

IMPACT REPORT 21/22



WELCOME FROM OUR CHAIR AND CEO



WHAT WE DO AND WHY WE DO IT



In late 2021 and early 2022, much was made of phrases like 'new normal' and 'living with the virus' when it came to continuing our daily lives against the backdrop of a global pandemic.

Yet, for SIA there has been no 'new normal'. It's been a year to build our role as the association for all – a charity offering expertise in every area of need, raising members' voices as and when they need to fight for support and services, and providing a network of trusted partners available to all wherever they are in the country.

As you will read, this redoubled effort and expansion has had a truly remarkable impact on so many.

Looking ahead, we have so much to look forward to. The legacy of Martin's Mountain – the climb of Mt. Kilimanjaro led by our vice president Martin Hibbert who was injured in the 2017 Manchester Arena bombing – will continue building public engagement in our cause. Our new strategy in 2023 will define how we can become an association for everyone, for life. Above all else, what we learn from our members through ongoing conversations with them about their everyday experiences, will serve as a daily reminder of the work ahead. For the 2,500 people paralysed by spinal cord injury each year, we cannot – we will not – let 'new normal' mean anything less than a fulfilled life.

Claire Martin – Chair of trustees
Nik Hartley OBE – Chief executive officer



In 2021/22
OUR MEMBERSHIP ROSE TO OVER 14,500 PEOPLE

In 2021/22
WE HEARD FROM MORE PEOPLE IN NEED OF OUR HELP THAN EVER BEFORE

Our NHS helps to put people back together following a spinal cord injury. But what happens next, when a person's recovered enough to leave hospital, but their life ahead looks completely different?

What about living with double incontinence or reduced sexual function? Or returning to work? What about getting the right care for your needs? Starting a family? Or coping with depression? Spinal cord injury isn't just paralysis of a person's arms and/or legs, it has the potential to paralyse every aspect of life.

That's where SIA comes in. We're here to help with rebuilding a life after injury. We provide clinical expertise and support in all aspects of physical and mental health related to SCI, as well as a network of connections to

charities and services across the UK for SCI people and their families to start rebuilding their lives. And as an association for SCI people we will be there for life.

In 2021/22, we heard from more people in need of our help than ever before. Our membership rose to over 14,500 people and support line calls increased by almost 50% with over 3,000 inquiries. We delivered over 1,400 support sessions to meet the practical and emotional needs of SCI people.

Please read on to find out more about our impact for those within our community.

OUR IMPACT



CARING FOR YOUR FAMILY



WE FELT LISTENED TO AND UNDERSTOOD
for the first time

Our team of SCI clinical specialists is here to support people with SCI and their family and friends, to ensure they get the care that they need.

- Our SCI clinical specialist services received 879 referrals and created 157 potentially life-saving emergency care plans during 2021/22
- Our counselling service has taken on 69 SCI people and delivered 333 counselling sessions, including help for friends and family we've brought on two further qualified counsellors
- We trained and educated 400 healthcare professionals including those from NHS trusts, larger healthcare settings, personal assistants (PA) teams and care homes
- We launched online course 'A Fulfilled Life: The Final Chapter' for healthcare professionals providing information about SCI and the specialist care needed in the final stages of life
- We conducted research into the mental health needs of SCI people with our landmark 'It's Not Just Physical' report and will continue using the research to influence the mental health agenda

Tina and her family felt overwhelmed by how best to care for her father David after his injury. Empowered by support from our specialist nurses, Tina now uses the training she learned from SIA to guide his care team


She said: "If he had been involved in an accident and received a T4 spinal injury, he would have gone through some rehabilitation programme. We didn't have any of that."

While preparing for a Continuing Healthcare (CHC) funding assessment, Tina found SIA and our advocacy team.

"We were put in touch with Simon whose impact on Dad's CHC case was phenomenal, and later we were signposted to other SIA services such as the end-of-life training course, counselling and specialist nursing. We felt listened to and understood for the first time."

For Tina, learning about the complexities of proper care or her dad and being able to share that knowledge with his carers, has made a world of difference.

LIFE SUPPORT LIKE NO OTHER

 *No one quite gets SCI LIKE SOMEONE WITH A SCI*

Our support network team is led by people with spinal cord injuries. As we're so often told by our members, no one quite gets SCI like someone with a SCI. They provide practical and emotional help as well as referral to an expanding network of charities and services across the UK. All that alongside advice and support on managing continence, raising a family and becoming an active member of society.

- Our network of support coordinators and volunteers delivered more than 1,400 support sessions, with 530 people supported who were entirely new to SIA. More than 260 friends and family members also received support
- We continued to provide SCI people with advice on and recommendations to external organisations we know and trust through our growing corporate partnerships and business membership scheme
- We enhanced our existing partnerships and created new ones, enabling over 300 connections between our SCI members and those specialising in different aspects of life with SCI, such as rehabilitation, finance, well-being, care and legalities

CASE STUDY

Feeling isolated and afraid Faduma did not know where to turn following her injury. However after talking with one of our support network team in hospital Faduma was able to see there was life – and a community – after injury.

I thought, 'I have a community now'

Faduma was injured in 2011 after contracting meningitis and remembers waking up in hospital and doctors telling her she was the only SCI person there.

"I felt completely lost," she remembers. "I didn't know who or where to go to. I wondered if there was anybody else like me out there. But then she spoke with one of SIA's support coordinators and it turned her whole life around.

"Every person with a spinal cord injury has mountains they must overcome, and SIA makes those obstacles a little bit smaller for thousands of people, so eventually, we can live our lives on a more level playing field with the support we deserve."



Every person with a spinal cord injury has mountains they must overcome, and SIA makes those obstacles a little bit smaller for thousands of people

MIND MATTERS



68% SAID THEY'D SOUGHT HELP
with their mental health

People living with SCI are three times more likely to feel suicidal compared to the general public, yet they also struggle to find any appropriate counselling support, our research has shown. The 'It's Not Just Physical' report findings has prompted an urgent expansion of our specialist counselling service.

Meanwhile, we continue using the research, conducted for us by the Universities of Reading and Buckingham to explore approaches for mental health support long term as a charity and we remain committed to campaigning for specialised mental health services for the thousands of people living with SCI across the country.

The research revealed that:

- 48% of SCI people taking part had been diagnosed with depression, anxiety or post-traumatic stress disorder (PTSD)
- 68% said they'd sought help with their mental health but had stopped therapy because therapists were inexperienced in the psychological impacts for SCI people, therapy made no difference or made their conditions worse
- 81% of unpaid carers interviewed felt a sense of shared trauma with their injured family member, with 75% saying they felt their own mental health needs had been side-lined

Donna got in touch with SIA after developing cauda equina syndrome (CES) in 2016.

But with the help of our counselling service, led by a SCI counsellor, Ian Younghusband, Donna was able to get the specialist mental health support she needed.

"When I was first paralysed, I felt such a major failure," explains Donna. "After getting in touch with Ian, he just got it – he understood.

"The counselling service has been phenomenal and has helped me put things to rest. When you've had a SCI, your whole life changes – I had to learn to be a new mother but I'm okay with that now. SIA have given me back my life."



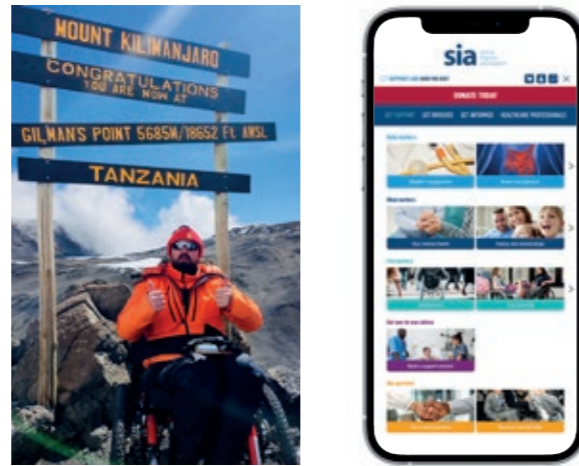
After getting in touch with Ian, he just got it – he understood

COMMUNICATIONS

Our digital transformation has helped us do just that and in 2021/22 we reached more people than ever before.

The Martin's Mountain project propelled our cause into the national spotlight, raising awareness of SCI and the challenge itself. We featured in TV coverage on BBC News, ITV's Good Morning Britain, Sky News and in national and regional press, with articles in The Times, The Sunday Mirror, Daily Mirror and the Mail on Sunday.

- Our newly launched website had more than 125,000 visits during the year while our social media channels attracted over 2.5m impressions and over 87,000 engagements
- We engaged, informed and connected readers through Forward, our sector-leading magazine for the SCI community which is available in both a digital and print format and published quarterly
- We relaunched our monthly e-newsletter 'The Voice' in a revised format and during the year it reached an average of 12,329 each month and attracted over 1,500 new subscribers



In 2021/22
WE REACHED MORE PEOPLE THAN EVER BEFORE

CAMPAIGNS

We continue to raise the voice and profile of the SCI community through local and national campaigning. Meanwhile our expert advocacy team help untangle bureaucratic tape while offering support and advice which is transforming care options for so many.

- We worked closely with the Migration Advisory Committee (MAC) ensuring a greater understanding of the care sector crisis and how issues with recruiting overseas live-in and live-out carers affect SCI people
- We delivered continuing healthcare (CHC) casework, helping 220 people with care packages to meet their needs and assisting 36 people with social care casework support
- We took our advocacy online to make sure SCI people anywhere in the country could book advocacy and representation digitally through our enhanced website

- We raised awareness and lobbied for prioritisation of pressure ulcers for SCI people by healthcare professionals with activities including:
 - Stop the Pressure Day, a national initiative driven by NHS England /Improvement to raise awareness of pressure ulcers
 - Engaging with the National Wound Care Strategy Programme through our role as a Patient and Public Voice (PPV) which allowed us to influence development and delivery of support for those with pressure ulcers
- We worked with the NHS and Department of Health and Social Care to prioritise SCI people's needs and successfully bid for NHS England grant funding to support the transformation of their specialist services
- Our annual 'What Matters?' survey was completed by 472 people and led to publication of an influential report on barriers faced by spinal cord injured people

OUR WORKFORCE



45% OF OUR 62 STAFF AND 20 VOLUNTEERS, *have a spinal cord injury*

- Volunteers generously offered 3,000 hours of their time providing skills and experience across our work including in fundraising, administration and peer support
- Our volunteer-led community groups offered SCI people, their friends and family much needed opportunities to integrate back into society again through meeting with others, sharing experiences and finding support
- We hosted 25 'lunch and learn' sessions for SIA staff members, with over 200 attendees covering topics including sexual function, pain and spasm, and emotional and psychological wellbeing

Equality, diversity and inclusion (EDI)

SIA's vision is to uphold, promote and demonstrate best practice in equality, diversity and inclusion (EDI). SIA aims to be an inclusive charity through diverse representation at all levels, and a culture that supports its people (trustees, staff and volunteers) to be themselves.

During the year, we set up an EDI focus group, bringing it to the forefront of all planning and to help embed best practise within our culture.

Environmental sustainability

During the year, we reviewed our environmental policy and revived our commitment to environmental sustainability.

With a head office powered in significant part by solar energy and the potential to supply grey water, solar heating and e-charging points, our aim in 2022/23 is to build a charity-wide sustainability plan that will underpin our emerging long term strategy.

OUR FUNDING PARTNERS



DUE TO SUCCESS ACROSS THE TEAM'S ACTIVITIES, FUNDRAISING INCOME IN 2021/22 exceeded our original budget



In 2021/22 we received income from 1,660 donors and fundraisers, 105 charitable trusts and 103 companies.

Corporate partnerships and membership, sponsorship, trusts and foundations, special events, community and challenge events, individual donations and legacies financially support our work, and this is only possible thanks to the ongoing generosity of our supporters.

- At the start of the financial year, our activities were still affected by the ongoing impact of Covid-19. Our original plan to deliver the Martin's Mountain project in September 2021 was postponed until June 2022, and we refocused efforts onto other Martin's Mountain fundraising initiatives

- We continued developing our trusted partnerships, with partners becoming integral to SIA's network of people and partners and with plans to expand into the care sector
- We delivered seven special and challenge events in just seven months, boosting our income in the second half of the financial year
- Due to success across the team's activities, fundraising income in 2021/22 exceeded our original budget. Fundraising expenditure was lower than planned due to postponement of the Martin's Mountain climb

We are thankful to everyone who has supported our work throughout the year. It helps us expand our reach and influence to continue providing much-needed advice, advocacy and support to the SCI community.

Here are just some ways people and organisations have raised funds for us:

Individual giving and legacy income

We received more than £157,00 from one-off donations, regular direct debit gifts, payroll giving, in memory donations and in lieu of celebrations gifts. We launched an appeal in the summer and grew our Big Give Christmas appeal raising over £32,000.

Challenge and community events

This year saw a return to challenge and community fundraising with supporters taking part in a wide range of events, collectively raising over £86,000. We were also supported by wonderful, creative community fundraisers across the country.

Corporate sponsors and partners

Businesses from the legal, care, finance, medical product and other sectors supported our work through partnerships, corporate membership, sponsorship of our services and events and charitable donations. We launched the second year of our corporate partnership pilot model, working with a range of organisations who provide expert services to SCI people. We now have 19 UK-wide trusted partners and 39 business members linking into our network of people and partners.

Events

We were delighted to return to delivering in-person events including the Gunpowder Ball in London which raised over £70,000. We launched Festival, an innovative CPD event for upcoming legal professionals. The year ended with our flagship Cornflower Ball in Manchester that raised a record-breaking £170,000.

Trusts and foundations

We received funding from 105 trusts and foundations towards our charitable services, including peer support, specialist clinical advice, advocacy and training and our support line. This included a three-year grant from NHS England to expand our clinical specialist team and recruit an academy and impact manager.

Martin's Mountain fundraising

In 2022, Martin Hibbert climbed Mt. Kilimanjaro. Following a range of fundraising activities throughout the year, just under £260,000 was raised during 2021/22. This included a prize draw, merchandise sales, public donations following TV appearances on BBC Breakfast, sponsorship donations and engagement in the #MY19 fundraising initiative. The remaining funds will be raised in 2022/23.

Social enterprises

During 21/22 we worked with:

SIA Healthcare, our reliable home delivery service for SCI people's urology, stoma, pharmaceutical and lifestyle needs. Especially valuable throughout the pandemic, more than 26,000 products and prescriptions were delivered to our members.

SIA Case Management, operated in partnership with Bush and Co, identify, plan and meet the long-term care needs of SCI people with a personal injury legal settlement to help them rebuild their lives.

FINANCIAL ACTIVITIES

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

For the year ending 31 March 2022

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Income from:						
Donations and legacies	1,208,221	-	1,208,221	1,351,526	-	1,351,526
Charitable activities						
Information and advice	78,977	13,283	92,260	89,828	70,529	160,357
Advocacy and representation	5,000	232,452	237,452	12,500	106,941	119,441
Support	5,186	268,267	273,453	19,845	257,561	277,406
Other trading activities	1,090,116	-	1,090,116	487,377	-	487,377
Investments	3,549	-	3,549	5,780	-	5,780
Other - transfer of funds from CES	-	-	-	20,395	-	20,395
Total income	2,391,049	514,002	2,905,051	1,987,251	435,031	2,422,282
Expenditure on:						
Raising funds	700,312	-	700,312	385,048	-	385,048
Charitable activities						
Information and advice	383,181	20,820	404,001	352,291	55,599	407,890
Advocacy and representation	467,410	273,473	740,883	484,981	120,123	605,104
Support	473,318	266,261	739,579	268,896	265,809	534,705
Total expenditure	2,024,221	560,554	2,584,775	1,491,216	441,531	1,932,747
Net income / (expenditure) for the year	366,828	(46,552)	320,276	496,035	(6,500)	489,535
Transfers between funds	-	-	-	-	-	-
Net income / (expenditure) before other recognised gains and losses	366,828	(46,552)	320,276	496,035	(6,500)	489,535
Gains / (losses) on revaluation of fixed assets	-	-	-	(558,722)	-	(558,722)
Net movement in funds	366,828	(46,552)	320,276	(62,687)	(6,500)	(69,187)
Reconciliation of funds:						
Total funds brought forward	2,525,340	769,867	3,295,207	2,588,027	776,367	3,364,394
Total funds carried forward	2,892,168	723,315	3,615,483	2,525,340	769,867	3,295,207

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

Balance Sheets

As at 31 March 2022

	The group		The charity	
	2022 £	2021 £	2022 £	2021 £
Fixed assets:				
Tangible assets	990,693	1,042,685	990,693	1,042,685
Intangible assets	34,117	-	34,117	-
Investments	-	-	1	1
	1,024,810	1,042,685	1,024,811	1,042,686
Current assets:				
Stock	1,250	1,250	1,250	1,250
Debtors	840,765	535,893	1,147,762	776,974
Short term deposits	1,028,333	1,025,866	1,028,333	1,025,866
Cash at bank and in hand	1,192,546	1,086,246	811,704	788,528
	3,062,894	2,649,255	2,989,049	2,592,618
Liabilities:				
Creditors: amounts falling due within one year	(472,221)	(396,733)	(398,377)	(340,097)
Net current assets	2,590,673	2,252,522	2,590,672	2,252,521
Total net assets	3,615,483	3,295,207	3,615,483	3,295,207
Funds:				
Restricted income funds	723,315	769,867	723,315	769,867
Unrestricted income funds:				
Designated funds				
Property and fixed assets funds	1,024,810	1,042,685	1,024,810	1,042,685
Other designated funds	707,246	496,916	707,246	496,916
General funds	1,160,112	985,739	1,160,112	985,739
Total unrestricted funds	2,892,168	2,525,340	2,892,168	2,525,340
Total funds	3,615,483	3,295,207	3,615,483	3,295,207

Approved by the trustees on 16 July 2022 and signed on their behalf by



Claire Martin
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.

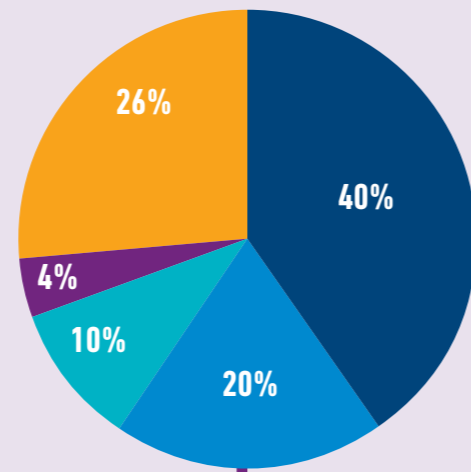
WHAT WE DO WITH OUR MONEY

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	£1,166,930
Grants	£565,293
Corporate partnerships and membership	£292,708
Education, Training, Publications	£117,666
Other income incl. fundraising events and our social enterprise	£762,454

£2,905,051



THANK YOU



Without your generosity,
OUR WORK WOULD SIMPLY NOT BE POSSIBLE



We would like to thank the following organisations for their donations of £5,000 or more to help fund our work throughout the year. We would also like to acknowledge legacy donations made to SIA in memory of our wonderful supporters, as well as supporters who raised funds through one of fundraising events this year. It would be impossible for us to continue supporting the 50,000 people and their families and friends without this support.

Trusts and Foundations

Leicestershire Communities Fund
 ABF The Soldiers Charity
 Armed Forces Covenant Fund Trust
 City Bridge Trust
 East Suffolk Community Partnerships
 James Tudor Foundation
 Leicestershire Communities Fund
 NHS England
 Peter Sowerby Foundation
 Philip J Oppenheimer Foundation
 Queen Mary's Roehampton Trust
 Sir James Knott Trust
 Stewarts Foundation
 The ALBORADA Trust
 The Eveson Charitable Trust
 The February Foundation
 The TJH Foundation

Corporate Supporters

Coloplast Ltd
 Hollister Inc UK
 Active Care Group
 Bolt Burdon Kemp
 CFG Law
 Higgs & Sons
 Hugh James
 Irwin Mitchell
 Leigh Day
 NewLaw Solicitors
 Royds Withy King
 Simpson Millar
 Slater & Gordon
 Stewarts
 Trethowans
 Irwin Mitchell Financial Planning
 Complete Care Amegreen
 PIC Legal
 Kase Care
 Eximius Live-in Care
 Williams Racing
 Adroit
 Tilney
 Total Community Care
 Bush & Co.
 Vanquish Tech
 Hudgell Solicitors

A very special thank you to the executors of the below people who kindly left a gift in their will to Spinal Injuries Association:

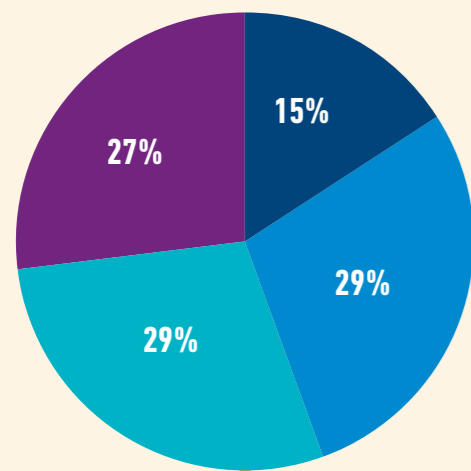
Joseph Hursthouse
 Ian Rowson Falla
 Agnes Wilson Baird Johns
 David Henry Amherst Tufnell
 James Robert Guthrie
 Margaret Ann Humphries
 Stuart John Lindley
 Derek Jones
 Valerie Gerrard
 Phillip Hassall

HOW FUNDS ARE SPENT



Information and Advice	£404,001
Advocacy and Representation	£740,883
Support Network	£739,579
Cost of raising funds	£700,312

£2,584,775



A fulfilled life for everyone affected by spinal cord injury



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

[@spinalinjuries](https://twitter.com/spinalinjuries) [f Spinal Injuries Association](https://www.facebook.com/SpinalInjuriesAssociation) [in Spinal Injuries Association](https://www.linkedin.com/company/SpinalInjuriesAssociation)

[spinal.co.uk](https://www.spinal.co.uk)