

# ANNUAL REPORT

2019



# 2019 IN NUMBERS

## 2,977

Number of one-to-one patient support nurse appointments on our **Asthma & COPD Adviceline**

## 540

Patients seen at our **Asthma in the Pharmacy Day Clinics**.

## 41%

of clinic attendees had experienced an asthma attack in the past year,

## 38%

and were referred to their own GP as they needed follow-up care



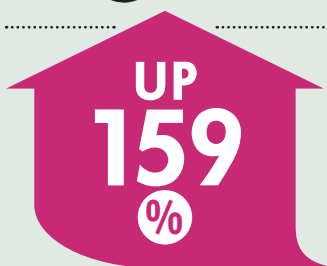
Visits to our website, **asthma.ie**

## 421k



Number of **Inhaler Technique** online refresher session views

## 21,131



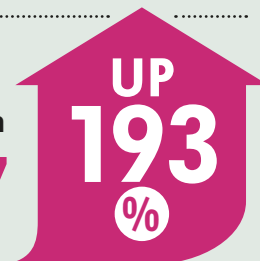
visits to our **5 Step Rule** page

## 6,621



Downloads of our **Asthma Action Plan**

## 4,857



Amount received from **public donations**



## €163,818

Potential reach of our **Asthma Awareness Week** activities

## 18,557,115





First-time calls to the  
**Asthma and COPD  
Adviceline**

**711** **UP 22%**

**4 Irish  
Healthcare  
Awards**

**1 PR  
award  
and one**

**commendation**  
received for our public awareness  
campaigns and research

**3,546**

Number of booklets/resources  
delivered to **Adviceline** callers

**20,976**

Number of **Asthma Action  
Plans** delivered, of which

**10,300**

were sent out during the month  
of May to coincide with **Asthma  
Awareness Week**

## CONTENTS

Message from Asthma Society Chairperson Allan Kearns	4
Message from Asthma Society CEO Sarah O'Connor	5
Why our work is so important	7
Performance Review 2019	8
A Golden Year for the Asthma Society!	10
Asthma Awareness Week	11
<b>Goal 1 Empowerment, Health Promotion and Public Engagement</b>	<b>18</b>
<b>Goal 2 Advocating for Change</b>	<b>27</b>
<b>Goal 3 Collaborating with Healthcare Professionals</b>	<b>37</b>
<b>Goal 4 Engaging with Young People</b>	<b>43</b>
<b>Fundraising and Finance Review</b>	<b>48</b>
<b>Our Good Governance</b>	<b>51</b>
<b>Our Finances</b>	<b>57</b>
Directors' report	57
Directors' responsibilities statement	69
Independent auditor's report	70
Statement of financial activities	73
Balance sheet	74
Statement of cash flows	75
Notes to the financial statements	76
<i>The following pages do not form part of the statutory financial statements:</i>	
<b>Appendix I – Statutory and Corporate Support</b>	<b>91</b>

## A MESSAGE FROM **DR ALLAN KEARNS** CHAIRPERSON OF THE ASTHMA SOCIETY



I am pleased to introduce the 2019 Annual Report of the Asthma Society of Ireland. This Report sets out how we deliver on our mission to save lives and improve the lives of people with asthma. We detail the broad range of activities undertaken by the Society, covering programmes across health promotion, awareness campaigns, research and advocacy.

The Asthma Society of Ireland is embarking on its fifth decade with the same essential purpose – to save lives and improve the lives of people with asthma. Over the course of 2019, the Asthma Society continued to heighten the impact of four of our core activities: evidence-based advocacy on behalf of asthma patients, the provision of health promotion services, delivery of awareness campaigns to provide up-to-date advice to patients in an accessible way, and the provision of timely research to improve everyone's understanding of the challenges facing asthma patients and their families. No one could have anticipated the scale of the impact of the COVID-19 pandemic in early 2020. However, the progress made over the course of 2019 and earlier years stood the charity in good stead as it worked hard to support respiratory patients at this vulnerable time.

We aim for the highest standards of governance, risk management, transparency and accountability. Our annual financial statements, appended to this annual report, are externally audited in line with all the applicable standards.

I warmly thank all those who volunteer, donate or otherwise support the Society. I extend my sympathies to all those that have suffered bereavements of loved ones as a result of their asthma. I am grateful to the members of the Board who give freely of their expertise and time throughout the year. I am thankful also to our CEO and Asthma Society team members for their continued work on delivering our vision of everyone with asthma living a full life, symptom free.

**Dr Allan Kearns**  
Chairperson

## A MESSAGE FROM **SARAH O'CONNOR** CEO OF THE ASTHMA SOCIETY



It is a strange thing to review a year in its entirety – newspapers do it well, they synthesise, assess and appraise. The rest of us aim for this kind of expert analysis and find ourselves lacking – we are living in and through our work as well as thinking about our work and being at a remove is a challenge.

We believe that our work in the Asthma Society in 2019 was considerable in quantity and quality as our programme assessments, outputs and impacts in this report identify and external organisations appear to have made a similar assessment.

The four Irish healthcare Awards, one PRCA award nomination and Best Public Awareness Campaign at the 2019 Public Sector Magazine's Awards felt surprising and yet earned to us as a team and we were incredibly proud of the work they recognised and the team who pulled together to make these programmes happen.

Our research publication, Easing the Economic Burden of Asthma, was what we considered to be a “once in ten year” endeavour and the work to change fundamentally the perception and treatment of asthma within our healthcare system will, we hope, stand out as a landmark from this year when we consider 2019 long into the future.

We will remember campaigns, events, and programmes – for their merit, yes – but also for who we met through them and this is where the personal blurs with the organisational.

I will never forget the quiet intensity of the parent I met at our Inaugural Walk for Asthma clutching a 5 Step Rule card and insisting that all parents and children need to know the steps. My enthusiastic discussion about our newer design for this card, improved to meet health literacy needs and be more child-friendly, faltered when I realised the pain accompanying this observation. This man had lost his child to asthma. There is no sentence that follows which can rectify that outcome or change that grief.

There are only the actions we choose to take every day as a charity. One of the seeds of our 2020-2025 strategy, launched in 2020, was sown in that moment. We as a team run programmes to end asthma deaths, to save lives, to transform quality of life for patients and carers, to make Ireland a safer place for people with respiratory conditions. As a small charity, we struggle to match our capacity to our ambition, so we worked hard in 2019 to review our work, to do better, to identify ways to improve and to future-proof our funding streams so that we can continue to achieve our goals.

Is it enough? It is never enough. But we do our best with the support of the team, our Board, healthcare professionals, our volunteers and the patients and donors who so very kindly assist us in our work.

Leading into 2020, and the unexpected development of coronavirus and its impact on our patients, we are more grateful than ever for this support.

**Sarah O'Connor**  
CEO



# 2019 KEY EVENTS

## #OwnOurAir

- Public awareness event on Pearse Street in Dublin
- Free FeNO testing in Genomics labs

## Asthma Awareness Week

### Walk for Asthma

### Asthma Roadshow

- Dublin, Cork, Galway and Donegal

## Hayfever campaign launch

## Easing the Economic Burden of Asthma launched

## Asthma Youth Champions launched

## Asthma Research Bursary awarded to Dr David Watchorn

## Operation Asthma launched



# WHY OUR WORK IS SO IMPORTANT

**2.4m**

The number of asthma GP consultations annually.

**€1,242**

The annual average cost of asthma per patient.

**1 in 5** 

Proportion of children who experience asthma at some stage in their life.

**1 in 10**

Proportion of children who currently have asthma.

**1 in 13**

Proportion of people in Ireland currently have asthma.

**66%**

Percentage of asthma deaths that are preventable.

**five**

Average number of school days missed every year due to asthma.



**ASTHMA IN IRELAND**

**2<sup>nd</sup>**

Ireland had the second highest rate of asthma hospital discharges in Western Europe in 2016.

**seven**

Average number of work days missed every year due to asthma.

**890,000**

The number of people in Ireland who experience asthma at some stage of their life.

**14** 

Compared to 14 other European countries: Ireland had the highest death rate from asthma in 2015.

**Four minutes** 

How often someone in Ireland visits an Emergency Department with asthma.

**one every seven days**

The frequency that people are dying as a result of their asthma.

**40,593**

The number of children registered under the Asthma Cycle of Care programme.

**€472million**

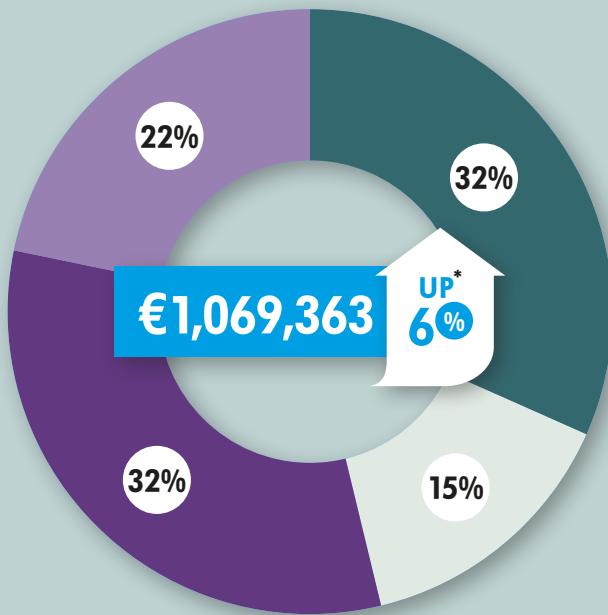
The amount asthma costs the state per annum.

**8,000**

The number of asthma admissions to hospital every year.

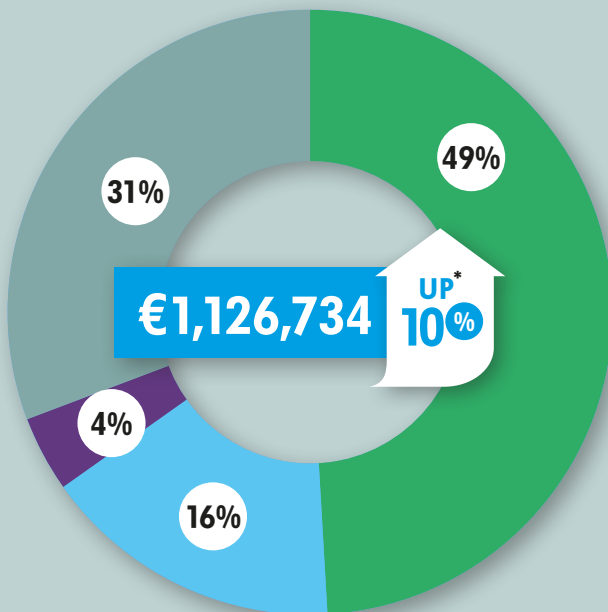
# PERFORMANCE REVIEW 2019

The following charts outline the sources of the Society's 2019 income (€1,124,158) and the activities undertaken to raise funds. Also provided is a breakdown of where the funds were utilised and an analysis of the Charitable Activities and Programme Support Costs across the Society's activity areas.



## GROSS INCOME

- HSE and Statutory Funding
- Community Fundraising/ Donations/ Membership/ Other Income
- Superdraw Receipts
- Corporate Sponsorship and Charitable Trust Income



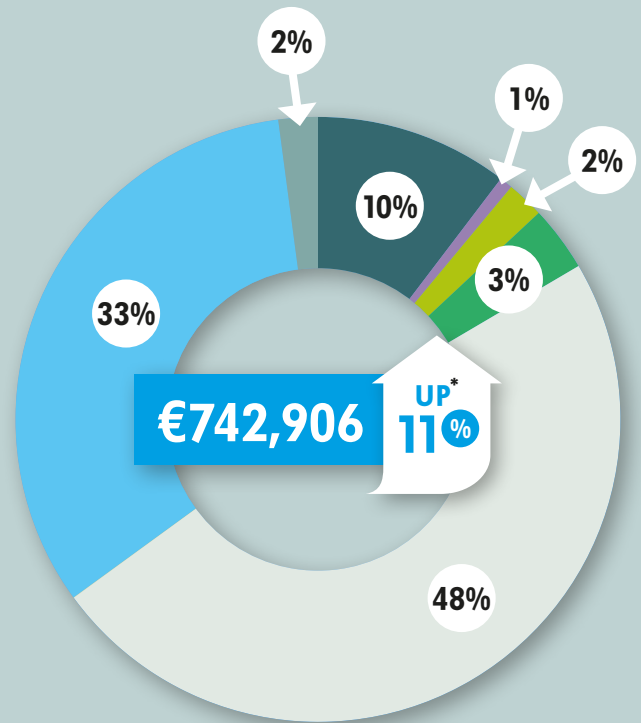
## WHERE THE MONEY WAS SPENT

- Charitable Activities
- Programme support costs
- Governance costs
- Costs of Raising Funds

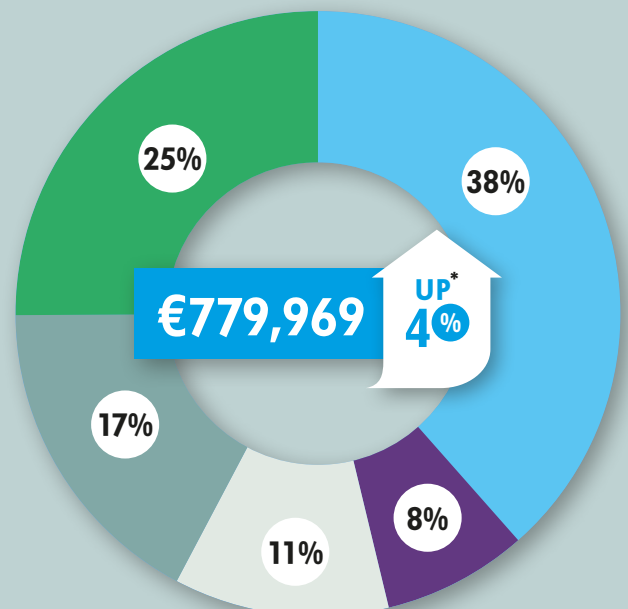
\* Comparison to 2018 figures



## HOW WE RAISE FUNDING



## ANALYSIS OF EXPENDITURE



\* Comparison to 2018 figures

# A GOLDEN YEAR FOR THE ASTHMA SOCIETY!

**IRISH  
HEALTHCARE  
AWARDS  
2019**



At the prestigious Irish Healthcare Awards in November 2019, the Asthma Society were winners in all four categories we were nominated in:

**PATIENT EDUCATION  
PROJECT OF THE YEAR  
NON-PHARMACEUTICAL**

**Hayfever  
Campaign**

**PATIENT ORGANISATION  
PROJECT OF THE YEAR**

**Easing the Economic  
Burden of Asthma**

**BEST USE OF  
SOCIAL MEDIA**

**Inaugural Asthma  
Awareness Week  
2019**

**PHARMACEUTICAL  
SOCIAL COMMITMENT  
PROJECT OF THE YEAR**

**Inaugural Asthma  
Awareness Week  
2019**

The awards stand as recognition of the hard and worthwhile work put in by our small team and our ongoing dedication to improving the lives of people with asthma. CEO, Sarah O'Connor, and Communications Officer, Pauric Keegan, represented the Asthma Society at the ceremony.

The Asthma Society also won the Best Public Awareness Campaign at the 2019 Public Sector Magazine Excellence in Business Awards and received a commendation at the Public Relations Institute of Ireland (PRII) Awards for Excellence in PR 2019.









# ASTHMA AWARENESS WEEK 2019

World Asthma Day is a global day of awareness marked at the beginning of May every year. The Asthma Society decided we wanted to go bigger in 2019 and extended our activities across a full week, creating our first Asthma Awareness Week with activities nationwide from 4 to 10 May 2019. It was an ambitious campaign run on a tight budget by a small dedicated team, and kindly supported by GSK and Boots Ireland.

## WHAT WAS ASTHMA AWARENESS WEEK 2019 ALL ABOUT?

Our key objectives for the week were to encourage more people to take control of their asthma and to provide them with the supports to do so. We know that more people taking control of their asthma will increase the number of patients living happier and healthier lives and also reduce the risk of suffering a fatal asthma attack. Our campaign showed the potentially serious (and fatal) impact of uncontrolled asthma while reminding patients and their families of all the easily-accessible, free supports and resources available to help them to fundamentally transform their asthma management control. The key to managing your asthma is getting an Asthma Action Plan and filling it out with your healthcare professional – the Asthma Society can support you every step of the way.

## ASTHMA AWARENESS WEEK ACTIVITIES

Across Asthma Awareness Week, we launched inaugural flagship events, including our Walk for Asthma and our Asthma Roadshow. We also met with Minister for Health, Simon Harris, to emphasise the importance of asthma management and lobby for the long needed large-scale healthcare reform to introduce universal self-management supports among asthma patients.



**Best Use of  
Social Media**



**Pharmaceutical Social  
Commitment Project of the Year**



## WALK FOR ASTHMA

The Asthma Society's first Walk for Asthma, which was attended by over 300 people, took place on Saturday 4 May in Marlay Park in Dublin. We held the walk to commemorate all those who have died from asthma, to highlight that 72 people had died in 2016 (the most recent figures available), to encourage people to properly manage their asthma and to highlight the importance of exercise in asthma management.

We also offered an opportunity for those with asthma attending the walk to discuss their asthma with a respiratory specialist nurse: 17 asthma consultations were held on the day and 515 Asthma Action Plans were distributed.





# ASTHMA ROADSHOW

The Asthma Society's first Asthma Roadshow spanned the country, travelling from its first stop in Marlay Park (in conjunction with the Walk for Asthma) to Mahon Point Shopping Centre in Cork, to Eyre Square Shopping Centre in Galway and, finally, to Letterkenny Retail Park in Donegal, offering free asthma consultations with specialist respiratory nurses and a chance to meet our Asthma Society team. We also held interactive games for children to encourage them to speak about, better understand and accept their asthma.



In total, 22 nurse consultations were held across the three stops. We issued information packs, listened to patients and healthcare professionals about their experience of asthma and made follow-up Adviceline appointments for the people we met.

We also used the opportunity of the Asthma Roadshow to pop in and chat with local radio stations in the area. We are grateful to Cork's 96FM, Galway Bay FM, iradio and Highland Radio for having us!

# ASTHMA MANAGEMENT SURVEY

We wanted all of our activities across Asthma Awareness Week to be shaped by patients' experiences so we set out to hear from asthma patients across the country about how they manage their disease.

We launched an asthma management survey in April, which asked people with asthma to share their understanding about asthma management and was completed by 1,081 respondents. The results were released during Asthma Awareness Week through a press release and online infographics, allowing us to dispel some of the myths surrounding asthma management.

- Two out of three people with asthma do not have an Asthma Action Plan
- 69% people with asthma would not know the 5 Step Rule to manage an asthma attack
- One in five people with asthma would not know the six most common symptoms of an asthma attack





## ASTHMA PATIENTS MEET MINISTER FOR HEALTH, SIMON HARRIS

The results of the asthma management survey were launched at an asthma information session in the National Science Gallery on World Asthma Day.



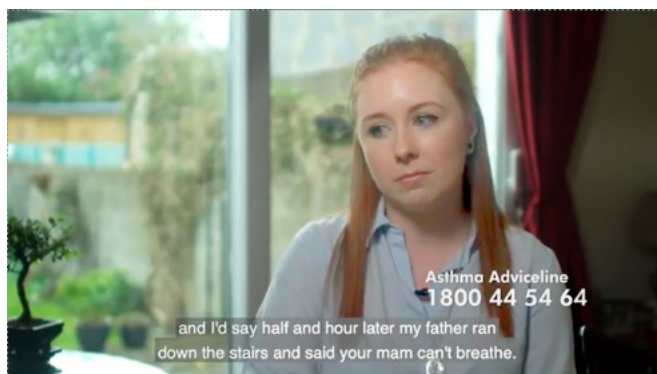
Minister for Health, Simon Harris, was in attendance and people with asthma had the opportunity to share with him their experiences of having asthma and the burden it can be in their lives. Ciara Kelly, whose mother died following an asthma attack the previous year, described the impact of her loss on her family. The Asthma Society's CEO, Sarah O'Connor, and Medical Advisory Group member, Johanna O'Callaghan, outlined to the Minister what needed to change to eliminate asthma deaths and improve asthma management.

The event was covered by Virgin Media News and NewsTalk on the day.



# PERSONAL STORIES OF ASTHMA CONTROL

The Asthma Society invited two asthma patients to share their asthma management stories publicly during Asthma Awareness Week.



**Ciara Kelly from Walkinstown in Dublin**, sadly lost her mother to an asthma attack in 2018. Emer Kelly was only 47 years old when she died. Ciara wished that people would take asthma more seriously and not think of it as “just a wheeze”. She strongly believes that all people with asthma should have a personalised Asthma Action Plan, to prevent asthma deaths.



**Michael McDonagh from Galway**, lived a poor quality of life due to his uncontrolled asthma. Upon getting an Asthma Action Plan in place, Michael feels like a new man. He is now running marathons, competing in triathlons and doing activities with his two children, all of which seemed impossible before.

We filmed Michael and Ciara's striking insights into the value and impact of asthma management and how easily asthma control can be achieved. Their videos have been viewed over 45,000 times. You can watch Michael's and Ciara's video on the Asthma Society YouTube channel.



# WHAT DIFFERENCE DID THE CAMPAIGN MAKE TO PEOPLE'S ASTHMA MANAGEMENT AND AWARENESS?

47%

increase in calls to our specialist nurse **Asthma & COPD Adviceline** service.

Over

people attended the **Walk for Asthma**

300

8,000

**Tops Tips** leaflets were circulated

45%

increase in page visits to **asthma.ie** during **Asthma Awareness Week** compared to the month prior, (40,263 visits in total)

8,980

**Asthma Action Plans** were disseminated during Asthma Awareness Week with 1,118 Asthma Action Plans, a 440% increase from the same period in 2018, downloaded from **asthma.ie**

8,000

**Asthma Attack cards** circulated

Over

1/2 Million

reached with our social media campaign during **Asthma Awareness Week**

10

2019's **Asthma Awareness Week** campaign included 10 TV spots compared to 2018's one TV spot



Awareness Week Six One News Piece on Asthma Deaths



Asthma Ambassador Cróna Tansey and Dr. Dermot Nolan Speaking on Ireland AM

## GOAL 1

# EMPOWERMENT, HEALTH PROMOTION AND PUBLIC ENGAGEMENT

At the Asthma Society of Ireland we are dedicated to empowering people with asthma to manage their condition and improve their quality of life. Providing expert advice and information is key to helping our members understand their asthma and prevent possible attacks.

Asthma is extremely prevalent in Ireland and many people don't realise the high risk of asthma attacks and, consequently, of asthma deaths. We aim to highlight the importance of asthma patients managing their condition to avoid triggers and learning how to cope when they do experience an asthma attack. By engaging with the public, we hope to make the wider community aware of how they can support someone with asthma. We do this through providing the following services and resources and by running campaigns:

- Asthma & COPD Adviceline
- Asthma in the Pharmacy clinics
- Socially Excluded Community Outreach Programmes
- Sláintecare – Beating Breathlessness
- Health Promotion Events
- Public Engagement Activity
  - Be Winter Ready Campaign
  - Hayfever Campaign
  - Operation Asthma
  - 12 Triggers of Christmas

Our Asthma & COPD Adviceline handled **2,977 calls in 2019.**





**COPD**  
Support Ireland  
[www.copd.ie](http://www.copd.ie)



## ASTHMA & COPD ADVICELINE

The Asthma and COPD Adviceline is a collaboration between the Asthma Society, COPD Support Ireland and the HSE. Improving the quality of life and health outcomes of asthma and COPD patients is a major focus for the Asthma Society and this service is our flagship programme designed to achieve this.

Our Adviceline service falls squarely within the remit of “the right care, in the right place, at the right time”, the aim of Slaintecare, the Irish Government’s new programme to transform our health and social care services. Reducing GP and emergency rooms visits is our target, a consequence of our empowering approach which encourages people to seize control of their asthma or COPD.

The Adviceline is a call back service, free of charge and is staffed by respiratory nurse specialists.

This service is available to people with asthma and/or COPD, their family and carers. Our nurses provide callers with personalized information, advice and recommendations on topics such as self-management, medication, inhaler technique, allergic rhinitis, pregnancy, smoking cessation and physical activity.

In 2019, our Adviceline was re-assessed and re-accredited by the Helplines Partnership, an important internationally-recognised quality standard, which accredits best practice in helpline work.

In 2020, the Asthma Society will focus on a call growth strategy to ensure that more patients utilise the Asthma and COPD Adviceline service.

**ASTHMA ADVICELINE**

**1800 44 54 64**

**COPD ADVICELINE**

**1800 83 21 46**

## RESULTS

2,977

Adviceline nurse appointments were recorded during 2019.

94%

of Adviceline callers were satisfied with the level of information provided by our nurse about their asthma and/or COPD.

91%

of callers were satisfied with the ability of the nurse to answer their questions.

97%

were satisfied with the empathy and understanding of the Adviceline nurse.

94%

had clarity on what their next steps were in relation to managing their asthma or managing the asthma of the person they were calling for.

## WHAT DIFFERENCE DID WE MAKE?



"The nurse on the Adviceline rings me every three months and I can update her on my condition - I get advice which has made me more confident. I can get help when I need it which has been great for me and I couldn't do without it."

"I used to deal with each "crisis" alone. The nurse got me on track with preventive measures plus how to cope during any crisis - I had the flu in January and the nurse was an amazing support to me, making sure I was looking after myself COPD wise. I could not have coped without her knowledge and advice".

"My nurse has been great and really supportive throughout this process. I have been quite stressed about it but she has really helped to make me calmer and more logical about the situation. She has definitely helped to alleviate my fears and I couldn't recommend her highly enough".

"I was well supported and I feel very confident in the advice I have been given. It is truly an excellent service".

"It was brilliant. I felt motivated with additional knowledge and clarity".

"Very positive experience - cannot recommend this service highly enough. I have referred others, The nurse gave me great clarity and time".

# ASTHMA IN THE PHARMACY CLINICS



Our 'Asthma in the Pharmacy' programme allows patients or their carers to meet an Asthma Society Respiratory nurse for a private consultation at their local pharmacy. This is a free service for patients attending a clinic. Each patient is allocated an appointment time and a consultation usually lasts an average of 30 minutes.

With the guidance of the nurse, they can learn more about their asthma symptom control and how to improve it. The patient can also have their inhaler technique checked and ask any questions they may have regarding their medication and asthma management.

With a better understanding of their asthma, patients feel empowered and can better liaise with their doctor in managing their condition. Patients can also receive information on any topic relating to their asthma, which might include allergies, peak flow monitoring and smoking cessation.

Several Paediatric Asthma in the Pharmacy clinics occurred in 2019 throughout the country. These are hugely successful and are always fully booked. The feedback from the parents of the children, the paediatric nurse and the pharmacy staff was extremely positive.

The 'Asthma in the Pharmacy' programme has been kindly sponsored by GlaxoSmithKline (GSK). In 2019, the Asthma Society undertook appraisal of the programme, its processes and costs and its ultimate impact and a continuous improvement programme will be implemented in 2020. These changes will include roll-out of ongoing patient real-time feedback, a de-brief with pharmacists, a more efficient booking process – all in 2020 - and a possible re-brand of the programme in 2021 .

In 2019, a total of **94** Asthma in the Pharmacy days were held around the country.

**540** patients seen at Asthma in the Pharmacy Clinics in 2019

## RESULTS

**330** people referred to their healthcare professional

**41%**

of clinic attendees had experienced an asthma attack in the previous 12 months.

**72%**

of clinic attendees discussed an Asthma Action Plan with the Asthma Society nurse.

**84%**

of clinic attendees discussed controller vs reliever medication, compliance with medication and inhaler technique with the Asthma Society nurse.

## WHAT DIFFERENCE DID WE MAKE?



"We were delighted to have the nurse specialist with us. She was very pleasant to deal with and the feedback from our patients who were seen by the nurse was very positive. Thank you for a very professional service" **Dublin pharmacy**

"Another very successful day. All our patients were delighted with the advice they received. We will be booking another day next year for sure" **Cork pharmacy**

# SOCIALLY EXCLUDED COMMUNITY OUTREACH PROGRAMMES

## RESULTS

**2** focus group sessions were held

**12** members of the Traveller community attended

**14** members of Roma community and people seeking international assistance attended.

Asthma is especially prevalent within the Traveller community and Roma population. The Asthma Society, in collaboration with Pavee Point and the HSE Social Inclusion Office in the South East, has had a long-standing programme to work with communities facing social exclusion and health literacy challenges.

To best direct the work in the future, the Asthma Society held focus groups in 2019 with both communities to discuss how asthma can affect marginalised groups in society and how healthcare supports can be shaped and improved to support Traveller and Roma patients and communities to manage their asthma. Participants in the focus groups also included people seeking international assistance, to assess how the resources can meet their needs.

We looked at issues such as access to services, healthcare needs, levels of knowledge about asthma and asthma management and the role of the Asthma Society, the HSE and community health workers in supporting better health outcomes.

*Arising from these focus groups, the Asthma Society is developing culturally appropriate information resources and videos for patients from the Traveller and Roma communities and also for people seeking international assistance, which will include a number of translations of materials.*

## SLÁINTECARE – BEATING BREATHLESSNESS

The Asthma Society was delighted to be one of the 122 organisations awarded funding as part of the Sláintecare Integration Fund in 2019. Sláintecare is a ten-year, Government-funded programme that will transform Ireland's health and social care services.

The Asthma Society intends to be at the forefront of this transformation and to that end, a huge amount of thought went into our application. The end result is that 2020 will see the launch of Beating Breathlessness, a two-pronged, exciting and innovative approach to asthma management:

**Sláintecare.**  
Right Care.Right Place.Right Time.

Beating Breathlessness nurse-led WhatsApp chat service – This will be a game-changing programme for people in Ireland with asthma. Intended as a sister service to our existing Asthma & COPD Adviceline, this initiative will provide people with a text service to ask an experienced respiratory nurse any and all asthma-related questions. It will allow people to receive personalised, totally free asthma advice at their convenience. It will also allow the Asthma Society to progress their growth strategy by supporting a vast cohort of patients who up to now may have struggled to have their asthma questions addressed.

Beating Breathlessness self-management programme – a six week self-management support programme delivered via text and 'prescribed' to those who need it most. This project will serve as a practical means of delivering on our long-standing position: good asthma self-management is within people's grasp, and can be embedded right into their daily lives.

The Sláintecare Integration Fund is intended to span at least four years and the Asthma Society commenced preparation and work in late 2019 on both aspects of the programme, which are due to launch in 2020.



# HEALTH PROMOTION EVENTS

In 2019, the Asthma Society supported healthcare professionals and patients by attending and promoting events, providing information stands to distribute information leaflets and increase awareness regarding available resources.

The aim was also to highlight and promote services to healthcare professionals, students and other members of the public – when at these events, the staff of the Asthma Society try to deliver an impactful healthcare intervention to help the patient or their family member to truly learn more about their condition.



We had information stands at the following events/locations:

- Zeminar
- Irish Thoracic Society Scientific Meeting
- IPNA Awards
- Tallaght Health Fair
- Over 50's Expo
- Ideal Homes Exhibition
- Dundalk IT Health Fair
- St. Vincent's Health Fair





# PUBLIC ENGAGEMENT

Our 2019 public campaigns and events provided many opportunities for us to engage with the public directly and advise them on best practice for identifying and managing asthma symptoms. Our goal was to highlight the difficulties faced by people with asthma, to encourage greater support and understanding in homes, workplaces and in the local community.

**THIS INCLUDED THE FOLLOWING:**

**WINTER WELLNESS CAMPAIGN**

**OPERATION ASTHMA**

**12 TRIGGERS OF CHRISTMAS**

**OUR HAYFEVER CAMPAIGN**

## WINTER WELLNESS CAMPAIGN

Many people with asthma find the winter months particularly difficult. The cold weather along with the flu season present two very common asthma triggers.



In January 2019, the Asthma Society of Ireland teamed up with COPD Ireland and GSK to launch a joint Winter Wellness campaign. The campaign aimed to remind people with respiratory conditions to keep safe and manage their conditions during the winter months.

We created two videos, one with an asthma patient speaking and one with a COPD patient speaking, to highlight the dangers of the winter months to people with respiratory diseases. The Asthma Society, GSK and

COPD Ireland promoted the videos on social media to ensure the patients' stories and messages were heard. They were also featured in print, online and broadcast media.

## RESULTS

Asthma patient video watched over **100k** times

# OPERATION ASTHMA

The Asthma Society launched its Operation Asthma campaign on the first day of 2019 – New Year’s Day. The campaign, which ran across our social media channels until Valentine’s Day, provided participants with daily hints and tips on how to get in control of their asthma to allow them to live a better quality of life.

The campaign included daily affirmations, advice from healthcare professionals and people with asthma, infographics, videos and visuals – all designed to help people better understand and control their asthma, which can be a fatal condition if not managed properly.

Specifically the campaign looked at:



- Exercise and diet and their effects on asthma
- Quitting smoking and its positive impact on asthma
- Getting support to manage asthma (Asthma Society services and healthcare resources)
- Knowing your asthma
- Working with healthcare professionals to better control asthma
- Asthma triggers
- Adherence to asthma medication
- Putting an Asthma Action Plan in place



## 12 TRIGGERS OF CHRISTMAS

During the Christmas season, with the excitement of festive gatherings, people with asthma often forget about the many asthma triggers and dangers that the holiday presents, such as dusty Christmas decorations, Christmas trees, open fires, and scented candles.

In December 2019, the Asthma Society launched its annual 12 Triggers of Christmas campaign on social media to ensure people with asthma avoided things that could make their asthma flare up and instead help them to enjoy every moment of the holiday season. The campaign reminded people to take their asthma medication as prescribed and to ensure they were stocked up on asthma medication as pharmacies close during Christmas.

We also developed a 12 Triggers of Christmas leaflet that was sent out to patients in our Adviceline packs during December.

# OUR HAYFEVER CAMPAIGN

Hayfever affects one in five people in Ireland, bringing with it irritating symptoms such as itchy eyes, runny nose and headaches. For the 80% of people with asthma who also live with hayfever, it can be more serious - potentially leading to a flare-up of their asthma symptoms and, in some cases, causing an asthma attack.



**Patient Education  
Project of the Year  
Non-Pharmaceutical**

In May 2019, the Asthma Society launched our award-winning hayfever campaign to warn the 312,000 people who have both hayfever and asthma of the dangers of uncontrolled hayfever to people with asthma.

To do this, we launched our pollen tracker on asthma.ie to keep people with hayfever informed of the pollen levels across the four provinces of Ireland each day, and also giving them a prediction of the pollen levels for the next day.

Throughout May, June, July and August, we sent pollen level updates and warnings to key media outlets and posted daily updates of pollen levels on our social media channels to ensure people knew exactly when they needed to take precautions for their hayfever. We also promoted our Top Tips for Surviving Hayfever Season resource, and created an animated hayfever symptoms video and hosted it on asthma.ie and on all the Asthma Society's social media channels. Our hayfever campaign is kindly supported by Dyson.

## RESULTS

Potential reach of campaign

28,625,225

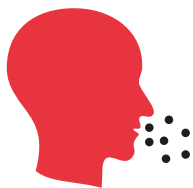
Social media reach

343,487

Visits to Pollen Tracker

on asthma.ie during campaign

40,128



**Sneezing**



**Impaired sense  
of smell**



**Itchy, blocked  
or runny nose**



**A loss of  
concentration  
and generally  
feeling unwell**



**Itchy throat, inner  
ear or mouth**



**Headaches**



**Red, itchy or  
watery eyes**

**TYPICAL ALLERGY  
SYMPTOMS ARE...**



## GOAL 2

# ADVOCATING FOR CHANGE

The Asthma Society of Ireland's aim is to ensure the voices, needs and concerns of people with asthma and COPD are heard by healthcare professionals and decision-makers, while also campaigning for progressive policies to make their homes, communities, schools and workplaces less harmful to their health.

We do this by listening to our members to learn more about the challenges they encounter and the changes that would improve their daily lives. Armed with this knowledge, we publish policy papers and run advocacy campaigns to highlight these issues. Further to this, we lobby politicians and officials in relevant government departments to secure improved services and supports for people with asthma.

Our work in advocacy in 2019 included:

- Asthma Deaths Advocacy
- Easing the Economic Burden of Asthma
- Clean Air
- Political Engagement
- Building Collaboration and Impact in Healthcare Policy

# ASTHMA DEATHS ADVOCACY

In March 2019, the Asthma Society met with Minister for Health, Simon Harris to highlight the urgent need for action to improve the number of people dying as a result of their asthma in Ireland. The Asthma Society CEO, Sarah O'Connor, Dr. Dermot Nolan, Ciara Kelly (Asthma Ambassador and daughter of Emer Kelly who sadly died as a result of her asthma) and Dr. Tim McDonnell (then Clinical Lead for Asthma and COPD) met with the Minister to discuss the solutions needed for this issue.

Throughout 2019, the Advocacy Team continued to follow up on this meeting to push for additional supports – we believe that future funding and healthcare provision improvements like the Chronic Disease Management Programme and the Sláintecare Implementation Fund partly stem from this key meeting.

Throughout 2019, the Asthma Society worked closely on a key awareness initiative aiming to reduce asthma deaths by highlighting one key factor in asthma deaths, according to international research – reliever inhaler over-reliance. The Asthma Society has been working with HmR Ireland to research reliever over-reliance in key age and geographical cohorts in Ireland. The Asthma Society will launch a SafetyCare Awareness Campaign in early 2020, based on this research.

*The SafetyCare campaign is kindly sponsored by AstraZeneca.*

**ASTHMA SAFETYCARE**  
asthma.ie

USING **12+**  
**RELIEVER INHALERS**  
A YEAR PUTS YOU AT  
HIGHER RISK OF AN  
**ASTHMA RELATED DEATH**

USING **3+**  
**RELIEVER INHALERS**  
A YEAR, PUTS YOU AT  
HIGHER RISK OF AN  
**ASTHMA EXACERBATION**

**ASTHMA SAFETYCARE**  
asthma.ie

**ASTHMA SOCIETY OF IRELAND**

**WITHIN 5 YEARS OF DIAGNOSIS, ONE IN TWO WILL HAVE BECOME OVER-RELIANT ON THEIR RELIEVER INHALER.**

HmR Ireland SafetyCare Research 2019

Kindly supported by AstraZeneca

**ASTHMA ADVICELINE**  
**1800 44 54 64**



# EASING THE ECONOMIC BURDEN OF ASTHMA

On Tuesday, June 18, the Asthma Society of Ireland launched new research, *Easing the Economic Burden of Asthma*, setting out for the first time a comprehensive evaluation of the economic cost to the State and presenting estimated cost savings that could be achieved by introducing a universal self-management programme.



While data is available to calculate estimates on the direct and indirect cost of asthma to the State, prevalence and mortality data are inconsistent and outdated. New market research was conducted as part of this study to address this data gap, which suggests that 890,000 people will have asthma over their lifetime and 380,000 people currently have asthma in Ireland. Alarming, Eurostat figures show that Ireland had the poorest asthma mortality outcome across 14 European countries in 2015 at 74 asthma deaths\* and one of the highest asthma hospitalisation rates in 2016.

The report estimated the total cost to the State of asthma healthcare in 2017 at €472 million. This equates to a cost of €1,242 per person with asthma. The report found that the State could achieve direct cost savings of up to €68 million a year and indirect cost savings of up to €102 million a year if it introduced universal asthma self-management programmes for all patients – a suite of interventions that has peer-reviewed evidence of benefit in driving down the need for asthma patients to seek out urgent care for a dangerously uncontrolled disease. Most importantly, two thirds of asthma deaths and 50% of hospitalisations could be avoided.

The report marked an important research moment for the organisation, providing a comprehensive insight into the challenges inherent in current asthma healthcare in Ireland. Its findings will act as a fundamental pillar of the organisation's research and advocacy agenda in the coming years.

\*The most recent figures at the time of publication.



**Patient  
Organisation  
Project  
of the Year**



## LEINSTER HOUSE BRIEFING

On 18 June, the Asthma Society launched our *Easing the Economic Burden of Asthma* report to Oireachtas members, including Minister for Health, Simon Harris, and policy advisors in the AV Room in Leinster House.

Our Medical Director, Marcus Butler, spoke on asthma disease management in Ireland and on good practice opportunities that should be considered by the Minister and CEO, Sarah O'Connor, presented on the report findings. Three of our asthma ambassadors,

Clara Meehan, Rebecca Holihan and Agnieszka Foley spoke at the presentation and told their own asthma stories. Engagement from Oireachtas members was positive with many using the report findings to raise questions with the Minister for Health in the following weeks.



Key respiratory clinicians, health policy decision-makers and health spokespersons have commended the Asthma Society on quality and value of this research, and this has fed into asthma being taken more seriously as a healthcare challenge requiring urgent attention.



**890,000** **1 in 13**

The number of people in Ireland who experience asthma at some stage of their life.

Proportion of people in Ireland currently have asthma.

**66%** Percentage of asthma deaths that are preventable.

**€472million** The amount asthma costs the state per annum.



## RESULTS

### - WHAT DIFFERENCE DID WE MAKE?

**18,556,304**

Total Potential reach of the media campaign (Meltwater Media Monitoring)

Asthma Society CEO, Sarah O'Connor, & Medical Director, Marcus Butler,

presented to members of the Oireachtas in Leinster House on the findings of the report. Three patient ambassadors also attended the presentation and told their emotional stories of struggling with asthma.

18 year old Asthma ambassador Rebeca Houlihan

spoke on Morning Ireland about her own struggles with asthma as a young person on the morning the findings of the report were released. Asthma Society CEO, Sarah O'Connor, also spoke on the findings of the report in this radio piece.

The Asthma Society secured NewsTalk's Syndicated News

which meant the report findings were mentioned on multiple radio stations all around the country.

Asthma Society CEO, Sarah O'Connor,

spoke on RTE's Six One News on the day of the release about the report findings.





## CLEAN AIR

Air quality was recently described by the World Health Organisation (WHO) as the world's largest single environmental health risk, and Ireland is no exception to this problem.

The Environmental Protection Agency (EPA) estimates that 1,180 people died prematurely in 2018 due to outdoor air pollution. Pollutants in the air can be attributed to a number of health conditions including cardiovascular disease, stroke and the exacerbation or development of asthma.

In response to this global threat to health, the Asthma Society launched our #OwnOurAir Clean Air campaign in July 2019.



## #OWNOURAIR CLEAN AIR CAMPAIGN

The Asthma Society's #OwnOurAir campaign champions the following changes to tackle air pollution at government level:

- Implementing a nationwide ban on burning smoky coal
- Reducing transport emissions by moving towards more beneficial modes like walking, cycling public transport and, additionally, making public transport cleaner in respect to air quality
- Creating smoke-free environments
- Reducing emissions from industrial, agricultural and shipping sources
- Reducing solid fuel dependence for home heating
- Investing in green infrastructure planning and low emission solutions across transport, housing and energy sectors

# #OWNOURAIR CAMPAIGN

## LAUNCH: AWARENESS

Asthma Society staff took to the streets on Friday, 12 July to launch the #OwnOurAir Clean Air campaign and raise awareness of the effect of air pollution on people's health. Pearse Street was chosen for the destination of the launch as a recent report released by the EPA, which assessed nitrogen dioxide (NO<sub>2</sub>) levels across Dublin, revealed its NO<sub>2</sub> levels to be the highest in the city.



As part of our Pearse Street event, we also provided free FeNo and Peak Flow testing for people with asthma in pop-up labs on the Street and asthma consultations with a nurse were offered to all Asthma Society members. Each person who attended was given a free Asthma Kit, including asthma management materials for people to educate themselves on managing their condition, an information leaflet on clean air, and a free Peak Flow Meter for them to continue to monitor their lung function.

161 people took part in an Asthma Society survey on air pollution during our Pearse Street event and online, with some striking results.

### The survey found that:

# 81%

of respondents believed that Dublin had a problem with air pollution.

# 38%

of respondents were surprised that Pearse Street had recently breached the EU limits for nitrogen dioxide, according to the EPA.

# 93%

of respondents said that they were aware that air pollution could be a trigger for asthma and other respiratory conditions.

## RESULTS

All available consultation slots with our nurses were filled on the day

The places for the free testings were extremely sought after and were held throughout the day

Feedback was very positive from all who attended the free testings /clinic

## POLITICAL ENGAGEMENT

We also carried out lobbying at international, national and local level throughout 2019 on air pollution and asthma. Our CEO Sarah O'Connor wrote to all European Parliament candidates inviting them to support the Asthma Society's clean air initiatives and share our Clean Air Pledge on their social media accounts prior to the elections in May 2019.

We held a presentation on our #OwnOurAir campaign in the AV Room in Leinster House at the invitation of Fianna Fáil spokesperson Timmy Dooley and the Clean Air Alliance. On 25 September, World Lung Day, the Asthma Society took the opportunity to send a letter to all Oireachtas members again calling for the nationwide smoky coal ban and the publication of a Clean Air Strategy. Our call to action received national media attention and prompted the issues to be raised in Dáil debates throughout the following months.

As part of our World Lung Day clean air advocacy, we also held a meeting with Department of Climate Action, Communications and the Environment officials on the need for a nationwide prohibition of smoky coal and the publication of the long-awaited national Clean Air Strategy. We presented on the #OwnOurAir campaign to County Council staff in March 2019.

Throughout the summer and autumn of 2019, we reached out to county councillors around the country who issued motions calling their fellow councillors to support a nationwide smoky coal ban and for a Clean Air Strategy. Many of the councillors wrote directly to the Minister for Climate Action, Communications and the Environment Richard Bruton informing him of their support for these measures and issued press releases to local press and broadcast media.

## FACTS ABOUT AIR QUALITY

**1,510**  
DEATHS  
EACH YEAR

**FACT:** Air pollution is considered to be the number one environmental cause of premature death in the EU and in Ireland alone, poor air quality is responsible for 1,510 deaths each year.

Source: European Environment Agency

**-2** YEARS  
OF LIFE

**FACT:** The average person living in Europe loses two years of their life to the health effects of breathing polluted air.

Source: European Heart Journal

**1/3** OF STROKE,  
LUNG  
CANCER  
& HEART  
DISEASE  
DEATHS

**FACT:** One third of deaths from stroke, lung cancer and heart disease are due to air pollution.

Source: WHO Assessment of Air Pollution

**800k**  
PREMATURE DEATHS  
EVERY YEAR

**FACT:** About 800,000 people die prematurely in Europe per year due to air pollution, roughly 17% of the 5 million deaths in Europe annually.

Source: European Heart Journal

**91%**  
LIVE WITH EXCESSIVE  
AIR POLLUTION

**FACT:** Up to 91% of the global population is believed to live in areas where air pollution exceeds the WHO Air Quality Guidelines.

Source: WHO



# BUILDING COLLABORATION AND IMPACT IN HEALTHCARE POLICY

## NIECE CONFERENCE

On 16 October, our CEO, Sarah O'Connor, spoke at the Environmental Protection Agency's annual NIECE conference in Kilkenny about our #OwnOurAir Campaign. The event also provided an opportunity for outreach to organisations, academics and government officials working on the public health-air pollution axis.



## UN CLEAN AIR POLLUTION AND HEALTH MASTERCLASS

In November 2019, a member of the advocacy team attended a masterclass held by the UN in Warsaw, Poland. The course focused on the effects of air pollution on health and had speakers with health and scientific expertise from across Europe. The event provided invaluable insight into the extent of the effect of air pollution on health and different ways of tackling issues from an advocacy perspective.

## EUROPEAN RESPIRATORY SUMMIT / GLOBAL RESPIRATORY SUMMIT

Attending the 2019 European Respiratory Summit conference in Madrid in late September/early October, Asthma Society CEO, Sarah O'Connor, presented to the patient delegates the findings of the Easing the Economic Burden of Asthma and made the case for the adoption of a universal self-management asthma programme, presented a poster on the results to healthcare professionals, and engaged with patient representatives from across the world to improve our international collaboration.



## NATIONAL CLINICAL PROGRAMME

The Asthma Society continued to represent patients at the HSE's National Clinical Programme level. In 2019, the Clinical Programme for Asthma and the Clinical Programme for COPD were merged, to allow more improved collaboration across policy, healthcare professionals and across patient organisations. The Asthma Society continued to participate in the Working Group of the Clinical Programme, highlighting aspects of asthma management and care that need to be changed and adapted, and identifying patient safety concerns which can be effectively raised through this platform.

In 2019, the Asthma Society particularly flagged the need for improved self management supports, research into asthma deaths in Ireland and an urgent need for an improved and consistent discharge protocol after patients (adult and paediatric) are sent home from hospital – patient and healthcare professional feedback to the Society has flagged this as a major issue.

## SLÁINTECARE

The Asthma Society CEO, Sarah O'Connor, is one of four national patient representatives who sit on the Sláintecare Advisory Council. The Advisory Council provides advice and support to the Sláintecare Programme Office on the delivery of the Sláintecare Implementation Strategy, and is chaired by Dr. Tom Keane.



In 2019, improving the management of chronic illness, providing improved regional healthcare consistently across Ireland, restructuring the healthcare system to put the patient at its core, and transforming patient safety were high on the Sláintecare Advisory Council agenda.




# 3

## GOAL 3

# COLLABORATING WITH HEALTHCARE PROFESSIONALS

Working with consultants, general practitioners (GPs), nurses, pharmacists and other healthcare professionals (HCPs) is an important and constantly-evolving part of our work. We provide education, training and support to HCPs through information meetings, DVDs, online resources, e-zines and information leaflets. Working in partnership with HCPs ensures that people with asthma get the most up-to-date personalised care possible.

One of the cornerstones of our soon-to-be-launched new Strategy is growing collaboration between the ASI and healthcare workers, industry, researchers and government. This exciting new phase of our development will see us become a key voice in creating the best healthcare landscape and outcomes for people in Ireland with asthma. 2019 saw us put some of these principles into action with our work including the following events, support and resources:

- Asthma E-learning for Healthcare Professionals
  - Flu and Pneumococcal Campaign
  - Inhaler Technique Campaign
  - Asthma Research Bursary
  - Other Healthcare Professional Events
- 

# ASTHMA E-LEARNING FOR HEALTHCARE PROFESSIONALS

In late 2018, the Asthma Society, working closely with the NCPA, launched a new e-learning programme 'Care of Adults and Children with Asthma E-Learning Education Programme'. This programme aims to help healthcare professionals increase their knowledge and awareness in asthma care.

The e-learning programme was developed to address key issues in asthma care with clinical expertise from the HSE National Clinical Programme, patient and service user expertise from the Asthma Society of Ireland, healthcare delivery expertise from frontline staff, and input from other stakeholders including ANÁIL, the Irish Thoracic Society and the Royal College of Physicians Ireland.

2019 saw the programme's widespread adoption, allowing HCPs involved in the care of adults and children with asthma to enhance their skills and gain a comprehensive understanding of international best practices of asthma care by completing five modules, addressing:

- Diagnosis
- Assessment
- Treatment
- Dealing with asthma attacks
- Monitoring of adults and children with asthma

The resource is geared towards self-directed learning, allowing learners to go through the modules at their own convenience with structured training and review exercises to reinforce the learning.

The rolling out of the programme shows the ambition and ability of the Asthma Society clearly. It is a bellwether for our active participation in how asthma is talked about and dealt with in Ireland. It is one of the first steps on our journey of positioning ourselves as the authoritative asthma reference for HCPs in Ireland.

This education programme is accredited for:

- 15 CEUs with Nursing and Midwifery Board of Ireland (NMBI).
- The programme encompasses ~15 hours of training.

The Asthma Management E-Learning Programme is supported by the HSE's National Clinical Programme for Asthma.

## RESULTS

42

users have fully completed the programme

322

users recorded up until the end of November 2019

56%

of users work in Primary Care and Community Care

# FLU AND PNEUMOCOCCAL CAMPAIGN

Both the flu and pneumococcal disease can be extremely dangerous to people with asthma, especially older people or people with weakened immune systems, if they contract either of the illnesses.

The Asthma Society launched its Flu and Pneumococcal Campaign in early October, encouraging people with asthma to avail of the flu/pneumococcal vaccines. The campaign also served to remind healthcare professionals of the importance of advising the flu/pneumococcal vaccine to their patients with asthma.

The Asthma Society highlighted the dangers of these potentially life-threatening illnesses through online and print articles, broadcast interviews and via their social media. The Asthma Society's CEO, Sarah O'Connor, and asthma specialist GP, Dr. Dermot Nolan went live on Facebook during the campaign to take peoples' questions on the flu and pneumococcal vaccines.

The Asthma Society also joined up with MSD, Diabetes Ireland, Croí and Age Action Ireland to create the website, "pneumo.ie", which contained information about pneumococcal disease, including what it is, who is most vulnerable and information on the pneumococcal vaccine.

## RESULTS

Potential reach of campaign

584,450

Social Media: reach

33,066



WHAT IS PNEUMO



HOW DO YOU GET PNEUMO?

ARE YOU AT RISK

PROTECT YOURSELF

WATCH AND KNOW PNEUMO



Supported by



# INHALER TECHNIQUE CAMPAIGN

It is estimated that over half of people who have asthma in Ireland are not consistently using their inhaler device correctly – leading to only a partial delivery of medication and poor symptom control. In March 2019, the Asthma Society teamed up with the Irish Pharmacy Union (IPU), to launch a campaign to encourage people with asthma to ensure they were practising proper inhaler technique. This theme of active and worthwhile collaboration is one of the key pillars of our organisational approach.

During the month of March, all 1,750 IPU pharmacies across Ireland offered free inhaler technique advice to all their customers and also dispensed the Asthma Society's Top Tips for Managing Asthma leaflets. During the same month, the Asthma Society actively, through a media push and through social media, encouraged people with asthma to drop into their local IPU pharmacy to have their inhaler technique checked and also to watch our inhaler technique videos on [asthma.ie](http://asthma.ie) to ensure their inhaler technique was correct.

The Minister for Health, Simon Harris also got involved to support and launch the campaign.

## RESULTS

Total potential reach of campaign

456,654

Number of IPU pharmacies  
participated in the campaign

1,750



# ASTHMA RESEARCH BURSARY

In early 2019, Dr. David Watchorn, researcher at the UCD School of Medicine, was awarded the €10,000 Asthma Research Bursary.

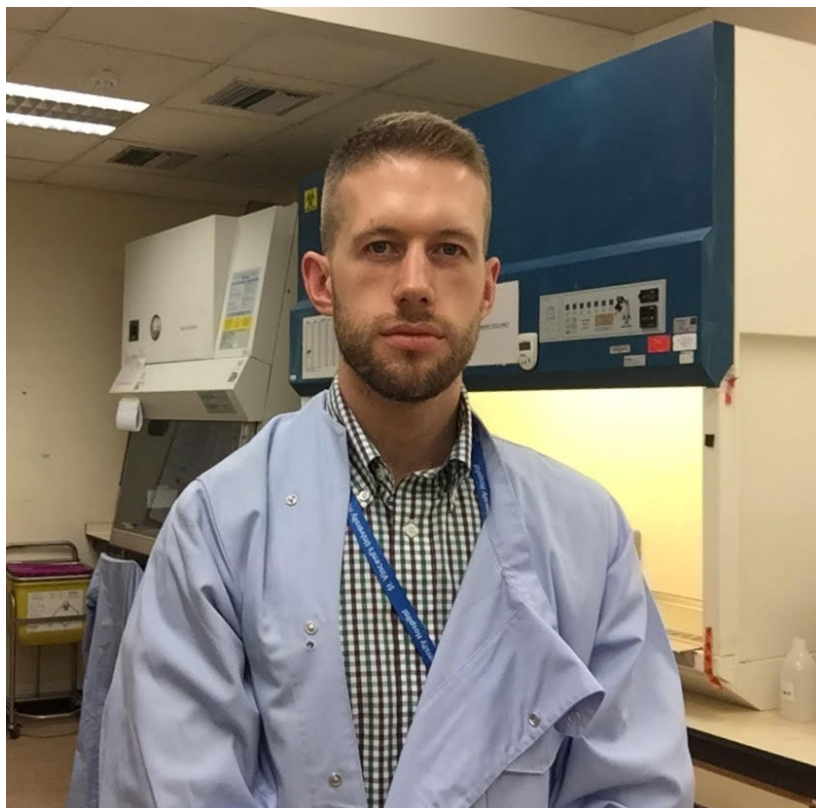
The bursary, which is a joint collaboration between the Asthma Society of Ireland, the Irish Thoracic Society and Novartis Ireland, aims to improve the lives of people with asthma and their families. It stands as proof of our unwillingness to be mere bystanders but to proactively drive for change within the asthma landscape.

Dr Watchorn's winning research project, entitled 'Evaluation of inflammatory mediators in an asthmatic population on GLP-1 analogue therapy for weight management' investigated if certain hormones, already used to treat some forms of diabetes, would increase the effectiveness of asthma medication for people living with obesity.

In November 2019, the Asthma Society opened a call for applications for the Asthma Research Bursary 2020.

The research project will have a defined benefit for people with asthma and/or their families, in improving their quality of life and also creating a better understanding of the condition.

The successful applicant will be announced in early 2020.



*The Asthma Research Bursary  
is kindly supported by Novartis Ireland.*



# OTHER HEALTHCARE PROFESSIONAL EVENTS

## NURSE TRAINING DAY

The Annual Nurse Training day for the Asthma Society nurse panel was held in the Ashling Hotel in Dublin on 17 May 2019. The national wide nurse panel consisted of nurses working in both GP practices and in hospital settings.

Three expert speakers also covered the following topics:

- FeNO testing
- New Updates to the Gina Guidelines
- Asthma in children

*This event was kindly supported by GSK  
and is part of our 'Asthma in the Pharmacy Day' programme.*

Our Health Promotion team were busy in 2019, travelling up and down the country attending conferences and delivering presentations. The highlights included:

- Nurse education talk in An Pobal Community Centre
- Respiratory Nurses Association of Ireland (ANAIL) Conference
- AIT Health Fair
- Nurse education talk in Mountjoy Prison
- Respiratory Conference in the Centre of Nurse Education, Mercy University Hospital Cork
- Department of Enterprise Asthma Talk



# 4

## GOAL 4

# ENGAGING WITH YOUNG PEOPLE

The Asthma Society works with children, their teachers and carers to save lives. Our aim is also to ensure that asthma does not unduly restrict or impact children's learning and development. One in five children experience asthma at some stage in their life while one in ten children currently have asthma so it is very likely that every school will have to cope with an asthma attack at some point.

One of our core aims as an organisation is the continuous empowerment of young people in Ireland to *be the change* they want to see in the asthma healthcare landscape. Whether this is by creating an Asthma Youth Council, identifying and addressing the key asthma-related issues young people have or working closely with schools around the country to spread the message of asthma management, we believe in giving the young people of Ireland the tools to shape the future of how asthma is treated and viewed.

Asthma symptoms can negatively affect a child's ability to learn and participate in school. It is vital that children have a safe and enjoyable environment where they are supported in managing their asthma. Our engagement with schools helps to tackle the stigma that surrounds asthma and the use of inhalers. Children should feel confident about using their inhaler and empowered to ask for help without feeling embarrassed.

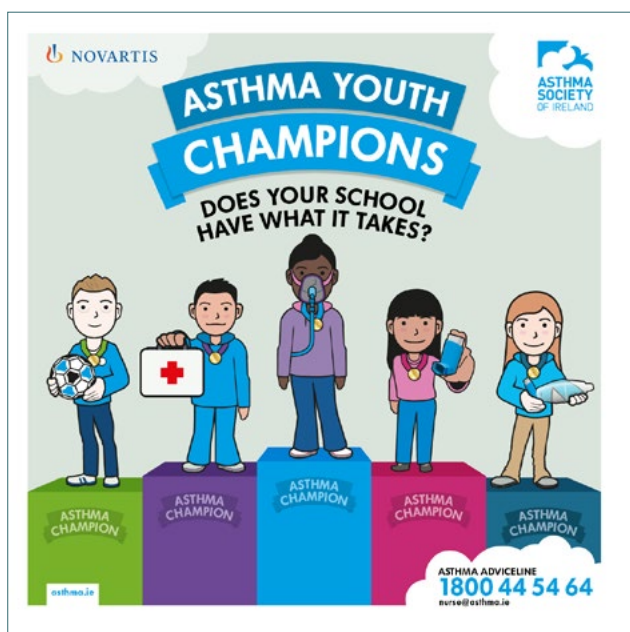
In 2019, our engagement with young people included the following programmes and events

- Asthma Youth Champions
- Asthma Friendly Schools
- Back2School
- RTE News2Day
- Zeminar



# ASTHMA YOUTH COUNCIL AND YOUTH CHAMPIONS

In 2019, the Asthma Society of Ireland developed the Asthma Youth Champions Programme. The aims of the programme are:



- To empower young people with asthma to become the leaders of the future by identifying and training Asthma Youth Champions
- To establish a National Asthma Youth Council
- To identify and address the issues that affect young people with asthma
- To workshop our schools programme and youth communications campaigns to ensure they are best practice
- To ensure that the paediatric patient voice about the experience and burden of asthma is heard by senior political decision makers and media

One of the pillars of the Asthma Society's new strategy is 'We Learn Together'. As an organisation, we are only as effective as the feedback we receive. For us, the exciting part of this programme is that it exemplifies our desire to transform direct, authentic and relevant feedback into tangible action.

Six schools were chosen to participate in the programme and from each of these schools, one youth is to be chosen to form the Asthma Society's Asthma Youth Council. The schools chosen for the programme are:

- Holy Family Senior National School, Swords – Dublin
- Ballinrobe Community School - Mayo
- Scoil Naomh Eltin, Kinsale - Cork
- Maria Immaculate School - Cork
- Kilmaine National School – Mayo
- Finn Valley College - Donegal

Each school will participate in a number of engagements to ensure that school and community awareness of asthma management is increased.

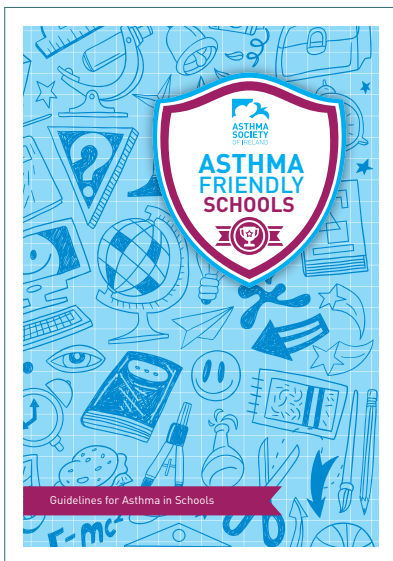
The Asthma Society will convene a focus group in 2020 to better understand the experience of young people with asthma – the findings from this focus group will feed into an advocacy campaign on paediatric asthma, utilising patient voice as a key campaign element. This campaign by the Asthma Society will endeavour to achieve a briefing by the Asthma Youth Champions to the Oireachtas Committee for Children and also to the Minister for Health Promotion/Minister for Children. These Ambassadors and the broader school population will assist the Asthma Society in creating its communications collateral for young people.



The Asthma Youth Champions programme is kindly supported by Novartis Ireland.



# ASTHMA FRIENDLY SCHOOLS

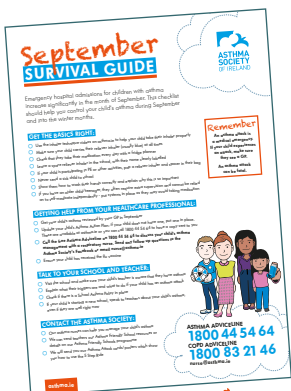


Students with asthma currently miss on average five school days a year due to their illness. The Asthma Society works with schools to help support students with asthma and make their environment as asthma-friendly as possible. The Asthma Friendly Schools programme was implemented to do so.

As part of this initiative, an asthma nurse specialist will visit a school on request and speak to teachers and students about asthma management and what to do if a student experiences an asthma attack. Schools will also receive a schools pack, containing educational resources for classrooms.

The Asthma Society also offers Asthma Friendly Schools Awards, which acknowledges schools that make an effort to utilise our resources, increase the level of asthma awareness in its classrooms and helps create an environment which is supportive for students with asthma. The awards come in three categories: bronze, silver and gold.

2019 was another successful year where our respiratory nurses and Health Promotion staff visited schools across the country. Using already secured regional HSE funding, the Asthma Society plans to reinvent the programme and significantly expand the number of schools participating in the Asthma Friendly Schools programme in 2020 – creating a “campaign in a box” approach to support schools, in particular schools in DEIS areas, to engage further in asthma education.



## September SURVIVAL GUIDE



# BACK TO SCHOOL CAMPAIGN

September is one of the most dangerous times of the year for people with asthma, especially children. Doctors see a significant spike in hospital visits and admissions of children with asthma, as a result of what is often referred to as the 'September Asthma Peak'.

In September 2019, the Asthma Society launched its annual Back2School campaign which encouraged parents whose children have asthma to be especially vigilant with their child's asthma to ensure they do not end up in hospital.

As a resource on how to do so, the Asthma Society launched its newly developed “September Survival Guide”. This guide contained top hints and tips for managing a child's asthma and resources parents could avail of for their child's asthma. This guide was made free to download from [asthma.ie](http://asthma.ie) and the Asthma Society posted frequent reminders on social media to encourage people to use it – the response in terms of Adviceline calls, survival guide downloads, views and requests (on telephone and over social media) was of a scale we have never experienced before, making it a powerfully impactful campaign well-designed for parents and teachers.

## RESULTS

Potential reach of campaign

6,463,319

Social Media reach of campaign

83,003

Visits to September Survival Guide page

1,022

## RTE NEWS2DAY

As part of Asthma Awareness Week 2019, the Asthma Society visited one of its Asthma Youth Champions schools: Holy Family Senior National School, in Swords, Co. Dublin, to spread the word about asthma management and to find out what progress they had made in the Programme. Cillian Sherlock, RTE News2Day reporter and presenter, also came along to create a newsclip for the popular show.

In the clip, Asthma Youth Champions Oisín O’Hea and Adam Foy spoke about having asthma and about an asthma audit they had conducted in their school as part of the programme to remove potentially problematic asthma triggers. The school’s principal also spoke about getting involved in the programme and why it was important for children with asthma.



Sarah O’Connor speaking on RTE News2Day

## ZEMINAR

Zeminar is Ireland’s ‘national youth wellbeing and education experience’, an annual three-day event held in 2019 at the National Sports Campus in Blanchardstown. Setting up shop to welcome over 14,000 attendees, the Asthma Society used the event as an opportunity to speak directly to Ireland’s young people about the dangers of asthma and the importance of practising good asthma management.





# FUNDRAISING & FINANCE REVIEW

The Asthma Society is a charitable organisation that receives limited funding and our critical work would not be possible without the kind support of our donors, volunteers and those who fundraise for us.

We follow the Guidelines for Charitable Organisations on Fundraising from the Public as set out by the CRA (Charities Regulator Ireland). We are currently undergoing a review of existing fundraising policies with a view to fully aligning with these guidelines and expect to be fully compliant by 2020.

**We adhere to the following standards:**

## TREATING ALL OUR DONORS WITH RESPECT

The Asthma Society respects the dignity and rights of people we approach by not being intrusive or placing undue pressure on people to donate. If a supporter wishes to cease donating to the Asthma Society, we respect that decision. When engaging with the public, we take Data Protection very seriously and we strive to adhere to GDPR guidelines.

## HONESTY AND INTEGRITY

Both our staff and third parties acting on our behalf engage with the public in an honest and truthful manner. All charitable donations made to the society are used for the intended purpose.

## COMMITMENT TO BE ACCOUNTABLE & TRANSPARENT

The Board of Directors and management of the Asthma Society take responsibility of accounting for all monies received by publishing the financial accounts and are open to explanations and justifications, if asked to do so by the donor and prospective donors.



**FUNDRAISING  
& DONATIONS**

**€163,919**

In 2019, we raised €163,819 from the public through individual giving, legacies and community fundraising where people volunteered to participate in various activities. We are very grateful for the generosity of our supporters who gave to the Society to help meet its objectives.

## COMMUNITY

# €39,642

Our Church-gate collections took place most Sundays in 2019 and we are extremely grateful to the organisers around the country who raised, along with church goers, the wonderful sum of €39,642.



The extended Melia family and their community raised €1,110 for the Asthma Society at the annual Michael 'Birdie' Melia Sr. Memorial Cup in Ferbane, Co. Offaly.



Sarah Stokes, her family, neighbours and friends raised a total of €4,017 for the Asthma Society at a Coffee Morning in memory of Conor Callaghan (11 years), who sadly died in 2017 as a result of his asthma.

A Motorcycle Run saw almost 120 bikers from throughout Munster participate in the event, created by Mike Fenton, in memory of Pádraig Houlihan, raised a total of €4,253.30 for the Asthma Society.



Other events took place such as runners & walkers taking part in different events such as the Dublin & Limerick marathons, Mini Marathon, etc. Others organised bag packs, cake sales, dress down days in schools, bucket collections, held birthday fundraisers on Facebook and various other activities – all of which were very much appreciated and raised the sum of €14,823.00.

## LEGACIES

# €5,174

We were very grateful to receive the sum of €5,174.00 through a bequeath

donation upon the death of a person from

asthma. Receiving a legacy donation is always a humbling experience which means the world to the organisation. Each one is motivation to continue our vital work for the people of Ireland with asthma.

## VOLUNTEERS

Without the kind and selfless work that our volunteers put

in every year, the Asthma

Society would simply not be able to meet its targets and continue its important work. **Thank you all!**

## CORPORATE DONORS & TRUSTS

We received  
**€244,506**  
from corporate partners  
throughout 2019.

This contributed to 23% of the total income. There are a number of organisations that we now have positive, long-standing relationships with, organisations who have a mutual desire to see real change in Ireland for people with asthma. We look forward to continuing to work together in 2020.

The Asthma Society would like to thank the following corporate partners for their financial or organisational support for our work in 2019. While many corporate donors make a monetary donation to the Asthma Society, we are also deeply appreciative of corporate donors who support us through staff volunteering or donations in kind.

AstraZeneca 



care<sup>+</sup>PLUS  
PHARMACY

CPL  
FUELS IRELAND

dyson



equinor 



 **genomics medicine**  
ireland



*Malones*  
EST 1902

Medtronic

 NOVARTIS

TEVA



Trudell Medical UK Limited

# OUR GOOD GOVERNANCE

The issue of good governance has come into sharp focus for all Irish charities in recent years. The Asthma Society prides itself on approaching all governance affairs proactively and comprehensively. We understand that our vital programmes, projects and supports that we offer need to be underpinned by a secure governance approach.

Whether it is a data protection, charity compliance or financial transparency issue, we are committed to continuously operating in the 'right way' and doing right by our supporters. The Asthma Society is either fully compliant or on the road to full compliance with the following codes of practices:

- The Charities Governance Code (fully compliant by end of 2020)
- Guidelines for Charitable Organisations on Fundraising from the Public (fully compliant by end of 2020)
- Statement of Recommended Practice for Financial Reporting by Charities (SORP) standard
- General Data Protection Legislation (GDPR – compliant since 2018)

The Asthma Society is fully compliant with the Charities Act 2009, as enshrined in law and monitored by the Charities Regulator. The Charities Regulator is Ireland's statutory regulator for charitable organisations and we monitor any changes to their code to ensure we are working within its principles.

We are active members of The Wheel, Ireland's national association of voluntary organisations and charities, and the Charities Institute. Our staff attend regular seminars, training days and sectoral updates organised by The Wheel.

We are also members of the Charities Institute and we committed to obtaining the Triple Lock Standard, as accredited by the Charities Institute Ireland. This comprises three pillars: transparent reporting, ethical fundraising and good governance. This is the gold standard for best practice within a charitable organisation and we have adopted a timeframe to meet all criteria by Q3 2020.

The Asthma Society was selected at random by Pobal for an audit of its finances, processes and procedures. Pobal administers the Scheme to Support National Organisations (SSNO) on behalf of the Department of Rural and Community Development. The Asthma Society's audit was successful and later in 2019, the Society was re-selected for participation in this scheme, with an increased funding level from 2019-2022.

## OUR POLICIES

For a dynamic organisation, it is essential that internal policies are relevant, fit-for-purpose, accessible and align with the organisations' strategy and objectives. The Asthma Society of Ireland understands that updating our policies is part of the broader remit of continuous organisational improvement and retention of the public's trust.

All policies are worked on internally before being brought to the organisation's Audit, Risk & Finance committee (ARFC) for comment and approval before being presented to the board of directors for final approval. A number of important policies and documents were updated in 2019:

- Staff Handbook
- General Office and Financial Procedures
- Procurement policy
- Reserves policy
- Recruitment policy



# STRUCTURAL MANAGEMENT

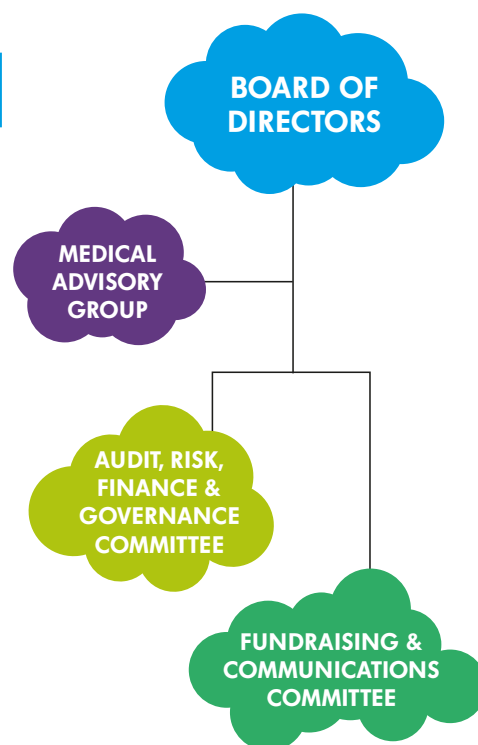
## THE BOARD OF DIRECTORS

The ASI is governed by its Board of Directors, which includes representation from a broad range of stakeholders, including people with asthma and the medical profession. The Directors are appointed to terms of office that comply with the Articles of Association of the ASI.

The term of office is generally three years, but Directors may be reappointed. All Directors serve in a voluntary capacity and do not receive any remuneration for their participation on the board. The Board of Directors met six times in 2019, with an overall attendance of 81%.

The Board is supported by the following:

- The Medical Advisory Group
- The Audit, Risk and Finance Committee
- The Fundraising and Communications Committee.



## MEDICAL ADVISORY GROUP (MAG)

The MAG is a committee composed of experienced medical professionals in the respiratory field. They are responsible for ensuring that any research or publications from the Asthma Society are up to the highest standards. They also act as medical spokespeople for the Asthma Society for specific advocacy and awareness campaigns. In 2019, the MAG members were consulted on several campaign inputs and were responsible for the accuracy of all patient educational materials and played a major role in advising the team when applying for the Sláintecare Integration Fund for Beating Breathlessness.

## THE AUDIT, RISK AND FINANCE COMMITTEE (ARFC)

The ARFC serves as a focal point for communication between other Directors, the external auditors, the internal auditors (if any) and management, as their duties relate to financial and other reporting, internal controls and risk management. The Committee is responsible for oversight of policy updates, financial decisions and implementation of compliance controls. During 2019, the ARFC gave invaluable help to the Asthma Society's finance and administrative staff in implementing the recommendations arising from both the annual audit and Pobal audit.

## THE FUNDRAISING AND COMMUNICATIONS COMMITTEE (FCC)

On behalf of the Board, this committee oversees the implementation of the Asthma Society Fundraising and Communications Strategy. It also provides support and advice to the Asthma Society's Fundraising and Communications departments, in pursuing its aims and objectives. During 2019, the FCC's support and advice was a crucial factor in re-scaling our World Asthma Day campaign into Asthma Awareness Week and to launching our award-winning Easing the Economic Burden of Asthma research.

	January 2019	March 2019	May 2019	September 2019	November 2019	No. Eligible to attend	No. Actually Attended
Allan Kearns	✓	✓	✓	✓	✓	5	5
Ciara Kelly	✓	✓	✓	✗	✓	5	4
Lorna Jennings	✓	✓	✓	✓	✓	5	5
Caren Gallagher	✓	✗	✗	-	-	3	1
Vincent Butterly	-	✓	✓	✓	✓	4	4
Marcus Butler	✓	✓	✓	✓	✓	5	5
Sharon Edge Kane	✓	✓	✓	✗	✓	5	4
Dermot Nolan	✓	✗	✗	✗	✗	5	1
James Dunny	✓	✓	✗	✓	✓	5	4
Ciaran McGloin	✓	✓	✓	✓	✓	5	5
Liam Osborne	-	-	-	-	✓	1	1

# BOARD BIOGRAPHIES



## **ALLAN KEARNS** CHAIRPERSON

Allan works with the Central Bank of Ireland. In recent years, he has been a member of the Bank's and the European Central Bank's executive risk management committees and has had a significant role in supporting the Central Bank Board's risk and audit committees. Allan is a PhD economist by profession with significant experience of working in central banking at home and abroad. Allan's late mother was a lifelong asthmatic.



## **LORNA JENNINGS**

Lorna is a PR and public affairs consultant, managing PR and political advocacy for domestic and international clients including State bodies, multinationals and charities. For the past ten years, she has worked for PR agencies operating across Dublin, London and Brussels. Prior to this, she helped establish the Irish Cancer Society's advocacy strategy and provided consultancy work to several voluntary organisations, particularly in the health sector. Lorna began her career as a political assistant in the Houses of the Oireachtas. She is an active member of the Public Relations Institute of Ireland, Dublin University Women Graduates Association and Trinity Business Alumni.



## **CIARAN MCGLOIN** SECRETARY

Ciaran is currently a Managing Director at Novacies Capital, an Irish and UK based Private Equity firm focused on mid-market companies in the financial technology sector. He is a qualified accountant with a 25-year career specialising in private equity, financial services and financial technology businesses. Ciaran held several senior management roles with high-growth Irish and global businesses. He started his career at ICC Venture Capital where he spent 15 years. He subsequently spent six years with the ION Investment Group, a global leader in the provision of mission-critical software to financial institutions and corporates.



## **JAMES DUNNY**

(APPOINTED 20 FEBRUARY 2019)

With over 20 years' communications experience, James is a reputation management specialist and works directly with decision makers within client organisations providing strategic counsel and support in the areas of issue management, corporate profiling, message shaping, public affairs advice, and communications and media relations. James has specific expertise in the health sector working with a number of high profile companies including the Irish Hospital Consultants Association, Our Lady's Children's Hospital Crumlin, Medlab. James focuses on building, protecting and enhancing a company's reputation and many of Ireland's and Europe's top companies have reached out to James when they needed assistance in this area. James had Asthma for over 20 years before it disappeared after a year-long trip to Australia. He is married to Melanie and has two girls and a boy.



## **DR MARCUS BUTLER**

(APPOINTED 20 FEBRUARY 2019)

Marcus Butler graduated in Medicine from NUI Galway, obtained his MD from the RCSI and completed fellowship training at New York-Presbyterian Hospital/Weill Cornell Medical Center. He was appointed to faculty there as an attending physician in pulmonary and critical care, in addition to having joint appointments at the departments of Medicine and Genetic Medicine at Weill Cornell Medical College. He is now a consultant respiratory physician/lecturer at St Vincent's University Hospital and University College Dublin, a Fellow of the Royal College of Physicians of Ireland, and is currently appointed as an external examiner for clinical medicine in Trinity College Dublin while also serving on the council of the Irish Thoracic Society. He established a severe asthma clinical service in SVUH and has co-authored over 40 peer-reviewed research publications and book chapters in the international medical literature.



## **DR DERMOT NOLAN**

(APPOINTED 20 FEBRUARY 2019)

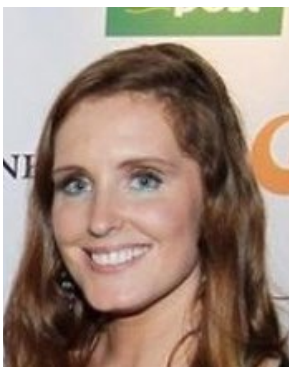
Dermot Nolan is a full time GP in Tramore, Co Waterford and a GP trainer on the South East GP scheme. He is chair of the local faculty and a CME tutor. He is the National Clinical Lead for Asthma on behalf of the ICGP/HSE since August 2018. He is the author of the national guidelines on Asthma for the ICGP. He qualified in UCC in 1992 and did the medical scheme in Cork before moving to complete his GP higher specialty training in RCSI. He moved to London in 1999 as part of an academic scholarship programme and worked in the Asthma and Allergy Clinic in Guys Hospital under Prof Tak Lee. He has an interest in community based asthma care and ongoing education.



## **VINCENT BUTTERLY**

(APPOINTED 20 FEBRUARY 2019)

Vincent has 25 years' post-qualification experience within public practice (10 years) and subsequently with leading multinational companies in the technology sector. He has a proven track record of improving the quality of financial reporting and the timeliness of its delivery, both internally and externally. Vincent is a graduate of University College Dublin and Smurfit Graduate School of Business and has been a member of the Institute of Chartered Accountants in Ireland since 1995.



## **SHARON EDGE**

(APPOINTED 20 FEBRUARY 2019)

Sharon describes herself as a 'purpose catalyst' and is founder of The Purpose Edge, a creative social impact consultancy. Sharon identifies and builds CSR partnerships and shared purpose initiatives that connect companies with charities or social enterprises and brands with causes and people who want to effect positive change. Sharon has over 20 years of experience working in senior marketing and fundraising leadership roles, starting out in Amsterdam with Irish Distillers Pernod Ricard and later working with Sony, Jameson Distillery and Energia. She then brought her commercial background and creative brand building skills to the not for profit sector and has worked with ActionAid Ireland, Order of Malta, Focus Ireland and Trócaire. Sharon feels passionately about championing the mission of ASI, as her daughter has asthma and her close friend tragically lost her brother because of an asthma attack.





## **CIARA KELLY**

**(APPOINTED 20 FEBRUARY 2019)**

Ciara works in the HR department of Permanent TSB, previously as a Recruitment Support and now in HR Shared Services in the Contracts and Onboarding team. Growing up, Ciara saw first hand what life as a chronic asthmatic was like as her mother suffered from the condition all her life. She sadly passed away in January of 2018 at the age of 47 from an asthma attack. Ciara believes no one should have to experience the kind of lifestyle her mother did in regards to her asthma and certainly no one should lose their life, therefore she is doing all she can to raise funds and awareness on how serious a condition it is.



## **LIAM OSBORNE**

**(APPOINTED 25 NOVEMBER 2019)**

Liam has over 20 years' experience in working in Financial Services in a broad array of businesses and capacities, he provides assurance and advisory services to both international and Irish based clients. He is a graduate of University College Dublin and holds an MBA, Liam specializes in IT Audit and Risk and supports KPMG's audit and advisory teams in the assessment of clients' technology environments as well as the associated risks, both internal and external.

As part of this process, Liam is responsible for the assessment of his enterprise's IT controls environment to verify that optimal IT controls are designed and effectively operated. Liam is experienced in IT general controls, project governance reviews, application control reviews, Sarbanes-Oxley (SOX), SAS 70 / SSAE16, ISAE 3402, ISAE 3000, project assurance, data protection and corporate.

# FINANCE DIRECTORS' REPORT

**FOR THE YEAR ENDED  
31 DECEMBER 2019**

The Directors present their annual report and audited financial statements for the year ended 31 December 2019.

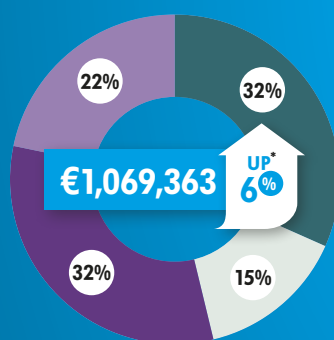
## PRINCIPAL ACTIVITIES AND OBJECTIVES

The Asthma Society of Ireland ("Asthma Society", "the Society" or "ASI") is the voice of asthma in Ireland. We champion change to prevent asthma deaths. We communicate about asthma to ensure it is taken seriously as a health challenge. We support with services for all people with asthma, empowering them to control the condition and providing health promotion programmes. We learn together and collaborate with healthcare, research and education professionals to improve our understanding of how asthma works and how to combat it.

Our vision is that everyone in Ireland with asthma lives a full life, symptom free.

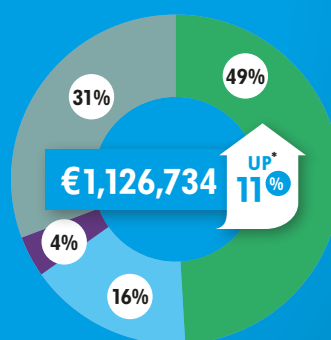
Our mission is to eliminate asthma deaths and transform the lives of people with asthma.

## GROSS INCOME FOR THE YEAR



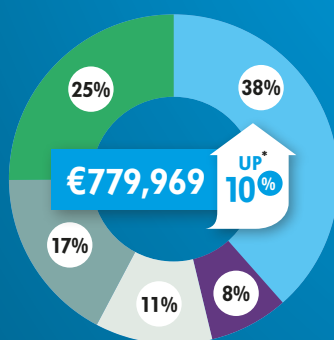
- HSE and Statutory Funding
- Community Fundraising/Donations/Membership/Other Income
- Lottery and Superdraw Receipts
- Corporate Sponsorship and Charitable Trust Income

## WHERE THE MONEY WAS SPENT



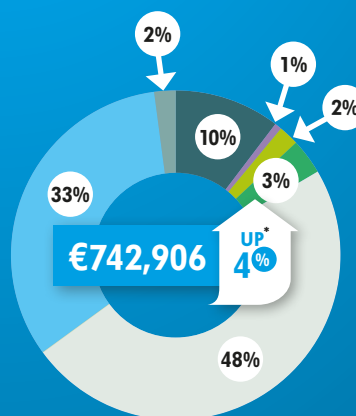
- Charitable Activities
- Programme support costs
- Governance costs
- Costs of Raising Funds

## ANALYSIS OF EXPENDITURE



- Health promotion
- Advocacy & policy
- Research & education
- Communications and campaigns
- Programme support costs

## HOW WE RAISE FUNDING



- General Donations
- Legacies & Bequests
- Community Events
- Regular Givers
- Private Members Draw
- Corporate Donations
- Trust & Foundations Restricted
- Lottery Receipts

\* Comparison to 2018 figures

## BUSINESS REVIEW AND FINANCIAL RESULTS

2019 was another hugely positive and successful year for the Society where we grew the scale and impact of our awareness and advocacy programmes and health promotions activity. In addition, the ASI embarked on a new stream of activity in commissioning research to underpin our focus.

While the Society returned a deficit for the year, overall, 2019 saw the finances remain broadly stable. The 2019 deficit is largely driven by the Voluntary Change in Accounting Policy (Note 27), where under the pre-existing policy further income of €54,795 would have been recognised in 2019. The Board believes the solid performance in 2019 and the potential of the Society's programmes going forward puts the Society on a sound financial footing.

In tandem with the increasing scale of our awareness and advocacy programmes statutory funding increased in 2019, and the Society has a plan in place to target further increased statutory funding in 2020. Community fundraising, donations and other unrestricted income also increased in 2019. In late 2019, the Society designated a role and hired a Fundraising Manager to diversity and strengthen the unrestricted income levels.

Our corporate income increased by 17% in 2019, and the Society has placed an emphasis on targeting increased corporate donors in 2020 and to develop a number of new projects.

Gross income for the year was made up as follows:

### GROSS INCOME FOR THE YEAR WAS MADE UP AS FOLLOWS:

	2019 €	2018 €
HSE and other Statutory Funding	301,025	272,837
Community fundraising, donations, membership and other income	163,818	140,590
Lottery (ceased December 2018) and Superdraw receipts	359,967	385,521
Corporate sponsorship and charitable trust income	244,506	208,483
Investment income	47	92
Total	<b>1,069,363</b>	<b>1,007,523</b>

The Society's expenditure in 2019 was €1,126,734 (2018: €1,014,615). Taking into account the cost of fundraising, the Society's net deficit in 2019 was €57,371 (2018: deficit of €7,092).

## RESERVES POLICY

The Board recognises the need to hold reserves to ensure the financial stability of the Society and to protect the Society from the risk of significant future loss of income. In particular, the Board recognises the need to acquire new funding streams and to pursue further unrestricted revenue streams. A new Fundraising Strategy is currently being formulated with the aim of diversifying income streams and ensure financial sustainability. The Society has envisioned that this plan would lead to a wider range of income sources, making it significantly less vulnerable to the loss of any one source of income, and further work is being undertaken in order to consolidate this diversification.

It is also the policy of the Society to hold sufficient reserves to fund its activities and maintain the quality of its services for a minimum period of 4 months, plus redundancy costs. For the current year this equates to approximately €379,225. In the Board's opinion, the current balance of unrestricted funds of €358,738 is adequate to meet this requirement, albeit slightly short of the ideal target level of reserves. The company is working to build the level of unrestricted funds to ensure the continued financial sustainability and resilience of the organisation. Annually, the Board reviews the level of activities of the Society to determine the minimum level of reserves needed to meet its minimum funding policy. It also reviews its reserves policy on an annual basis to ensure it remains appropriate for the financial stability of the Society.



# ACHIEVEMENTS AND PERFORMANCE

The Society's key activities that help save and improve the lives of people with asthma are:

## 1. HEALTH PROMOTION PROGRAMMES

### **NATIONAL ASTHMA AND CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) ADVICELINE**

– This is the only such free service available to people with asthma and COPD in Ireland. It provides up to date, expert information and advice from asthma and COPD specialist nurses. A 2019 survey of its users highlighted the valuable service that it provides:

- **98.53%** were quite satisfied or very satisfied with the Friendliness of the Adviceline Nurse;
- **97.78%** were quite satisfied or very satisfied with the empathy and understanding displayed by the Adviceline Nurse;
- **97.76%** were quite satisfied or very satisfied with the ability of the Adviceline Nurse to answer their questions;
- **97.77%** were quite satisfied or very satisfied with the level of information provided on the call about asthma/COPD;
- **97.77%** were quite satisfied or very satisfied with the clarity on what the next steps for themselves or for the person they were calling on behalf of.

The Asthma and COPD Adviceline is a collaboration between ASI, COPD Support Ireland, and the HSE. In 2019, the Adviceline handled 2,977 calls, which is broadly in line with previous years (2018: 3,010) and the Society has a call growth strategy in place to build on this in future years. The COVID 19 pandemic contributed to a dramatic spike in Adviceline calls during Q1 and Q2 2020. This growth in call numbers is expected to continue going forward, albeit at a more gradual rate.

**NATIONWIDE NURSE-LED ASTHMA IN THE PHARMACY CLINICS** – Our 'Asthma in the Pharmacy' programme, supported by GSK, allows patients or their carers to meet an Asthma Society respiratory nurse for a private consultation at their local pharmacy. This free service allows people to learn more about asthma symptom control, inhaler technique, medication use, and general asthma management. The patient takes the Asthma Control Test during the 30-minute session and is provided with information on topics including allergies, peak flow monitoring, and smoking cessation.

An array of ASI booklets and leaflets are available for free. A total of 94 Asthma in the Pharmacy days were held throughout 2019 (2018: 122) which catered to 540 patients. The Society had aimed to grow the number of Pharmacy days in 2020, however, due to the COVID 19 pandemic, the programme has been curtailed from March – September 2020, due to social distancing guidelines. The Society hopes to complete 60 Pharmacy days in 2020 and grow the programme once again in 2021.

**COMMUNITY OUTREACH** – The Asthma Society engages with the broader community through corporate health programmes, various health promotion events, and through provision of a selection of asthma management tools, information booklets and health promotion materials – all of which are provided free of charge to people with asthma nationwide. 2019 saw the assessment of our asthma education programmes targeting the

Traveller and Roma populace, communities in which asthma is a prevalent condition. A focus group for each of these communities was held through a collaboration between ASI, Pavée Point, and the South East HSE Social Inclusion Office. 12 members of the Traveller community and 14 members of the Roma community attended each focus group. The focus groups helped the Society to gain an understanding of how asthma can affect marginalised groups in society and a new approach is being planned for this programme in 2020 on foot of these learnings. Challenges, health issues, health literacy, asthma knowledge, and the role of their community in health education were discussed in great detail to ensure best practice for this programme in the future.

**NATIONAL CLINICAL PROGRAMME FOR ASTHMA (NCPA)** – The e-learning programme was developed and launched in 2018 to address key issues in asthma care; created with clinical expertise from the HSE's NCPA, ASI patient and service user knowledge, healthcare delivery expertise from frontline staff, and input from other stakeholders including ANÁIL, the Irish Thoracic Society, and the Royal College of Physicians Ireland. The 'Care of Adults and Children with Asthma E-Learning Education Programme' helps healthcare professionals increase their knowledge and awareness in asthma care.

Health care professionals (HCPs) involved in the care of adults and children with asthma can use the programme to enhance their skills and gain a comprehensive understanding of international best practices of asthma care by completing five modules, addressing diagnosis, assessment, treatment, dealing with asthma attacks and monitoring of adults and children with asthma. The resource is geared towards self-directed learning, allowing learners to go through the modules at their own convenience with structured training and review exercises to reinforce the learning.

**PRESENTATIONS AND TRAINING** – The Annual Nurse Training day for the Asthma Society nurse panel was held in the Aishling Hotel in Dublin on 17 May 2019. The nationwide nurse panel consisted of nurses working in both GP practices and in hospital settings. Three expert speakers also addressed FeNO testing, GINA guidelines, and asthma in children. This event was supported by GSK and is part of our 'Asthma in the Pharmacy Day' programme.

Asthma Society representatives delivered presentations and talks at a variety of events in 2019, at schools, hospitals, clinics and conferences nationwide. We also distributed educational materials at a range of events throughout the year.

**ENGAGEMENT WITH YOUNG PEOPLE** – The Asthma Society continued to support the HSE contract with GPs for free care for children under 6 years of age with its emphasis on asthma management. The Society continued its Asthma Friendly Schools campaign in 2019 and developed the Asthma Youth Council and Youth Champions programme.

The programme established a National Asthma Youth Council, identified and addressed the issues that affect young people with asthma, and ensured the paediatric patient voice, experience and burden of asthma is heard by senior political decision makers and media.

In line with its core objectives the Society will continue to provide Health Promotion programmes throughout 2020 in order to improve our understanding of how asthma works and how to combat it. The nature of these programmes has been altered by the COVID 19 pandemic, however the Society has responded promptly and innovatively and has adapted as required and continues to support asthma patients. Some programmes and activities have hugely increased in scope and activity, while others may require long-term changes in how they are rolled out and implemented. The Society remains deeply committed to ensuring that asthma and COPD patients have the best supports available to them to allow them to stay well at home.

## 2. COMMUNICATIONS

**HIGH PROFILE CAMPAIGNS** – The Asthma Society has invested in its capacity to deliver digital communications and public information campaigns. A number of high-profile campaigns in 2019 were very successful. Our inaugural Asthma Awareness Week won both awards it was nominated for at the Irish Healthcare Awards, Best Use of Social Media and Patient Organisation Project of the Year. There was a 45% increase in visits to [www.asthma.ie](http://www.asthma.ie) for asthma management materials compared to the month prior (April 2019).

Other campaigns ran throughout 2019 and garnered strong media coverage and positive feedback, including: Operation Asthma, Inhaler Technique, Back 2 School and 12 Triggers of Christmas.

Across the full year, 2019 was a profoundly successful year for the Asthma Society's awareness campaigns and saw engagement levels which had been unprecedented, and which were nominated for and won a number of awards.

**DAY-TO-DAY COMMUNICATIONS** – The Society relies on newsletters, e-zines, practical tips and advice via social media, web and face-to-face interactions to communicate regularly and effectively with the public, with the aim of changing the public's perception and awareness levels around asthma. The Society also provides a range of free booklets and resources to help people manage their asthma. These are available in hard copy and at [www.asthma.ie](http://www.asthma.ie).

## 3. ADVOCACY AND RESEARCH

**PATIENT VOICE** – The Asthma Society, as a patient representative organisation, ensures that the voice of the patient is not only heard, but also embedded into the foundation of the organisation. This includes patient representatives attending at our training days, in our advocacy and awareness campaigns and in our use of patient focus groups and surveys to inform long-term strategy development and campaign implementation.

**POLITICAL LOBBYING AND ADVOCACY CAMPAIGNS** – The Asthma Society maintained open and regular communication with various policy makers, local TDs, relevant Spokespersons, and Party Leaders throughout 2019. Issues of importance to our members and people with asthma is always of the forefront of communication and advocacy work.

Improving air quality through the #OwnOurAir Clean Air campaign championed a number of changes to tackle air pollution at governmental and individual level. On 25 September 2019 (World Lung Day 2019), the Asthma Society sent a letter to all Oireachtas members calling for the nationwide Smoky Coal Ban and the publication of Clean Air Strategy. On 16 October 2019, the CEO and Advocacy Manager of the Asthma Society attended the NIECE conference to speak about the Clean Air #OwnOurAir Campaign. The Asthma Society reached out to 11 county councillors regarding a nationwide ban on smoky coal, providing them with support to issue a motion, press release and letter to the Minister for Climate Change and the Environment on Clean Air.

The Clean Air campaign also had an international focus; CEO Sarah O'Connor wrote to all candidates during the European Parliament elections asking them to support the Asthma Society's clean air initiatives and to share our Clean Air Pledge image to show support. In November 2019, a member of the advocacy team attended a masterclass held by the UN in Warsaw, Poland to further connections and learnings within the organisation. On 12 July 2019, at the launch of the #OwnOurAir Clean Air campaign, the Asthma Society conducted a survey to gain an awareness of public perception of air pollution in Ireland. 161 people took part in a survey during the launch on Pearse Street (22 respondents), and online from Friday 12 July to Sunday 14 July 2019 (139 respondents).

**PATIENT REPRESENTATION** – The Society participates in a number of key working groups to represent people with asthma in the wider healthcare policy landscape. These include the National Clinical Programme for Asthma, Tobacco and e-Cigarettes Programme, the Irish Health Alliance at Irish level and the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) Global Allergy & Asthma Patient Platform at international level.

ASI CEO Sarah O'Connor sits on the Sláintecare Advisory Council and on the Board of Irish Platform for Patient Organisations, Science and Industry (IPPOSII).

**RESEARCH** – Research is an integral part of forwarding the work of our organisation. On 18 June 2019 the Asthma Society launched its new research piece highlighting the financial burden of asthma in Ireland, asthma prevalence in Ireland, and how implementing a Universal Self-Management Programme for asthma could benefit the State. The report, titled "Easing the Economic Burden of Asthma", was the first prevalence and impact assessment of asthma since 2001 and confirms the national economic burden of the chronic disease to be €472 million per year. The research was supported by GSK Ireland and conducted by Salutem Insights. The Asthma Society launched the report to Oireachtas members in Leinster House. This research, and the communications and influencing campaign that surrounded it, was awarded Best Patient Organisation Project at the Irish Healthcare Awards in 2019.

### **CORPORATE PARTNERS 2019**

The Asthma Society would like to thank the following corporate partners for their support for our work in 2019:





# STRUCTURE, GOVERNANCE AND MANAGEMENT

## GOOD GOVERNANCE AND TRANSPARENCY

The Asthma Society of Ireland is fully compliant with the old Governance Code for Community and Voluntary Sector. We are now in the process of achieving compliance with the new “The Charities Governance Code” issued by the Charities Regulatory Authority in Ireland which was introduced in November 2018. We are on track to achieve compliance by the 2020 deadline.

We follow the Guidelines for Charitable Organisations on Fundraising from the Public as set out by the CRA (Charities Regulator Ireland). We are currently undergoing a review of existing fundraising policies with a view to fully aligning with these guidelines and expect to be fully compliant by the end of 2020. Our accounts and financial reports are compliant with Statement of Recommended Practice (SORP).

Our nurse-led services are compliant with the Code of Professional Conduct and Ethics for Registered Nurses and Registered Midwives and our Asthma Adviceline service is fully accredited by the Helplines Partnership (this accreditation was renewed for three years in early 2019).

To actively demonstrate openness, transparency and integrity to our beneficiaries and donors, the Asthma Society operates to the Triple Lock Standards of transparent reporting, good fundraising and governance. The Asthma Society is working towards final adherence to this sectoral standard and expects to be formally recognized as having Triple Lock accreditation by the end of 2020.

## CONSTITUTION

The Company commenced work in 2019 on updating its Memorandum and Articles of Association and this will be completed in 2020, to meet with best practice corporate governance standards, as set out by the CRA under its guidelines.

The charity was founded in 1973 and registered as a company limited by guarantee in 1976. The liability of members is limited as defined in the Company's Constitution and shall not exceed €5 in the event of a winding up or dissolution of the Company.

The principal office of the Society is 4th Floor, 42 - 43 Amiens Street, Dublin 1. The Company's registered number is 57125, its Charities Regulator number is 20010270 and its charity registration number is CHY 6100. Governance and management structures are set out in the Constitution.

The Society is governed by its Board of Directors, which includes representation from a broad range of stakeholders including people with asthma, the medical profession, communications and financial practitioners. The Directors are appointed to terms of office that comply with the Constitution of the Society. The term of office is generally three years, but Directors may be reappointed to serve two terms.

The Board of Directors met six times in 2019. The Directors have responsibility for appointing the Chief Executive Officer who has decision making powers in relation to a range of day to day decisions.

The Board is supported by its Medical Advisory Group (MAG), its Audit, Risk and Finance Committee (ARFC) and its Fundraising and Communications Committee (FCC). The Society also benefits from an Independent Air Advisory Panel, formed in 2019, to support its work on its #OwnOurAir campaign – this panel is made up of highly qualified scientists and researchers with expertise in air quality and its impact on our environment and our health.

## FUTURE DEVELOPMENTS

The Asthma Society will continue to support people with asthma and COPD through its free Adviceline service in 2020, with plans to expand patient support through the development of a WhatsApp messaging service for asthma and COPD patients and to launch a self-management subscription service, assisting patients with asthma and COPD to build up their knowledge and confidence in managing their condition. Funding was successfully granted for these programmes through the Slaintecare Implementation Fund in Q4, 2020. Pharmacy clinics and patient education programmes will continue to run in 2020 along with the education of healthcare professionals through the asthma e-learning and education events.

The Asthma Society in collaboration with Pavee Point and the HSE Social Inclusion Office, is developing culturally appropriate information resources and videos for Traveller and Roma communities and will be working on delivering these programmes in 2020.

ASI plans to reinvent the Asthma Friendly Schools programme and expand the number of schools participating in the Asthma Friendly Schools programme in 2020. The Youth Champions programme will continue through a focus group in 2020 to better understand the experience of young people with asthma. Findings from this will feed into an advocacy campaign on paediatric asthma, utilising patient voice as a key campaign element. This will endeavour to achieve a briefing in 2020 by the Asthma Youth Champions to the Oireachtas Committee for Children, the Minister for Health, and Minister for Children.

Due to its success in 2019, Asthma Awareness Week continued into its second year in 2020 which planned to extend reach and activities throughout the week, including a 5km walk of remembrance for people who have died due to asthma. Other campaigns, such as Back 2 School and Hay Fever will return in 2020.

The Society published its Five-Year Strategy in May 2020 on its website; which is part of an ultimate goal of ending asthma deaths by 2030. Lobbying Government to improve services remains a top priority and will receive significant attention in 2020, and awareness campaigns designed to build patient behaviour change will lie at the heart of the Society's work. Implementing the nationwide smoky coal ban and improving air quality will also be on the advocacy agenda.

## IMPACT OF COVID-19

Originally, 2020 was expected to be a financially stable year with the Board predicting a modest surplus at year end.

While the Society's finances have remained relatively stable, the underlying picture has been altered due to COVID-19. As most of the Society's primary programmes can be run remotely, they have seen an increase in demand and the Society continues to receive the necessary support to run these programmes, with additional funds being required in some instances from statutory and corporate funders. This same collaborative approach has led to innovative partnerships with other charities to deliver excellent services and programmes. The Society has also worked with trusts and foundations to secure additional funding to meet the COVID-19 pandemic need, which has been very considerable for respiratory patients.

The Society has employed a collaborative approach to working closely with Sláintecare, the Department of Health, the HSE, and various other Government agencies to work to achieve the best outcomes for asthma and COPD patients during this period.

The Society will continue to monitor performance against its objectives during the year. Due to the impact of COVID-19 some programmes were delayed or cancelled but the majority of planned activities either went ahead as normal or were redeveloped into an 'online' format, or very considerably expanded to meet patient needs.

## PRINCIPAL RISKS AND UNCERTAINTIES

The Board of Directors has assessed the major risks to which the Society is exposed, in particular those related to its operations and finances. Risk management approach: The Society maintains a risk appetite document and a risk register. The ARFC are responsible for the maintenance of both. As of July 2020, the risk register is in the process of being updated and, going forward, the risk register will be a standing item on all ARFC agendas. A whole of organisation and always-on approach will be applied to risk in the Society.

The principal risks and uncertainties facing the Society are as follows:

### **MAINTAINING FINANCIAL STABILITY AND SUSTAINABILITY**

The work of the Society requires funding. Accordingly, the main risk facing the Society in achieving its strategy is its ability to maintain its income as seen in 2018 and 2019, and to grow income where required to fund new initiatives.

The Society prepares budgets and cash flow forecasts, which are reviewed on a regular basis in conjunction with its management accounts. Depending on the results, the Directors, where necessary, take appropriate action. The Society hired a full-time Finance Manager in late 2018 to ensure that it could produce monthly accounts and could adapt its financial procedures to meet changing standards in the charity sector. This staffing change has brought greater insight into the financial management of the Society for the Board and CEO.

The Society is developing an updated long-term strategy to grow income, with a particular focus on unrestricted non-statutory funding which forms a substantial proportion of the Society's income (2019: 72%) and include ongoing giving from members and donors and corporate partnerships. Parallel to this the society is also aiming to broaden the statutory funding available to the organisation.

Like many organisations, the Society was affected by the COVID-19 pandemic in 2020. Certain programmes were indefinitely placed on hold as a result of the pandemic as they require face-to-face interaction, however, the Society has also seen a significant increase

in demand in two of the biggest programmes run by the Society, Adviceline and Beating Breathlessness. Our Advocacy and Awareness programmes have also grown exponentially in impact and reach in the months since the coronavirus pandemic hit. While certain income streams have been negatively impacted, particularly community fundraising, increased funding has also been sought for the statutory programmes and for the COVID-19 work specifically, reflecting the increased demand and regular donors have been relatively unaffected as they can continue remotely.

### **STAFF RECRUITMENT AND RETENTION**

The Society achieves its results through its CEO and staff. If the Society is to achieve its objectives, the CEO and other staff must build close and effective relationships where they can deliver on the Society's mission together. The ability to attract and retain appropriate staff is a key ongoing challenge for the Society. The Directors are satisfied there are adequate staff recruitment and retention policies in place to mitigate this risk and that all staff receive ongoing training and support to fulfil their roles. A major emphasis was placed in 2019 on appointing department heads in order to create an effective management structure.

### **INTERNAL CONTROLS**

The Directors are satisfied that the system of internal controls and procedures provides reasonable assurance of the safeguarding of assets, the maintenance of proper accounting records, and the reliability of the financial information, particularly in light of changes to the staffing structure within the finance section.

### **MEDICAL OVERSIGHT**

The Society seeks to ensure that the advice it offers to patients and their carers is up to date and appropriate. Accordingly, the Society has access to a medical advisory group to assess and guide the Society's approach to minimise the risk that our stakeholders receive advice that is not best practice.



## ACCOUNTING RECORDS

The measures taken by the Directors to ensure compliance with the requirements of Sections 281 to 285 of the Companies Act 2014, with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office.

## POST BALANCE SHEET EVENTS

At the time of approving these financial statements, Ireland is responding to the outbreak of Coronavirus, COVID-19. The organisation is responding to COVID-19 by continuing to deliver services and activities where possible, and expanding the reach and impact of a number of services, in line with Government and HSE recommendations. There have been no other events since the balance sheet date, which necessitate revision of the figures included in the financial statements or require inclusion of a note thereto.

## POLITICAL CONTRIBUTIONS

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

## STATEMENT ON RELEVANT AUDIT INFORMATION

In the case of each of the persons who are directors at the time this report is approved in accordance with Section 332 of the Companies Act 2014:

- so far as each director is aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

## INDEPENDENT AUDITOR

In accordance with section 382(2) of the Companies Act 2014, the auditors, Mazars, who were appointed during the year, will continue in office.

# DIRECTORS' RESPONSIBILITIES

## STATEMENT FOR THE YEAR

### ENDED 31 DECEMBER 2019

The Directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the Directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with the Companies Act 2014, FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' issued by the Financial Reporting Council and the Statement of Recommended Practice (Charities SORP (FRS 102)), issued by the Charity Commissioners for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator. 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 assets, liabilities and financial position of the Company as at the end of the financial year, and the results of the Company for the financial year, and otherwise comply with the Companies Act 2014.

In preparing those financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and income and expenditure of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' report comply with the Companies

Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board of Directors



**Ciaran McGloin**  
Director



**Allan Kearns**  
Director

**Date:** 24th August 2020

# **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ASTHMA SOCIETY OF IRELAND**

## **REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS**

### **OPINION**

We have audited the financial statements of Asthma Society of Ireland ('the company') for the year ended 31 December 2019, which comprise the Statement of Financial Activities, the Statement of Financial Position, the Statement of Cash Flows and notes to the financial statements, including the summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2019 and of its results for the year then ended;
- have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

### **BASIS FOR OPINION**

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **CONCLUSIONS RELATING TO GOING CONCERN**

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## OTHER INFORMATION

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the directors' report is consistent with the financial statements; and
- in our opinion, the directors' report has been prepared in accordance with the Companies Act 2014

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

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited and the financial statements are in agreement with the accounting records.

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by Sections 305 to 312 of the Act are not made.

We have nothing to report in this regard.



## RESPECTIVE RESPONSIBILITIES

### RESPONSIBILITIES OF DIRECTORS FOR THE FINANCIAL STATEMENTS

As explained more fully in the directors' responsibilities statement set out on page 10, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

### AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: [http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description of auditors responsibilities for audit.pdf](http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf) . This description forms part of our auditor's report.

### THE PURPOSE OF OUR AUDIT WORK AND TO WHOM WE OWE OUR RESPONSIBILITIES

Our report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. 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 auditor's 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.

.....

#### **Aedín Morkan**

for and on behalf of Mazars  
Chartered Accountants & Statutory Audit Firm  
Harcourt Centre  
Block 3  
Harcourt Road  
Dublin 2

**Date:** 27th August 2020

# STATEMENT OF FINANCIAL ACTIVITIES

## INCORPORATING INCOME AND EXPENDITURE ACCOUNT

### FOR THE YEAR ENDED 31 DECEMBER 2019

		2019	2019	2019	2018
		UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
Note		€	€	€	€
					(RESTATED)
<b>INCOME FROM:</b>					
Donations and legacies	4	493,944	248,962	742,906	607,855
Charitable activities	5	16,835	309,575	326,410	399,576
Investments	6	47	-	47	92
<b>TOTAL INCOME</b>		<b>510,826</b>	<b>558,537</b>	<b>1,069,363</b>	<b>1,007,523</b>
<b>EXPENDITURE ON:</b>					
Raising funds	7	346,765	-	346,765	297,683
Charitable activities:	8	246,328	533,641	779,969	716,932
<b>TOTAL EXPENDITURE</b>		<b>593,093</b>	<b>533,641</b>	<b>1,126,734</b>	<b>1,014,615</b>
<b>NET MOVEMENT IN FUNDS</b>		<b>(82,267)</b>	<b>24,896</b>	<b>(57,371)</b>	<b>(7,092)</b>
<b>RECONCILIATION OF FUNDS:</b>					
Total funds at 1 January 2019	19, 20	441,005	54,795	495,800	502,892
<b>Total funds at 31 December 2019</b>	19, 20	<b>358,738</b>	<b>79,691</b>	<b>438,429</b>	<b>495,800</b>

There were no other recognised gains or losses in the current or prior year other than those included in the Statement of Financial Activities. All income and expenditure derive from continuing activities. The notes on pages 76 to 90 form part of these financial statements

# BALANCE SHEET

## AS AT 31 DECEMBER 2019

	Note	2019	€	2019	€	2018	€	2018	€
						(RESTATED)		(RESTATED)	
<b>FIXED ASSETS</b>									
Tangible assets	14			-				918	
<b>CURRENT ASSETS</b>									
Stocks	15		3,674			4,462			
Debtors	16		122,865			108,959			
Cash and cash equivalents			551,949			599,894			
			<b>678,488</b>			<b>713,315</b>			
<b>CREDITORS:</b>									
amounts falling due within one year	17		(240,059)			(218,433)			
<b>NET CURRENT ASSETS</b>				<b>438,429</b>				<b>495,800</b>	
<b>TOTAL NET ASSETS</b>				<b>438,429</b>				<b>495,800</b>	
<b>FUNDS</b>									
Unrestricted funds	19, 20		358,738			441,005			
Restricted funds	19, 20		79,691			54,795			
<b>TOTAL FUNDS</b>				<b>438,429</b>				<b>495,800</b>	

The notes on pages 76 to 90 form part of these financial statements.

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



**Ciaran McGloin**  
Director



**Allan Kearns**  
Director

**Date:** 24th August 2020

# STATEMENT OF CASH FLOWS

## FOR THE YEAR ENDED 31 DECEMBER 2019

	2019 €	2018 €
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
<b>Net expenditure for the year</b>	<b>(57,371)</b>	<b>(7,092)</b>
<b>Adjustments for:</b>		
Depreciation of tangible fixed assets	918	918
Deposit interest income	(47)	(92)
Increase in debtors	(13,906)	(37,422)
Decrease in stocks	788	1,341
Increase / (decrease) in creditors	21,626	(9,827)
<b>Net cash used by operating activities</b>	<b>(47,992)</b>	<b>(52,174)</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>		
Deposit interest income	47	92
<b>Net cash provided by investing activities</b>	<b>47</b>	<b>92</b>
Net decrease in cash and cash equivalents	(47,945)	(52,082)
Cash and cash equivalents at the start of the year	599,894	651,976
Cash and cash equivalents at the end of the year	551,949	599,894



# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

## 1. GENERAL INFORMATION

Asthma Society of Ireland ("the charity") is a Company Limited by Guarantee incorporated in Ireland with a registered office at 4th Floor, 42-43 Amiens Street, Dublin 1, Ireland and its company registration number is 57125.

These financial statements comprising the Statement of Financial Activities, the Balance sheet, the Statement of cash flows and the related notes constitute the financial statements of the Asthma Society of Ireland for the financial year ended 31 December 2019.

Asthma Society of Ireland meets the definition of a public benefit entity under FRS 102.

### STATEMENT OF COMPLIANCE

The financial statements have been prepared in accordance with "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102). The financial statements have also been prepared in accordance with the Statement of Recommended Practice (SORP) (FRS 102) "Accounting and Reporting by Charities".

### CURRENCY

The financial statements have been presented in Euro (€) which is also the functional currency of the company.

## 2. ACCOUNTING POLICIES

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

### 2.1 BASIS OF PREPARATION OF FINANCIAL STATEMENTS

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention modified to include certain items at fair value. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' issued by the Financial Reporting Council and the Statement of Recommended Practice (Charities SORP (FRS102)) as published by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator which are recognised by the UK Financial Reporting Council (FRC) as the appropriate bodies to issue SORPs for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland.

As noted above, the Directors consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation. As noted in the Directors' Report, the financial statements have been prepared on a going concern basis.

## 2.2 INCOME

All income is recognised in the Statement of Financial Activities where there is entitlement, receipt is probable, and the amount can be measured with sufficient reliability. The following specific policies are applied to categories of income:

**Grant and sponsorship income:** Grants from public authorities and other agencies in Ireland are credited to the Statement of Financial Activities in the year to which they relate. Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable whichever is earlier. Grants are recognised when there is evidence of entitlement and their receipt is probable. Grant income is deferred where the charity is restricted by specific performance related conditions that are evident in the grant agreement, where there is a specification of a time period that limits the charity's ability to spend the grant until it has performed that activity related to the specified time period and when there are specific terms or conditions within the agreement that have not been met and are not within the control of the charity.

**Fundraising income:** Fundraising income is credited to the Statement of Financial Activities in the year in which it is receivable by the charity.

**Donations and legacies:** Voluntary income including donations, gifts and legacies are recognised where there is entitlement, receipt is probable, and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies that the grant or donation must only be used in future accounting periods or the donors have imposed conditions which must be met before the charity has unconditional entitlement.

**Investment income:** Income earned on funds held on deposit is treated as unrestricted income and is credited when earned. Interest received on the charity's investments are recorded as income in the year in which they are earned under the effective interest rate method.

**Deferred income:** Deferred income consists of grants received in advance which will be recognised upon fulfilment of the related conditions.

## 2.3 EXPENDITURE

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees, costs of legal advice for Directors and costs linked to the strategic management of the charity including the cost of Directors meetings.

Support costs arise from those functions that assist the work of the charity but do not directly undertake charitable activities. Costs are charged to each service and activity in proportion to expenditure, which is considered to reflect estimated benefits received. Costs are not allocated to designated or fixed asset funds.

## **2.4 FUND ACCOUNTING**

### **Restricted funds**

Restricted funds represent grants, donations and sponsorships received which can only be used for particular purposes specified by the donors or sponsorship programmes binding on the Directors. Such purposes are within the overall aims of the charity.

### **Unrestricted funds**

Unrestricted funds include general funds and designated funds and represent amounts which are expendable at the discretion of the Directors in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital expenditure.

## **2.5 TANGIBLE FIXED ASSETS AND DEPRECIATION**

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures and fittings            20% straight line

Office equipment                10% straight line

Website development        33% straight line

The company's policy is to review the remaining useful economic lives and residual values of tangible fixed assets on an ongoing basis and to adjust the depreciation charge to reflect the remaining estimated useful economic life and residual value.

Fully depreciated tangible fixed assets are retained in the cost of tangible fixed assets and related accumulated depreciation until they are removed from service. In the case of disposals, assets and related depreciation are removed from the financial statements and the net amount, less proceeds from disposal, is charged or credited to the Statement of Financial Activities.

## **2.6 STOCKS**

Stocks are valued at the lower of cost and net realisable value after provisions for obsolete and slow-moving stocks.

## **2.7 TRADE AND OTHER DEBTORS**

Trade and other debtors are initially measured at cost, which is normally the transaction price, and are subsequently measured at amortised cost less impairment, where there is objective evidence of impairment.

## **2.8 CASH AND CASH EQUIVALENTS**

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less.

## **2.9 TRADE AND OTHER CREDITORS**

Trade and other creditors are measured at transaction price, unless payment is deferred beyond normal business terms or is financed at a rate of interest that is not a market rate. In this case the arrangement constitutes a financing transaction, and the financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

## **2.10 OPERATING LEASES**

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the Statement of Financial Activities on a straight-line basis over the period of the lease.

## **2.11 TAXATION**

The entity is a registered charity (number CHY6100). All of its activities are exempt from direct taxation.

VAT recovered under the VAT Compensation Scheme is recognised as income in the Statement of Financial Activities upon receipt.

## **2.12 EMPLOYEE BENEFITS**

### **Short term benefits**

Short term benefits, including holiday pay and other similar non-monetary benefits are recognised as an expense in the period in which the service is received. A liability is recognised to the extent of any unused holiday pay entitlement, which is accrued at the Balance sheet date and carried forward to future periods. This is measured at the undiscounted salary cost of the future holiday entitlement so accrued at the Balance sheet date.

### **Defined contribution pension plans**

The company operates two occupational pension schemes, being a defined contribution pension scheme and a personal retirement savings account (PRSA) scheme. Pension benefits are funded over the employees' period of service by way of contributions from the company and from employees. Employer contributions are charged to the Statement of Financial Activities in the year in which they become payable.

Employee benefits are met by payments to a defined contribution pension fund. Contributions are charged to the Statement of Financial Activities in the year in which they fall due. The assets are held separately from those of the charity in an independently administered fund. Differences between the amounts charged in the statement of financial activity and payments made to pension funds are treated as assets or liabilities.

## **2.13 PROVISIONS**

Provisions are recognised when the charity has a present legal or constructive obligation as a result of past events; it is probable that an outflow of resources will be required to settle the obligation; and the amount of the obligation can be estimated reliably.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to passage of time is recognised as a finance cost within expenditure on charitable activities.

## **2.14 CONTINGENCIES**

Contingent liabilities, arising as a result of past events, are not recognised when (i) it is not probable that there will be an outflow of resources or that the amount cannot be reliably measured at the reporting date or (ii) when the existence will be confirmed by the occurrence or nonoccurrence of uncertain future events not wholly within the company's control. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

Contingent assets are not recognised. Contingent assets are disclosed in the financial statements when an inflow of economic benefits is probable.

### 3. CRITICAL ACCOUNTING JUDGEMENTS AND ESTIMATES

In the application of the charity's accounting policies, which are described above, the Directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from the other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or the period of the revision and future periods if the revision affects both current and future periods.

#### A) CRITICAL JUDGEMENTS MADE IN APPLYING THE COMPANY'S ACCOUNTING POLICIES

##### GOING CONCERN

The Directors have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. In making this assessment, the directors have considered the potential impact of Covid-19 under a number of different scenarios and do not consider the impact will be so significant as to cast doubt on the ability of the organisation to continue in operational existence.

The assessment performed is based on a number of key judgements and assumptions including:

- statutory funding will continue and increase for the remainder of 2020 and will continue into 2021;
- services will continue to be delivered where possible; the strength of the fundraising team to raise the necessary income, focusing on regular giving and developing growth plans for existing fundraising events will continue to increase; and the known cost impacts of Covid-19 have been considered and mitigated against where possible.

On the basis of the assessments and the underlying assumptions the Directors consider it appropriate to prepare the financial statements on a going concern basis.

#### B) KEY SOURCES OF ESTIMATION UNCERTAINTY

There are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.



## 4. DONATIONS AND LEGACIES

	2019	2019	2019	2018
	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	€	€	€	€
Private Members Draw	359,967	-	359,967	281,237
General donations and miscellaneous income	76,852	-	76,852	56,978
Regular givers	25,984	-	25,984	29,131
Community and events	14,823	-	14,823	10,562
Corporate donations	11,144	233,362	244,506	208,483
Legacies and bequests	5,174	-	5,174	21,464
Trust and foundations	-	15,600	15,600	-
	<b>493,944</b>	<b>248,962</b>	<b>742,906</b>	<b>607,855</b>

\*The comparatives for 2018 were all classified as unrestricted funds with the exception of income from Corporate Donations of €160,724 which was classified as restricted. All income derives from activities in the Republic of Ireland.

## 5. CHARITABLE ACTIVITIES

	2019	2018
	€	€
<b>UNRESTRICTED FUNDS</b>		
Gross lottery receipts	-	104,284
Sale of asthma devices	10,017	10,885
Consultancy fees	6,818	680
	<b>16,835</b>	<b>115,849</b>
<b>RESTRICTED FUNDS</b>		
<b>Grantor</b>	<b>Grant Name</b>	
POBAL	Slaintecare Project	13,113
POBAL	SSNO Programme	79,671
HSE Grant Aid Nat. Lottery	Asthma Friendly Schools	24,984
HSE DNC	Dublin North Central Services	7,632
HSE NCPA	HCP e-Learning & NAP	7,116
HSE Primary Care	Adviceline	166,260
HSE Primary Care	HCP Engagement	2,249
		<b>301,025</b>
<b>Other income</b>		
ASI Pharmacy days	8,550	10,890
	<b>8,550</b>	<b>10,890</b>
<b>Total restricted funds</b>	<b>309,575</b>	<b>283,727</b>
<b>TOTAL</b>	<b>326,410</b>	<b>399,576</b>

All income from charitable activities derives from activities in the Republic of Ireland.

## 6. INVESTMENTS

	2019 €	2018 €
Bank deposit interest received	47	92
Total	47	92

Interest income from cash held on deposit is classified as unrestricted income.

## 7. RAISING FUNDS

	2019 €	2018 €
Asthma devices	10,972	7,163
Private members draw	234,912	176,421
Fundraising costs	100,881	68,082
Lottery costs	-	46,017
Total	346,765	297,683

All costs incurred in raising funds are spent out of unrestricted funds.

## 8. CHARITABLE ACTIVITIES

	2019 €	2018 €
<b>UNRESTRICTED FUNDS</b>		
Health promotion	25,618	25,430
Support costs (note 9)	149,340	194,189
Communications and campaigns	34,271	29,330
Research and education	12,707	10,152
Advocacy and policy	23,292	13,380
Health promotion materials	1,100	-
	246,328	272,481
<b>RESTRICTED FUNDS</b>		
Health promotion	258,487	243,157
Support costs (note 9)	77,244	94,199
Communications and campaigns	90,239	88,106
Research and education	71,530	15,652
Advocacy and policy	32,875	-
Health promotion materials	3,266	3,337
	533,641	444,451
Total	779,969	716,932

## 9. SUPPORT COSTS

### ALLOCATED TO UNRESTRICTED FUNDS

	2019 €	2018 €
Finance and administrative costs	29,923	61,680
Premises costs	37,804	41,979
General office expenses	32,308	29,010
HR costs	22,049	37,462
Web support	5,365	9,139
Wages and salaries	8,358	6,223
Governance costs (note 10)	13,533	8,696
	<b>149,340</b>	<b>194,189</b>

### RESTRICTED FUNDS

Finance and administrative costs	44,361	25,728
General office expenses	2,042	3,705
Web support	7,103	21,152
Wages and salaries	23,738	43,614
	<b>77,244</b>	<b>94,199</b>

## 10. GOVERNANCE COSTS

	2019 €	2018 €
Auditor's remuneration	9,840	8,696
Legal fees	3,693	-
Total	<b>13,533</b>	<b>8,696</b>

## 11. NET EXPENDITURE

### NET EXPENDITURE IS STATED AFTER CHARGING:

#### Depreciation of tangible fixed assets:

- owned by the company	918	918
Auditor's remuneration	9,840	8,696
Pension costs (note 22)	12,463	9,620

## 12. STAFF COSTS

### THE AVERAGE MONTHLY NUMBER OF PERSONS EMPLOYED BY THE COMPANY DURING THE YEAR WAS AS FOLLOWS:

	2019	No.	2018	No.
Fundraising and administration		1		-
Advocacy and communications		2		3
Health promotion		3		2
Office Administration		3		1
		<u>9</u>		<u>6</u>

### STAFF COSTS WERE AS FOLLOWS:

	2019	€	2018	€
Wages and salaries		418,947		336,942
Employers PRSI		43,849		35,701
Pension costs (note 22)		12,463		9,620
		<u>475,259</u>		<u>382,263</u>

The Directors do not receive remuneration for their services as members of the Board.  
Directly incurred expenses are reimbursed, if claimed, and amounted to €NIL (2018: €NIL).

### THE NUMBER OF HIGHER PAID EMPLOYEES WAS:

	2019	No.	2018	No.
In the band €90,000 - €100,000		1		1
In the band €80,000 - €90,000		-		-
In the band €70,000 - €80,000		-		-
In the band €60,000 - €70,000		-		-
		<u>1</u>		<u>1</u>

This analysis of salary bands includes basic pay and excludes employer pension and PRSI contributions.

The total remuneration of the Chief Executive Officer which includes employer pension contributions and employer's PRSI was €113,693.

## 13. TAXATION

No charge to current or deferred taxation arises as the charity has been granted charitable status under Sections 207 and 208 of the Taxes Consolidation Act 1997.

## 14. TANGIBLE FIXED ASSETS

	FIXTURES AND FITTINGS €	WEBSITE DEVELOPMENT €	COMPUTER EQUIPMENT €	TOTAL €
<b>CURRENT YEAR</b>				
<b>COST</b>				
At 1 January 2019 and 31 December 2019	57,234	29,299	37,609	124,142
<b>DEPRECIATION</b>				
At 1 January 2019	56,316	29,299	37,609	123,224
Charge for the year	918	-	-	918
At 31 December 2019	57,234	29,299	37,609	124,142
<b>NET BOOK VALUE</b>				
At 31 December 2019	918	-	-	0
At 31 December 2018	918	-	-	918

## 15. STOCKS

	2019 €	2018 €
Stock of asthma devices	3,674	4,462



## 16. DEBTORS

	2019	€	2018	€
Trade debtors	38,901		24,765	
Private members draw	75,135		71,058	
Prepayments	8,829		13,136	
	<b>122,865</b>		<b>108,959</b>	

All debtors are due within one year. All trade debtors are due within the charity's normal terms. There is no allowance for doubtful debts.

## 17. CREDITORS

### AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	€	2018	€
			(RESTATED)	
Trade creditors	20,274		31,835	
Taxes and social security costs	17,897		12,701	
Deferred income (note 18)	24,107		24,533	
Other creditors	151,498		136,044	
Accruals	26,283		13,320	
	<b>240,059</b>		<b>218,433</b>	

#### Trade and other creditors

Trade and other creditors are payable at various dates in the next 12 months in accordance with the suppliers' standard terms.

#### Taxes and social security costs

Taxes and social security costs are subject to the terms of the relevant legislation. Interest accrues on late payment. No interest was due at the financial year end date.

#### Accruals

The terms of the accruals are based on underlying contracts.

## 18. DEFERRED INCOME

	2019	€	2018	€
			(RESTATED)	
At beginning of year	24,533		82,768	
Received during the year	37,216		31,833	
Credited to the Statement of Financial Activities	(37,642)		(90,068)	
At end of year	<b>24,107</b>		<b>24,533</b>	

Deferred income at 31 December 2019 relates to funding advances of €24,107 received from Pobal for salary costs related to 2020 from the Sláintecare Integration Fund. The Asthma Society of Ireland does not have entitlement to this income at 31 December 2019 and therefore the income has been deferred.

## 19. STATEMENT OF FUNDS

### CURRENT YEAR

AT 1 JANUARY 2019 (RESTATED)

Income  
Expenditure

At 31 December 2019

UNRESTRICTED FUNDS 2019 €	RESTRICTED FUNDS 2019 €	TOTAL FUNDS 2019 €
441,005	54,795	495,800
510,826	558,537	1,069,363
(593,093)	(533,641)	(1,126,734)
358,738	79,691	438,429

### PRIOR YEAR

AT 1 JANUARY 2018

Income  
Expenditure

At 31 December 2018

UNRESTRICTED FUNDS 2018 €	RESTRICTED FUNDS 2018 €	TOTAL FUNDS 2018 €
448,097	54,795	502,892
563,072	444,451	1,007,523
(570,164)	(444,451)	(1,014,615)
441,005	54,795	495,800

## 20. FUNDS OF THE CHARITY COMPRISE THE FOLLOWING

### CURRENT YEAR

Tangible fixed assets  
Current assets  
Creditors due within one year

UNRESTRICTED FUNDS 2019 €	RESTRICTED FUNDS 2019 €	TOTAL FUNDS 2019 €
-	-	-
598,797	79,691	678,488
(240,059)	-	(240,059)
358,738	79,691	438,429

### PRIOR YEAR

Tangible fixed assets  
Current assets  
Creditors due within one year

UNRESTRICTED FUNDS 2018 €	RESTRICTED FUNDS 2018 €	TOTAL FUNDS 2018 €
918	-	918
658,520	54,795	713,315
(218,433)	-	(218,433)
441,005	54,795	495,800

## 21. OPERATING LEASE COMMITMENTS

At 31 December the charity had commitments under non-cancellable operating leases as follows:

AMOUNTS PAYABLE:	2019	€	2018	€
In one year or less	22,140		29,250	
In more than one year, but not more than five years	-		21,938	
Total	22,140		51,188	

## 22. PENSION COMMITMENTS

The charity operates a defined contribution scheme for the benefit of its staff. The assets of the scheme are held separately from those of the charity in independently administered pension funds. Pension costs amounted to €12,463 (2018: €9,620).

## 23. FINANCIAL INSTRUMENTS

The carrying amount for each category of financial instruments is as follows:

	2019	€	2018	€
<b>Financial assets that are debt instruments measured at amortised cost:</b>				
Trade debtors	38,901		24,765	
Cash at bank and in hand	551,949		599,894	

	2019	€	2018	€
<b>Financial liabilities measured at amortised cost</b>				
Trade creditors	20,274		31,835	
Other creditors	151,498		136,044	
Accruals	26,283		13,320	

## 24. CAPITAL COMMITMENTS

There were no capital commitments at the year ended 31 December 2019.

## 25. COMPANY STATUS

Asthma Society of Ireland is a company limited by guarantee and accordingly does not have a share capital.

Every member of the company undertakes to contribute such amount as may be required not exceeding €5 to the assets of the Charitable Company in the event of its being wound up while he or she is a member.

## 26. RELATED PARTY TRANSACTIONS

### RELATED PARTY TRANSACTIONS

No related party transactions took place during the year ended 31 December 2019.

### KEY MANAGEMENT PERSONNEL COMPENSATION

The senior employees who have authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel. Total remuneration in respect of these individuals is €264,383 (2018: €224,802).

## 27. VOLUNTARY CHANGE IN ACCOUNTING POLICY

During the year, the Board carried out a review of the accounting policy for Government Grants. Following this review, a decision was taken to make a voluntary change in accounting policy in relation to the recognition of income from Government Grants in order to align the treatment of same to the Charities SORP (FRS 102).

Previously, Government Grant income was accounted for under the accruals model of FRS 102 by crediting the income to Deferred Income on the Balance Sheet upon receipt and releasing the income to the Statement of Financial Activities in line with the related expense.

The Board are of the view that this change in policy results in the financial statements providing reliable and more relevant information in line with best practice financial reporting under the Charities SORP (FRS 102). In accordance with Section 10 of FRS 102 "Changes in Accounting Policies" and Section 3 of Charities SORP (FRS 102) "Accounting Standards, Policies, Concepts and Principles" this change has been made retrospectively and has resulted in an adjustment to the comparative amounts in these financial statements as follows:

	AS PREVIOUSLY STATED €	IMPACT OF CHANGE €	AS RESTATED €
<b>2018 Comparatives:</b>			
Creditors (amounts falling due within one year)	283,055	(54,795)	228,260
Restricted funds	-	54,795	54,795
	SOFA YEAR ENDED 31 DECEMBER 2018 €	TOTAL FUNDS AS AT 1 JANUARY 2018 €	TOTAL FUNDS AS AT 31 DECEMBER 2018 €
As previously reported:	(7,092)	448,097	441,005
Impact of Income previously deferred	-	54,795	54,795
<b>Restated for the year ended 31 December 2018</b>	<b>(7,092)</b>	<b>502,892</b>	<b>495,800</b>

## **28. POST BALANCE SHEET EVENTS**

At the time of approving these financial statements, Ireland is responding to the outbreak of Coronavirus, Covid-19. The organisation is responding to COVID-19 by continuing to deliver services and activities where possible, in line with Government and HSE recommendations. There have been no other events since the balance sheet date, which necessitate revision of the figures included in the financial statements or require inclusion of a note thereto.

## **29. APPROVAL OF FINANCIAL STATEMENTS**

The financial statements were approved by the Board on 24th August 2020.



## APPENDIX

# DISCLOSURE OF STATUTORY & CORPORATE SUPPORT

The following information does not form part of the audited financial statements:

## DETAILS OF STATUTORY FUNDING RECEIVED IN 2019

FUNDING AGENCY	DEPARTMENT	AMOUNT RECEIVED /CARRIED FORWARD	PROJECT/PURPOSE	AMOUNT SPENT IN 2019	TO BE SPENT IN 2020
<b>Pobal</b> Scheme for support of National Organisation	Environment, Community & Local Government	€79,672	Core Funding - Salaries	€79,672	€0
<b>Pobal</b> Sláintecare	Environment, Community & Local Government	€37,216	Beating Breathlessness Project	€13,109	€24,107
<b>HSE</b> DNC	Health & Children	€7,632	Publication & Services Dublin North	€7,632	€0
<b>HSE</b> National Social Inclusion Office	Health & Children	€18,744	Community Outreach Programme	€6,024	€12,720
<b>HSE</b> National Social Inclusion Office	Health & Children	€19,656	Socially Excluded Outreach	€5,981	€13,675
<b>HSE</b> Health	Health & Children	€16,392	Asthma Friendly Clubs Promotion	€547	€15,845
<b>HSE</b> Grant Aid National Lottery	Health & Children	€24,993	Asthma Friendly Schools	€5,242	€19,751
<b>HSE</b> NCPA	Health & Children	€7,116	NCPA - ELearning, Inhaler Techniques & Videos	€7,116	€0
<b>HSE</b> PC Adviceline	Health & Children	€166,260	Asthma Adviceline	€166,260	€0
<b>HSE</b> Primarycare	Health & Children	€2,249	HCP Engagement under 6s - Provision of information leaflets	€2,249	€0
<b>GlaxoSmithKline</b>	Pharmaceutical company	€8,550	Pharmacy Clinics	€8,550	€0
<b>GlaxoSmithKline</b>	Pharmaceutical company	€32,359	Pharmacy Clinics	€32,359	€0
<b>GlaxoSmithKline</b>	Pharmaceutical company	€35,000	Public Awareness (World Asthma Day)	€35,000	€0
<b>GlaxoSmithKline</b>	Pharmaceutical company	€47,199	Easing the Economic Burden of Asthma	€47,199	€0

Continued on next page

## APPENDIX

# DISCLOSURE OF STATUTORY & CORPORATE SUPPORT

The following information does not form part of the audited financial statements:

## DETAILS OF STATUTORY FUNDING RECEIVED IN 2019 - CONTINUED

FUNDING AGENCY	DEPARTMENT	AMOUNT RECEIVED /CARRIED FORWARD	PROJECT/PURPOSE	AMOUNT SPENT IN 2019	TO BE SPENT IN 2020
GlaxoSmithKline	Pharmaceutical company	€1,302	Health Care awards	€1,302	€0
Hospital Saturday Fund	Pharmaceutical company	€3,000	Management Materials	€3,000	€0
Boots	Pharmaceutical Chain stores	€20,000	Public Awareness (World Asthma Day)	€20,000	€0
Dyson	Pharmaceutical company	€20,000	Hayfever / Pollen	€18,116	€1,884
Dyson	Pharmaceutical company	€5,000	Clean Air Campaign	€5,000	€0
AstraZeneca	Pharmaceutical company	€19,900	Safety Care Campaign	€17,091	€2,809
Careplus	Pharmaceutical company	€3,583	Nurse Training	€3,583	€0
Novartis	Pharmaceutical company	€15,500	ITS Bursary	€15,500	€0
Novartis	Pharmaceutical company	€14,520	Asthma Youth Champions	€6,571	€7,949
CPL	Pharmaceutical company	€10,000	Clean Air Campaign	€10,000	€0
Energia	Energy utility company	€5,000	Clean Air Campaign	€5,000	€0
ESB	Energy utility company	€10,600	Clean Air Campaign	€5,551	€5,058
Toyota	Car company	€5,000	Clean Air Campaign	€5,000	€0
Eldeman	Global communications firm	€1,000	Winter wellness	€1,000	€0
<b>TOTAL</b>		<b>€637,443</b>		<b>€533,654</b>	<b>€103,798</b>

## DIRECTORS

**Allan Kearns** - Chairperson

**Ciaran McGloin**

**Lorna Jennings**

**Vincent Butterly** (appointed 20 February 2019)

**Ciara Kelly** (appointed 20 February 2019)

**Sharon Edge** (appointed 20 February 2019)

**Marcus Butler** (appointed 20 February 2019)

**James Dunny** (appointed 20 February 2019)

**Dermot Nolan** (appointed 20 February 2019)

**Liam Osborne** (appointed 25 November 2019)

**Lorna Coleman** (resigned 20 February 2019)

**Sandra Healy** (resigned 20 February 2019)

**Ross Callan** (resigned 20 February 2019)

**Caren Gallagher** (resigned 13 September 2019)

## COMPANY SECRETARY

**Ciaran McGloin**

## CHIEF EXECUTIVE OFFICER

**Sarah O'Connor**

## DIRECTOR EMERITUS

**Anne Robinson**

**COMPANY REGISTERED NUMBER – 57125**

**CHARITY REGISTERED NUMBER – CHY 6100**

## REGISTERED OFFICE

4th Floor, 42-43 Amiens Street, Dublin 1

## INDEPENDENT AUDITOR

**Mazars**

Chartered Accountants & Statutory Audit Firm

Harcourt Centre, Block 3, Harcourt Road, Dublin 2

## PRINCIPAL BANKERS

**Bank of Ireland**

2 College Green, Dublin 2

**AIB Dun Laoghaire**

George's Street, Dun Laoghaire, Co Dublin

## SOLICITORS

**Sherwin O'Riordan**

74 Pembroke Road, Ballsbridge, Dublin 4

"I would have been lost without the nurse  
- just to know she's just a phone call away"

"Very reassured and satisfied that my three  
year old daughter's asthma could be kept  
under control. Using her inhaler is now just part  
of our daily routine like brushing her teeth."

"I really had no idea where to turn.  
I was seeing cardiology, ENT, allergist and  
respiratory. I have shortness of breath for over  
one year! The quality of my life has seriously  
deteriorated. But your nurse empathised with  
me. She recognised signs and symptoms that  
needed to be controlled and gave me the  
reassurance and affirmation I needed."

"We really could not express in words how  
invaluable the care, attention and advice has  
been to our lives."

Asthma Society of Ireland  
42-43 Amiens Street  
Dublin 1

.....  
Cumann Asma na hÉireann  
42-43 Sráid Amiens  
Áth Cliath 1

Tel 01 817 8886  
Email [reception@asthma.ie](mailto:reception@asthma.ie)

.....  
Asthma Adviceline  
**1800 44 54 64**

