

National Osteoporosis Society Annual Report 2009

How we help



The National Osteoporosis Society

We are the only national charity dedicated to improving the prevention, diagnosis and treatment of this fragile bone disease. In the United Kingdom, one in two women and one in five men over the age of 50 will break a bone, mainly because of osteoporosis. Our job is to lead the fight against osteoporosis in the United Kingdom through working in partnership with others.

Our vision and mission

The Charity's vision is:

A future without fragility fractures

In order to advance this vision, the Charity's mission during the period 2009–2013 will be to:

- **Improve public awareness and understanding of osteoporosis.**
- **Influence health and social care provision to achieve excellence in the prevention, diagnosis and treatment of osteoporosis to prevent fragility fractures.**
- **Provide caring support and information to enable people affected by osteoporosis to make a positive difference to their lives.**

Our values

Caring, Ethical, Excellent, Influential, Innovative, Passionate

In all our work we will be focused on the needs of our beneficiaries; be efficient in our use of charitable resources; adapt quickly to our changing external environment; and work passionately in pursuit of our shared goals.

Contents

Chief Executive's Letter	4
Chairman's Letter	5
How we help:	
Providing essential information	6
Raising awareness and offering support	8
Our Helpline	10
Funding essential research	12
Osteoporosis Manifestos	13
Raising awareness through campaigns	14
Membership	15
Fundraising	16
Osteoporosis Scanning Service Development Project	17
Thank you	18
Support Groups	18
Financial Report 2009	20

Chief Executive's Letter

The National Osteoporosis Society has many strengths, but one of its greatest is the commitment shown by our volunteers, members, employees and stakeholders in supporting the fight against osteoporosis and working towards our vision of a future without fragility fractures.

I have found the amount of hard work and dedication everyone involved with the National Osteoporosis Society has put in during the past twelve months truly inspiring and I am pleased to say that all of this hard work has enabled the Charity to achieve its goals.

We did a great deal during 2009 to ensure that as many people as possible were made aware of the terrible consequences of osteoporosis. Through awareness-raising campaigns such as Bones 4 Life, which were specifically designed to teach children about the importance of building strong bones, we managed to generate front-page headlines highlighting our key messages.

We also made sure that those setting the political agendas throughout the UK were fully aware of the consequences of osteoporosis through the launch of separate Manifestos for England, Wales, Scotland and Northern Ireland. Our Manifestos did a great deal to push osteoporosis up the political agenda and highlighted the key challenges that must be met to provide the appropriate diagnosis, care and treatments that those affected by the condition deserve.

In addition to these initiatives, we continued to play a leading role in the clinical osteoporosis environment through funding research into the condition and engaging health professionals through events such as our scientific conference.

All of this hard work has enabled us to make a real difference to the lives of people affected by osteoporosis. The fact that we were able to achieve so much during one of the worst economic downturns in recent memory is testament to the hard work and determination of everyone involved in the National Osteoporosis Society.

I would also like to extend my thanks to our President, Her Royal Highness The Duchess of Cornwall who has, once again, worked tirelessly throughout 2009 to promote the work of the Charity at every opportunity.

While we are still likely to be suffering from the effects of the economic downturn during 2010, we look ahead to the next twelve months full of confidence and determination that we can continue to surpass the excellent achievements we have made during 2009.

Claire Severgnini
Chief Executive



Chairman's Letter

In my role as Chairman of the National Osteoporosis Society I am constantly impressed by how much this charity achieves on a daily basis.

Through our high-profile campaigns, we raise the profile of osteoporosis in the media and ensure it stays firmly on the radar for those involved in health policy. Our research programme means we are at the forefront of new investigations into causes and treatments for the condition and through our dedicated Helpline and free publications, we continue to provide an invaluable range of up-to-date, expert information for those affected by osteoporosis. In addition to this, our countrywide network of local Support Groups and our members and volunteers act as a lifeline for thousands of people.

However, despite the impressive results everyone involved in the National Osteoporosis Society has achieved, I am also aware that osteoporosis and the benefits of good bone health are still not as firmly embedded in the public consciousness as they could be.

Osteoporosis still affects more than three million people in the UK and the fragility fractures it causes are a massive drain on the time and resources of our already under-pressure health services.

The good news is that the National Osteoporosis Society in its position as the only UK-wide charity dedicated to improving the diagnosis, prevention and treatment of osteoporosis, is well prepared to address this challenge and will draw on the strengths of its trustees, management team, employees, volunteers, members and partners to make sure the fight against osteoporosis continues.

Professor David M. Reid
Chairman



“I am constantly impressed by how much this charity achieves on a daily basis.”

Specialist Osteoporosis Nurse Debbie Stone and Dr Phil Jones



How we help: Providing essential information

Dr Phil Jones, Consultant Physician and Specialist Osteoporosis Nurse, Debbie Stone, are based at Bronglais Hospital, Aberystwyth. They provide a large, rural community in Mid-Wales with a specialist service specifically targeted at reducing fractures among high-risk groups.

Debbie guides patients through their diagnosis of osteoporosis, including an explanation of their DXA scan results and the subsequent management of this condition. Patients have been seen in a variety of settings including GP surgeries, residential and nursing homes and community hospitals.

Explaining osteoporosis in a way that is easy for patients to understand can be difficult, but for Debbie and thousands of health professionals like her, the easy-to-read information produced by the National Osteoporosis Society is a great help.

“We keep a stock of all of the leaflets produced by the National Osteoporosis Society so we can provide every patient we see with an information pack. Through doing this, we can give them the information they really need and help them to understand what has happened to them and how they can cope with it. We cover a large, rural community and a lot of people don't have access to the internet, so this printed information is a lifeline for them,” she says.

Debbie says she distributes our leaflets not only to those specifically affected by osteoporosis, but to a wide range of groups who benefit from our information.

“We use the literature across a wide age range; not just those with osteoporosis. We give leaflets to people's families so they will have a better understanding of the condition. We also get out and about a lot delivering talks to other health professionals and groups like the Women's Institute and the leaflets are invaluable in terms of answering questions and raising awareness,” Debbie says.

Like Debbie, raising awareness through providing up-to-date, easy-to-read, independent information is something the National Osteoporosis Society believes in passionately. During 2009 we were able to do this through distributing hundreds of thousands of leaflets covering every area of osteoporosis and related conditions. We also provide information via our website.



“We use the literature across a wide age range; not just those with osteoporosis.”

The Gwent National Osteoporosis Society Support Group

“We target all age groups from older men and women to young mums and teenagers, with information about how diet and exercise can help prevent the condition.”

How we help: Raising awareness and offering support

The Chair of the Gwent Support Group Sheila Fox, was unlucky enough to suffer a hip fracture at the age of 53 following a minor fall. After an operation, she woke up on a hospital ward with seven other women, all in their 70s and 80s who were being treated for the same problem.

“None of the Doctors gave a reason why we had fractured and at the time osteoporosis was not mentioned,” Sheila says.

Luckily the National Osteoporosis Society was holding an awareness event in Gwent and, through attending, Sheila was able to find out more about the network of Local Support Groups and was instrumental in setting up a new group in her area.

One of the first tasks of the group was the lobbying of politicians and Health Authorities to re-establish osteoporosis clinics in the area. Since then, the group has gone from strength to strength and now a dedicated, supportive committee devotes an enormous amount of time to helping members of the group and raising awareness of the disease in Gwent.

“We spend a lot of time raising the awareness of osteoporosis amongst the general public, we visit hospitals, supermarkets, leisure centres and local authority healthy living events. We target all age groups from older men and women to young mums and teenagers, with information about how diet and exercise can help prevent the condition,” she says.

“When you remember the lack of knowledge there was about osteoporosis 10 years ago, it’s clear that people are now beginning to understand more – but we still have a long way to go,” Sheila says.

Between 20 and 70 people attend the regular Support Group meetings to hear talks from visiting speakers on medical matters and other subjects of interest.

The Gwent group provides a warm supportive atmosphere where people appreciate the chance to talk and socialise with others who suffer from osteoporosis. It gives everyone the confidence to carry on living their normal lives as much as possible.

This year the group celebrates its 10th anniversary, complemented by the formation of a consultant led dedicated Osteoporosis clinic at Panteg Hospital, with a specialist nurse and scanning facilities all on one site serving Gwent.

The Gwent National Osteoporosis Society Support Group is one of over 100 groups based all over the UK. The groups provide a warm and supportive community for those affected by osteoporosis and carry out essential fundraising and awareness raising events to get our key messages out to members of the public and health professionals.



Our experienced Helpline nurses



How we help: Our Helpline

From 9am to 5pm, five days a week, the National Osteoporosis Society's dedicated team of Helpline nurses provide a front-line service to thousands of people affected by osteoporosis.

Staffed by professionals experienced in osteoporosis and bone health, our Helpline is also supported by a large body of osteoporosis professionals who lend their expertise to the Charity. Their support ensures that the information we give to callers is based on the most accurate and up-to-date knowledge.

Our nurses are skilled in providing emotional support and can also direct callers to other relevant organisations that might be able to provide additional help.

Helpline Manager Sarah Leyland says her team of nurses deliver an essential service to people all over the UK who want to know more about osteoporosis.

"Our Helpline is a real lifeline. Often, when people have been diagnosed with osteoporosis, or experience the fragility fractures it causes, they really don't know who to turn to. Through our Helpline, we can discuss any questions they may have, reassure them and let them know there are lots of things they can do to carry on living a normal life," she says.



Sarah says that nurses answering enquiries to the Helpline deal with a huge range of different topics each day, ranging from enquiries about drug treatments, to information on exercise, diet and managing the pain and problems caused by fractures.

"Our nurses are extremely knowledgeable and are often able to put callers at ease and give them the help they need, whether it's information about how to take a particular drug treatment, or helping them cope with the distress caused by long term pain problems," she says.

During 2009 our team of Helpline nurses responded to over 12,000 enquiries made over the telephone, via email, through our website and by post. They also play an important role in contributing to the information provided in our suite of free publications and regularly represent the Charity, speaking at awareness events and health professional study days.

"Our Helpline is a real lifeline. Often, when people have been diagnosed with osteoporosis they really don't know who to turn to."

Helpline Manager, Sarah Leyland

How we help: Funding essential research

Professor Jon Tobias, Dr Ginny Gould and Dr Emma Clark work at the University of Bristol. Through the research grant we have been funding during 2009, they were able to look at how to improve the identification of people with vertebral fractures, one of the most painful consequences of osteoporosis.

Dr Clark says the research the National Osteoporosis Society is funding will help to improve diagnosis of people with osteoporosis and help prevent further fractures among those affected by the condition.

“Vertebral fractures are common, with approximately 12 per cent of the elderly having at least one. They can be painful and are associated with a reduced quality of life,” says Dr Clark. “Despite this, less than a third are correctly identified and treated. If this happens, those people are at a high risk of further osteoporotic fractures including hip and wrist fractures. We are trying to improve the identification of people with vertebral fractures so they can be correctly treated for their osteoporosis,” she says.

Dr Clark adds that our funding has been essential in allowing her and her team to continue their work into this important area.

From left to right:
Professor Jon Tobias,
Dr Emma Clark and
Dr Ginny Gould



“It’s crucial that we do as much as we can to help those affected by osteoporosis and the fractures that it causes. The funding from the National Osteoporosis Society has directly enabled us to do this,” she says.

The grant awarded to Dr Clark’s team at the University of Bristol is just part of the £2.8 million we have committed to research since 1994. We are involved in funding a wide range of research projects, all of which helps to maximise benefits for people with osteoporosis.

Other research projects we helped to fund during 2009 included investigations into the links between heart disease and osteoporosis, the relationship between poor dental health and osteoporosis and an examination of the role of diet in osteoporosis.

“It’s crucial that we do as much as we can to help those affected by osteoporosis.”

Dr Emma Clark

How we help: Osteoporosis Manifestos



Launching our Manifestos. National Osteoporosis Society Chief Executive Claire Severgnini; Dr Richard Simpson MSP, Mid Scotland and Fife, Member of Health and Sport Committee; Ms Moira Bankier, Chair, Forth Valley Support Group; Mrs Grace Graham, Secretary, Forth Valley Support Group

During 2009 the National Osteoporosis Society produced national Manifestos for England, Northern Ireland, Scotland and Wales. Each of these publications outlined the steps that the UK government, the devolved administrations, the NHS and parliamentarians from all parts of the UK need to take now, nationally and at the local level, to improve prevention, treatment, diagnosis and care for people with or at risk of fragility fractures and osteoporosis.

Each Manifesto emphasises the role that the National Osteoporosis Society commits to playing in the drive to eradicate needless fragility fractures. They identify five areas where vast improvements are needed: the management of falls, fragility fractures and osteoporosis; clinical guidance; the assessment of clinical performance; primary care services and public awareness, and education.

As part of our work to ensure that politicians and policymakers across the UK became aware of the Manifestos, we visited Westminster, the Northern Ireland Assembly, the Scottish Parliament and the Welsh

Assembly to launch each document. We secured coverage of each event in local and national media.

Carole Rogerson, a National Osteoporosis Society member and osteoporosis sufferer from Dumfriesshire, backed the launch of the Manifestos and helped us to promote the publications to politicians in Scotland.

“Five years ago I had a low-impact fall and broke my wrist. The shock for me was that two bones had broken so easily, but no one mentioned osteoporosis. It wasn’t until two years later when I changed GPs, that I was finally given a scan and diagnosed with osteoporosis. It’s terrifying to think what could have happened in that time. More needs to be done to make sure people like me don’t slip through the net and end up breaking more bones. These new osteoporosis Manifestos will help thousands of people,” she says.

You can download our Manifestos at www.nos.org.uk/manifestos or request hard copies by calling **01761 473 104**.

How we help: Raising awareness through campaigns

When our newest patron, Craig Revel Horwood, delivered a brief dance lesson to our President Her Royal Highness The Duchess of Cornwall in front of press photographers and television cameras, he knew the publicity that followed would help us to raise awareness about osteoporosis and the fractures that it causes.

Craig's headline-grabbing dance session generated front page coverage in several national newspapers and items on a number of television news programmes.

Craig was dancing with our President in front of the world's media because he was the public face of our Bone Factor Tour, a nationwide dance-based competition for primary school children launched as part of our Bones 4 Life campaign.

Bones 4 Life was part of our ongoing work throughout 2009 to raise awareness of osteoporosis. The campaign specifically sought to teach children about the importance of dance, weight-bearing exercise and a balanced, calcium-rich diet to help build stronger bones. Schools from across the UK entered an original dance routine for our competition for a chance to win a fun day all about bone health, including a special visit and dance lesson from Craig.

The Bones 4 Life campaign also included the launch of a new educational website bones4life.org and gave us the opportunity to

introduce our child-friendly campaigning mascots Knuckles, Munch, Blaze, Sneakers and Bonecrusher Bert. These colourful characters toured family-friendly events and shows throughout the UK, passing on our bone-health messages to children, teachers and parents.

"I loved working with the National Osteoporosis Society during 2009 because it's given me a chance to use dance in a really positive way," Craig says.

"It's so important that as many people as possible know about osteoporosis. It's a truly terrible disease and by reaching young people through dance initiatives like this, we are not only raising awareness, we are doing something to build strong bones to help prevent osteoporosis in the future," he says.

Thanks to Craig's involvement in our 2009 awareness campaign, the profile of osteoporosis has never been higher.



"I loved working with the National Osteoporosis Society during 2009."

Craig Revel Horwood

How we help: Membership



When Sandra Massey was first diagnosed with osteoporosis, she was a fit 40-year-old working for a train company and taking part in Territorial Army activities in her spare time. Like many people in her position, the information she received during what can be a very worrying time was a real lifeline.

"I first heard about the National Osteoporosis Society when I attended a scan at the local hospital after I'd broken my hip in a low-trauma situation," Sandra said. "The nurse was reassuring and handed me a leaflet produced by the Charity with basic information about the disease, which also told me how to get in touch so I could find out more."

Sandra says, as someone newly diagnosed with osteoporosis, she needed to find out as much information as she could about the condition.

"I decided that it would be best to find out all I could in order to make the best of the situation. The National Osteoporosis Society has experienced professional nurses with accurate and up-to-date knowledge. I felt it would be foolish if this was not my first port of call for information, given that my own knowledge was limited," she says.

For Sandra, being a member of the National Osteoporosis Society offers her "reassurance, the chance to meet others and get help with diet, exercise and medications." She also says she enjoys being part of a strong and supportive group.

"The best thing about being a member of the National Osteoporosis Society is the continued support, the friendliness and knowing we all aim for the same results. I feel better informed and enjoy being part of an ongoing fight against this awful disease. Being part of a group means you can achieve more. Strength in numbers is a great thing," she says.

Just like Sandra, over 25,000 people of all ages and different walks of life have found strength and comfort through becoming a member of the National Osteoporosis Society. Our members play an important role in the Charity, supporting our efforts to improve treatment for people affected by osteoporosis and raise awareness of the condition.

"I feel better informed and enjoy being part of an ongoing fight against this awful disease."

How we help: Fundraising

For 27-year-old Richard Fogelman, raising over £4,500 for the National Osteoporosis Society by taking part in the 2009 Flora London Marathon was a difficult challenge to take on, but one that was well worth the effort.

“This was the first time that I had raised a significant amount for charity and it gave me a real satisfaction knowing that I had done my bit. Once my friends and family started donating, I knew that I had no other option but to give it my all,” he says.

Richard’s father is a professor of medicine specialising in osteoporosis and a previous Trustee of the Charity, so he always knew the National Osteoporosis Society was a charity he wanted to support.

“I didn’t know too much about the terrible effects osteoporosis had on individuals until I did some research. I always knew about osteoporosis but I didn’t realise quite how many people suffered from it,” he says.

“When I found out more I knew this was a cause I wanted to support and I threw myself into raising money so I could really help people affected by this condition,” he says.

Richard says he also wanted to get involved in raising funds because of the challenge running the 2009 London Marathon presented and the enormous sense of achievement he felt once he finally crossed the finish line.

“The build-up to race day was a real struggle. I went through all of the highs and lows: good runs and bad runs, cold days and even colder days, personal bests and injuries. There were several times that I felt like giving up and wondered whether or not taking part was really worth it, but once I crossed the finish



“It gave me a real satisfaction knowing that I had done my bit.”

line that question was answered and I can’t put into words the emotions I was going through.”

Richard is one of thousands of active fundraisers across the UK who put considerable time, effort and passion into helping those affected by osteoporosis by getting involved in fundraising activities. During 2009 our fundraisers helped generate thousands of pounds worth of essential income for the Charity through taking part in a number of successful Big Bone Walks, fundraising tea parties and special Go Orange for Osteoporosis events to mark World Osteoporosis Day.

How we help: Osteoporosis Scanning Service Development Project

Sam Cross is Lead Practitioner for the Healthy Bones Service at Derriford Hospital in Plymouth. For her, the £212,237 in funding provided by the National Osteoporosis Society in 2009 has enabled the service she runs to make a real difference to the lives of local people affected by osteoporosis and the fractures it causes.

Thanks to a very generous donation to the National Osteoporosis Society from the Grand Lodge of Mark Master Masons, we were able to provide start-up funding for the Healthy Bones Service in Plymouth, including the costs of a mobile DXA Scanner.

Operating a mobile scanning service has enabled Sam and her team to provide bone scanning services where patients need them most.

“Previously, people requiring a DXA scan would have had to travel into Plymouth, which isn’t always easy for those without their own transport or who find it difficult getting around.

The mobile unit means we can provide services closer to home for lots of people,” she says.

Sam says a pilot project using the mobile unit scanned 321 patients, 72 of which were found to have osteoporosis and 123 of which were found to have osteopenia.

“These patients were not previously identified as requiring a DXA scan. As we were able to get out to their local areas and scan them, we have now been able to treat them and have reduced their fracture risk and helped them to maintain a healthy and independent lifestyle,” she says.

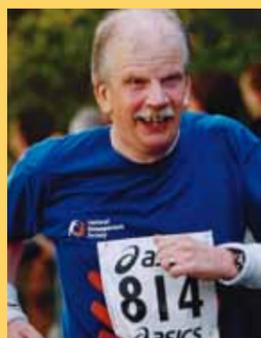
In 2008 the National Osteoporosis Society received a generous £3m donation from the Grand Lodge of Mark Master Masons. Since then, working in partnership with the NHS, we have provided funding for 14 separate projects throughout the UK, all of which help improve access to essential DXA scans for millions of people.



How you help: Thank you

Each year we help thousands of people who have been affected by osteoporosis. For many, the National Osteoporosis Society is a lifeline, offering free professional information and support for millions of people.

The only way we can continue to help is through the kind generosity of our supporters. During 2009 we gratefully received donations from individual donors, people who remembered us in their wills, companies, charitable trusts and foundations, local groups and people who participated in our fundraising events. We would like to extend our heartfelt thanks to everyone who helped us.



Despite being affected by osteoporosis, Richard Farbrother decided he wanted to help other people living with the condition by running the Stroud Half Marathon. Richard completed the race in an amazing time of 1 hour and 52 minutes and raised a total of £272.

We launched a new fundraising initiative in 2009 in the form of our first Go Orange for Osteoporosis day which saw us encourage people all over the UK to wear something orange as a way of raising funds for the National Osteoporosis Society. A wide range of activities took place to mark the day including orange themed tea parties, orange dances and orange cake sales.



During summer 2009 we held a series of Big Bone Walks in England, Scotland, Wales and Northern Ireland, all of which attracted fantastic levels of support from hundreds of people helping our fight against osteoporosis. Our Big Bone Walks helped to raise £12,370, thanks to the time, effort and dedication of everyone who took part.



Last summer the National Osteoporosis Society was the beneficiary of the prestigious Grosvenor House Art & Antiques Fair Royal Charity Gala. The event was attended by our President Her Royal Highness The Duchess of Cornwall and patrons including Susan Hampshire and Craig Revel Horwood. The Gala was a terrific success, generating a fantastic £541,039 for our essential work.



Support Groups

The National Osteoporosis Society has a supportive network of over 100 Support Groups based all over the UK. Our groups provide essential support and information to their local communities in many different ways. During 2009 our Support Groups jointly donated a total of £60,460. We would like to thank each and every member of our groups for their dedicated support.

How your help adds up: Trusts

Donations from charitable trusts and foundations provide an essential part of our income. Over the last few years we have been fortunate to receive substantial funding from a wide range of organisations and during 2009, they generously donated £74,910 to the Charity.

How your help adds up: Raffles and Appeals

Every year, thousands of people generously donate money to the Charity through buying tickets for our Prize Draws and responding to our regular fundraising appeals. During 2009 our raffles raised a total of £112,473 and our appeals £59,820. We would like to thank everyone who participated.

How your help adds up: Individual Donors

During 2009 an amazing total of £437,250 was raised from individual donors.

How your help adds up: Legacies

Legacies are a vital part of our income. By leaving legacies to the National Osteoporosis Society lots of people have helped to improve the quality of life for people with osteoporosis and provided support for our vital services. During 2009, we received £1,440,990 from people generously remembering us in their wills.

How your help adds up: Corporate Partners

We continue to be grateful for the donations we receive from our corporate partners. In particular, those who have been long term supporters like Vitabiotics and Tropicana, who use our logo on pack and also the members of our Industry Partners Forum. We hope that the new relationships started in 2009 with companies like Danone develop into equally long, mutually beneficial partnerships.

We would like to extend our heartfelt thanks to the following individuals, organisations and companies, who each donated £5,000 or more, for their very generous support.

Donations through the Grosvenor House Art and Antiques Fair:

Mrs Giancarla Alen-Buckley
Mr David Allen
Barbara & Stanley Fink Foundation
The Clore Duffield Foundation
The East Riding Charitable Foundation
The Edmond J Safra Philanthropic Foundation
Mr Richard Giraud
The Gosling Foundation Ltd
Susan Kulukundis
ICAP Securities Ltd
Mr Christian C Levett
Marks and Spencer Group plc
Mr David Newton
Ronald Phillips Ltd
Mr and Mrs Michael Spencer

Individuals

Mrs Drue Heinz DBE

Companies

Amgen Ltd
Danone Dairies and Water
Novartis Pharmaceuticals UK Ltd
Proctor and Gamble Pharmaceuticals UK Ltd
Synexus Ltd
Servier Laboratories
Shire Pharmaceuticals plc
Vitabiotics (Osteocare)
Walkers Snacks Ltd (Tropicana)

Trusts

The Adint Charitable Trust
Donald Forrester Trust
The Forte Charitable Trust
The Kohn Foundation
Miss Margaret J Stephens' Charitable Trust
The Souter Charitable Trust

Financial Report 2009

Financial Performance and Funding Sources

The major sources for the Charity's funds are from donations, fundraising events and campaigns (2009: 42%, 2008:69%), legacies (2009: 34%, 2008:25%), conferences (2009: 13%, 2008: Nil%) and membership fees (2009: 11%, 2008:6%). The Charity holds a scientific conference every eighteen months. The most recent conference which was held in July 2009, generated income of £537,535 and planning is underway for the next conference which will be held in November 2010.

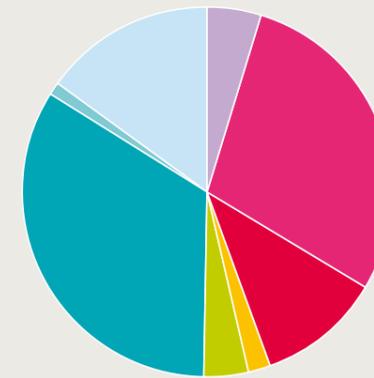
For restricted funds, the main sources are from commercial grants, specified donations and fundraising campaigns. In 2008, the Charity received a generous donation of £2.65m from the Grand Lodge of Mark Master Masons to fund the Osteoporosis Scanning Services Development Project. Working in partnership with the NHS, this has provided funding to 14 separate projects throughout the UK, to improve access to essential DXA scans for millions of people.

We have a policy that no more than 25% of our total funds can be sourced from pharmaceutical companies, and in 2009 these totalled 10.5% (2008: 1.8%) of total income. The Charity is grateful to all those who have contributed so generously and supported it through the year.

Reserves Policy

In determining a prudent level of free reserves the Board takes into account that the total budgeted annual unrestricted expenditure is now in the region of £4.11m and the inevitable uncertainties that exist as a consequence of the Charity's dependence upon voluntary giving and upon legacy income in particular. The policy is that free reserves should normally be between six months and twelve months unrestricted operating expenditure, which is equivalent to £2.05m, and £4.11m. The actual free reserves at 31st December 2009 were £2.50m, which was equivalent to seven months budgeted unrestricted expenditure for 2010.

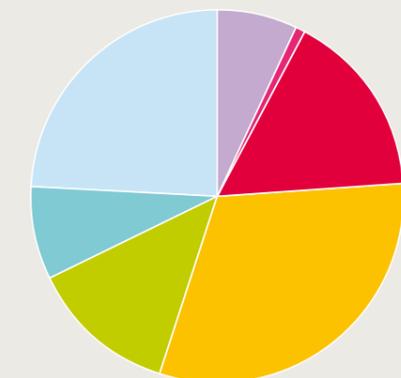
Incoming resources



Education and awareness	£626,037	15%
Policy	£30,264	1%
Legacies	£1,440,990	34%
Services to members, support Services groups and general public	£159,309	4%
Investment income	£77,321	2%
Membership	£447,012	11%
Fundraising	£1,230,128	29%
Donations	£216,747	5%
Total	£4,227,808	

The Charity received a generous restricted donation from the Grand Lodge of Mark Master Masons in 2008, of £2,650,000 to fund the Osteoporosis Scanning Services Development Project over three years. The project works in partnership with the NHS and it provides funding to 14 separate programmes. During 2009, the Charity spent £789,376 of the monies received in 2008, on these programmes.

Expenditure



Education and awareness	£1,392,175	24%
Policy	£482,645	8%
Osteoporosis Scanning Services	£789,376	13%
Charity services	£1,841,781	31%
Costs of generating voluntary income	£960,127	16%
Governance	£46,817	1%
Research	£386,587	7%
Total	£5,899,508	

The Charity also awards research grants to fund different types of research to help those affected by osteoporosis. Research grants are awarded from monies received in earlier years and in 2009, the Charity incurred expenditure of £386,587 on restricted research grants.

The pie charts include the expenditure relating to these projects.

Investment Policy

HSBC Global Asset Management (UK) Ltd was appointed as the Charity's investment advisers on 9th December 2009. HSBC Global Asset Management (UK) Ltd manages the long-term investments on behalf of the Trustees. The investment policy involves balancing return from income and capital and a medium level of risk. The Trustees have an ethical policy not to invest directly in pharmaceutical companies in view of the nature of the Charity's activities.

The Charity holds cash on short to medium term deposits to allow working flexibility whilst ensuring adequate levels of interest are earned. The Trustees reviewed the investment policy in 2009, to ensure that the Charity is maximising its investment potential.

Grant Making Policy

It is the policy of the National Osteoporosis Society to fund research that is in line with the Charity's mission statement, and which follows the recommendations of the Charity Commission and the Association of Medical Research Charities (AMRC) of which the National Osteoporosis Society is a member. A Research Grants Committee (RGC) reports to the Trustees on matters regarding the award and monitoring of grants through the Medical Board. The RGC advises the Charity on individual research projects and studentships or fellowships that are otherwise difficult to obtain mainstream funding for and pilot projects that will encourage leverage of funds from other funders in the future. The availability of funding is advertised through our regular publications and website.

Status

The organisation is a charitable company limited by guarantee, incorporated on 15th December 2003 and registered as a charity on 18th March 2004. On 31st July 2008, the Charity registered with the Scottish Charity Register to further the development of its activities in Scotland.

From our Trustees

The above summarised accounts are a summary of information extracted from the annual accounts and contain information relating to both the Statement of Financial Activities and the Balance Sheet.

These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Charity. For further information, the full accounts, which received an unqualified audit opinion, should be consulted. Copies of these can be obtained from the National Osteoporosis Society, Camerton, Bath BA2 0PJ

The annual accounts were approved by the Trustees on 28th April 2010.

Independent auditor's report to Trustees of National Osteoporosis Society

We have examined the summarised financial statements of National Osteoporosis Society set out on pages 24 and 25.

Respective responsibilities of Trustees and auditors

The trustees are responsible for preparing the summarised financial statements in compliance with the relevant requirements of section 426 to 429 of the Companies Act 2006 and the regulations made there under and in accordance with the recommendations of the charities SORP.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/3 "The auditors' statement on the summary financial statement" issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and the Trustees' Annual Report of National Osteoporosis Society for the year ended 31st December 2009.

haysmacintyre
Chartered Accountants
Registered Auditors
Fairfax House
15 Fulwood Place
London

Statement of financial activities

(Incorporating an income and expenditure account)

For the year ended 31st December 2009	Restricted £	Unrestricted £	Total 2009 £	Total 2008 £
Incoming resources				
Incoming resources from generated funds				
Voluntary income	69,781	1,587,956	1,657,737	4,904,403
Activities for generating funds	74,380	1,602,760	1,677,140	1,819,675
Investment income	22,135	55,186	77,321	413,459
Incoming resources from the charitable activities				
Services to members, support groups and the general public	483	158,826	159,309	165,919
Policy	5,000	25,264	30,264	22,957
Education and awareness	-	626,037	626,037	720
Total incoming resources	171,779	4,056,029	4,227,808	7,327,133
Resources expended				
Costs of generating funds:				
Costs of generating voluntary income	24,711	935,416	960,127	845,708
Charitable activities				
Services to members, support groups and the general public	185,171	1,656,610	1,841,781	1,799,271
Osteoporosis Scanning Service				
Development Programme	760,851	28,525	789,376	567,822
Policy	26,975	455,670	482,645	521,886
Education and awareness	196,747	1,195,428	1,392,175	1,105,498
Research	374,173	12,414	386,587	342,031
Governance costs	-	46,817	46,817	72,532
Total resources expended	1,568,628	4,330,880	5,899,508	5,254,748
Net incoming resources before transfers	(1,396,849)	(274,851)	(1,671,700)	2,072,385
Transfers	-	-	-	-
Net incoming resources before other recognised gains / losses	(1,396,849)	(274,851)	(1,671,700)	2,072,835
Realised (losses)	-	6,838	6,838	(415)
Unrealised (losses) / gains	-	16,702	16,702	(72,270)
Net movement in funds	(1,396,849)	(251,311)	(1,648,160)	1,999,700
Funds at the start of the year	3,435,114	4,964,974	8,400,088	6,400,388
Funds at the end of the year	2,038,265	4,713,663	6,751,928	8,400,088

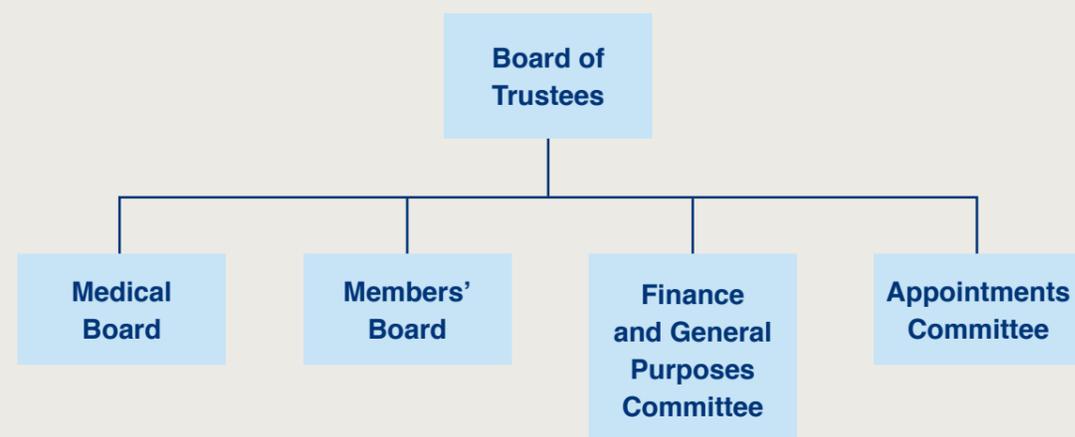
Balance sheets

As at 31st December 2009

	2009 £	2008 £
Tangible Fixed Assets		
Tangible fixed assets	2,287,900	2,288,721
Investments	1,106,658	187,920
	3,394,558	2,476,641
Current Assets		
Debtors	115,561	330,219
Short-term deposits	2,622,693	6,212,627
Cash at bank and in hand	1,561,923	782,317
	4,300,177	7,325,163
Creditors: amounts falling due within one year	(942,807)	(1,401,716)
Net Current Assets	3,357,370	5,923,447
Net Assets	6,751,928	8,400,088
Funds		
Restricted funds	2,038,265	3,435,114
Unrestricted funds		
Designated funds	2,216,684	2,234,144
General funds	2,496,979	2,730,830
Total funds	6,751,928	8,400,088

Organisation structure

Charity Governance



Executive Management



Reference and administrative details

Honorary Officers

President:	HRH The Duchess of Cornwall	
Vice President:	Professor John W W Studd	
Scientific President:	Dr Allan Dixon	
Patrons:	Sean Bean, Nerys Hughes, Mary Berry, The Lady Hylton, Deborah Bull CBE, Ross Kemp, Wendy Craig, Dr Maggie Philbin, Peter Cruddas, Craig Revel Horwood, Lynn Faulds Wood, Dr Miriam Stoppard, Trudie Goodwin, Lizzie Webb, Susan Hampshire OBE, Barbara Windsor MBE	
Chairman:	Professor David M Reid	
Vice Chairman:	Mary Regnier-Leigh	
Treasurer:	Nigel Melville (resigned 19th May 2009) Philip Newborough (appointed 27th June 2009)	
Trustees:	Professor Judith Adams (retired 27th June 2009) Janine Chandler Penny Clark (retired 27th June 2009) Dr Alun Cooper Bernard Divine (appointed 27th June 2009, deceased 7th February 2010)	Professor Richard Eastell (retired 27th June 2009) Professor Roger Francis Wendy Hull (appointed 27th June 2009) Dr Terence O'Neill (appointed 27th June 2009) Dr Peter Selby (retired 27th June 2009) Jeremy Stern Catherine Tompkins (appointed 27th June 2009)

Management Team

Chief Executive:	Claire Severgnini
Deputy Chief Executive & Operations Director:	Angela Jordan
Fundraising Director:	Ann Tate (resigned 18th September 2009) Richard Hammond (appointed 5th October 2009)
Public & External Affairs Director:	Nick Rijke (resigned 31st January 2010)
Director of Communications and Public Affairs:	Juliette Brown (appointed 1st January 2010)
Head of Finance:	Lynda Croft
Head of Human Resources:	Helen Kingman

Registered office:

Camerton, Bath BA2 0PJ

Auditors:

haysmacintyre, Fairfax House,
15 Fulwood Place, London WC1V 6AY

Bankers:

National Westminster Bank plc,
3 High Street, Midsomer Norton, Bath BA3 2ZY
HSBC Bank plc
PO Box 120, 49 Corn Street, Bristol BS99 7PP
Santander UK plc
2 Triton Square, Regent's Place, London NW1 3AN

Investment Advisors:

Gerrard Investment Management Limited, Barclays
Wealth, 29 Windsor Place, Cardiff CF10 3BZ
HSBC Global Asset Management (UK) Limited
78 St James's Street, London SW1A 1HL

Solicitors:

Beachcroft LLP, Portwall Place,
Portwall Lane Bristol BS99 7UD
Sprecher Grier Halberstam LLP, One America Square,
Crosswall, London EC3N 2SG
Thatcher & Hallam, Island House,
Midsomer Norton BA3 2HJ

Company number: 4995013

Charity number England: 1102712

Charity number Scotland: SC039755

 **0845 130 3076** or **01761 471771** (General Enquiries)

 **0845 450 0230** or **01761 472721** (Helpline)

 **www.nos.org.uk**

 **Camerton, Bath BA2 0PJ**



President: HRH The Duchess of Cornwall

National Osteoporosis Society is a registered charity no. 1102712 in England and Wales and no. SC039755 in Scotland
Registered as a company limited by guarantee in England and Wales no. 4995013