

Colostomy Association Ltd

Report of the Trustees

for the Year Ended 31 December 2014

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2013. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

Introduction

The trustees present their annual report and accounts for the year ended 31 December 2014.

The board of trustees is satisfied with the performance of the charity during the year and the position at 31 December 2014 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is the Colostomy Association Limited. The charity is also known by the name The Colostomy Association.

The legal registration details are:

Date of incorporation	15 November 2005
Registered Company number	05623273 (England and Wales)
Registered office	Enterprise House, 95 London Street, Reading, Berkshire, RG1 4QA
Registered Charity number	1113471

Trustees

M Taylor	Chairman
Mrs S Hatton	Executive Trustee
E Hulme	Vice Chairman
A A Levy	
Mrs Squire	
Mrs A Gunning – appointed 29 July 2014	
T Andrews – appointed 31 July 2014	
Mrs C Emeny – appointed 27 September 2014	
Mrs W Hetherington – 27 September 2014	

Independent examiner

Geoffrey Cole & Co
4 Reading Road
Pangbourne
Reading
Berkshire
RG8 7LY

STRUCTURE, GOVERNANCE AND MANAGEMENT

The constitution of the charity

The colostomy Association is a company limited by guarantee and does not have a share capital. The Association is run by a Board of Trustees who are also the directors of the company. They are responsible for setting the charity's strategic direction, for its policies and procedures and for upholding its values. Eminent medical professionals are its President and Patron.

Trustee recruitment and appointment

Potential new trustees are provided with a comprehensive *Trustees Information Pack* to ensure that they are well briefed on the Association, and are made fully aware of the implications and responsibilities involved in being both a trustee and a director under the Charity Commission and Companies Act 2006 requirements. Following an interview the Board would decide whether or not, subject to vetting, to appoint the applicant as a trustee. Successful candidates are encouraged to attend relevant courses and seminars.

Organisational structure and decision making

The Chairman has been delegated to make specific decisions, but those that impact on policy and direction require agreement of the other trustees. A monthly financial information pack and summary report is provided to and reviewed by Board members; the Board meets formally every two months and an AGM is also held. Management information, other papers and reports are provided for each Board meeting as required. Integral to decision making is an appreciation of the key risks to which the charity is exposed and the adequacy of the systems and controls in place to mitigate those risks.

Trading Subsidiary

A trading subsidiary of Colostomy Association was set up in December 2013 and started trading as CA Commercial Ltd in April 2014. Tidings magazine is produced through CA Commercial Ltd for Colostomy Association and the cost of producing the magazine is mostly covered through advertising income which, in 2014, has produced a profit. General trading is anticipated to increase in 2015 with the introduction of merchandise.

OBJECTIVES OF THE CHARITY

The objects of the charity are set out fully in its Memorandum of Association. In summary these are:

- To relieve the need of those who have a colostomy or other type of stoma and their families by the provision of support, reassurance and practical information;
- To preserve and protect the health of ostomates by providing and assisting in the provision of facilities and support services not normally provided by the statutory authorities; and
- To advance the education of the public and public healthcare professionals in the subject of colostomies and other types of stomas.

Vision

- *To reach out to and improve the quality of life of all ostomates, their families and carers.*

Values

- *The Colostomy Association believes that every ostomate has the right to receive excellent care and ongoing support.*

Strategic aims

The key strategic aims and associated objectives for the year ahead and the activities and resources required to deliver those objectives. The key *strategic aims agreed in 2014* were:

- **Meeting the needs for information and support:** throughout their journey of 'Living with a Colostomy' all ostomates, their families and carers, and others with a stoma, need to be made aware of and have easy access to good quality information and support.
- **Securing our future:** develop income streams from a variety of sources to maintain, and improve upon the quality and extent of our services.
- **Supporting research and training:** take forward the CA's support for projects intended to improve the outcomes for ostomates.
- **Making strategic alliances:** align with suitable partners if their beliefs and activities enhance the services provided by the CA
- **Investing in people:** invest in the training and development of staff and volunteers and in the education of health professionals to support the provision of high quality services to ostomates, their families and carers.
- **Campaigning:** have a voice and presence at specific forums and events that can directly influence policy makers for the benefit of ostomates.

BACKGROUND

An ostomy or a stoma is an opening in the abdominal wall from either the digestive system or urinary system. There are three main types of stomas: a colostomy from the colon, an ileostomy from the small intestine and a urostomy from the urinary system.

A stoma is the exit point for the discharge of body waste and is formed surgically to treat serious and often life-threatening illnesses, diseases and medical conditions such as bowel and bladder cancer, inflammatory bowel diseases or injury.

Over 120,000 people in the UK live with a stoma with 22,000 stoma surgeries taking place each year so this condition affects almost one in every 500 people in the UK.

SERVICES AND ACTIVITIES

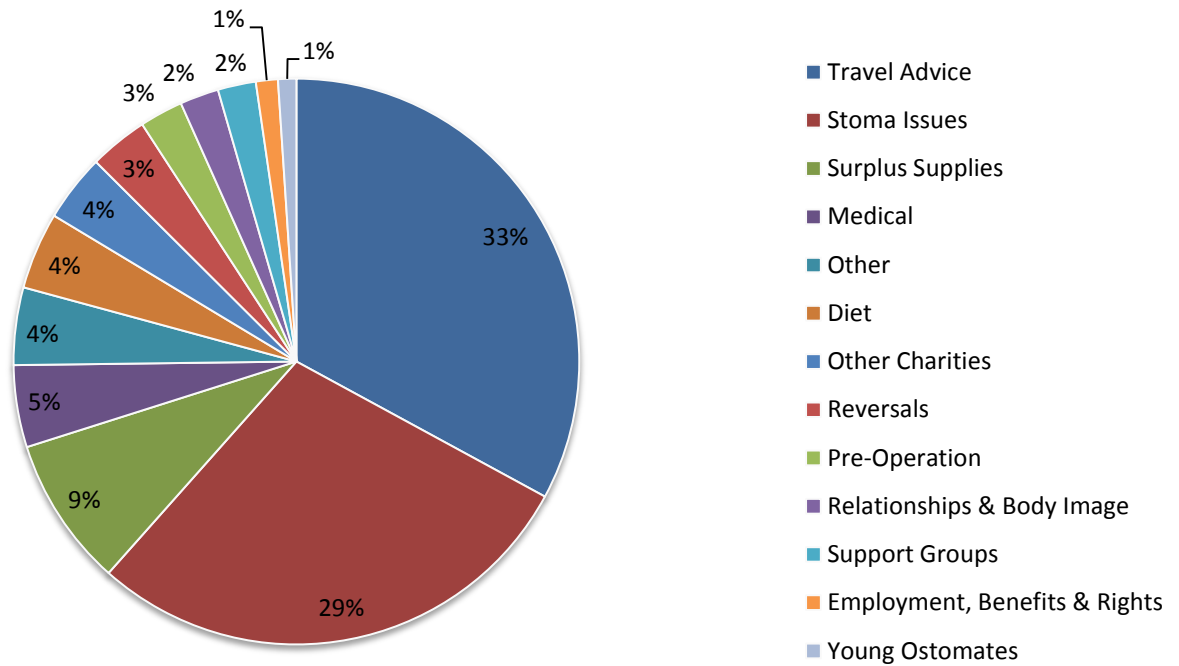
Our Charity offers a wide range of free services to thousands of people each year, often when they are feeling isolated and are at their most vulnerable. These include:

Helpline

The Colostomy Association's 24-hour Freephone helpline runs 365 days a year and is staffed by a team of trained and committed volunteers who all have a colostomy themselves. Anyone who calls our helpline can be paired with a volunteer whose experiences or background matches their own. Through our helpline, we are able to provide much-needed support, information and advice to thousands of people across the UK.

The Colostomy Association's helpline continues to be one of our most used and vital support services. In 2014, we received 2,929 calls which average at around 244 calls each month. Additionally, to ensure that the Colostomy Association is able to provide our helpline 24/7, we undertook more training of volunteers for the helpline.

Helpline Calls



Tidings Magazine

Released every quarter, Tidings magazine is the most widely-read 64 page publication for people with a stoma in the UK. The magazine's content is a mixture of news from the Colostomy Association, life stories, updates and articles from other charities and announcements about new products from the stoma industry as well as useful tips and information.

Supporters receive Tidings completely free of charge, with around 25% of those receiving the magazine making an optional donation to the Colostomy Association.

The past year has seen many changes for our magazine with a positive revamp of its design, look and feel to improve content, layout and appearance. The response from readers to these changes has been positive with more adjustments yet to come.

Colostomy Association Facebook Group

Since its creation, our closed Facebook group has become another vital resource for ostomates and their carers. The group acts as a safe haven for ostomates and those about to undergo surgery, as well as parents of children with a stoma, to discuss issues, problems and concerns privately. Carefully moderated, members of the group feel safe knowing that any advice or information they receive is correct and that anything they discuss remains confidential.

The past year has seen huge growth for the group which had 2,733 members as of 2 December 2014, with some even being from outside the UK. Additionally, five new administrators were trained and introduced to moderate and monitor the group almost 24 hours a day, and to welcome new members promptly and efficiently.

The group has proven to be a vital social setting for many members, many of whom will never have met another fellow ostomate. In May 2014, members from the group arranged a meet-up in Lancaster to build upon relationships formed in the group and to find out more information.

Literature and Factsheets

The Colostomy Association has a large variety of literature that provides information on a range of topics affecting people living with a stoma and their carers. Topics include parastomal hernias, reversal, colonoscopy through the stoma, caring for colostomates, travel advice and healthy eating.

All literature that the Colostomy Association provides is available completely free of charge to ensure that everyone is able to access the information they need. Our literature is extremely popular with over 21,000 individual leaflets sent out in 2014 – with 336 parcels of which were delivered to hospitals and 69 to other agencies. Our most popular literature topics were reversal, rectal discharge, living with a colostomy and how will a colostomy affect me.



Open Days

Across the country, hundreds of Open Days and events are held by manufacturers and hospitals for people with a stoma and other colorectal conditions. The events are useful for many ostomates as they are an incredibly good source of support and information.

The Colostomy Association has a team of over 100 volunteers based around the country who are able to attend open days and other patient events. In 2014, our volunteers attended 201 events and reached out in person to hundreds of people living with a stoma.



FURTHER ACHIEVEMENTS AND DEVELOPMENTS

Database

As of November 2014, there were 18,964 individuals and 691 medical professionals on our database, with over 1,000 new registrations over the course of the year. We estimate that around 32 supporters are removed each month as a result of death or reversals. However, we are seeing a consistent growth in the number of supporters month and month.

Colostomy Irrigation DVDs

In the summer of 2014, the Colostomy Association launched two DVDs to provide useful information for ostomates and healthcare professionals regarding colostomy irrigation – a unique method of stoma management.

The two DVDs – “Colostomy Association and You (an educational DVD for healthcare professionals and patients)” and “Colostomy Irrigation (a reference tool for clinical nurse specialists)” – were created to help improve understanding on the use of irrigation as it transforms the lives of people with a stoma and gives greater freedom.



Our DVD for healthcare professionals and patients is available for £4.99 and our clinical nurse specialists' DVD is available for free to all nurses as a training tool.

CA Awareness Day

In 2014, the Colostomy Association launched our own CA Awareness Day to compliment the internationally recognised World Ostomy Day.

CA Awareness Day is to be held on the first Saturday of October of each year. We encouraged our supporters and other interested individuals, groups and companies to run an eye-grabbing activity on the day. The day helped promote the work and services of our charity to local communities across the country.



Our first CA Awareness Day held in October 2014 saw supporters of our charity hold tea parties, run stands in hospitals and drive a taxi in a purple wig to raise funds and awareness of the Colostomy Association.

We hope to build upon the success of our first year and continue to grow the size and scope of CA Awareness Day.

Junior Ostomy Support Helpline (JOSH)

In the Autumn of 2014, the Colostomy Association launched a new support service for families and carers of children with bowel or bladder dysfunctions/diversions.

JOSH was created to fill the gap in support available to families. Children growing up with an ostomy often have to face isolation, embarrassment and bullying. For their families it can be difficult to manage day-to-day problems and they often feel like they are the only parents or carers going through these issues.

Any parent or carer who calls JOSH will be paired with a trained volunteer who has the same background or concern as them. They are able to provide non-medical advice and support from their own experience as a parent and/or carer.



Social Media and Online Growth

The Colostomy Association continues to grow an online presence with the creation of a new Twitter page and the continued growth of our Facebook page which has seen a 51.8% increase in followers.

Additionally, the Colostomy Association's website traffic has seen huge growth in 2014 with a 74.6% increase in visitors from December 2014 compared to December 2013. The growth in our social media channels and website traffic is helping ensure our charity reaches as many people who need our services as possible.

