

# IMPACT REPORT

2020/21



**OUR VISION:  
A FULFILLED LIFE FOR  
EVERYONE AFFECTED BY  
SPINAL CORD INJURY**

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FROM A LIFE  
**SAVED**  
*to a life fulfilled*

**Few phrases better describe 2020/21 than ‘era-defining’. But for so many spinal cord injured (SCI) people, the last year will be simply remembered as one of the most challenging the community has ever faced.**

As the Covid-19 pandemic broke, it rapidly became apparent that the more than 50,000 people living with spinal cord injury in the UK were among those being hit hardest: most SCI people have impaired immune systems, and the fear of being admitted to hospital, being without carers, or being isolated from friends and family hit the community hard.

Compounding this was the pressure on NHS resources, with specialist beds being used for Covid-19 patients and many SCI people being discharged from hospitals too soon.

We quickly responded by launching a programme of interventions to save lives, prevent infections and relieve the mushrooming capacity crisis for the NHS. Thanks to your support, we:

- Launched a 111-style support line to respond to the three-fold increase in calls for advice and guidance.
- Rolled out new technologies to ensure people could still speak directly to one of our SCI nurse specialists or support coordinators.
- Launched a new peer-led counselling service for those experiencing mental health and wellbeing challenges.
- Continued to advocate and campaign on behalf of SCI people to ensure they were placed in the right priority group for vaccinations.

We entered 2020/21 facing a possible £1m shortfall in income because of cancelled events and the economic downturn. The team amazingly took that challenge on, creating various digital fundraising events with the support of our generous partners and donors. Thanks to you, we were able to carefully manage to both serve the rising needs and get to year-end in a secure financial position.

The stark reality is that 2,500 people every year are paralysed by spinal cord injury, forever changing the course of their lives. As we enter the fifth year of our strategy, **Fulfilled Lives**, our work will focus on building and sharing our expertise, strengthening the voice of the spinal cord injury community, and building a network of support for all in communities and online.

**Thank you for your continued support; we’ll take everything we’ve learnt from 2020/21 and will be more focussed than ever on ensuring SCI people have the best opportunity to rebuild their lives and achieve their full potential.**



**Nik Hartley OBE,  
Chief Executive**



**Dr Rupert Earl,  
Chairman**

# SPINAL CORD INJURY

at a glance

<p>50,000 people live with spinal cord injury in the UK</p> 	<p>2,500 people are newly injured each year</p> 	<p>Many SCI people live in pain</p> 
<p>Spinal cord injury can be caused by falls, traffic collisions, sporting accidents and physical assault</p> 	<p>Degenerative conditions, infections and tumours can also cause spinal cord injury</p> 	<p>Spinal cord injury can cause full or partial paralysis</p> 
<p>It can also cause loss of mobility, bladder and bowel control and sexual function</p> 	<p>Spinal cord injury can seriously affect mental health and wellbeing</p> 	<p>Research is underway to explore methods for repairing the spinal cord, which is not currently possible</p> 

# OUR VALUES

and five year strategy

## We're here for every spinal cord injured person

### Our Vision

A fulfilled life for everyone affected by spinal cord injury

### Our Purpose

To partner with the spinal cord injury community to ensure equality and quality of life by campaigning, educating and supporting.

### Our Values

- Collaboration in an environment built on respect and mutual support
- Always be user-led in our decision-making and development
- Empower spinal cord injured people as the experts in managing their lives
- Commitment to the ever-changing needs of spinal cord injured people by campaigning for the best treatment and care
- Challenge perceptions and behaviours towards spinal cord injury, ensuring a more inclusive society
- Integrity in our work, collaborating with others where a greater impact can be achieved

### Our Strategy

Spinal cord injured people are front and centre of everything we do. In 2017, spinal cord injured people told us what barriers they faced and what needs to change in order to lead a fulfilled life. This feedback formed the basis of our five-year strategy – Fulfilled Lives.

In 2020, we committed to becoming an association for all, one that is far greater than the sum of its parts. This model builds capacity and expertise, amplifies voices, boosts influence, and coordinates increasingly accessible support and services to all who need it.

### Our 2020/21 targets

1. Influence the quality of health and care services used by SCI people.
2. Support the wellbeing of SCI people and their families.
3. Enhance the inclusivity of SCI people in society.
4. Build engagement with the SCI community to make our voice stronger.
5. Deliver existing and new high-impact services to support SCI people.

With our new emphasis on being an Association for all, our strategy is now based on three pillars:

### Expertise

A trusted, accurate and active resource of expertise and support to provide reliable and sound information and advice on all areas of spinal cord injury.

### Voice

Bringing together the diverse experiences of SCI people and the sector to further develop the profile of our cause and propel societal change with a powerful, united voice.

### Network of support

Connecting people to relevant services and services to people, so everyone affected by spinal cord injury can find one another alongside the support they need.



# A SUPPORT *network*

We built a growing network of people and organisations to reflect on and provide support for every aspect of an injured person's life, and those of their friends and families.

- Our network of regional support coordinators and volunteers continued to provide peer support to help meet the practical and emotional needs of SCI people. More than **660 SCI people were supported** through over 500 virtual video support sessions and 464 visits to those isolated at home. More than **220 friends and family members received support**.
- We merged with the Cauda Equina Syndrome UK charity, as both organisations share the aim of ensuring SCI people get the right information and support. All CES UK members now have support from our specialist SCI nurses and advocacy services.
- We launched a free counselling service, which is led by a trained counsellor who is spinal cord injured. The service supported **57 SCI people** across the country, and their friends and families, through 375 telephone and virtual sessions over the year.
- We connected with partners specialising in different aspects of life with a spinal cord injury, such as rehabilitation, mental health, care, legal advice and fertility support. More than **160 connections were made between SCI people and our partner organisations** in 2020/21.
- We introduced an enhanced digital platform, offering all regional services access to advocacy and representation digitally.
- We established corporate partnerships and a business membership scheme to provide SCI people with advice on and recommendations to external organisations we know and trust.
- SIA Healthcare, our reliable home delivery service for SCI people's urology, stoma, pharmaceutical and lifestyle needs, has been especially valuable during the pandemic. Last year, more than **25,000 products and prescriptions were delivered to our members**.
- SIA Case Management, operated in partnership with Bush and Co, continued to be a leading case management service to identify, plan and meet the long-term care needs of SCI people with a personal injury legal settlement to help them rebuild their lives.

**More than 660 SCI people were supported through over 500 virtual video support sessions and 464 visits to those isolated at home.**



# OUR ACHIEVEMENTS

Despite the global pandemic, in 2020 we were there for **13,300 SCI people and their families**.



**calls received to our support line in 2020 - the highest number to date**

<p><b>13,300</b> SCI people supported by the Association</p>	<p><b>2,359</b> Nurse specialists sessions with SCI people</p>	<p><b>312</b> healthcare professionals trained by our specialist SCI nurses</p>
<p><b>155</b> emergency care plans created for SCI people</p>	<p><b>100</b> talks given to charity and healthcare partners by our specialist SCI nurses</p>	<p><b>46</b> virtual cafés run to help SCI people feel connected to community</p>

- Our support line became a 111-style service to provide essential information and advice, connect the SCI community to our specialist staff and services and signpost to external services. The support line received the highest number of calls to date, **handling 2,023 enquiries over the year**. Most of these related to guidance at the various stages of the pandemic.
- Content offering guidance on shielding and vaccinations was developed and shared on our website, social media channels and YouTube. This included curated videos from clinical care, nutrition and mental health experts.

REAL LIVES:

# SIA SAVED ME

*in my time of need*

**Meet Zoe Fox. When her back pain suddenly became unbearable, Zoe was rushed to hospital for emergency surgery, where doctors removed a herniated disc which was pressing on her spinal cord.**

Although the operation had been successful, it left Zoe with serious problems with her mobility, bowel and bladder functions, sensory perception – and a diagnosis of cauda equina syndrome written in her discharge notes with no explanation or advice. Zoe was floored:

“I arrived home from the hospital barely able to walk and stood at the foot of the 40 steps that led to my front door. I applied some serious determination, took it slowly and tackled each step one at a time until I got to the top.”

Zoe urgently needed help. As a new mum who had also just moved house before her emergency, she was struggling to cope with a small baby and a pile of unpacked boxes. As Zoe says:

“I felt a deep sense of despair. Here I was, a new mum, in a third-floor flat, boxes everywhere from our move, and now the country was entering a national lockdown because of the pandemic, isolating my husband and me from any support.”

Luckily, Zoe’s father called the SIA helpline, and the help she so desperately needed came in the form of nurse visits, one-to-one peer support and regular calls from our SCI counsellor. Zoe says:

“SIA arranged for a local nurse to teach me how to self-catheterise, something I was dreading – I didn’t even know where my urethra lived before the injury. SIA also arranged for a nurse to teach me how to use bowel management equipment.

I had peer support calls with Lady-Marie Dawson-Malcolm, the charity’s support co-ordinator, and several sessions with Ian Youngusband, SIA’s counselling and wellbeing officer. In the absence of any additional support from the NHS due to Covid-19, SIA was a lifeline for me.”

Over a year later, Zoe continues to manage her ongoing physical and mental health challenges but refuses to let them hold her back.

“My spinal injury taught me a lot about what I’m really capable of overcoming when I put my mind to it. For some time I’d toyed with the idea of starting a podcast, but I always found some excuse not to do it, not having the confidence or the right equipment. But at the end of January 2021, I decided I was going to apply the same determination I had used to get me up those 40 steps to create something positive and keep my mind engaged while I’m on this rollercoaster of a healing journey; I launched the Curl Power podcast in March.”



**Zoe’s father called the SIA helpline, and the help she so desperately needed came.**



**In the absence of additional support from the NHS due to Covid 19, SIA was a lifeline for me.**

# SIA ACADEMY

## Our SIA Academy continued to thrive and offer vital training and advice to healthcare professionals.

- Our SCI nurse specialist service received **764 new referrals** and supported SCI people 2,359 times during 2020/21. Our SCI nurse specialists continued to offer clinical expertise in spinal cord injury nursing to healthcare professionals, while also working directly with SCI people to offer support and guidance on issues such as bowel management in hospital and at home.
- Our SCI nurse specialists **trained 312 healthcare professionals** in 2020/21. We adapted and refreshed key study days to create a series of virtual education modules. We also delivered smaller, bespoke training sessions to NHS trusts and other healthcare settings, including care agencies and care homes from whom we had a significant increase in requests.
- Our SCI nurse specialists **delivered talks to more than 100 people** working for our partners and other charities. The team also contributed to the Multidisciplinary Association for Spinal Cord Injured Professionals conference and the Metastatic spinal cord compression study day run by the Christie NHS Foundation Trust.
- We helped to create **155 potentially life-saving emergency care plans (ECPs)**. These crucial documents give SCI people greater confidence that their unique medical needs would be met if they were admitted to hospital.
- We launched a landmark **research project to identify and address gaps in the provision and quality of mental health support for SCI people**. The work is supported by the Changing Ideas charity and is being delivered in partnership with the University of Reading and the University of Buckingham.



My work saves lives. By sharing my skills with other professionals, more injured people will stay safe and well.

Carol Adcock, SCI nurse specialist.



**764** new referrals to our SCI nurse specialist service were received



# COMMUNICATIONS

**Our digital channels became the focus over the year as we quickly responded to the unprecedented need for daily written and video content about Covid-19 and how it affects SCI people.**

- We hosted fortnightly virtual cafés for 70 people per session, allowing them to share experiences and reduce the stress of isolation. Launched in conjunction with partners This is Spinal Crap and Back Up, these online gatherings proved to be a great way to connect SCI people - with each other, to in-house specialists and to external experts. We held 46 cafés covering topics including wheelchair skills, domestic abuse, meditation, getting outdoors and gaming.
- There were 6,340,010 opportunities to see our stories and messages across our social media channels, with over 170,000 engagements.
- There were almost 110,000 visits to the website during 2020/21, an increase of 21% on the previous year. The rise in views was driven by our wealth of information services related to Covid-19 and expanded nursing support. Our newly designed website in 2021/22 builds on this success, guiding people to a wide network of support in just a few clicks.
- Our fortnightly e-clips newsletter reached 11,328 people over the year, with a summary of news, updates and services. 175 new subscribers signed up to receive our email regular updates.
- As we work to provide the hope, skills and practical knowledge needed to lead a fulfilled life, it is critical to continue raising the profile of spinal cord injury beyond those immediately affected by it. We featured in TV coverage on BBC News, ITV's *Good Morning Britain* and Sky News and had articles in *The Guardian*, *The Independent* and *Daily Mirror*.

- *FORWARD* magazine continues to be the sector-leading magazine for engaging with the SCI community about the issues that matter to them. Articles cover health, lifestyle and powerful stories of lived experience, alongside the latest thinking from leading experts to give our readers essential access to specialist knowledge.
- We quickly adapted to using an array of digital platforms during the pandemic. We have embedded not just online communications but a web-based phone system and digital booking for members. We're working to introduce a new customer relationship management (CRM) platform and support-focused website in 2021/22. These will allow everyone affected by SCI to visit an online one-stop shop to find the information and support they need, alongside education for healthcare professionals through the SIA Academy.



**visits to our website during 2020/21 which is an increase of 21% on the previous year**

# CAMPAIGNS and Advocacy

**The Covid-19 pandemic thrust healthcare inequalities under the spotlight. We coordinated representation for anyone in need while delivering local and national campaigns to raise the visibility and influence of important causes and the organisations and people fighting for them.**

- We continued to provide the secretariat for the All-Party Parliamentary Group (APPG) on SCI, which gives MPs an insight into the issues facing our community and how they can help address them. Owen Paterson MP, a committed and influential supporter, was elected chair in November 2020.
- Helen Whately MP, the minister of state for care, attended the March 2021 APPG meeting, allowing us to highlight national issues. The minister made a formal commitment to revert specialist spinal centre beds repurposed during the pandemic after the crisis has subsided. We are building on this milestone to ensure MPs use their influence to generate positive and lasting change.
- We led an extensive digital campaign, providing information for SCI people to take to their GPs to ensure they were in the right vaccination priority group. The campaign was endorsed by the British Association for Spinal Cord Injury Specialists, and we engaged with spinal cord injury centres, NHS England and the Department of Health and Social Care. Our action meant many SCI people were able to access vaccinations.
- We campaigned regionally and nationally to call for an exit strategy that would ensure the spinal cord injury wards that were handed over to general medical use during the pandemic would be reverted at the end of the crisis. Most of the repurposed beds have now been returned for specialist spinal cord injury use.



- We provided clinical and direct advocacy to negotiate vital health, care and support services, such as helping to secure funding and confirming rehabilitation plans.
- We delivered continuing healthcare casework (CHC), helping 139 people secure care that met their needs and assisting 33 people with social care casework support.
- We negotiated with local clinical commissioning groups for essential personal protective equipment for PAs and unpaid carers.

## REAL LIVES:

# I WAS FEELING

## THE DOORS TO MY LIFE WERE SHUTTING DOWN

*Getting this funding means I can plan for my future*

**When SIA life member David Constantine got in touch last year about accessing continuing health care (CHC), it was a funding resource he'd known nothing about. David is tetraplegic with a C4/5 spinal injury after a diving accident almost 40 years ago.**

He received an MBE in 2010 for his work with Motivation, the charity he co-founded in 1992, which works to provide specialist wheelchairs to disabled people in developing countries. With the help of Mandy Jamieson on our advocacy team, David was granted eligibility for CHC earlier this year.

"Getting this funding means I can plan for my future. I've worked since I was 16 and am a proud taxpayer. But I was feeling that the doors to my life were shutting down on me," explains David, "What if I couldn't work or lost my job or had health problems or if I wanted to retire? I wanted a choice on how I would live my life – that's what independent living is all about and is a fundamental right.

"I've been using a wheelchair since 1982. I work full time and have a great deal of experience in my personal health and care. Even with all this knowledge and background, the process of applying for CHC is not straightforward. I had no idea how to go about things."

For many people with a high-level spinal cord injury, how to continue paying for specialist care as they get older is a real concern. As social care is means-tested, what happens when an individual is unable to work or retires, can leave question marks over how they can afford to pay for their care into the future.

**The NHS CHC funding care package is eligible to anyone who can demonstrate that their health care needs – not their diagnosis – require them to have specialist care.**

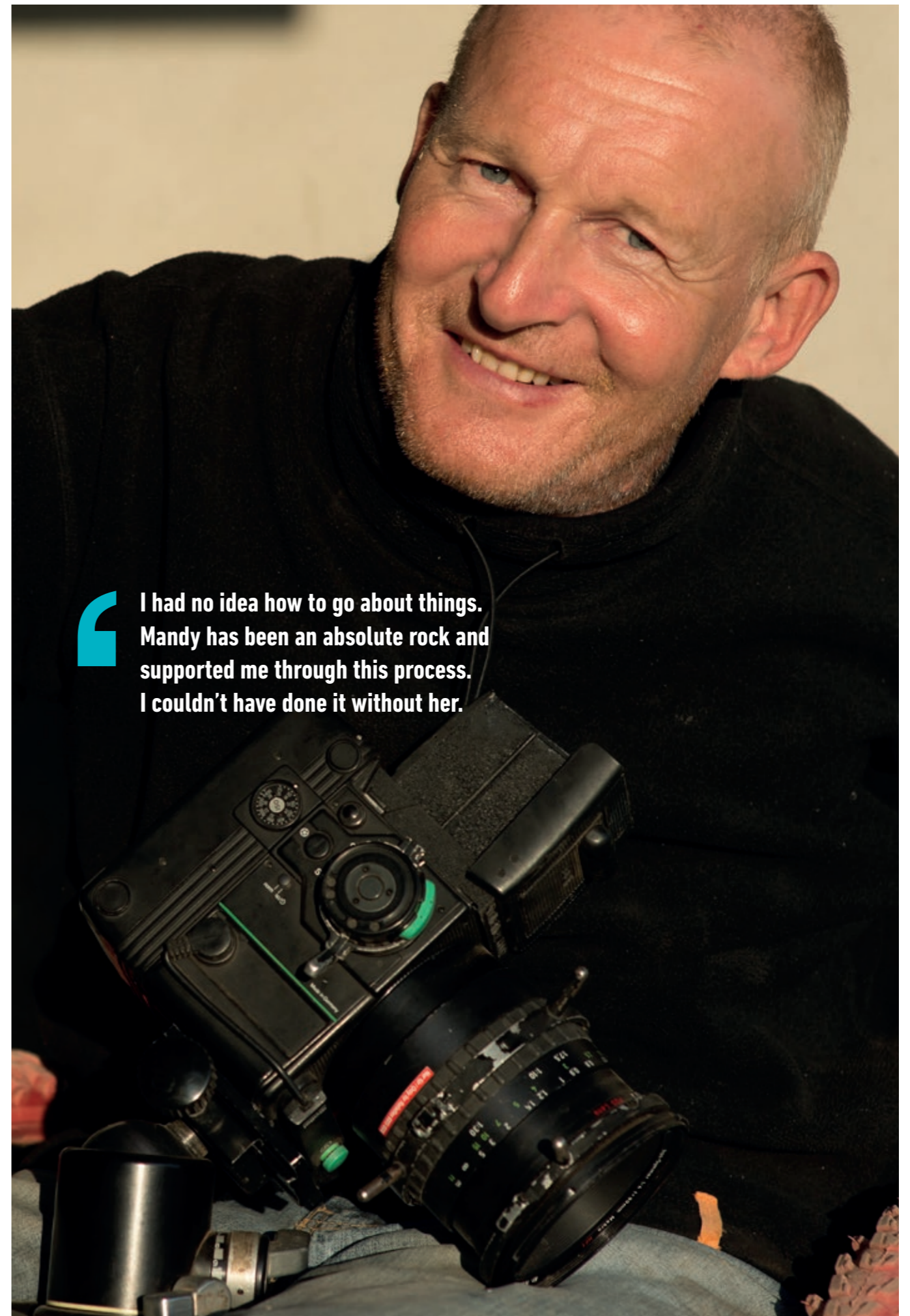
Our advocacy team provide a free service, helping guide members through the process of securing and retaining CHC while also assisting with any appeals should they not be found eligible for funding or if they're not happy with the care they're receiving.

"Mandy has been an absolute rock and supported me through this process. Her experience and support was absolutely invaluable and I couldn't have done it without her," says David.

"SIA should really continue this vital work. Over nearly 40 years of having a spinal injury, I've learnt to self-advocate very well, like many of us. However, I dread to think what applying for CHC would be like for someone newly injured. I thank Mandy and the charity for providing such a fantastic service."

As Mandy explained, it wasn't unusual that David hadn't heard of CHC as often even health professionals aren't aware of it.

"Like many SCI people, who work and lead fulfilled lives, David was worried about getting older and the expenses involved with social care. He was really involved and took on board all our recommendations and advice. I think he was surprised by the level of detail we had to go into and the work involved in putting together documentation – it takes up a lot of time."



**I had no idea how to go about things. Mandy has been an absolute rock and supported me through this process. I couldn't have done it without her.**



# OUR IMPACT

*what people say...*

There's no doubt we've made a huge impact on the lives of people living spinal cord injuries – here's what some of them had to say about our specialist SCI nurses, support co-ordinators and counsellor.

“ Lady-Marie is a real force of nature. She has been both responsive and thorough. My only regret is that I haven't contacted her earlier.

SCI person

“ You have inspired my nurses so much. I cannot thank you and the SIA enough. Your input will surely enhance the care that nurses give to SCI patients.

Senior lecturer in neuroscience, following a training session delivered by our nurse

“ Never really talked about my accident with anyone and being able to discuss it and how it has affected my present conditions was a great help. Together we were able to understand where some of the anxiety and stress issues were first noticed and then to implement ideas to try and overcome them. I was at a very low point when we had our first Zoom meeting. But from that initial discussion not only did we continue to talk every two weeks, but the other avenues that Ian was able to give me a lead in, meant that straight away I had a number of websites and people who could help me with this condition.

A new SCI person

“ She definitely found your input beneficial. She is finding it quite hard to accept her injury and had not really been engaging in physio correctly but since your talk there's definitely been a change in her attitude and perspective to her injury.

Community physiotherapist re their patient

“ I've finally had NHS funding for my uncle's care approved, subject to normal review procedures. I've also concluded the separate battle to get his physio approved to be done at the care home - that physio started this week. I wanted to thank you for your support up to this point - I realise the DST meeting dragged on but I'm sure your presence and supporting advocacy helped. I had also watched some training materials that the SIA sent to me on how to approach the DST which I think helped set my mindset for what was to come.

Relative of an SCI person

“ I found Dave to be really approachable and knowledgeable, easy talking and can relate to as a fellow Spinal patient.

SCI person

# WORKING WITH NHS ENGLAND

We worked closely with NHS England to help build a better understanding of the specific needs of SCI people, from those of the newly injured to the specialist help required during emergencies and with continuing health care. In 2020/21 we:

- Negotiated with NHS England to reach SCI patients denied referral to specialist centres to prevent the creation of a lost generation of SCI people whose quality of life is compromised by delayed or cancelled rehabilitation.
- Worked with the NHS and Department of Health and Social Care to put the needs of SCI people front and centre of policy changes and strategic developments. We can now bid for grant funding from NHS England to further develop our services and support the work of specialist settings and other areas of the health service that support SCI people.
- Raised awareness and understanding of pressure ulcers among SCI people and healthcare professionals. Pressure ulcers are an enormous and costly problem for the NHS and can devastate lives. Yet, skin damage is preventable with the right knowledge and support.

#### Our activities included:

- Promoting Stop the Pressure Day, a national initiative driven by NHS England/Improvement to raise awareness of pressure ulcers.
- Successfully applying to be a Public and Patient Voice (PPV) on the National Wound Care Strategy Programme, giving us an important opportunity to influence the development of support for those with pressure ulcers.
- Applying to be a PPV in an external stakeholder reference group for Nine Global Health, which has secured funding from NHS England for a project exploring the use of artificial intelligence in supporting wound healing.



REAL LIVES:

# EMERGENCY *care plans*

**Our SCI nurse specialists can create tailor-made emergency care plans (ECP) to suit an individual's needs – and provide peace of mind for anyone concerned about receiving emergency care in a generalist setting, as Lesley Ryder found out.**

For Lesley, 57, who has a C5/6 complete injury, her personalised emergency care plan proved to be an absolute life-saver – even though she'd contacted us originally on behalf of a friend. During Lesley's chat with our SCI nurse specialist, Karen Biggs, it became apparent that Lesley didn't have her own emergency care plan – and so nurse Karen wrote one for her too.

Just one month later, Lesley's care plan came to the rescue. She'd been rushed to hospital with chest problems, and as Lesley says:

"I really don't like going to general hospitals and I was admitted on the weekend, which is the worst time to go in. But it was so reassuring to have that document and the support of SIA's specialist nurses if I needed it."

The ECP gave Lesley the confidence that her specialist care needs would be communicated properly to hospital staff. This was so important for helping generalist medical staff identify the potentially life-threatening SCI-specific emergencies, such as autonomic dysreflexia. It also helped medics better understand Lesley's other care needs, including skincare, bladder and bowel management. As Lesley explains:

"Emergency care plans are official documents and that makes all the difference. I have a few copies of my ECP and keep it with me at all times, so if anything happens my carer can hand it to the ambulance and hospital staff immediately.

The worry is that if you're ill and unable to say anything your care needs won't be met. But an ECP removes some of that worry. Having the support of the nurses is so reassuring, they are a godsend. An ECP could just save your life."



**Having the support of the SIA nurses is so reassuring, they are a godsend. An ECP could just save your life.**



**potentially life-saving emergency care plans (ECPs) were created by our SCI nurse specialists**

# OUR WORKFORCE

*rising to the challenge*

Of our 50 staff members and 27 long-term support volunteers, more than a third have a spinal cord injury.

The pandemic has exacerbated the considerable challenges of being spinal cord injured while also supporting thousands of other SCI people and their families. Our colleagues have wholeheartedly risen to this challenge.

We were supported by a diverse pool of 27 support volunteers in 2020/21, including 19 new recruits. A dedicated cauda equina syndrome volunteer and a youth ambassador enabled us to be further specialised in the support we deliver. Meanwhile, seven office volunteers contributed more than 1,380 hours to further enhance our service.

Our volunteers gave over 1,500 hours of their time, providing skills and experience across various areas of our work, including fundraising, peer and administrative support and content contribution to our FORWARD magazine.

Many face-to-face volunteering opportunities were cancelled amid the pandemic. Adapting overnight and thanks in great part to the tenacity of our team, we continued to find ways to deliver our services to those in need - people in hospital after sustaining a spinal cord injury, plus their families, who were seeking information due to visitor restrictions in healthcare settings.

There was a big emphasis on engaging our volunteers across all regions and ensuring they could support our service users with day-to-day concerns. As lockdown eased, our volunteers became regular visitors to the specialist spinal units, major trauma centres and other clinical settings across the country to provide support at crucial times throughout the spinal cord injury journey.



There was a big emphasis on engaging our volunteers across all regions and ensuring they could support our service users with day-to-day concerns.

1,500 hours of time was given by our team of volunteers

# OUR FUNDING

*partners*

We received income from 2,266 donors and fundraisers, 97 charitable trusts and 101 companies in 2020/21.



Because we receive no government funding, corporate partnerships and membership, sponsorship, trusts and foundations, special events, community and challenge events, individual donations and legacies financially support our life-changing work. Our work is only possible thanks to the generosity of our supporters.

At the start of the financial year, we revised our income targets to account for a £1m predicted shortfall, because of the pandemic, against the original budgeted income. We re-focused resources on income streams that proved to be more resilient, including corporate partnerships and trusts.

Other fundraising activities included an appeal centred on our Covid-19 response for SCI people, virtual fundraising events and activities, and applications to pandemic response funding programmes.

With these efforts, fundraising income during 2020/21 significantly exceeded the revised target set at the start of the pandemic. Fundraising expenditure for the year was lower than planned because of cancelled events. Key milestones included the introduction of our corporate partnerships model, revised business membership scheme and the launch of *Martin's Mountain*, a major fundraising initiative.

We re-focused resources on income streams that proved to be more resilient, including corporate partnerships and trusts.

# OUR FUNDING partners

We are enormously grateful to everyone who has supported our work throughout the year. Here are just some of the ways people have raised funds for us.

## Individual giving and legacy income

We received more than £24,794 from 323 regular donors. We launched our Together in Isolation appeal, which helped raise funds to keep SCI people safe and well throughout the pandemic.

We received £373,201 in legacy giving. We are hugely grateful to have received gifts in wills from people who have chosen to help safeguard the future of our charity and enable us to make long-term plans. We offer all bereaved families the option to set up a tribute page in memory of their loved ones.

## Challenge and community events

Even amid national lockdowns, we were supported by many wonderful community fundraisers, who collectively donated more than £21,000. Many challenge and community fundraising events were cancelled or postponed because of Covid-19. Despite this, we raised vital funds through virtual events and activities such as the 2.6 Challenge, a virtual overseas cycle ride, and an at-home Winter Wonderwheels event.

## Corporate sponsors and partners

More than 100 businesses contributed to our work through partnerships, corporate membership, sponsorship of our services and events and charitable donations.

We introduced a new corporate partnership model, through which we are working with a range of organisations to deliver high-quality services to SCI people. Companies from the legal, care and financial sectors joined as partners in our network during the year. We also launched a revamped business membership scheme, with 18 companies joining since August 2020.

## Events

The Cornflower Ball, scheduled for March 2020, was cancelled because of the pandemic. Instead, we held a virtual version of the event and were astonished at the generosity and engagement it attracted. A small virtual auction was held on the night, and many sponsors and guests opted to donate their financial commitments as goodwill gestures.

We arranged a virtual golf day, attracting 49 participants across the country. Many of our corporate supporters took part, with one team joining from Tanzania.

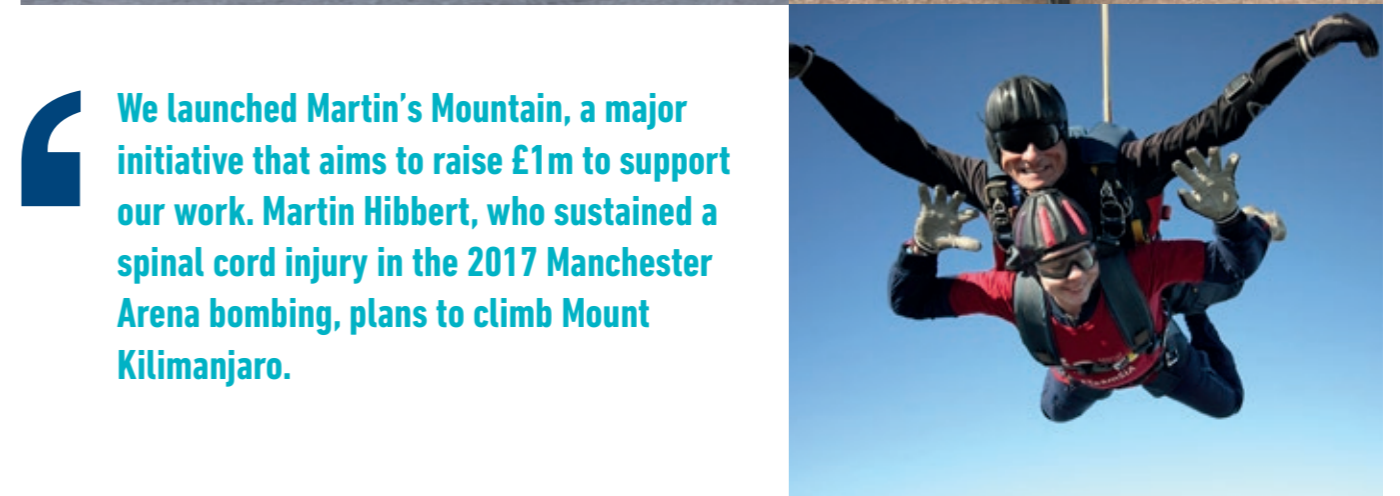
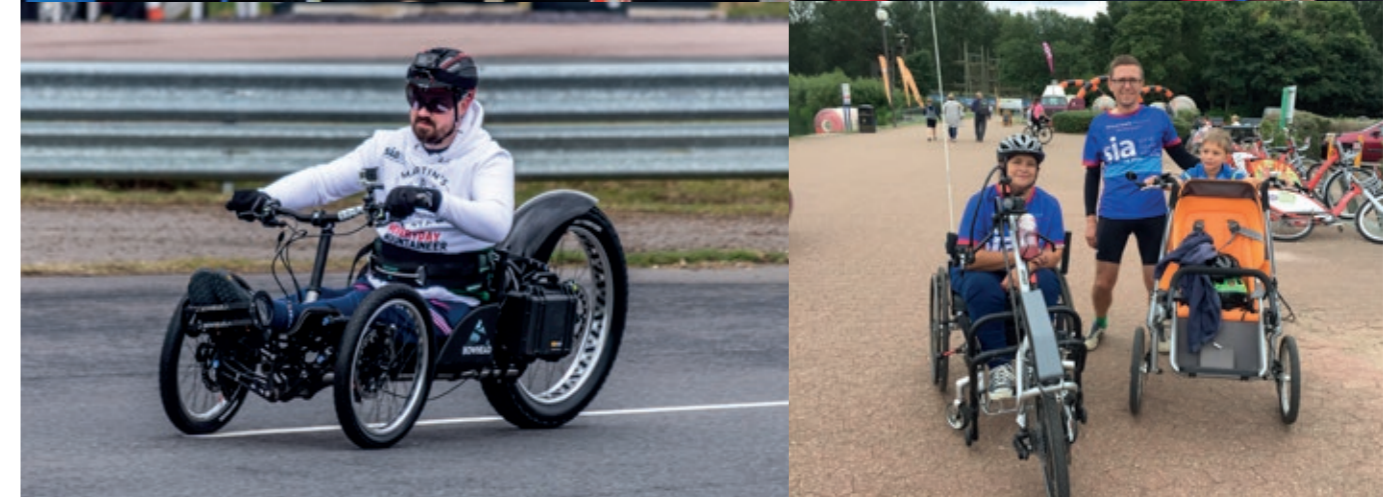
## Trusts and foundations

We received funding from 97 charitable trusts and foundations towards our charitable services, including peer support, SCI nurse specialists, counselling, campaigning, advocacy and our support line. This included grants from dedicated funds that were created in response to the pandemic.

## Fundraising beyond Covid-19

The financial impact of the pandemic will be felt during 2021/22 and beyond, but our fundraising plans are exciting and ambitious. We launched Martin's Mountain, a major initiative that aims to raise £1m to support our work. Martin Hibbert, who sustained a spinal cord injury in the 2017 Manchester Arena bombing, plans to climb Mount Kilimanjaro. His goal is to turn an act of terror into a force for good – shifting the spotlight away from those who tried to end his life and towards the charity that helped rebuild it.

We are profoundly grateful to everyone who has supported and stuck with us during these difficult times and who continue to provide much-needed financial support.



We launched Martin's Mountain, a major initiative that aims to raise £1m to support our work. Martin Hibbert, who sustained a spinal cord injury in the 2017 Manchester Arena bombing, plans to climb Mount Kilimanjaro.

# FINANCIAL ACTIVITIES

## Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ending 31 March 2021

	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
<b>Income from:</b>						
Donations and legacies	1,351,526	-	<b>1,351,526</b>	933,414	247,924	<b>1,181,338</b>
Charitable activities						
Information and advice	89,829	70,528	<b>160,357</b>	290,079	1,760	<b>291,839</b>
Advocacy and representation	12,500	106,941	<b>119,441</b>	102,126	96,094	<b>198,220</b>
Support	19,845	257,561	<b>277,406</b>	119,412	221,903	<b>341,315</b>
Other trading activities	487,377	-	<b>487,377</b>	466,952	511,555	<b>978,507</b>
Investments	5,780	-	<b>5,780</b>	7,052	-	<b>7,052</b>
Other - transfers of funds from CES	20,395	-	<b>20,395</b>	-	-	<b>-</b>
<b>Total income</b>	<b>1,987,252</b>	<b>435,030</b>	<b>2,422,282</b>	<b>1,919,035</b>	<b>1,079,236</b>	<b>2,998,271</b>
<b>Expenditure on:</b>						
Raising funds	385,048	-	<b>385,048</b>	539,167	-	<b>539,167</b>
Charitable activities						
Information and advice	352,291	55,599	<b>407,890</b>	443,789	1,693	<b>445,482</b>
Advocacy and representation	484,981	120,123	<b>605,104</b>	300,721	228,833	<b>529,554</b>
Support network	268,896	265,809	<b>534,705</b>	489,857	200,848	<b>690,705</b>
<b>Total expenditure</b>	<b>1,491,216</b>	<b>441,531</b>	<b>1,932,747</b>	<b>1,773,534</b>	<b>431,374</b>	<b>2,204,908</b>
<b>Net income/(expenditure) for the year</b>	<b>496,036</b>	<b>(6,501)</b>	<b>489,535</b>	<b>145,501</b>	<b>647,862</b>	<b>793,363</b>
Transfers between funds	-	-	-	-	-	-
<b>Net income / (expenditure) before other recognised gains and losses</b>	<b>496,036</b>	<b>(6,501)</b>	<b>489,535</b>	<b>145,501</b>	<b>647,862</b>	<b>793,363</b>
Gains / (losses) on revaluation of fixed assets	(558,722)	-	<b>(558,722)</b>	-	-	<b>-</b>
<b>Net movement in funds</b>	<b>(62,686)</b>	<b>(6,501)</b>	<b>(69,187)</b>	<b>145,501</b>	<b>647,862</b>	<b>793,363</b>
<b>Reconciliation of funds:</b>						
Total funds brought forward	2,588,027	776,367	<b>3,364,394</b>	2,442,526	128,505	<b>2,571,031</b>
<b>Total funds carried forward</b>	<b>2,525,341</b>	<b>769,866</b>	<b>3,295,207</b>	<b>2,588,027</b>	<b>776,367</b>	<b>3,364,394</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above.

Our gross income in 2020/21 was £2,422,282, and our expenditure was £2,491,469 (including a loss of £558,722 on SIA House revaluation).

Considering the pandemic's impact on so many events and community fundraising, the income of £2,422,282 was the highest in a decade except for the previous year (which was a record year at just under £3million including one-off funds from the October Club that raised nearly £900,000) – a huge effort from dedicated staff across the charity.

The income raised in 2020/21 has enabled us to keep our total funds at a steady level of 2,525,340 (2020: 2,588,026), of which £985,739 is our unrestricted reserves and £496,916 is designated for activities in 2021/22 and beyond. Our restricted reserves decreased by £6,501 to £769,867. Our cash flow is stable, and our reserves are within the limits set out in our reserves policy.

## Balance Sheet

As at 31 March 2021

	The group 2021 £	2020 £
<b>Fixed assets</b>		
Tangible assets	<b>1,042,685</b>	1,580,917
Intangible assets	-	4,755
	<b>1,042,685</b>	1,585,672
<b>Current assets</b>		
Stock	<b>1,250</b>	9,850
Debtors	<b>535,893</b>	599,270
Short term deposits	<b>1,025,866</b>	850,000
Cash at bank and in hand	<b>1,086,246</b>	581,649
	<b>2,649,255</b>	2,040,769
<b>Liabilities</b>		
Creditors: amounts falling due within one year	<b>(396,733)</b>	(262,047)
	<b>2,252,522</b>	1,778,722
<b>Net current assets</b>	<b>2,252,522</b>	1,778,722
<b>Total net assets</b>	<b>3,295,207</b>	3,364,394
<b>Funds</b>		
Restricted income funds	<b>769,867</b>	776,368
Unrestricted income funds:		
Designated funds		
Property and fixed assets funds	<b>1,042,685</b>	1,585,672
Other designated funds	<b>496,916</b>	128,533
General funds	<b>985,739</b>	873,821
Total unrestricted funds	<b>2,525,340</b>	2,588,026
<b>Total funds</b>	<b>3,295,207</b>	3,364,394

Approved by the trustees on 10/07/21 and signed on their behalf by



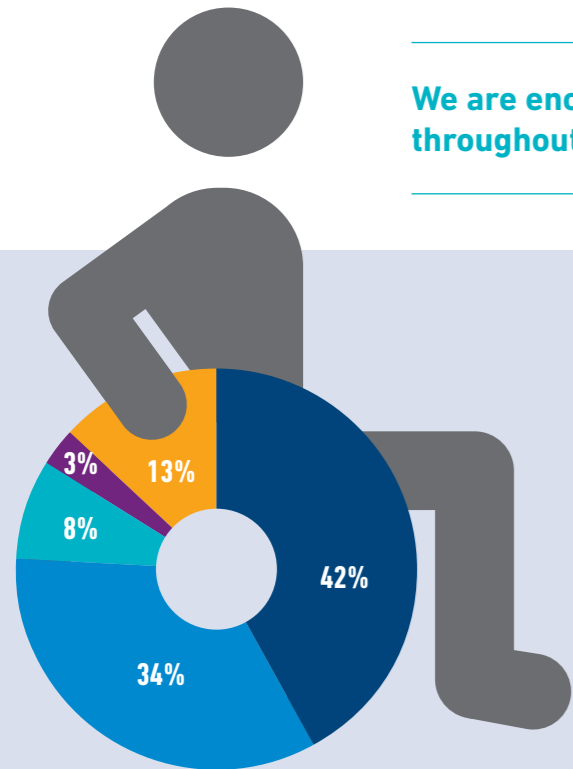
Dr Rupert Earl  
Chair and Company Director

A full set of accounts audited by Sayer Vincent LLP are available from the Charity Commission or our website [www.spinal.co.uk](http://www.spinal.co.uk).

# WHAT WE DO

*with our money*

We are enormously grateful to everyone who supports us throughout the year. Here is what we do with our money:

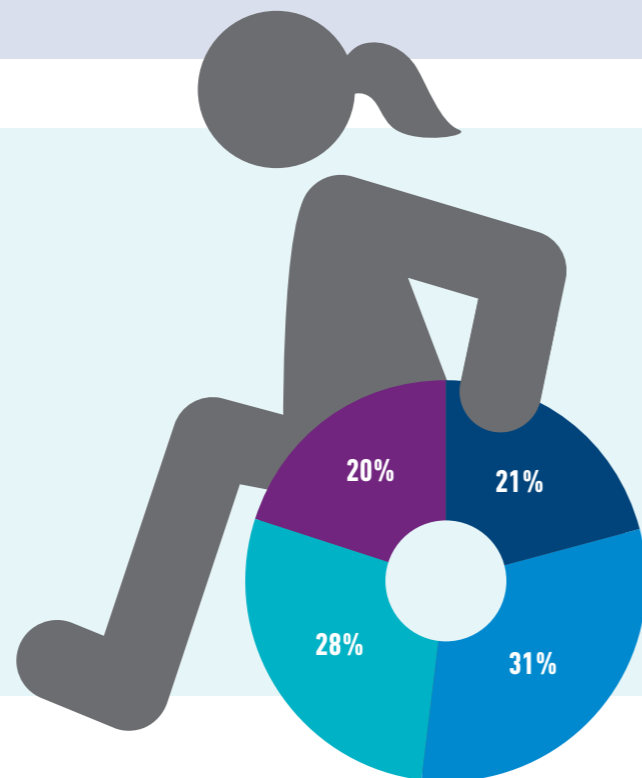


## How funds are raised

■ Donations & Legacies	£1,016,466
■ Grants	£820,484
■ Sponsorships & Corporate Membership	£198,333
■ Education, Training, Publications	£61,955
■ Other income incl. fundraising events and our social enterprise	£325,044
	<b>£2,422,282</b>

## How funds are spent

■ Information and Advice	£407,890
■ Advocacy and Representation	£605,104
■ Support Network	£534,705
■ Cost of raising funds	£385,048
	<b>£1,932,747</b>



# THANK YOU

A huge **THANK YOU** to everyone who has supported us in some way this past year. Thanks to you we've been able to help over 13,300 people with a spinal cord injury to live a more fulfilled life. You've also helped us provide support and advice for their family and friends too.

Whether you've joined us in our new virtual café, sponsored Martin Hibbert in his Martin's Mountain challenge to climb Mt Kilimanjaro in a purpose-built wheelchair, baked a cake for a sale or joined in the Fish and Chip Supper fundraising event, we'd like to offer our heartfelt thanks for your continued support. It means the world to us - and to people like Zoe, Lesley and David.

If you'd like to continue helping spinal cord injured people live fulfilled lives why not make a donation today? You could make a one-off donation to show your support, or you could consider leaving SIA a gift in your will.

Whatever you choose to do, know that your kindness will make a big difference to the 50,000 people living with a spinal cord injury in the UK. **THANK YOU.**

You can make a donation here: [spinal.co.uk/donate/](https://spinal.co.uk/donate/)  
Or call us on 0800 980 0501

Or fill in the form on the back cover and return it to us at:  
Spinal Injuries Association, 2 Trueman Place, Milton Keynes MK6 2HH

We would like to thank the following organisations for their donations of £5,000 or more to fund our services throughout the year. We would also like to acknowledge legacy donations made to SIA in memory of our wonderful supporters. It would be impossible for us to continue helping our members, their families and friends without this support.



### Trusts and Foundations

- ABF The Soldiers' Charity
- Changing Ideas
- Childwick Trust
- City Bridge Trust
- Clare Milne Trust
- EBM Charitable Trust
- Essex Community Foundation
- Goldcrest Charitable Trust
- Milton Keynes Community Foundation
- Peter Sowerby Foundation
- Princess Anne's Charities Trust
- Queen Mary's Roehampton Trust
- Sir William Coxen Trust Fund
- Sobell Foundation
- Stewarts Foundation
- The Alice Ellen Cooper Dean Charitable Foundation
- The Armed Forces Covenant Fund Trust
- The Eveson Charitable Trust
- The Julia and Hans Rausing Trust
- The Moondance Foundation
- The National Lottery Community Fund
- The Persula Foundation
- The TJH Foundation

### Corporate Partners

- Active Care Group
- Bolt Burdon Kemp
- Bush & Co
- CFG Law
- Coloplast
- Higgs & Sons
- Hollister
- Hugh James
- Irwin Mitchell
- Irwin Mitchell Financial Planning
- Leigh Day
- NewLaw
- PIC Legal
- Royds Withy King
- Simpson Millar
- Slater & Gordon
- Stewarts
- Total Community Care
- Trethowans
- Wellspect
- Williams Racing

### A very special thank you to everyone who made a legacy donation:

- David Bell
- David William Rookard
- Edna Mary Powell
- Janet Wright
- John Matthew Mitcheson
- Jonathan Walker
- Margaret Rose Wright
- Maurice Bluck
- Roland Charles Edward Cook

# Yes, I'd like to help SCI people live fulfilled lives

## Donation form

Please fill in your details

Name
Address
Postcode
Email
Tel number

I would like to make a regular gift

My regular gift is  £5  £10  £15  £25  £50

Other amount

*giftaid it*

I want to boost my donations to Spinal Injuries Association. I am a UK taxpayer and wish for SIA to reclaim the tax on this donation as well as any donations I make in the future or have made in the last 4 years.

I understand that if I pay less income tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference.

Please ensure we have your up-to-date name and home (not business) address and let us know if these details as well as your tax status ever change.

NEA21 Registered Charity No 1054097 | Registered Company No 3175203

Please debit my account on the 5th day of the month until further notice

Instruction to your bank or building society to pay by direct debit:



Please complete the form and send it to:

Spinal Injuries Association, SIA House, 2 Trueman Place, Milton Keynes, MK6 2HH

To the manager  Bank/Building society

Address

Postcode

Name(s) of account holder(s)

Bank/Building society account number  Sort code

Originator ID.  Reference

7 2 7 9 8 6

**Instruction to your bank/building society to pay direct debit:**

Please pay Spinal Injuries Association direct debits from the account detailed in this Instruction subject to the safeguards assured by the direct debit guarantee. I understand that this Instruction may remain with Spinal Injuries Association and, if so, details will be passed electronically to my bank/building society.

Signature  Date

D D M M Y Y

Banks and building societies may not accept direct debit instructions for some types of account. DDI 6 5/15



### Spinal Injuries Association

SIA House, 2 Trueman Place,

Milton Keynes, MK6 2HH

Tel: 01908 604 191

Freephone support line: 0800 980 0501

sia@spinal.co.uk

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[spinal.co.uk](http://spinal.co.uk)