

The work of the Psoriasis Association is like an oak tree – beginning as a small acorn back in 1968 when Dr Dick Coles, recognising the needs of people living with psoriasis, established our very first support group. For over 50 years we have continued to grow. People often see our public work, on the surface through our websites and social media; or our helplines or meetings. However, it is under the surface that our strength and depth is provided by our root system made up of our members and supporters, our researchers and clinical and academic colleagues, other charities, our trustees and our staff which brings stability and ensures that we thrive. These roots include our involvement in research, from planning to implementation which travels through to our public work ensuring that our information is up-to-date, trusted and relevant,

that we can represent people whose lives are affected by psoriasis to regulatory authorities and are able to challenge perceptions when necessary.

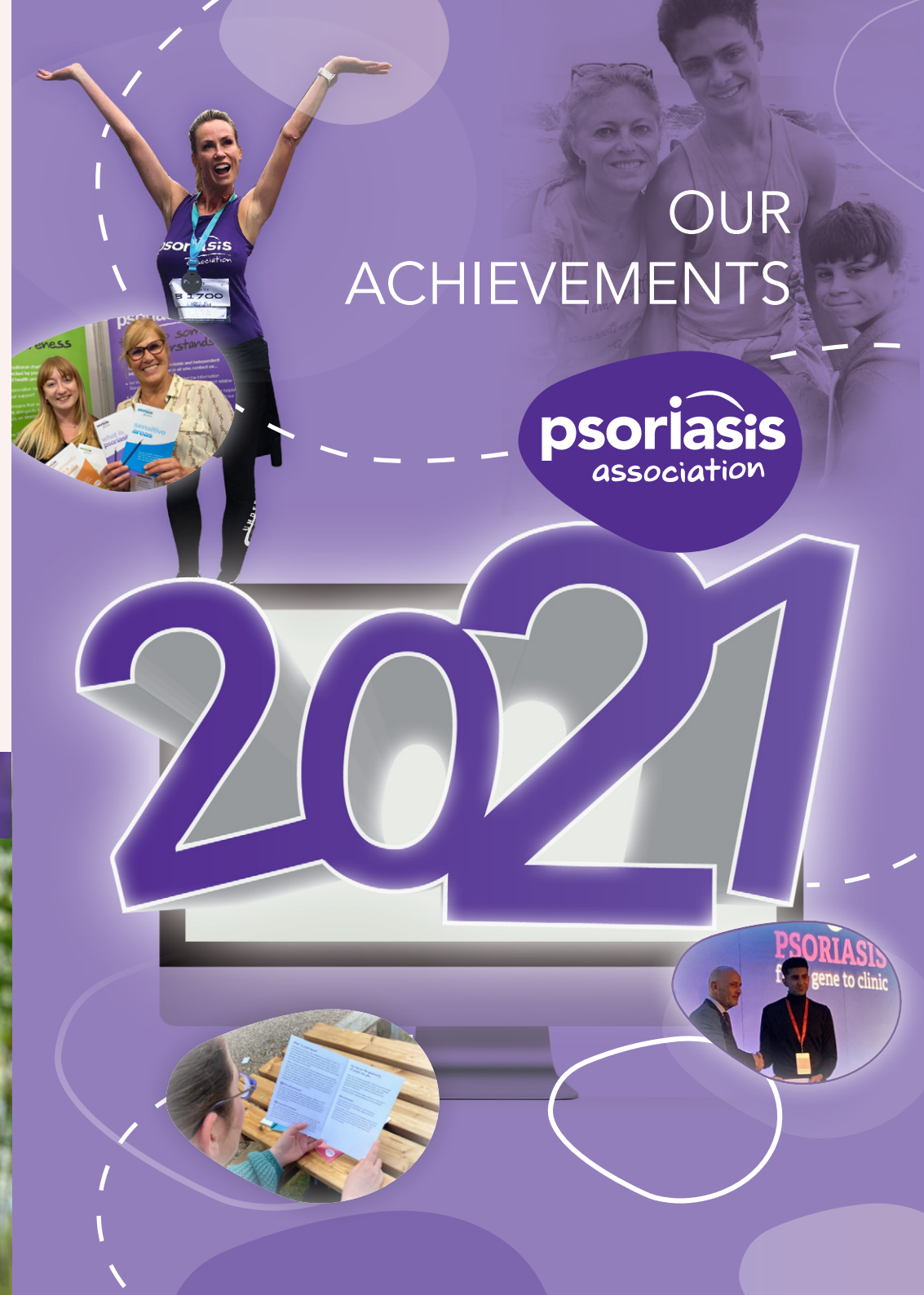
Whilst the trees' appearance changes throughout the years, the roots are always busy and constantly providing. We really do depend on the generosity of everyone involved with the Psoriasis Association, through your membership subscriptions, Gift Aid, legacies, donations, fundraising and the time you take to inform us of your experiences, to review our information and research grant applications and to guide the charity's work. This is greatly appreciated and really does ensure we continue to grow and thrive.

Thank-you for all your support in 2021.

Helen McAteer

The Psoriasis Association
Registered Charity Numbers
1180666 and SC049563

Chief Executive,
Psoriasis Association



CHAIRMAN'S REPORT

Looking back over 2021 I'm struck by the way in which the extraordinary has become part of the pattern of everyday life, both for all of us as individuals, and for the Association. Last year I dwelt on the ways in which the organisation, its staff team and our members had risen to the difficulties posed by the pandemic. Suffice to say that twelve months on the challenges remain, and that as I write 'living with Covid' seems increasingly to be the theme.

I am proud to say that we have continued to offer the full range of membership and public support services as well as taking forward significant developments in our research and advocacy work. Working from home with its challenges has of necessity remained a major component of our organisational approach but our brilliant staff team have ensured the continued smooth, seamless delivery of 'business as usual'. I and the trustees are grateful to them all.

But 2021 has also presented opportunities and has seen the Association break new ground. We have established a much-used

Covid-19 Resource Hub on our website and the on-line and telephone advice services have continued to be busy, reflecting the urgent need for information about the potential interactions between psoriasis and Covid as well as the continuing difficulties faced by so many in getting access to NHS services.

I am proud to say that we have continued to offer the full range of membership and public support services

Psoriasis Awareness Week in October was largely virtual, but an imaginative range of digital resources, including a Q&A video and several Facebook Live sessions with input from leading clinical experts resulted in a successful, well attended programme. On-line technology has become a core part of everyday life for almost everyone, and our first virtual AGM and Conference last year, held after the 'gap' of 2020, boasted a line-up of expert speakers to fully match those of previous years. Strong engagement from our members has encouraged us to make this year's event both face-to-face and on-line, so that those who are unable to attend in person can still take part and contribute.

The Association's commitment to research has remained unwavering. As programmes across the country have begun to find their feet again, we were pleased to support three new PhD projects, whilst the trustees were delighted to be able to confirm a major five-year funding commitment to the successful Biomarkers and Stratification to Optimise Outcomes in Psoriasis (BSTOP) project based at St Johns. Research remains at the heart of the Association's work and these new developments have raised our commitment significantly.

The pandemic and more recent events on the world stage have inevitably impacted upon the Association's finances, dependent as they are on a mixture of fundraising and investment income. The generosity and imagination of those who fundraise for us and the skilful management of our resources by our staff, trustees and specialist advisors has however meant that we have been insulated from the worst of these upheavals. I am grateful to all of those who commit their time and expertise to ensure that our finances remain stable and healthy.

The context of the past two years has been a challenging one. The practicalities of sustaining our core services against a background of lockdown, engaging with a research community hard-hit by the impact of the pandemic, and seeking to engage with politicians, professionals and a public distracted by Covid have been challenging. I am nevertheless confident that the Association will continue to successfully address its key aims - raising awareness, promoting and promulgating the outcome of research, and offering support, information and advice to all those who need it.



Nick Evans

Chairman,
Psoriasis Association

Awarded PIF Tick accreditation for our information provision, a kite mark for providing accurate, up to date and informative health information through a robust production process.

1



2

Held a digital conference completely online for the first time bringing experts and information to a new audience.

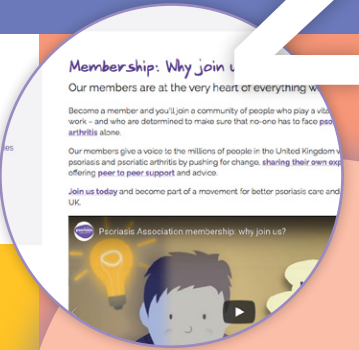


2021 HIGHLIGHTS

BSTOP
Biomarkers of Systemic Treatment Outcomes in Psoriasis

3

Began funding the exciting five-year extension to the Biomarkers and Stratification to Optimise outcomes in Psoriasis (BSTOP) research project.



4

Designed and launched a new members webpage making it easier to use and showcasing a new animated video on the benefits of membership.

AIMS

About The Psoriasis Association

We are the leading national charity and membership organisation for people affected by psoriasis in the UK.

Our Purpose

We help people whose lives are affected by psoriasis and psoriatic arthritis. We do this through funding research, providing information and raising awareness.

What we do

- We offer good quality, reliable and independent information and advice.
- We raise awareness of psoriasis and work with key health officials on strategic issues.
- We represent the interests of members at a local and national level.
- We fund and promote research into the causes, nature and care of people with psoriasis.

Our mission is to improve the lives of those with psoriasis and/or psoriatic arthritis

2021 in numbers

570,297
visits to the main website during the year with **43,909** alone visiting our 'types of psoriasis' page.

We responded to **1,075** queries to our support and information helplines and another **728** contacts relating to other areas of our work.



Almost **20%** of all helpline enquiries relate to plaque psoriasis with another **20%** focusing on scalp issues.



Our online coronavirus information was accessed **28,390** times with

14,213 visits to our vaccine and psoriasis information.

We offer over **50** information sheets and resources on all different types of psoriasis and treatments.

17,520 people used our online forums to obtain peer support, be heard and take part in discussions on over **3,000** different topics.

54 people fundraised for us taking on marathons, cycle races and even mountain climbing.

18 people joined our Pso Teams at the London 10km and the famous London to Brighton cycle ride.

26,942 views of our expert videos on YouTube which included

5 new videos from our annual conference and **4** from Psoriasis Awareness Week 2021.

i nformation

In 2021, we delivered:

PIF Tick Accreditation

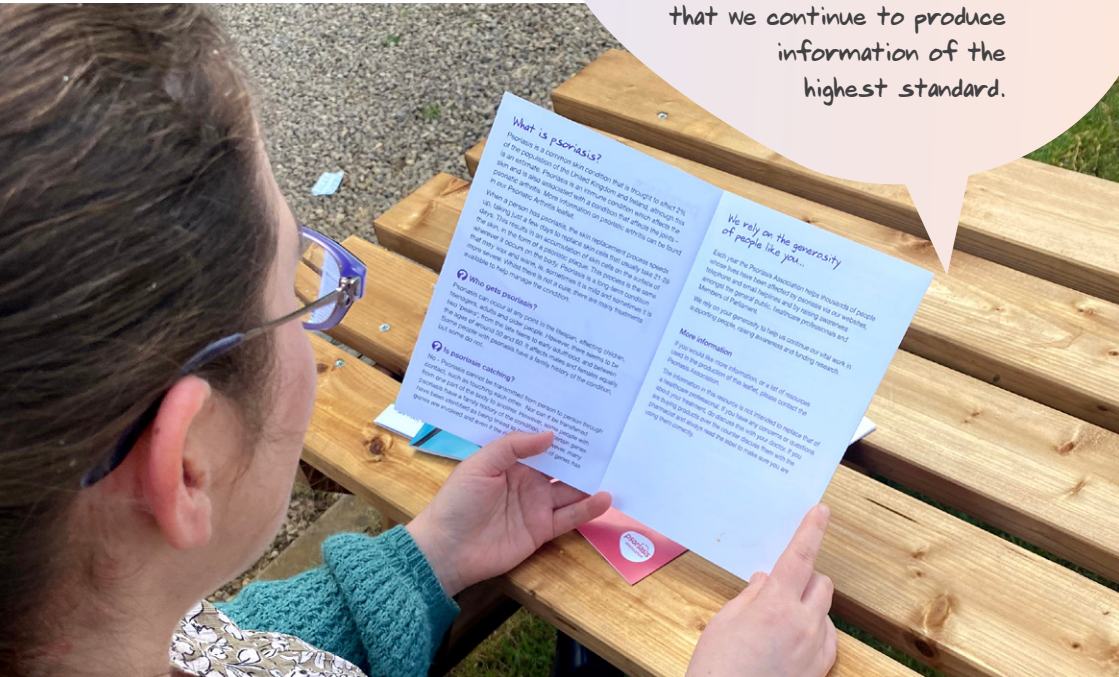
We were awarded PIF Tick accreditation in March demonstrating our continued commitment to providing high quality, reliable and up-to-date information. We had to show that our health information has been through a professional and robust production process and meet a set criteria. Look out for the PIF Tick logo on our information sheets.

WE SAID WE WOULD:

'Further our commitment to providing high quality and accurate information by obtaining the PIF Tick and by continuing to provide our COVID-19 support during the pandemic'



We work closely with clinical experts and people with lived experiences of psoriasis / psoriatic arthritis and treatments in order to ensure that we continue to produce information of the highest standard.



COVID-19 Support

During 2021, we continued to update our COVID-19 information hub at regular intervals, providing the latest information on topics including vaccination, face coverings and advice for the clinically extremely vulnerable population.

Our resources on preparing for a virtual consultation, coming out of isolation, coping well with the COVID-19 pandemic and eating well during the pandemic continued to be well-used.

We also worked hard to provide information in other ways:

To regulatory bodies


The Chief Executive provided input into the NICE technology appraisals for Risankizumab for PsA, Upadacitinib for PsA and Secukinumab for adolescents with psoriasis and attended the NICE technology meeting for Guselkumab for PsA. Input was provided at the committee meeting for the SMC appraisal of Guselkumab for PsA.

On Social media

Our social media activity continues to grow and we maintain a high profile on Facebook, Twitter, YouTube, LinkedIn and Instagram. Our forums provide an excellent source of peer-to-peer support while our private Facebook Group generated 15,434 comments alone on a wide variety of subjects.


17,958
Facebook
followers


735
YouTube
subscribers


12,450
Instagram
followers


13,824
Twitter
followers

Going forward in 2022:



We will continue to provide high quality information in easily accessible ways, in-print, online and on video and continue to apply the standards of the PIF Tick

RESEARCH

In 2021, we:

Continued our commitment to high quality, relevant research

Our exciting £1m five-year investment into the Biomarkers and Stratification to Optimise outcomes in Psoriasis (BSTOP) research project began in September 2021. It is hoped this project will help to address a number of the top 10 research priorities identified by patients and clinicians in the Priority Setting Partnership of 2018.

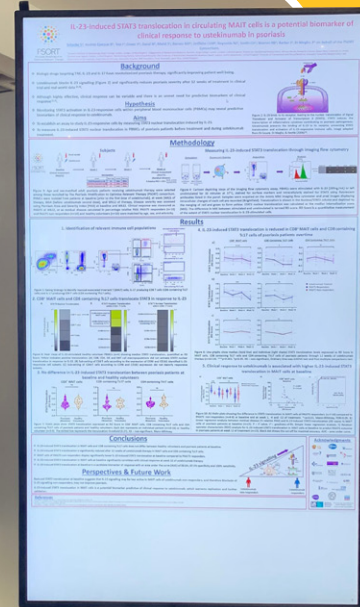


Continued our support for PsoProtect and PsoProtectMe

As a founding partner, we have continued to provide invaluable support to the promotion of both PsoProtect and PsoProtectMe and have assisted with the dissemination of the findings to a wide audience. The registries were established in 2020 in response to the global COVID-19 pandemic and continued to collect valuable data and publish findings on the impact of COVID-19 on people with psoriasis throughout 2021.



BSTOP
Biomarkers of Systemic Treatment Outcomes in Psoriasis



WE SAID WE WOULD:
'Continue our support for world leading research into the causes and treatment of psoriasis'



1
Dr Satveer Mahil at Kings College London, Identifying biomarkers of disease remission in psoriasis



2
Dr Thiviyani Maruthappu at Kings College London, The APPLE study – A cross-sectional observational study examining the influence of diet and fasting on psoriasis



3
Dr Zenas Yiu at the University of Manchester, Evaluation of tumour necrosis factor inhibitor biosimilar use in the UK: a study from the British Association of Dermatologists Biologics and Immunomodulator Register



We awarded 1 small grant / Cecil King Memorial Award in 2021

Dr Stephanie Shoop-Worrall at the University of Manchester, The impact of psoriasis on wellbeing and clinical outcomes in juvenile psoriatic arthritis.

We continued to provide ongoing support to another

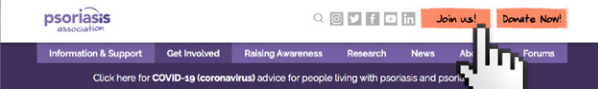
11 PhDs
and 2 small grants recipients



Going forward in 2022:

We will review our research strategy and continue to fund and support key pieces of research into psoriasis and psoriatic arthritis

MEMBERSHIP



WE SAID WE WOULD:

'Explore opportunities to further engage with members and make improvements to our website to make it easier to join and renew on-line'

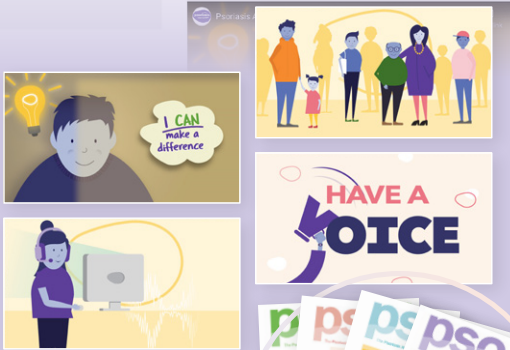
We delivered in 2021:

A brand new members page and video

We created a brand-new members page on our website showcasing a new animated video about the benefits of becoming a Psoriasis Association member and making it easier to join us.

We refreshed our website to make it more user friendly and included a new site map and navigation panel to make searching for information easier to do.

Membership: Why join us?
Our members are at the very heart of everything we do.
Become a member and you'll join a community of people who play a vital part in shaping our work - and who are determined to make sure that no-one has to face psoriasis and psoriatic arthritis alone.
Our members give a voice to the millions of people in the United Kingdom who live with psoriasis and psoriatic arthritis by pushing for change, sharing their own experiences and offering peer to peer support and advice.
Join us today and become part of a movement for better psoriasis care and treatments in the UK.



We also:

Wrote and distributed to all of our members, 4 seasonal copies of our membership magazine offering a mix of advice, information and updates.

Shared 14 members and supporters' stories of their experiences of living with psoriasis and psoriatic arthritis.

"Talking therapy has been life-changing. I never knew how much I had built up inside me until I started talking. Talking to someone who didn't know me made it easier to open up. I ended up talking more than I thought I would."

NIKKI'S STORY



FUNDRAISING

As mass participation fundraising events slowly start to emerge from the clutches of the pandemic, our ingenious supporters have managed to find a wide variety of ways to raise money for us. From walking, baking and cycling to mountain climbing, swimming and cake sales, our brilliant fundraisers raised an amazing **£25,205** with their endeavors in 2021. We even launched our first dedicated Awareness Week fundraising challenge the #PsoActive29



Going forward in 2022:

We will continue to offer our members opportunities to be involved in research and to influence health policy. We will support our members in ensuring they receive timely access to the most appropriate healthcare professionals and benefit from the most relevant treatments for them.

ACCESS

We delivered in 2021:

A successful first digital Annual Conference

We held an online conference in June which brought together patients and experts in a digital environment for the first time.

The Conference brought all 3 aims of the Psoriasis Association together in one virtual event by raising awareness of the charity, showcasing the research funded by us while at the same time providing up-to-date information and access to experts for people affected by psoriasis.

Keynote speaker Professor Catherine Smith presented the findings from the PsoProtect and PsoProtectMe research into the effects of COVID-19 on psoriasis.

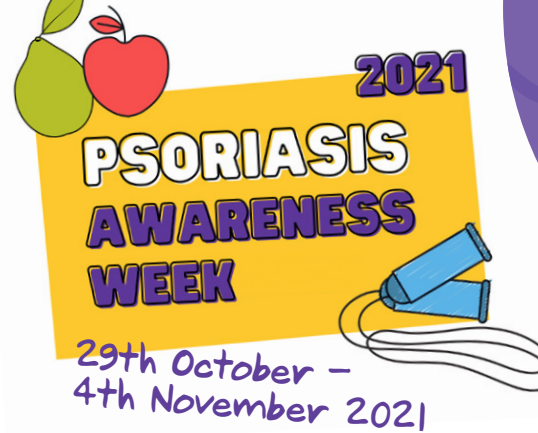


WE SAID WE WOULD:

'Embrace the increased need for digital opportunities by continuing to bring world class speakers to our members and by hosting a virtual conference and AGM



All speakers at the Annual Conference were current or past research grant holders.



We delivered a successful and well supported Awareness Week that focused on lifestyle factors that may be important to consider when living with psoriasis or psoriatic arthritis.

#PAW2021 #PSOActive29

We shared stories from people who are living with psoriasis and psoriatic arthritis

11,479 visits to the website during Awareness Week alone

2021 saw the launch of our first ever dedicated Psoriasis Awareness Week fundraising challenge. The #PsoActive29 marked our 29th Psoriasis Awareness Week by inviting people to pick any activity related to the number 29 and complete their challenge between 29th October and 29th November.



JANINE'S STORY

The changes had a positive impact on my overall health including mental health and my healthy eating and exercise became good habits.



Our Patient Advocacy and Communications Manager, Dom, was interviewed by The Waiting Room and Pages Magazine during Awareness Week about our work.

We further increased patient's access to experts by:

Releasing a new video with Prof Chris Griffiths OBE on 'Psoriasis, psoriatic arthritis and lifestyle' ahead of Awareness Week.

Professor Griffiths on psoriasis, PsA & lifestyle



Holding a free Patient and Public Involvement webinar - 'Pso: Let's talk research', in conjunction with St John's Derm Academy bringing world leading psoriasis experts Prof Jonathan Barker, Prof Catherine Smith, Dr Satveer Mahil and dermatology nurse specialist Lucy Moorhead to an easily accessible platform.

Pso: Let's Talk Research
Free webinar
Wednesday 3rd November 2021

psoriasis association ST JOHN'S DERM ACADEMY

FACEBOOK LIVE SESSIONS
psoriasis association

PSO: LET'S TALK FOOD
Monday 1st November 1pm

PSO: LET'S TALK EXERCISE
Thursday 4th November 1pm

Conducting our first Facebook Live sessions –

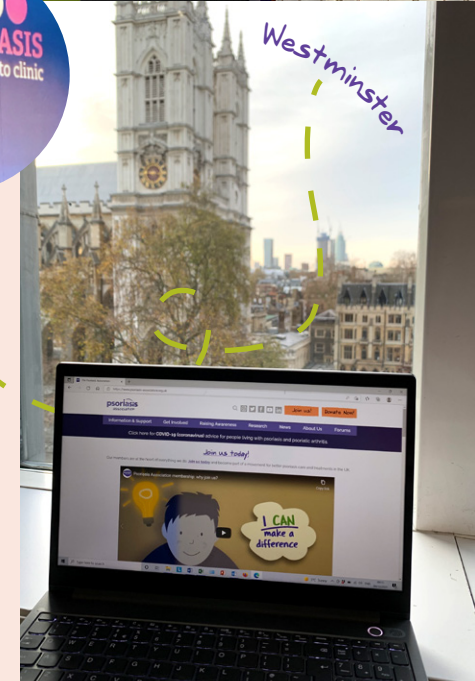


'Pso: Let's talk food', with Dr Thiviyani Maruthappu (Consultant Dermatologist and nutrition expert) and Prof Chris Bundy (Prof of Health Psychology / Behavioural Medicine)

'Pso: Let's talk exercise' with Karina Jackson (Dermatology Nurse Consultant) and Jack March (Rheumatology Clinical Lead).

Representing the patient voice at:

- Dermatology Outpatients Advisory Committee for the National Outpatients Transformation Project meetings
- The Royal College of GPs Annual Conference
- The British Dermatological Nursing Group (BDNG) Annual Conference
- Psoriasis from Gene to Clinic Conference
- The European Academy of Dermatology and Venereology Annual Conference (EADV)
- Meetings of the All-Party Parliamentary Group on Skin at Westminster
- The Dermatology Council for England
- The Cross-Party Group on Skin in Wales
- The British Association of Dermatology Patient Support Groups.



Going forward in 2022:



We will offer a hybrid conference giving face-to-face or online access to world class speakers that recognises the evolving needs of our members and supporters. We will continue to work with healthcare providers about the practicalities of digital appointments

Help us to help you

We value your insights to help guide our work

Your experiences can be used in our work with policy makers, regulatory bodies and at parliamentary meetings.



Thank you for helping us to have a successful 2021...

All our members and supporters

People who donate towards our work with fundraising and gifts to mark special occasions

People who leave legacies to the Psoriasis Association

Our Medical and Research Committee

Professor Jonathan Barker, Dr Anthony Bewley, Professor Christopher Griffiths OBE, Professor Eugene Healy, Dr Elise Kleyn, Professor Nick Reynolds, Dr Julia Schofield MBE, Steve Churton (until October 2021), Susan Morgan (from October 2021), Helen McAteer

Our Trustees

Nick Evans, Brian Murkin, Dr Julia Schofield MBE, Steven Astaire, Thomas Ball, Steve Churton (until October 2021), Chris Dyer, Gill Hynes, Michael Israel, Karina Jackson, Susan Morgan, Matthew Swift

Our Staff

Helen McAteer, Laura Stevenson, Polly Matthews, Dominic Urmston, Sarah Hartwell (until May 2021), Amber Vesty, Laura Bell and Diane Botterill

External Peer Reviewers

Professor David Burden, Dr Francesca Capon, Dr Paola Di Meglio, Dr David Kelsell, Professor Richard Warren, Professor Richard Weller

Companies who supported our work in 2021 via membership or unrestricted educational grants

Abbvie, Almirall, Amgen, Dermal Laboratories Ltd, Eli Lilly, Janssen, LEO Pharma, Novartis, T&R Derma and UCB

Trusts and Foundations who supported our work in 2021

Cecil King Memorial Foundation Trust, Davis Rubens Charitable Trust and Dame Bebe Barwis-Holliday Memorial Fund

Ways to keep informed and to provide your insights including:

Become a member

Review our information or join our research network

Engage with us on social media and join our online community on Facebook, Twitter, Instagram, LinkedIn, YouTube or through our forums

Share your story

Talk to us on the telephone 01604 251620

Send us an email

mail@psoriasis-association.org.uk

Visit our website

www.psoriasis-association.org.uk

Contact us via WhatsApp 07387716439

@PsoriasisUK

FINANCIAL HIGHLIGHTS

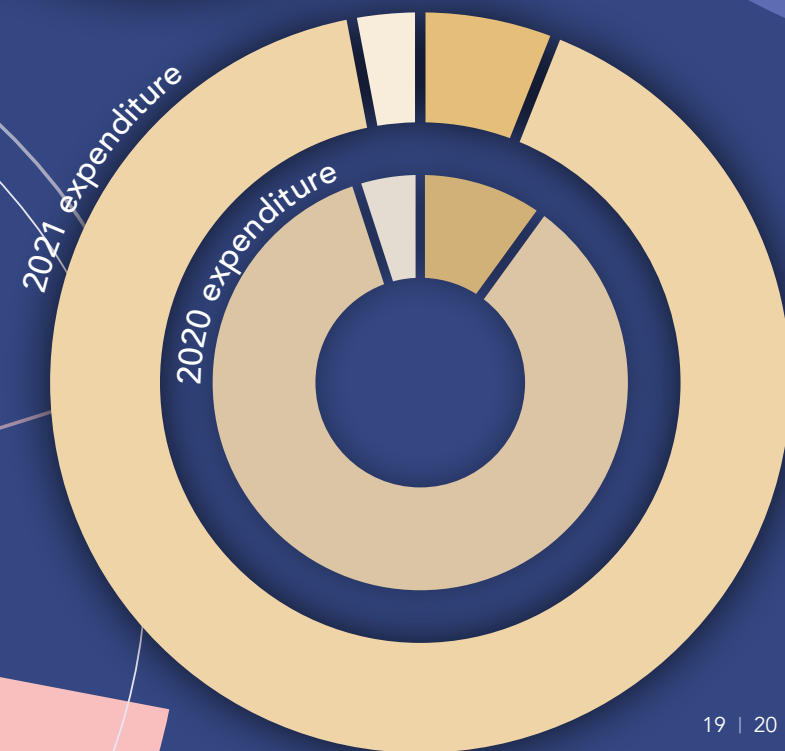
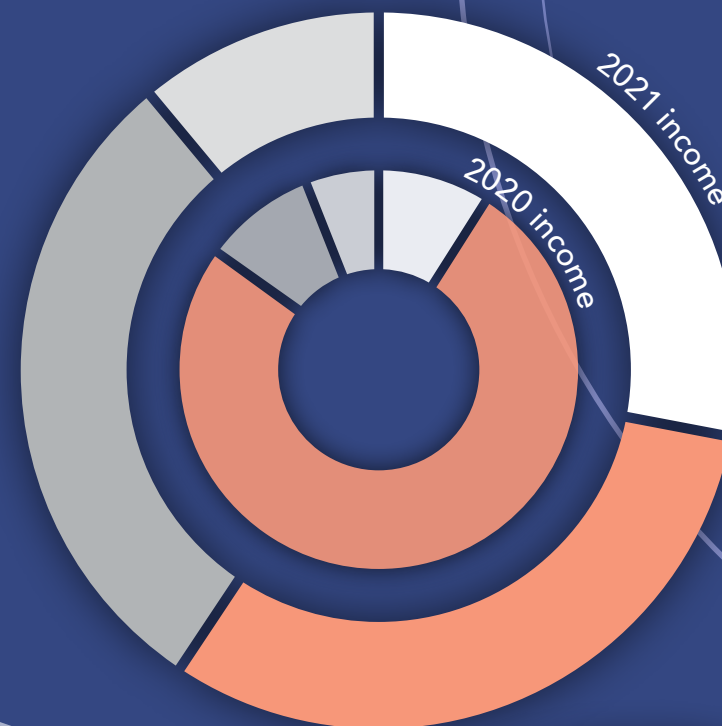
This information is a summary of the full accounts of the Psoriasis Association for the period 1 January 2021 to 31 December 2021. If you would like the full financial statements, Trustees Annual Report and Auditor's report please contact The Psoriasis Association or visit www.psoriasis-association.org.uk/who-we-are/funding

How we raised our money

Income	2021 (£)	2020 (£)
Voluntary Income (including, for example, membership subscriptions, fundraising by individuals, Gift Aid, donations in memoriam)	115,961	106,918
Legacies	143,412	839,173
Investment Income	110,031	109,842
Income from Charitable Activities (including, for example, corporate sponsorship, charitable trust donations, Pso advertising)	49,579	74,575
Total Income for the Year	418,983	1,130,508

How we spent our money

Expenditure	2021 (£)	2020 (£)
Raising Funds	62,672	63,872
Charitable Activities	934,626	538,579
Investment Management Costs	34,296	31,447
Total Expenditure for the Year	1,031,594	633,898



Total Net Assets	2021 (£)	2020 (£)
At 1st January	7,325,008	6,476,015
Add Incoming Resources	418,983	1,130,508
Deduct Net Resources Expended	1,031,594	633,898
(Losses)/Gains on Investment Assets	562,660	357,383
Gains on revaluation of Fixed Assets	(10,000)	(5,000)
At 31st December	7,265,057	7,325,008

The total assets are made up as follows	2021 (£)	2020 (£)
Endowment funds for research and educational work	5,004,890	4,489,953
Restricted funds for research	493,278	623,750
Restricted funds for Scotland	57,750	61,548
Unrestricted funds - General charitable work	418,296	412,810
Unrestricted funds - Designated funds	805,843	1,241,947
Unrestricted funds - Property fund (this reflects the value of the property purchased in 2007)	485,000	495,000
TOTAL	7,265,057	7,325,008
Change in assets	(59,951)	848,993

Where your money goes

We have a policy to hold at least 6 months charitable expenditure in free reserves at any one time (estimated at £250,000), and the free reserves in 2021 was actually £418,296.

Funds and reserves

The total funds of the Psoriasis Association are broken down into three main categories:

- Not available to spend (endowments)
- Restricted funds
- Unrestricted funds (available to spend)

