestic chores.



49% of people
who have fractured have had their
physical intimacy affected by
their osteoporosis.



30% of people
find the amount of money they spend
relating to their osteoporosis to
be a financial burden.

*Based on answers from 3,228 people
with osteoporosis surveyed in June 2014.

Raising the funds we need to carry out our work

In the fiercely competitive environment of health charity funding, we have to fight for every penny it costs to provide our life-changing services. We have grown our fundraising return on investment, generating a total of £4.46 for every £1 spent on fundraising, compared with £4.32 in 2013.

Our supporters took part in numerous fundraising events on our behalf including the Virgin London Marathon and the Ride London cycling challenge. We also continued to work with our corporate partners through the Bone Health Partnership, on-pack promotion and sponsorship.

Our fundraising team organised a wide-reaching and varied programme of events including a Downton Abbey-themed evening at Highclere Castle, an event at St Paul's Cathedral highlighting the importance of legacies to the Charity and our annual Christmas SING! concert at Bath Abbey. We were also able to raise money through being involved in the prestigious LAPADA Association of Art and Antique Dealers' fair.

All of our fundraising activities allowed us to continue providing our crucial services. Thank you to everyone who generously supported our work in 2014.



Top: Participants at the 2014 Bath Half Marathon

Middle: Annual Lecture and *Life with Osteoporosis* report launch event (from left to right) Actress Joanna David, National Osteoporosis Society Chief Executive Claire Severgnini, Actress and Charity Patron Wendy Craig, Journalist Jennie Bond and model and fitness expert Diana Moran

Bottom: SING! concert in Bath Abbey with actress Nerys Hughes

Rob Berry

Rob Berry tragically died in April after completing the 2014 Virgin London Marathon. He had taken part in the race because he wanted to raise money for the Charity and to help people like his mother, who is herself affected by osteoporosis.

Following his death, well-wishers flooded his JustGiving page with donations, totalling over £91,000. We were incredibly touched and moved by the response to Rob's sad death.

The money donated has been used to fund our online Fracture Prevention Practitioner Training programme for Health Care Professionals working in Fracture Liaison Services. This allows us to help those working with people with osteoporosis to improve their skills and will ensure a legacy for Rob and his family.



You said, we did

The National Osteoporosis Society listens to the public, members, volunteers, Health Care Professionals and staff to ensure that we continually improve the support, care and information that we provide. During 2014 we listened to feedback in a number of areas and, where possible, made improvements.



Information leaflets

We were asked to have more information available for an increasingly diverse audience, so we started a project during 2014 to translate our flagship *Introduction to Osteoporosis* publication into seven languages.



Stop at One resources

In response to requests for more awareness-raising materials, we distributed banners and posters for our Stop at One campaign to hospitals and clinics throughout the UK so Health Care Professionals will help us spread the message about osteoporosis.



Website and social media

There was a rising demand for access to our information through a wide range of digital channels and for a better experience for mobile and tablet users. To address this, we revamped our website and greatly increased our presence on social media channels such as Facebook and Twitter.



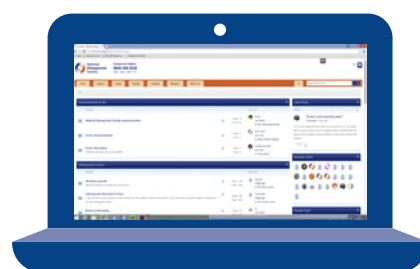
Asking questions in Parliament

Parliamentarians needed to know more about the importance of Fracture Liaison Services. As a result, we provided them with information about fragility fracture prevention and osteoporosis. This resulted in a number of questions and issues being raised in Parliament.



Offering more choice at our conference

Feedback from Health Care Professionals attending our previous conferences asked us for more breakout sessions. As a result, our 2014 events featured more sessions suitable for a wide range of delegates.



Successfully providing a secure online forum

Users highlighted some technical and security problems with our online forum. We addressed these by implementing some new software and have also been able to improve the experience of visiting the forum.

Thanks to

We would like to express our heartfelt thanks to all our volunteers and members of our committees for generously giving their time and expertise. We would also like to thank our members, individual supporters, fundraising events committee members, corporate partners, trusts, foundations, event participants, runners, event organisers, local Support Groups and all those who chose to remember the Charity in their will. It is not possible to mention every single person or organisation that has supported our work during 2014. However, we are very grateful to our patrons for their ongoing support and to those who have made a special contribution to our work.

Individuals

Mohammed Amersi and Nadia Rodicheva
Steve Bennett
David Brownlow
Annabel Elliot
Lord and Lady Fellowes of West Stafford
Drue Heinz DBE
Duncan and Patricia Lindley
Heather and Nicholas Porter
Wafic and Rosemary Said

Companies

a2 Milk UK
Blossoms Healthcare LLP
Eli Lilly & Company Ltd
Internis Pharmaceuticals Ltd
Optasia Medical Ltd
Performance Healthcare Systems Ltd
ProStrakan Ltd
Rosemont Pharmaceuticals Ltd
Takeda UK Ltd
Tropicana
Yoplait UK Ltd
Vitabiotics Ltd

Trusts

Adrian Swire Charitable Trust
AMW Charitable Trust
Anton Jurgens Charitable Trust
BAND Trust
Diana Edgson Wright Charitable Trust
Duke of Devonshire's Charitable Trust
Eveson Charitable Trust
Florian Charitable Trust
Francis Winham Foundation
Garfield Weston Foundation
Gosling Foundation Ltd
Graham and Mary Stacy Trust
Headley Trust
The Hobson Charity Ltd
J Paul Getty Jnr Charitable Trust
John James Bristol Foundation
Law Family Charitable Foundation
Misses Barrie Charitable Trust
Orthopaedic Research UK
Sir Edward Lewis Foundation
Sovereign Health Care Charitable Trust
Steel Charitable Trust
Totara Charitable Trust
Vivienne and Samuel Cohen Charitable Trust
Weinstock Fund

Financial Report 2014

Overview

Income received in 2014 increased by 46% compared to 2013. Legacy income, always a challenge to forecast, was £438,000 above the previous year, and there was a gain of £355,000 from the Osteoporosis and Bone Conference, which takes place in alternate years. In addition, there were two large fundraising events that raised £442,000 in revenue; we were the beneficiaries of the LAPADA Art & Antiques Fair charity party and a themed Downton Abbey event at Highclere Castle proved very popular.

Expenditure increased by 20% compared to 2013, which is much lower than the year-on-year increase in income, demonstrating economies of scale and a drive to be more efficient across the organisation.

As a result of the above, in 2014 we achieved a surplus of £944,000 which will be used (together with £300,000 from reserves) to invest in longer-term projects and to support the growing ambitions of the Charity via the following initiatives:

- **Work to prevent future fractures**
 - Increasing the number of Fracture Liaison Services nationwide through a combination of direct funding and tailored support packages.
 - Improving the quality of Fracture Liaison Service provision through the delivery of Health Professional training and education.
- **Help and support people now**
 - Improving information and support, influencing Health Care Professional education to improve clinical advice and care.
- **Developing the Charity's people and resources**
 - Development of our digital platforms to enhance consumer interaction.
 - Build staff engagement with a focus on developing the wider leadership team.

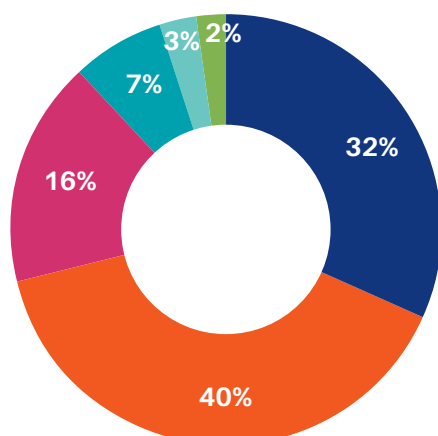
Additional work is underway to identify and develop more predictable, diverse and sustainable income streams that can underpin future activities and facilitate the end of the pain and suffering that fractures from osteoporosis cause.

Return on investment has increased year on year; overall in 2014, for every £1 spent, we obtained £4.46 including legacies (versus £4.32 in 2013). The average return on investment within the Charity sector, according the Institute of Fundraising, is £4.20 including legacies.

Summary

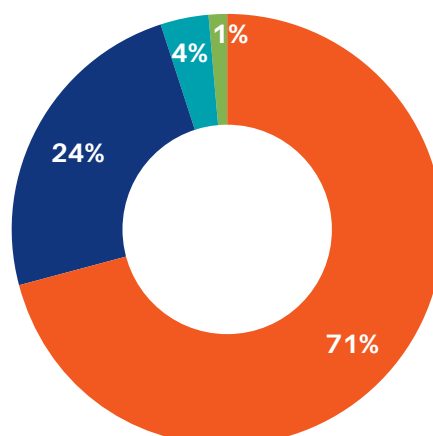
The Charity's financial success in 2014 demonstrates the keen focus that trustees, staff and volunteers have on the activities of the Charity as well as the good rapport the Charity has with members and donors. This success will enable the Charity to move forward with bold and adventurous plans for the future.

In 2014 we raised £4.9m



- Voluntary income
- Legacies
- Fundraising events
- Education
- Trading activities
- Investment income

In 2014 we spent £4m



- Charitable activities
- Cost of generating income
- Research
- Governance costs

Income

Voluntary income
Legacies
Fundraising events
Education
Trading activities
Investment income

Total income

Expenditure

Charitable activities
Cost of generating income
Research
Governance costs

Total expenditure

Net income before investment gains

Investment gains

Net incoming resources

Total 2014 £000	Total 2013 £000
1,562	1,256
1,955	1,516
824	299
356	70
129	138
96	90
4,922	3,369
2,887	2,288
971	710
146	325
42	44
4,046	3,367
876	3
68	183
944	185

This financial summary is extracted from our full audited accounts for 2014, which are available by calling 0845 130 3076 or online at www.nos.org.uk

Our vision






A future without fragility fractures.

Our mission

Working together for a brighter future for people with or at risk of osteoporosis and fragility fractures across the UK, putting an end to preventable broken bones and helping people to live without pain and disability.

Our values

We are caring, innovative, excellent, influential, ethical and passionate in all that we do.

-  0845 450 0230 (Helpline)
-  0845 130 3076 (General Enquiries)
-  www.nos.org.uk
-  info@nos.org.uk
-  Camerton, Bath BA2 0PJ

Chairman: Mrs Kate Tompkins

Vice Chair: Mrs Mary Regnier-Leigh

Treasurer: Jeremy Stern (July 2014 - date)
Philip Newborough (to July 2014)

Trustees:

Mrs Janine Chandler (retired July 2014)
Baroness Chisholm of Owlpen
Professor Juliet Compston OBE
Dr Louise Dolan
Professor Roger Francis (retired July 2014)
Mrs Leesa Harwood (appointed December 2014)
Mr Brian Livingston
Professor Terry O'Neill
Mr Jeremy Stern
Mrs Carole Walker

President: HRH The Duchess of Cornwall

Patrons:

Sean Bean, Mary Berry (retired June 2015), Deborah Bull, Wendy Craig, Peter Cruddas, Trudie Goodwin, Susan Hampshire OBE, Nerys Hughes, The Lady Hylton, Ross Kemp, Maggie Philbin, Craig Revel Horwood, Dr Miriam Stoppard, Lizzie Webb, Barbara Windsor MBE, Lynn Faulds Wood