

ASTHMA SOCIETY OF IRELAND

ANNUAL REPORT 2013



Our mission is to improve the health and wellbeing of people with asthma through advocacy, awareness, education and research.

Welcome	4
Introduction	6
The numbers	8
ASI Services	9
Inform & Empower	11
Membership	13
World Asthma Day 2013	15
40th Birthday	18
Research & Education	21
Advocacy	23
Communications & Campaigns	26
Fundraising	29
Corporate Partners	31
Governance & Finances	32
Directors' Report & Financial Statements	35

Contents



Welcome

A Message from
Maelíosa OhOgartaigh
Chairperson
The Asthma Society of Ireland

I am honoured to be Chairperson of the Asthma Society of Ireland as it celebrates the 40th anniversary of its foundation and I would like to pay tribute to my predecessor, Ms Angela Edghill, for the tremendous leadership she provided to the Society and its development over the last number of years.

Over the last four decades, the Society has remained committed to its founding principles of providing services and support to people with asthma and their families - and in advocating for better care services nationally.

The dedication of all staff, led by our Chief Executive Sharon Cosgrove in the provision of patient services, research, education and advocacy is a reflection of that commitment.

During 2013 the Society provided advice and support to 2,642 people through the Advice line, regional and pharmacy clinics. The Society has also taken a leading role in developing alliances to advocate and implement a smoky coal-free and tobacco-free society, which would be of immense benefit to people with asthma. We have also been resolute in our campaigning for the implementation of the National Clinical Programme for Asthma.

2013 has been a challenging year for the charity sector in general, with public questioning of charities and their governance. The Asthma Society of Ireland is fully committed to complying with the very highest standards in its governance, management and interactions with asthma sufferers and the public.



A Message from
Maelíosa ÓhOgartaigh
Chairperson
The Asthma Society of Ireland

In this regard, during 2012 and 2013 the Board has:

- made significant progress in implementing policies and procedures consistent with the Governance framework set out in The Governance Code for Community, Voluntary and Charitable Organisations in Ireland and we expect to be fully compliant with this Code by the end of 2014;
- adopted and applied the Statement of Recommended Practice (SORP) for Charities in the presentation of its Financial Statements, and in doing so, meets the highest standard in financial reporting; and
- where appropriate, applied the terms and conditions of the Haddington Road Agreement (HRA) on Public Sector pay. My Board colleagues and I are very grateful to the staff of the Society for their willingness to voluntarily implement the terms of Haddington Road - indicative of their commitment to the Society and its objectives.

Details of the activities and finances of the Society are available on the Society's website. We welcome the appointment of the Charities Regulator and the Board of the Charities Regulatory Authority and we look forward to working with the Authority in restoring public confidence in the sector.

I would like to welcome Ms. Deirdre Ashe to the Board. Deirdre has worked in senior executive positions in business and I am sure will be an attribute to the Society and the Board.

Three directors – Ms. Breda Flood, Ms. Jean Higgins and Ms. Louise Maher have informed the Board of their intention to retire from the Board at the Annual General Meeting. Breda, Jean and Louise have given long, selfless and dedicated service to the Society and the Board, and we are hugely indebted to them.

Since the last Annual General Meeting, the Board has met 8 times. In addition, our Audit and Risk and Fundraising and Communication Committees and Medical Advisory Group have also met on numerous occasions in meeting the Governance and Medical requirements of the Society.

I would like to thank my fellow directors and the members of the Medical Advisory Group for their commitment, and for freely and generously giving of their time and expertise to the Society.

The Board is currently undertaking a review of the Society's objectives, to ensure continuous improvement in the provision of patient services, research and education, and advocacy for a better healthcare and cleaner environment for people with asthma and their families.

The attainment of the Society's objectives is becoming more challenging due to funding reductions and the Society is making and will continue to make improvements in order to meet these challenges.

I would like to thank everyone who supported the Society in any way during 2013 and I look forward to a continuation of that support in 2014.



Introduction

Introduction from
Sharon Cosgrove

Chief Executive

The Asthma Society of Ireland

I am delighted to say that the Society achieved a great deal in 2013. Together with continuing to deliver our core services such as the Adviceline, clinics and producing asthma information materials, we have substantially increased our communications and campaigns work, as well as advocacy work and our fundraising activities.

Asthma is the most common chronic respiratory disease in Ireland and has a serious and sustained impact on the health and wellbeing of the population. It is a little known fact that approximately 470,000 people are affected by this condition in Ireland. We have a significant challenge in trying to reach this many people with asthma information and supports and also to engage with and advocate as strongly as possible on their behalf.

Our focused communications activity in 2013 resulted in a 34% increase in new audience to our website and social media. We successfully ran three campaigns – Hay fever, World Asthma Day and Back to School; and for the first time ever we ran two month-long national radio campaigns and had substantial press activity and advertising throughout the year.

I am proud to say that in 2013 we provided specialist asthma nursing services to 2,642 people and distributed over 50,000 asthma publications to people availing of our services and to members of the public.



Introduction from
Sharon Cosgrove
Chief Executive
The Asthma Society of Ireland

In our frontline services we listened to the concerns of people with asthma. Only 7% of people who availed of our asthma clinic and Adviceline services in 2013 had an asthma management plan in place when they made contact with us – a basic tool to keep symptoms at bay and to help track medication. Furthermore, 35% of those attending our clinics had an asthma attack in the last year, 15% had visited an emergency department in the previous 12 months and 10% had been admitted to hospital in the previous 12 months. Yet, with the right treatment and education, asthma is a disease which can be managed.

A key part of our work is to represent these needs and concerns and we are delighted to continue to work with our colleagues in the National Clinical Programme for Asthma where we represent the interests and concerns of people with asthma. We are aware of the financial pressures on the health system, but we urgently want to see the Programme resourced and implemented on a phased basis so that the quality of lives of people with asthma improves and that unnecessary asthma deaths are prevented. This is a priority for the Society.

A key target audience and stakeholder in achieving excellent asthma care are our colleagues in the medical and healthcare professions. By the end of 2013, 1,167 health care professionals had registered on our Asthma E-Learning Programme. We awarded a joint Research Fellowship with the Irish Thoracic Society to Beaumont Hospital to support research into asthma and we also awarded two Órán Ó Muiré Summer scholarships to student nurses.

To address the needs of young people with asthma, in 2013 we piloted an Asthma E-Learning Programme with Transitional Year students in Kinsale Community School. It was so successful that we plan to roll it out further in 2014 to more secondary schools around the country.

A great deal has happened behind the scenes in 2013 to facilitate the launch of our new membership scheme, our new fundraising activities, and our increased communications activities. This required an investment of money and time, and the support and drive of our staff team.

Our success in 2013 was also reliant on the continued contribution of our Medical Chair, Dr. Basil Elnazir, and his colleagues on the Medical Advisory Group who provide us with the best possible advice and medical content for our publications, media work and our web-site.

I would also personally like to thank both Chairpersons Angela Edghill (who retired in April 2013) and Maelíosa ÓhOgartaigh (who took up the role of Chairperson in May 2013) for their support and guidance to me in my role. I would also like to thank the Board members for their support and the staff team for their hard work and dedication to the Society throughout 2013.

Money as always is a big concern for us all. Our success and achievements in 2013 would not have been possible without the continued financial support of our funders, our corporate sponsors, our donors, our regular givers and our fundraisers.

A sincere thank you from the Society!

Introduction



One in five
children in
Ireland have
asthma



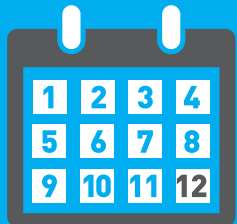
The economic
burden of asthma is
estimated at
€501 million per year



60% of
asthma is
uncontrolled



Children miss
an average of
10 school days a year
due to asthma



Adults miss
an average of
12 work days
a year due to
asthma



One in ten
people in
Ireland have
asthma



Ireland has the
fourth highest
rate of asthma
in the world

The numbers

Some of our services have a more direct impact on people with asthma than others, whether it's our Asthma Adviceline or our Clinics throughout Ireland. These direct services provide a vital route to advice and information for people who are in any way concerned about asthma, whether they're suffering from the condition themselves or enquiring on behalf of family or loved ones.

ASI Services

The Asthma Adviceline

The Asthma Adviceline is the only help line service in Ireland dedicated entirely to asthma and allergies. It's a critically important service and, in 2013 alone, it was accessed by over 1,000 people, ranging from newly diagnosed people with asthma to parents of children with asthma, teachers, carers, or others who wanted to know how they could help someone with asthma.

Our asthma nurses are available on 1850 44 54 64 five days a week, from 10am to 1pm, to provide information and reassurance to anyone who has a query or concern about asthma. To cater for those who prefer to interact with us electronically, we also provide an email advice service where queries can be emailed directly and confidentially to a nurse via asthma.ie.

In the vast majority of cases, our asthma nurses can provide the information required by the caller but, in some cases, they may refer people to a local health care professional should they need an adjustment to their medication or additional support.

Asthma Clinics

Our asthma clinics are all about taking our services to the community, broadening our reach and letting us make contact with people with asthma who may face a number of hurdles in accessing professional advice on asthma.

The goal of our clinics is to empower people with asthma by giving them the support, tools and information they need to take control of their asthma.

We achieve this by offering one-on-one consultations with an asthma nurse specialist to review symptoms and treatments and provide information and advice. All of our clinics are open to everyone and are completely free of charge.

Regional Asthma Clinics

This was our fourth year of taking our services to the community in the form of a regional clinic programme.

In 2013, we continued this very successful initiative in seven different locations, running from early March till the end of September.

The locations for our Regional Asthma Clinics were Sligo, Limerick, Monaghan, Tallaght, Wexford, Tullamore and Donegal.

This initiative was bolstered by a further four Mobile Clinics in Dublin for World Asthma Day. These took place in Dame Street, Jervis Street Shopping Centre, Liffey Valley Shopping Centre and Blanchardstown Shopping Centre.

Over 900 people attending our Clinics in 2013 had their asthma management reviewed and their inhaler technique checked. Asthma specialist nurses were also on hand to answer questions and give expert advice during a confidential one-to-one consultation. Topics covered included asthma advice for children and adults, allergy avoidance and what to do during an asthma attack.

Pharmacy Clinics

Our programme of in-store pharmacy clinics continued to be a very important part of our outreach approach into the community which is run in association with GlaxoSmithKline (GSK). There's a very natural fit between community pharmacies and asthma clinics, and pharmacists are highly experienced in offering advice on allergy relief, trigger avoidance and inhaler technique. A total of 75 Pharmacy Clinics took place in 2013, and these offered a free asthma review to over 645 adults and children.

Groups on the Margin


A number of disadvantaged groups have been identified by the Society and specific initiatives have been implemented to provide tailor-made asthma services. Typically, they suffer from social and economic deprivation and communities identified include prisoners, residents of inner city housing developments and members of the Traveller community.

Members of these groups may not have access to information on asthma, or might need additional support to help them manage their asthma.

In 2013, we focused specifically on the Traveller community through a partnership with Pavee Point Traveller and Roma Centre. This programme saw us working closely with a variety of Traveller health networks to educate people and improve asthma management in their communities.

Planning and development of this important pilot project began towards the end of 2013 and included an assessment of the Traveller community's needs, as well as preparation of specifically designed education materials.

The project was designed to work on a "train the trainer" basis, with Asthma Society nurses providing training and capacity building education modules to Traveller and Roma health workers within their communities.



**ASI Services
are provided
free of charge**

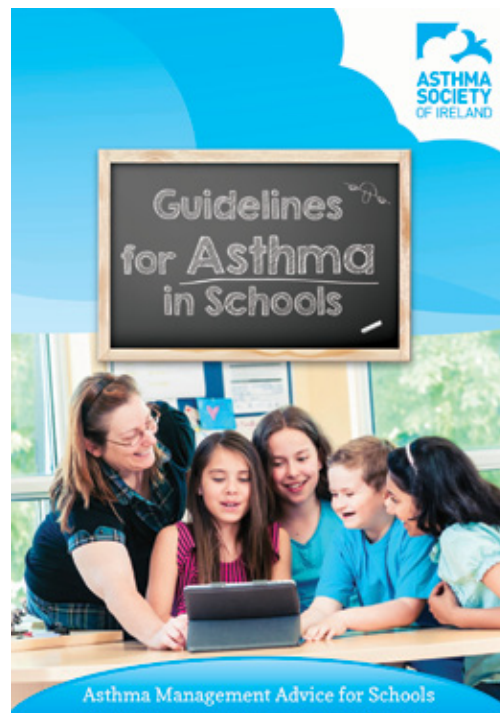
ASI Services

Inform & Empower

Helping you
take control
of your asthma

My Asthma Plan

We were delighted to produce a child-friendly version of My Asthma Plan in 2013, which aimed to give a greater sense of empowerment to children in managing their condition, and decrease any potential fear by arming them with an age-appropriate level of information about asthma. The highly colourful publication includes the 5-Step Rule, as well as information on controlling asthma.



The 5-Step Rule

During 2013, we produced a high-impact public poster highlighting the 5-Step Rule, complemented by a wallet card which members of the general public could pick up and carry with them in case of an asthma attack.

The posters and cards were distributed through a variety of public places including GP surgeries and health clinics, and also from the Asthma Adviceline and our office.

Take Control of Your Asthma

Take Control Of Your Asthma is a guide for living well with asthma and is full with helpful and informative content on issues such as the causes of asthma, asthma triggers, asthma treatments, how to use inhalers and what to do in case of asthma attack.

It continues to be a vitally important part of our information remit and has been widely praised for its simple yet reassuringly professional treatment of the topic of asthma.

Guidelines for Asthma in Schools

This important guide is aimed at parents and principals, both of whom are likely to be involved in the formulation of a schools policy on asthma.

It also includes important information on how schools can become involved with our fundraising efforts, as schoolchildren tend to have tremendous energy and tremendous ingenuity when it comes to raising money for their selected charities.

The booklet also includes a Training and Asthma Toolkit, along with a series of Frequently Asked Questions which aim to make teachers and parents more aware of the issues faced by school-going asthma sufferers.

Asthma News

Asthma News is a vitally important element in keeping all of our members and supporters informed about our work, along with any new developments in the treatment or care of asthma.

Its content is a mix of fundraising initiatives which we've carried out, news on international developments, plus updates on any new initiatives planned by the Society.

It is an important part of our efforts to engage in a long-term conversation with people with asthma or their families who may need advice and support.

Membership

Increasing our membership base is an important strategic objective of the Society.

A large membership base establishes us firmly as the definitive voice of people with asthma, providing us with a remit to set the national agenda when it comes to discussing the broad topic of asthma.



**Membership
of the Asthma
Society is free**

A greater membership base also increases the level of the national conversation. Bearing in mind that 470,000 people in Ireland are affected by asthma, it's right and proper that asthma should achieve its fair 'share of voice' on the national stage.

Greater membership also enables us to reach more people through our services, including clinics, our online App, information materials, training and educational events.

Of critical importance, it also allows us have a two-way conversation with the asthma community, providing vital feedback on how we are perceived and what more we can do to help people with asthma and their families.

Increased membership also gives us a potentially wider audience for our fundraising efforts, as our members are a huge form of support for the Society in a whole host of ingenious and creative ways.

Membership of the Society is completely free of charge and provides a wide range of benefits to members. They enjoy free access to all our publications, magazines, e-zines, plus invitations to our free clinics and access to the online Asthma Control Test.

They also enjoy discounts of up to 28% in our Online Shop, which is an increasingly important benefit for cash-strapped families who struggle to ensure adequate medical care.

Membership

WORLD ASTHMA DAY 2013

World Asthma Day (WAD) is not just a major awareness opportunity for the Society but also gives us a strong platform from which to launch a range of important initiatives.

World Asthma Day took place on 7th May in 2013, and was marked by an alliance of medical and environmental parties – formed by the Asthma Society of Ireland – calling for a sustained commitment to cleaner air in Ireland.

The launch of the INHALE Alliance (Ireland Needs Healthier Air and Lower Emissions) came after an announcement by Phil Hogan T.D., Minister for the Environment, Community and Local Government that he envisaged a ban on smoky coal being implemented within the next three years.

Since smoky coal was banned in Dublin in 1990, there has been improved life expectancy and overall benefits for the health of the population. This has meant a reduction of deaths in the order of one less death per day, because of a brave decision taken 23 years ago.

People who suffer from respiratory conditions such as asthma can be badly affected by exposure to harmful particles in the air which result from pollutants, including the burning of smoky coal. These harmful particles can trigger and exacerbate conditions such as asthma, particularly during wintertime.

As part of World Asthma Day the Society ran a press and radio awareness campaign for four weeks, highlighting key statistics about asthma in Ireland and raising awareness of the support services available to people with asthma.

The year also saw a meeting with specialists in their field, attended by the Health Minister, which led to a Consultation Group into the feasibility of banning smoky fuels on an All-Island basis.



Fighting asthma with every breath

Asthma affects
1 in 5 children and
1 in 10 adults in Ireland.

To coincide with World Asthma day on the 7th May 2013 the Advice line will be extending its opening hours throughout the month of May.

In Ireland, 60% of people with asthma do not have their asthma under control. The Asthma Society of Ireland is the national charity offering support, advice and information to all those affected by asthma.

To speak to an asthma nurse specialist today call our
Asthma Advice line: 1850 44 54 64
Mon - Fri: 10am - 8pm (May 6th - 10th)
Mon - Fri: 10am - 4pm (May 13th - 17th/20th - 24th)

The Asthma Society of Ireland. Fighting asthma with every breath. asthma.ie

Charity registration number CHY6100 (Ireland). Asthma Society of Ireland, 42/43 Amiens Street, Dublin 1, Ireland.

World Asthma Day 2013

We were pleased to mark World Asthma Day 2013 with extended clinics and extended opening hours for the Asthma Adviceline.

The free Asthma Clinics which took place around the country helped educate local people with asthma and parents of children with asthma to take control of their asthma.

The clinics offered people with asthma the opportunity to have an individual consultation with a specialist nurse about their asthma management.

The clinics ran from 11am to 6pm and took place at Barnardos Square in Dame St on 6th May; in Wolf Tone Park, Jervis Street on 7th May; in Liffey Valley Shopping Centre on 9th May and in Blanchardstown Shopping Centre on 10th May. There was also a regional asthma clinic in White's Hotel in Wexford on 11th May.

People attending the Asthma Clinics had their asthma management reviewed and their inhaler technique checked. Asthma specialist nurses were on hand to answer questions and give expert advice during a confidential, one-to-one consultation.

Topics covered included asthma advice for children and adults, allergy avoidance, inhaler technique and what to do during an asthma attack.

Also, to mark World Asthma Day, our Asthma Adviceline opening hours were extended for the entire month of May.

World Asthma Day: Extended Clinics And Adviceline



Asthma Clinic

Fettercairn Community Centre, Tallaght
Saturday 15th June - Between 1pm – 4pm

People attending the Asthma Clinic will have their asthma management reviewed, their inhaler technique checked and their lung function tested.

Asthma specialist nurses will be on hand to answer questions and give expert advice during a confidential, one to one consultation.

All services are offered **FREE OF CHARGE**, so please come along on the day.

For further information visit
www.asthma.ie or
call 01 817 8886



HAPPY 40TH BIRTHDAY 1973 - 2013

2013 was a landmark year for the Society as we celebrated our 40th birthday. Bearing in mind the financial constraints within which we operate, the celebrations were relatively muted, but it was a time to reflect on the advances we have made as an organisation during the past four decades.



40th Birthday



40 Years of The Asthma Society

Our major P.R. exercise around the occasion was the ceremonial cutting of a birthday cake outside of Dail Eireann, which highlighted the role of the Society as the primary advocacy, information and educational organisation working on behalf of the asthma community.



We have faced up to many challenges during the past 40 years and continue to do so today. Nevertheless, with the quality and expertise of the people that we count on such as staff, Board members, supporters and members, we are confident that in the coming years we will continue to be as successful in our campaign for a better life for people with asthma and their families.

We have achieved a lot, but there is still a long road to travel if we are to achieve the sort of Ireland that we desire for people with asthma. In particular, our quest for the full implementation of the National Clinical Programme for asthma gathers pace with each passing year and its importance becomes even more urgent in the face of so many needless deaths from asthma.

Research & Education

Órán Ó Muiré Summer Scholarships

2013 was the inaugural year of the Órán Ó Muiré Summer Scholarships for Nursing Students. The objective of the student scholarship was to encourage an interest in Asthma research and to give the student an opportunity to publish a paper on asthma related research.

The scholarship was aimed at 3rd Year Nursing students studying at a university in Ireland. Each student had to have completed a research module and have an academic supervisor for the period of the scholarship. Teresa McDonagh from Dundalk Institute of Technology was awarded a scholarship for her research into late onset asthma. Dublin City University student, Marie Delaney, also received a scholarship for a systematic review of research into the effects of vitamin supplements on asthma.



Irish Thoracic Society Bursary

The Asthma Society of Ireland and Irish Thoracic Society (ITS) Joint Research Bursary was awarded to Professor Richard Costello and Dr. Imran Sulaiman of Beaumont Hospital, Dublin to fund a research study assessing asthma inhaler use in general practice. The study uses an Inhaler Compliance Assessment device or INCA to gauge inhaler use.

Research into the causes and treatment of asthma is key to improving the quality of care that can be delivered to people with asthma. We are particularly pleased to be supporting research that will have a direct impact on how people with asthma manage their asthma through use of novel technologies such as the INCA Device, which can be used to monitor and provide adherence information.

Asthma E-Learning for Teens

In autumn 2013, we successfully piloted a new programme to help young people with asthma. The project, which was supported by Dyson, was prompted by research conducted in University College Cork on asthma in young people that highlighted the need for a teen-focused approach to supporting young people who have asthma.

Young people reported that they are less likely to manage their asthma well outside of the home because their friends don't understand the condition and its management. This results in teenagers hiding their symptoms or taking risks when they feel unwell in order to avoid unwanted attention.

In response to this, an Asthma E-learning Programme was rolled out in Kinsale Community School, Cork. On day one of the programme, there was an initial assessment of the level of knowledge and understanding on all aspects of the condition of the 120 participating students in advance of the programme. On completion of the programme, students' understanding of asthma was assessed again, with the results showing an increase of 33% after taking the programme.

Pharmacy Train the Trainer Programme

During autumn of 2013, the Irish Pharmacy Union (IPU) and the Society held pharmacist-led interactive inhaler technique workshops in various locations countrywide. GlaxoSmithKline (GSK) provided sponsorship to support this Continuing Professional

Development Programme.

The following learning objectives for the training programme were addressed:

- Holding an effective asthma consultation with patients;
- Demonstrating correct inhaler technique to patients;
- Communicating the principles of Peak Flow monitoring to patients;
- Having a working knowledge of self-management planning; and
- Communicating this working knowledge to patients.

Research & Education



Advocacy



The National Asthma Programme (NAP)

The Society continued to work with the National Asthma Programme Working Group at national level to advance the programme in 2013. Significant progress was made on the Model of Care for Asthma, which outlines how asthma will be treated across all hospital services.

The Society also continued to advocate with Government on the implementation of the programme, outlining the benefits it would make to people with asthma. As part of our work on NAP, we began a major policy research project in 2013. The project, to be launched in 2014, aimed to draw on international evidence to build an economic argument in favour of implementing the National Asthma Programme.

Political Engagement

In June the Society was invited by Róisín Shortall, T.D., to make a presentation on the National Asthma Programme to TDs and Senators in Leinster House.

Deputy Shortall, CEO Sharon Cosgrove, the Society Medical Advisory Group member, Prof. Stephen Lane, and Advocacy Coordinator, Niamh Kelly, outlined the need for the programme, the benefits for people with asthma and the possible health cost savings that could be made.

We met with the Minister for Primary Care, Alex White, T.D., in July and the Minister for Health, Dr. James Reilly, T.D., in September and raised the importance of NAP with both Ministers. We also had numerous meetings with TDs and Senators, many of whom had a connection with asthma through a family member or friend.

During 2013, we also attended the Joint Oireachtas Committee on Health, along with other members of the Irish Lung Health Alliance (ILHA). The meeting was facilitated by Professor John Crown and provided an important opportunity to put our case to legislators.



Advocacy

Presentation to Environment Officers

In March 2013, we gave a presentation to a group of Local Authority Environment Officers to inform them about asthma, its prevalence, and the effect of pollution on asthma symptoms.

Local Authority Environment Officers are responsible for implementing smoky coal bans, where they exist, and tackling pollution in their Council area.

The presentation gave us an opportunity to make links with the officers, to share information and to offer local authorities assistance in developing and implementing their own campaigns.

Policy Submissions

The Society made a number of important policy submissions during 2013, including our annual pre-budget submission.

Our budget submission called on the Government to press ahead with the National Asthma Plan, pointing to the results achieved by Finland in this regard, including:

- A 90% reduction in deaths;
- An 86% reduction in hospital bed days;
- A 51% reduction in cost; and
- A 71% reduction in the economic cost of asthma

We also made a submission in support of Plain Tobacco Packaging, a health measure designed to save the lives of future generations of children and reduce the impact which the scourge of tobacco smoking has on the nation's health.

Relevant to National & International Networks

The Society continued to play an active networking role with a number of organisations involved in areas related to our own. These included the Irish Platform for Patients' Organisations, Science and Industry (IPPOSI); Medical Research Charities Group (MRCG); European Lung Foundation (ELF); and the Irish Lung Health Alliance (ILHA).

As part of our involvement with ILHA, we were involved in a series of public talks throughout the country in November.

On the international front, we are involved with the European Federation of Airways and Allergies Diseases Patients' Associations (EFA) - a network of organisations working on behalf of people suffering from allergies, asthma and other lung conditions across Europe.

EFA keeps us up to date on European policy, changes in regulations relating to medicines and devices, and offers training and support to their member organisations.

In 2013 the Society attended the annual EFA Meet and Greet training in Brussels, giving us the opportunity to meet with our EU representatives and raise issues affecting Irish people with asthma.

Fighting asthma with every breath

Communications & Campaigns





New-Look Website

In August of 2013, we made a major change to our online presence by carrying out a root and branch revamping of our website – www.asthma.ie

Over the previous years, a series of regular additions had made our site unwieldy and difficult to navigate, creating an unnecessary and unwelcome barrier between visitors and the information they sought.

The new-look site is more contemporary in design and clearly sets out the various information silos that the general public typically look to explore.

As a result of the revamp, our average number of pages visited was up by 14%, while the average visit duration was up by 6.7%.



Social Media and E-zines

We continued to be very active across social media – particularly Facebook and Twitter – which gives us a highly cost-effective way of staying in touch with members, supporters and the broad general public.

At the end of the year, we had 6,610 Facebook 'Likes' plus 2,502 followers on Twitter.

Our regular e-zines continued to provide an excellent platform for keeping the asthma community fully informed of our activities.



Hayfever Campaign

As part of our hayfever campaign in 2013, the Society commissioned a survey to delve into the dreaded condition of hay fever, the symptoms of which affect almost one third of the population in Ireland.

In March we launched the "Don't Let Hay Fever Drive You Haywire" campaign, focusing on one main message: preparation. We also continued our popular Pollen Forecast, allowing people with asthma and allergies to check the level of pollen/spores in their region. The Pollen Forecast is supported by Dyson, and available in our Asthma Coach app and on www.asthma.ie during the peak months from April to November.

Hay fever is very common in Ireland and between 60% and 80% of people who have asthma also have hay fever.



Back To School Campaign

The busy back-to-school season in 2013 saw the Society provide education for parents and teachers on treating asthma in the classroom and we delivered talks on asthma to 15 schools

The timing of the activity was particularly relevant, as research shows that hospital admissions of children with asthma increases by as much as 300% between the months of August and September.

So just as the school term restarts, asthma is at its worrying peak. The advice provided by the Society was simple and direct; put a plan in place well in advance of your child returning to school so that everyone knows what to do if an asthma attack happens.

Communications & Campaigns



2013

Asthma in the media

+41%

Asthma.ie

+19%

E-zine

+50%

Twitter

+26%

Facebook

+31%

Communications Growth



Fundraising



Fundraising is the very lifeblood that keeps our organisation alive, without which we would be unable to deliver asthma services.

We also support and encourage volunteer fundraisers to raise vitally needed funds on our behalf.

We are enormously grateful to those who bequeathed monies to the Asthma Society in 2013, many of whom were touched by asthma during their lives.

Like many other organisations we face reduced government funding year on year; however the need and demand for our services remains strong- and is likely to grow in the coming years as we build awareness of asthma through all communication channels and awareness campaigns.

To recognise the exceptional fundraising efforts of our supporters in 2013, we held our Volunteer Of The Year Awards, in Dublin, in February this year. The fundraising activities were unbelievably varied and involved everything from The Strawberry Half Marathon to a clay pigeon shoot, a donkey derby and a comedy night out.

The Society provides a lot of help for groups or individuals who volunteer to fundraise for us. This includes telephone advice and a fundraising pack which contains balloons, t-shirts, posters and lots more to help organise an event.

Thank you to everyone who fundraised for the Asthma Society in 2013!



Fundraising



We would like to extend our appreciation to all of our Corporate Partners who have supported our work in 2013

Corporate Partners



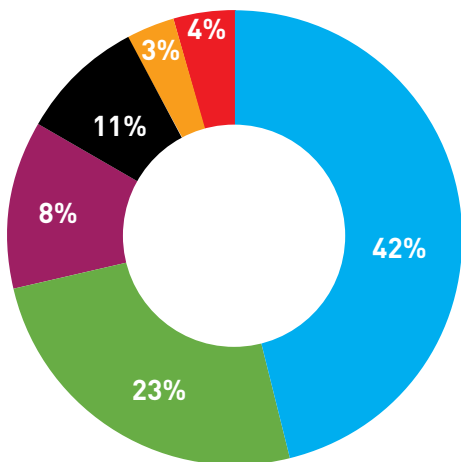
Governance & Finances

Medical Advisory Group
Our Medical Advisory Group, chaired by Dr Basil Elnazir, provided expertise, time and support to our activities throughout 2014. We would like to extend our thanks to all of the specialist nurses, doctors and scientists on our Medical Advisory Group for their help in 2013.

Staff

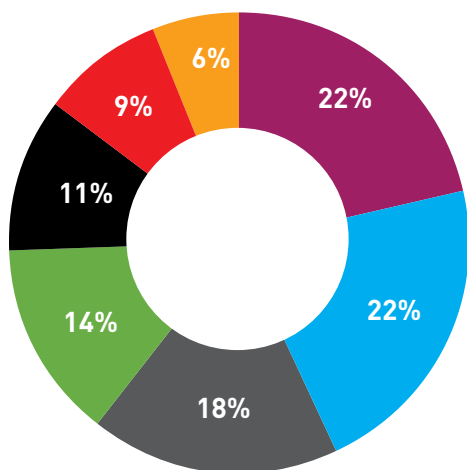
Sharon Cosgrove	Chief Executive Officer
Frances Guiney	Director of Nursing Services
Fergal Smyth	Fundraising Manager
Niamh Kelly	Advocacy & Information Coordinator
Anne Kearney	Communications Coordinator
Marge Fitzsimons	Accounts Administrator
Barbora Korandova	Senior Administrator / PA to CEO
Orlaith Behan	Patient Services Administrator
Mary Hughes	Research & Education Coordinator (from February 2013, Part Time)
Michele Dunne	Research & Education Coordinator (from July 2013, Part Time)
Deirdre Donaghy	Adviceline Nurse (Part Time)
Maeve Kilduff	Adviceline Nurse (Part Time)
Sinead Mahon	Adviceline Nurse (from October 2013, Part Time)
Mary Llewellyn	Adviceline Nurse (Part Time)
Netta Williams	Adviceline Nurse (until March 2013, Part Time)
Ann Eccles	Receptionist (Part Time)
Jack Ward	Communications Assistant (from September 2013, Part Time)
Jennifer Kelly	Office Assistant (from July 2013, Part Time)
David Minogue	Receptionist (until February 2013, Part Time)
Frank Black	Communications Assistant (until April 2013, Part Time)

Governance & Finances



ANALYSIS OF GROSS INCOME

Gross Lottery Receipts	€432,232	42%
Department of Justice & Equality - Charitable Lotteries Fund Scheme	€240,229	23%
Community Fundraising / Donations / Membership / Other Income	€79,513	8%
Government and HSE Grants	€112,096	11%
Investment Income	€26,892	3%
Corporate Donations	€146,035	4%
TOTAL	€1,036,997	100%



ANALYSIS OF EXPENDITURE

Direct Patient Services	€171,851	22%
Information Services	€68,770	9%
Advocacy and Policy	€45,034	6%
Research and Education	€72,551	11%
Communications and Campaigns	€172,627	22%
Support Costs	€105,677	14%
Finance, Administration, HR & Governance	€143,785	18%
TOTAL	€780,295	100%

Governance & Finances



Directors' Report & Financial Statements

For the year ended 31 December 2013

CONTENTS

Reference and administrative details of the Company and advisers	37
Directors' report	38 - 41
Independent auditor's report	42
Statement of financial activities	43
Balance sheet	44
Cash flow statement	45
Notes to the financial statements	46 - 65

Directors' Report & Financial Statements

REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY AND ADVISERS

FOR THE YEAR ENDED
31 DECEMBER 2013

Directors

Maeliosa OhOgartaigh, (Chairperson)
Deirdre Ashe
Michael Tyndall
Lynn Carberry
Oliver Carroll
Dr. Basil Elnazir
Breda Flood
Bob Gee
Jean Higgins
Louise Maher

Company Secretary

Michael Tyndall

Chief Executive Officer

Sharon Cosgrove

Director Emeritus

Anne Robinson

Company Registered Number

57125

Charity Registered Number

HY 6100

Registered Office

4th Floor
42 - 43 Amiens Street
Dublin 1

Independent Auditor

Russell Brennan Keane Business Advisers
Chartered Accountants & Registered Auditor
96 Lower Baggot Street
Dublin 2

Principal Bankers

Bank of Ireland
2 College Green
Dublin 2

AIB Dun Laoghaire
George's Street
Dun Laoghaire
Co. Dublin

Solicitors

Rutherfords
41 Fitzwilliam Square
Dublin 2

Directors' Report & Financial Statements

DIRECTORS' REPORT

FOR THE YEAR ENDED
31 DECEMBER 2013

The Directors present their Directors report together with the audited financial statements of the Asthma Society of Ireland (the "Company") for the year ended 31 December 2013. The Directors confirm that the Directors report and financial statements of the Company comply with the current statutory requirements, the requirements of the Company's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005 (updated in July 2008).

STRUCTURE, GOVERNANCE AND MANAGEMENT

A. CONSTITUTION

The Company is a registered charity founded in 1973 as a company limited by guarantee and not having a share capital. The principal office of the Company is 4th Floor, 42-43 Amiens Street, Dublin 1. The Company's registered number is 57125 and its charity registration number is CHY 6100. Governance and management structures are set out in the Memorandum & Articles of Association. The Company is governed by its Board of Directors, which includes representation from a broad range of stakeholders including people with asthma and from the medical profession. The Board is supported by its Medical Advisory Group, the Audit, Risk and Finance Committee and the Fundraising and Communications Committee.

B. METHOD OF APPOINTMENT OR ELECTION OF DIRECTORS

The Directors are appointed to terms of office that comply with the Articles of Association of the Company. The term of office is generally three years, but Directors may be reappointed.

C. ORGANISATIONAL STRUCTURE AND DECISION MAKING

The Company is governed by its Board of Directors, which makes decisions regarding strategy in relation

to the Company. The Board met nine times in 2013. The Directors have appointed Sharon Cosgrove as Chief Executive Officer and have delegated a range of day to day decision making powers to the Chief Executive Officer.

Audit, Risk and Finance Committee

The Company has an Audit, Risk and Finance Committee with terms of reference to review all audit, risk and finance issues. This Committee met five times in 2013 and two of its members have recent and relevant financial experience.

Fundraising and Communications Working Group

The Fundraising and Communications Working Group met four times in 2013 to discuss fundraising ideas and initiatives and the communications plan. The Group became a Committee of the Board in late 2013 with an approved terms of reference and met on one occasion on 17 December 2013.

D. DIRECTORS AND COMPANY SECRETARY

There has been two changes to the Board of Directors since the date of approval (25 March 2013) of the previous financial statements. Angela Edghill resigned as Director and Chairperson at the AGM on 29 April 2013. Maeliosa OhOgartaigh was elected as Chairperson in her place. Anne Robinson also resigned as a Director effective from 29 April 2013, and has been appointed as Director Emeritus in recognition of her long service to the Company.

Deirdre Ashe was appointed as a Director on 20 January 2014.

Michael Tyndall has maintained his role as Company Secretary.

E. TAXATION STATUS

The Asthma Society of Ireland has charitable status and accordingly the Company's surplus of income over expenditure are exempt from corporation tax.

F. RISK MANAGEMENT

The Board of Directors has assessed the major risks to which the Company is exposed, in particular those related to the operations and finances of the Company, and is satisfied that systems and procedures are in place to mitigate exposure to the major risks.

Main risks facing the Company

The Board of Directors considers long term funding, going concern and reputational issues as being key risks facing the Company and has to put in place strategic plans to manage these risks.

Directors' Report & Financial Statements

OBJECTIVES AND ACTIVITIES

A. POLICIES AND OBJECTIVES

The Asthma Society of Ireland is the leading independent agency in Ireland providing support to people affected by asthma and their families. The Company's main objective is to relieve sickness and distress by enabling patients to enjoy optimal asthma control and quality of life through evidence based care in an integrated public health approach to asthma management.

B. STRATEGIES FOR ACHIEVING OBJECTIVES

The strategies which the Company has adopted in order to achieve its objectives are to enlist, solicit and seek out State, corporate and individual funding, to raise and increase public awareness of the Company and to establish relationships with the medical community.

C. ACTIVITIES FOR ACHIEVING OBJECTIVES

- **Asthma Nursing Services:** Providing specialist advice to people with asthma and their families. In 2013, a total number of 1,997 people accessed asthma support services. Seven regional clinics and one week of mobile clinics were held at which 294 people with asthma were provided with specialist

nurse services. The asthma Adviceline dealt with 794 calls and 264 emails (a total of 1,058 enquiries) and a further 645 people with asthma were seen in pharmacy clinics all over the country.

- **Asthma Information Services:** Providing asthma information through materials and resources. Asthma information material was distributed at all clinics and to those availing of the Adviceline, as well as at local and national events and shows. A number of leaflets were developed in 2013 including "Take Control of Your Asthma", "My Asthma Plan for Children" and "Asthma Management Guidelines for Schools". An Asthma Attack Card and Five Step Rule poster were also developed during the year. Over 50,000 copies of asthma information materials were disseminated in 2013.

- **Education and Service Development:** Developing and implementing asthma education programmes for patients and healthcare professionals. In 2013, there were fifteen presentations to groups, communities and sports clubs. In addition to this there were five presentations given to health care professionals. Over 1,167 health care professionals were users of the Asthma Society's Asthma E-learning programme at 31 December 2013. A pilot E-learning programme for transition year students was carried out in Cork during 2013 with 120 students participating. The results were published and a national roll out is planned for 2014.

- **Research:** Funding objective and balanced clinical

and asthma related health information research. Two key topics were researched in 2013: Asthma & Smoking and Asthma & Vitamin D. Factsheets on each topic are due to be published in 2014. In 2013, the Asthma Society of Ireland continued to support research into asthma through its inaugural joint research fellowship with the Irish Thoracic Society.

- **Asthma Awareness:** To raise awareness of asthma and of the work of the Asthma Society. The Company ran a national awareness campaign for World Asthma Day in May 2013 when one week of mobile clinics were run, as well as a four week national radio campaign. In addition, seasonal campaigns covered hayfever, back to school and the flu vaccination. Regional media agencies were targeted with press releases to highlight the regional clinics and to raise awareness of asthma.

- **Governance and management:** Equipping the Company to achieve its main objectives and enhance its role through excellent organisational governance, management and development. In April 2012, the Board approved the four year Strategic Plan 2012 – 2015 and decided to work towards compliance with the Code of Governance for Community, Voluntary and Charitable Organisations. A working group was formed to further improve the Company's governance policies and practices, many policies were reviewed and updated during 2013 in line with best practice, and a fundraising plan was implemented in 2013 with emphasis placed on corporate donors and regular donors.

- **Advocacy:** Advocating for progressive development in policy and practice in asthma care. Throughout 2013, the Asthma Society of Ireland "ASI" continued to contribute resources and expertise to the planning and development of the National Asthma Programme (NAP). ASI was an active member and the asthma patient representative on the NAP working group. ASI continued to develop, host and manage the healthcare professional E-learning component of the NAP. The advocacy activities in 2013 included five policy outputs - a pre-budget submission, a tobacco products directive, a submission to the EU on emissions, a pharmacy testing provision submission and a Charities Act submission. ASI met with numerous politicians and presented to the Health Oireachtas Committee as part of the Irish Lung Health Alliance.

ACHIEVEMENTS AND PERFORMANCE

A. REVIEW OF ACTIVITIES

Gross income for the year was €1,036,997 (2012: €1,374,170). The principal source of gross income for the Company is its charitable lottery, operated through the sale of scratch cards. Sales of scratch cards in 2013 amounted to €432,232 (2012: €508,497) and were down by €76,265 on the previous year. The decline is attributed to the general

Directors' Report & Financial Statements

economic climate and severe competition in the scratch card market. The Company also receives funding from the Department of Justice and Equality under the Charitable Lotteries Fund Scheme. This funding decreased from €371,277 in 2012 to €240,229 in 2013. This reduction in funding from the Department is a major concern for the Company.

Expenditure in 2013 for charitable activities amounted to €636,510 compared to €655,249 in 2012. In accordance with the terms of the Charitable Lotteries Fund Scheme, funding of €371,277, received from the Department of Justice and Equality in December 2012, was fully utilised during 2013. Expenditure was focused on the four areas of operation support services to patients, education, research and asthma awareness.

The Company had a net deficit of (€240,755) in 2013 compared to an net surplus of €52,707 in 2012.

B. INVESTMENT POLICY AND PERFORMANCE

The objective of the Company's investment policy is to maintain sufficient liquidity while ensuring maximum security, meeting ethical standards and achieving the highest possible returns. Interest earned is applied to the charitable causes of the Company.

FINANCIAL REVIEW

A. RESERVES POLICY

The Company's available reserves at the year end were €1,149,090 (2012: €1,389,845).

The Directors recognise the need to hold reserves to ensure the financial stability of the Company. In particular, the Directors recognise that the Company is currently substantially dependent on one source of income to fund its activities. That source is the lottery operation, which in turn generates income from the Charitable Lotteries Fund Scheme.

In order to mitigate the risks associated with its income, it is the policy of the Company to hold sufficient reserves to fund its activities for a year. The Directors review this policy on an ongoing basis to ensure that it continues to be appropriate for the financial stability of the Company.

The Company holds, as a restricted reserve, the income it receives from the Charitable Lotteries Fund Scheme. This income is received each year in late December and is expended over the course of the following twelve months in accordance with the terms and conditions of the scheme. It therefore appears in restricted reserves in the balance sheet at 31 December.

The Directors of the Company may also determine that a portion of reserves be utilised for particular

or designated purposes or projects to advance the causes of the Company. Such reserves, if any, are classified as designated reserves at the balance sheet date. At 31 December no reserves were classified as designated.

PLANS FOR THE FUTURE

A. FUTURE DEVELOPMENTS

Throughout 2014, the Company will continue to develop and enhance its services to individuals and families who are affected by asthma. To reduce its dependence on the operation of its Charitable Lottery and the Charitable Lotteries Fund Scheme, the Company is also actively pursuing new sources of funding. As per the Fundraising Plan implemented in 2013 focus will be placed on generating recurring sources of income such as regular donors and corporate donations.

MEMBERS' LIABILITY

The Company is a Company limited by guarantee and does not have a share capital. The liability of members is limited as defined in the Company's Memorandum of Association and shall not exceed €5 in the event of a winding up or dissolution of the Company.

ACCOUNTING RECORDS

The measures taken by the Directors to ensure compliance with the requirements of Section 202 of the Companies Act 1990, regarding books of account, are the implementation of necessary policies and procedures for recording transactions, the employment of competent accounting personnel with appropriate expertise and the provision of adequate resources to the finance function. The books of account of the Company are maintained at 4th Floor, 42 - 43 Amiens Street, Dublin 1.

POST BALANCE SHEET EVENTS

There have been no significant events affecting the Company since the year end, which in the opinion of Directors, require disclosure in the financial statements.

POLITICAL CONTRIBUTIONS

There were no political contributions which require disclosure under the Electoral Act 1997.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The Directors (who are also Directors of Asthma Society of Ireland for the purposes of company law) are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and Irish and UK Accounting

Directors' Report & Financial Statements

Standards (Irish and UK Generally Accepted Accounting Practice).

Company and Charity laws requires the Directors to prepare financial statements for each financial year. Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgments and accounting estimates that are reasonable and prudent;

- state whether applicable Irish Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Charitable Company's transactions and

disclose with reasonable accuracy at any time the financial position of the Charitable Company and enable them to ensure that the financial statements comply with the Companies Acts, 1963 to 2013. They are also responsible for safeguarding the assets of the Charitable Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INDEPENDENT AUDITOR

The independent auditor, Russell Brennan Keane Business Advisers, has indicated its willingness to continue in office in accordance with provisions of Section 160 (2) of the Companies Act, 1963.

This report was approved by the Directors and signed on their behalf by:

Maeliosa OhOgartaigh, Director

Michael Tyndall, Director

Date: 31 March 2014

Directors' Report & Financial Statements

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASTHMA SOCIETY OF IRELAND

We have audited the financial statements of Asthma Society of Ireland for the year ended 31 December 2013. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by Chartered Accountants Ireland (Generally Accepted Accounting Practice in Ireland).

This report is made solely to the Company's members, as a body, in accordance with Section 193 of the Companies Act 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND INDEPENDENT AUDITOR

As explained more fully in the Directors' responsibilities statement, the Directors are responsible for the preparation of the financial statements giving a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the Company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of

performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

OPINION

In our opinion the financial statements:

give a true and fair view of the state of the Charitable Company's affairs as at 31 December 2013 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;

have been properly prepared in accordance with Irish Generally Accepted Accounting Practice; and

have been prepared in accordance with the requirements of the Companies Acts, 1963 to 2013.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY THE COMPANIES ACTS 1963 TO 2013

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion proper books of account have been kept by the company.

The financial statements are in agreement with the books of account.

In our opinion the information given in the Directors' Report is consistent with the financial statements.

The net assets of the company, as stated in the balance sheet, are more than half of the amount of its called-up share capital and, in our opinion, on that basis there did not exist at 31 December 2013 a financial situation which under section 40(1) of the Companies (Amendment) Act 1983 would require the convening of an extraordinary general meeting of the company.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the provisions in the Companies Acts, 1963 to 2013 which require us to report to you if, in our opinion, the disclosures of Directors' remuneration and transactions specified by law are not made.

Brian Feeney (Statutory Auditor)
Russell Brennan Keane Business Advisers
Chartered Accountants & Registered Auditor
96 Lower Baggot Street
Dublin 2

Date: 31 March 2014

Directors' Report & Financial Statements

STATEMENT OF FINANCIAL ACTIVITIES (Incorporating Income and Expenditure Account)

FOR THE YEAR ENDED
31 DECEMBER 2013

	Note	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Incoming Resources					
Incoming resources from generated funds:					
Voluntary income	2	99,545	126,003	225,548	295,116
Activities for generating funds	3	500,282	284,275	784,557	1,040,235
Investment income	4	26,892	–	26,892	38,819
Total Incoming Resources		626,719	410,278	1,036,997	1,374,170
Resources Expended					
Costs of generating funds:					
Costs of generating voluntary income	5	497,457	–	497,457	474,618
Resources expended by charitable activities	6	95,184	541,326	636,510	655,249
Governance costs	9	143,785	–	143,785	191,596
Total Resources Expended		736,426	541,326	1,277,752	1,321,463
Movement In Total Funds For The Year Net (Expenditure)/Income For The Year		(109,707)	(131,048)	(240,755)	52,707
Total funds at 1 January 2013		1,018,568	371,277	1,389,845	1,337,138
Total Funds at December 31 2013		908,861	240,229	1,149,090	1,389,845

All activities relate to continuing operations.

The Statements of Financial Activities includes all gains and losses recognised in the year.

The financial statements were approved by the Directors and signed on their behalf by

Maeliosa OhOgartaigh, Director

Michael Tyndall, Director

Date: 31 March 2014

Directors' Report & Financial Statements

BALANCE SHEET

AS AT 31 DECEMBER 2013

	Note	2013 €	2013 €	2012 €	2012 €
Fixed Assets					
Tangible assets	14		42,613		20,358
Current Assets					
Debtors	15	92,158		32,983	
Cash at bank and on deposit		1,278,841		1,423,188	
		1,370,999		1,456,171	
Creditors: amounts falling due within one year	16	(264,522)		(86,684)	
Net Current Assets			1,106,477		1,369,487
Net Assets			1,149,090		1,389,845
Total Funds					
Restricted funds	17		240,229		371,277
Unrestricted funds	17		908,861		1,018,568
Total Funds			1,149,090		1,389,845

The financial statements were approved by the Directors and signed on their behalf by:

Maeliosa O'hOgartaigh, Director

Michael Tyndall, Director

Date: 31 March 2014

Directors' Report & Financial Statements

CASH FLOW STATEMENT

FOR THE YEAR
ENDED 31 DECEMBER 2013

	Note	2013 €	2012 €
Net cash flow from operating activities	19	(128,741)	14,442
Returns on investments and servicing of finance	20	26,892	38,819
Capital expenditure and financial investment	20	(42,498)	(4,928)
(Decrease)/Increase In Cash In The Year		(144,347)	48,333

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS

FOR THE YEAR
ENDED 31 DECEMBER 2013

	Note	2013 €	2012 €
(Decrease)/Increase in cash in the year		(144,347)	48,333
Movement in Net Cash in the Year	21	(144,347)	48,333
Net cash at 1 January	21	1,423,188	1,374,855
Net Cash at 31 December	21	1,278,841	1,423,188

Directors' Report & Financial Statements

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR
ENDED 31 DECEMBER 2013

1. ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements. The financial statements have been prepared in Euro.

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention. The financial statements have also been prepared in accordance with the Statement of Recommended Practice (SORP), 'Accounting and Reporting by Charities' published in March 2005, (updated July 2008), applicable accounting standards and the Companies Act, 1963 to 2013.

1.2 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Directors in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Unrestricted funds consist of funds received which the Company can spend at its own discretion to enable it to achieve its objectives.

Investment income, gains and losses are recognised in the Statement of Financial Activities.

1.3 Incoming resources

All incoming resources were included in the Statement of Financial Activities when the Company has entitlement to the funds, certainty of receipt and the amount can be measured with sufficient reliability.

Restricted funds

Restricted funds consist of funds received which can only be used for the purpose for which they are specified by the donors. These purposes are the objects of the company.

Unrestricted funds

Unrestricted funds consist of funds received which the Company can spend based on its own discretion to enable it to achieve its objects.

Contributions in Kind are not reflected or recognised in the financial statements. The Directors feel it is appropriate to disclose such amounts, and as such, details of Contributions in Kind made in 2013 and 2012 are detailed at note two to the accounts.

1.4 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the Company and include project management carried out at the Company's offices on Amiens Street. Governance costs are those incurred in connection with administration of the Company and compliance with constitutional and statutory requirements.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation on tangible fixed assets is provided at rates calculated to write off the cost or valuation of those assets, less their estimated residual value, over the expected useful lives on the following bases:

Fixtures and fittings	-	20% straight line
Office equipment	-	10% straight line
Computer equipment	-	33% straight line
Website development	-	33% straight line

1.6 Operating leases

Rentals under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

1.7 Pensions

The Company operates defined contribution pension schemes for its staff. The annual contributions to these schemes are dealt with in the statement of financial activities in the year to which they relate.

Directors' Report & Financial Statements

2. VOLUNTARY INCOME

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
General donations	23,899	–	23,899	15,081
Miscellaneous income	2,654	–	2,654	2,336
Legacies	10,000	–	10,000	144,098
Corporate donations	29,875	116,160	146,035	103,416
Community & events	25,667	9,843	35,510	22,389
Membership	7,450	–	7,450	7,796
Total voluntary income	99,545	126,003	225,548	295,116

Contributions in Kind are noted below, as per note 1.3 they are not recognised in the Statement of Financial Activities.

	2013 €	2013 €
Professional services	26,000	–

Contributions in Kind represent amounts donated by corporate sponsors in relation to professional services provided under the Advocacy and Policy work programme.

Directors' Report & Financial Statements

3. INCOME FROM ACTIVITIES FOR GENERATING FUNDS

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Dept of the Environment	47,100	–	47,100	50,000
HSE DNC	7,643	7,519	15,162	7,741
HSE grant lottery	–	–	–	13,000
HSE national asthma programme	–	29,084	29,084	61,653
Gross lottery receipts	432,232	–	432,232	508,497
Dept of Justice & Equality - Charitable Lotteries Fund scheme	–	240,229	240,229	371,277
Miscellaneous	13,307	7,443	20,750	28,067
	<u>500,282</u>	<u>284,275</u>	<u>784,557</u>	<u>1,040,235</u>

4. INVESTMENT INCOME

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Bank deposit interest received	<u>26,892</u>	<u>–</u>	<u>26,892</u>	<u>38,819</u>

Directors' Report & Financial Statements

5. COSTS OF GENERATING VOLUNTARY INCOME

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Asthma devices	8,127	–	8,127	10,189
Fundraising costs	133,396	–	133,396	55,768
Lottery costs	355,934	–	355,934	408,661
	<u>497,457</u>	<u>–</u>	<u>497,457</u>	<u>474,618</u>

6. RESOURCES EXPENDED BY CHARITABLE ACTIVITIES

	Note	Activities undertaken directly 2013 €	Support Costs 2013 €	Total 2013 €	Total 2012 €
Direct Patient Services	7	171,851	–	171,851	135,774
Information Services	7	68,770	–	68,770	103,857
Advocacy & Policy	7	45,034	–	45,034	70,446
Research & Education	7	72,551	–	72,551	64,929
Communications and Campaigns	7	172,627	–	172,627	189,770
Support Costs	8	–	105,677	105,677	90,473
		<u>530,833</u>	<u>105,677</u>	<u>636,510</u>	<u>655,249</u>

The costs are analysed below in more detail below (note 7).

Directors' Report & Financial Statements

7. TOTAL CHARITABLE ACTIVITIES

Direct Patient Services	2013 €	2012 €
Asthma clinics	25,779	16,999
Pharmacy days	18,359	19,084
Adviceline	3,542	–
Difficult to Reach project	4,443	–
Nurse wages and salaries	100,164	94,952
Nurse services expenses	–	695
Patient services wages and salaries	19,564	4,044
	171,851	135,774
Information Services	2013 €	2012 €
Asthma News	8,667	29,095
Information and Advocacy salaries	33,680	30,313
Publication, printing and design	12,626	13,924
School /Teen programme	111	10,884
Storage and delivery	10,239	10,485
Phone app	382	6,000
Pollen app	3,065	3,156
	68,770	103,857

Directors' Report & Financial Statements

7. TOTAL CHARITABLE ACTIVITIES

Advocacy and policy	2013 €	2012 €
National Asthma Programme and policy work	2,280	13,395
National asthma strategy	–	3,154
Advocacy and Policy consultancy	1,352	–
Advocacy and Policy salaries	41,402	53,897
	45,034	70,446
Research and education	2013 €	2012 €
Asthma in Ireland	–	2,036
Educations events HCP's	298	–
Database	615	1,230
E-learning development hosting	11,286	–
ERS/ITS/EFA expenses	3,895	4,046
ITS Bursary	10,000	10,000
Órán Ó Muiré Research Bursary	4,000	599
Research and Education consultant	17,238	6,219
Research and Education salaries	14,674	40,799
Education programme for school and workplace	9,238	–
Research and education expenses	1,307	–
	72,551	64,929

Directors' Report & Financial Statements

7. TOTAL CHARITABLE ACTIVITIES

Communications and campaigns

	2013 €	2012 €
Campaigns and seasonal PR	54,364	69,178
Communication consultancy	6,400	10,804
Comms / ezine design costs	145	–
Communications & Campaigns salaries	76,785	92,064
Website & events officer salaries	–	16,689
Radio script & time	34,933	1,035
	<u>172,627</u>	<u>189,770</u>

Directors' Report & Financial Statements

8. SUPPORT COSTS

	Total 2013 €	Total 2012 €
Other support costs for charitable activitiesw	105,677	90,473
Summary of other support costs	2013 €	2012 €
Computer maintenance	4,957	5,164
General expenses	1,829	456
Franking machine	1,513	1,646
Pension administration costs	1,325	-
Postage	6,206	8,777
Premises costs	22,516	21,500
Wages and salaries	48,795	39,198
Stationery	3,039	1,549
Telecommunications	10,496	8,286
Web support	5,001	3,897
	105,677	90,473

Directors' Report & Financial Statements

9. GOVERNANCE COSTS

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Governance costs	5,089	–	5,089	5,775
Finance costs	50,507	–	50,507	30,939
Administration costs	73,600	–	73,600	107,847
HR costs	14,589	–	14,589	47,035
	<u>143,785</u>	<u>–</u>	<u>143,785</u>	<u>191,596</u>

The costs are analysed in further detail as per note 10 below.

Directors' Report & Financial Statements

10. GOVERNANCE COSTS

Governance costs	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Board & Committee expenses	5,089	–	5,089	2,946
Legal fees	–	–	–	2,829
	<u>5,089</u>	<u>–</u>	<u>5,089</u>	<u>5,775</u>
Finance costs	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Auditors' remuneration	8,782	–	8,782	8,775
Annual report	3,450	–	3,450	1,923
Bank charges	3,892	–	3,892	3,737
Finance Wages and salaries	23,316	–	23,316	1,935
Financial Consultant	11,067	–	11,070	14,569
	<u>50,507</u>	<u>–</u>	<u>50,510</u>	<u>30,939</u>

Directors' Report & Financial Statements

10. GOVERNANCE COSTS

Administration costs

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Agency reception	–	–	–	32,870
Canteen	1,298	–	1,298	2,004
Cleaning	1,015	–	1,015	642
Courier	263	–	263	320
Depreciation - computers	845	–	845	845
Depreciation - office furniture	6,574	–	6,574	5,687
Depreciation - office machinery	–	–	–	2,793
Loss on disposal of fixed assets	357	–	357	–
Franking machine	168	–	168	183
Governance expenses	1,318	–	1,318	4,842
Health and safety	1,230	–	1,230	–
Insurance	2,766	–	2,766	2,621
Light and heat	1,097	–	1,097	1,402
Photocopier maintenance	1,885	–	1,885	1,549
Postage	543	–	543	975
Rent	9,306	–	9,306	9,306
Repairs and maintenance	342	–	342	191
Stationery	1,638	–	1,638	5,184
Subscriptions	1,871	–	1,871	3,073
Telecommunications	2,492	–	2,492	2,072
Water rates	111	–	111	318
CEO and PA salaries	32,530	–	32,530	25,349
Computer maintenance	5,951	–	5,951	5,621
	<u>73,600</u>	<u>–</u>	<u>73,600</u>	<u>107,847</u>

Directors' Report & Financial Statements

10. GOVERNANCE COSTS

HR costs	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Wages and salaries	11,168	–	11,168	43,355
Pension	442	–	442	–
Training and development	2,876	–	2,876	3,680
Travel expenses	103	–	102	–
	<u>14,589</u>	<u>–</u>	<u>14,588</u>	<u>47,035</u>

Directors' Report & Financial Statements

11. MOVEMENT IN FUNDS

This is stated after charging:

Depreciation of tangible fixed assets:

	2013 €	2012 €
- owned by the Company	19,886	9,325
Auditors' remuneration	8,782	8,775

During the year, no Directors received any remuneration (2012 - €NIL).

During the year, no Directors received any benefits in kind (2012 - €NIL).

Directors' Report & Financial Statements

12. STAFF COSTS

The number of full time equivalent employees during the year was as follows:

	2013 €	2012 €
	8	7

Staff costs were as follows:

	2013 €	2012 €
Wages and salaries	408,058	371,306
Employers PRSI	40,977	37,993
Pension costs	18,299	15,427
Total	467,334	424,726

The members of the Board do not receive remuneration for their services as members of the Board. Directly incurred expenses are re-imbursed, if claimed and amounted to €308 (2012: €961)

The number of higher paid employees was:

	2013 €	2012 €
In the band €80,000 - €90,000	1	-

This band includes basic pay and excludes employer pension and PRSI contributions.

Directors' Report & Financial Statements

13. TAXATION

The Company is exempt from taxation under section 11(6) of the Corporation Tax Act 1976, as a Company.

14. TANGIBLE FIXED ASSETS

Cost	Fixtures and fittings €	Office equipment €	Website development €	Computer equipment €	Total €
At 1 January 2013	46,520	64,823	–	23,345	134,688
Additions	5,099	–	29,299	8,100	42,498
Disposals	(11,020)	(52,777)	–	–	(63,797)
Transfers	12,046	(12,046)	–	–	–
At 31 December 2013	52,645	–	29,299	31,445	113,389
Depreciation	Fixtures and fittings €	Office equipment €	Website development €	Computer equipment €	Total €
At 1 January 2013	33,989	58,686	–	21,655	114,330
Charge for the year	6,575	–	9,766	3,545	19,886
Disposals	(11,020)	(52,420)	–	–	(63,440)
Transfers	6,266	(6,266)	–	–	–
At 31 December 2013	35,810	–	9,766	25,200	70,776
Net book value	Fixtures and fittings €	Office equipment €	Website development €	Computer equipment €	Total €
At 31 December 2013	16,835	–	19,533	6,245	42,613
At 31 December 2012	12,531	6,137	–	1,690	20,358

Directors' Report & Financial Statements

15. DEBTORS

Due within one year	2013 €	2012 €
Prepayments and accrued income	15,466	21,294
Other debtors	76,692	11,689
	<u>92,158</u>	<u>32,983</u>

16. CREDITORS:

Amounts falling due within one year

Amounts falling due within one year	2013 €	2012 €
Trade creditors	43,068	51,536
PAYE	14,225	14,331
Other creditors	189,111	6,647
Accruals	18,118	14,170
	<u>264,522</u>	<u>86,684</u>

Directors' Report & Financial Statements

17. STATEMENT OF FUNDS

Unrestricted funds	Brought Forward €	Incoming Resources €	Resources Expended €	Carried Forward €
Reserves	1,018,568	626,719	(736,426)	908,861
Restricted funds	Brought Forward €	Incoming Resources €	Resources Expended €	Carried Forward €
Restricted funds	371,277	410,278	(541,326)	240,229
Total of funds	1,389,845	1,036,997	(1,277,752)	1,149,090

18. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2013 €	Restricted funds 2013 €	Total funds 2013 €	Total funds 2012 €
Tangible fixed assets	42,613	-	42,613	20,358
Debtors due within one year	92,158	-	92,158	32,983
Cash at bank and on deposit	848,804	430,040	1,278,844	1,423,188
Creditors due within one year	(74,714)	(189,811)	(264,525)	(86,684)
Total of funds	908,861	240,229	1,149,090	1,389,845

Directors' Report & Financial Statements

**19. NET CASH FLOW FROM
OPERATING ACTIVITIES**

	2013 Total €	2012 Total €
Net incoming resources	(240,755)	52,707
Returns on investments and servicing of finance	(26,892)	(38,819)
Loss on disposal fixed asset	357	-
Depreciation of tangible fixed assets	19,886	9,325
Increase in debtors	(59,175)	(13,963)
Increase in creditors	177,838	5,192
Net cash (outflow)/inflow from operating activities	(128,741)	14,442

**20. ANALYSIS OF CASH FLOWS FOR
HEADINGS NETTED IN CASH FLOW
STATEMENT**

Returns on investments and servicing of finance	2013 Total €	2012 Total €
Interest received	26,892	38,819
Capital expenditure and financial investment	2013 Total €	2012 Total €
Purchase of tangible fixed assets	(42,498)	(4,928)

Directors' Report & Financial Statements

21. ANALYSIS OF CHANGES IN NET FUNDS

	1 January 2013 €	Cash flow €	Other non-cash changes €	31 December 2013 €
Cash at bank and on deposit:	1,423,188	(144,347)	-	1,278,841
Net funds	1,423,188	(144,347)	-	1,278,841

22. PENSION COMMITMENTS

The Company operates defined pension contribution schemes for its staff. The assets of the schemes are held separately from those of the Company in independently administered pension funds. Pension costs for the year ended 31 December 2013 amounted to €18,299 (2012: €15,427).

23. OPERATING LEASE COMMITMENTS

Expiry date:	Land and buildings	
	2013 €	2012 €
Between two and five years	24,600	24,600

Directors' Report & Financial Statements

24. COMPARATIVE FIGURES

Certain comparative figures have been restated where necessary to conform with current period presentation.

25. RELATED PARTY TRANSACTIONS

No related party transactions took place during the year ended 31 December 2013.

26. POST BALANCE SHEET EVENTS

There have been no significant events affecting the Company since the year end which, in the opinion of the Directors, require disclosure in the financial statements.

28. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the Board on 31 March 2014.

Directors' Report & Financial Statements



Our vision is that the highest standard of care is provided to people in Ireland who have asthma.



Empowering:

We are dedicated to empowering Ireland's 470,000 asthma sufferers to take control of their asthma, by providing them and their families with information, services and support.



Pioneering:

We are focused on representing the best interests of people with asthma and working to improve their health outcomes. We do this by driving change through supporting innovative research and advocating for universal access to best practice asthma care.



Expert:

We collaborate with Healthcare Professionals, Industry and Government to provide expert information on asthma and allergies, devise professional guidelines, and implement international best practice for asthma management



The Asthma Society of Ireland
Fighting asthma with every breath

Charity registration number CHY6100 (Ireland). Asthma Society of Ireland. 42/43 Amiens Street, Dublin 1, Ireland.