

Registered number: 57125

Charity number: CHY 6100
CRA number: 20010270

ASTHMA SOCIETY OF IRELAND
(A company limited by guarantee and not having share capital)

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

ASTHMA SOCIETY OF IRELAND

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ASTHMA SOCIETY OF IRELAND
DIRECTORS AND OTHER INFORMATION

Directors

David Clancy, Chair (appointed on 29/06/2021, resigned on 18/05/2022)
Allan Kearns (resigned 29/06/2021)
Ciaran McGloin, Interim Chair (18/05/2022)
Lorna Jennings
Vincent Butterly
Ciara Kelly (resigned 21/07/2022)
Sharon Edge
Marcus Butler
James Dunny
Dermot Nolan (resigned 09/03/2021)
Liam Osborne (resigned 01/07/2022)
Catherine Lonergan
Hilary Gormley (appointed 08/02/2021)
Henry Minogue (appointed 29/06/2021)
Maitiú Ó Faoláin (appointed 18/08/2022)
Deirdre Ardagh (appointed 11/08/2022)
Aine Nolan (appointed 11/08/2022)

Company Secretary

Ciaran McGloin (resigned 30/09/2022)
Vincent Butterly (appointed 30/09/2022)

Chief Executive Officer

Sarah O'Connor

Interim Chief Executive Officer

Emily Blennerhassett (up to 18/03/2021)

Director Emeritus

Anne Robinson

Company registered number

57125

Charity registered number

CHY 6100

Charities Regulatory Authority number

20010270

Registered office

3rd 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 Bank
George's Street
Dun Laoghaire
Co Dublin

Solicitors

Sherwin O'Riordan
74 Pembroke Road
Ballsbridge
Dublin 4

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

The Directors present their annual report and audited financial statements for the year ended 31 December 2021.

DIRECTORS AND COMPANY SECRETARY

The Directors and Secretary who served during the year are set out on page 1.

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.

BUSINESS REVIEW AND FINANCIAL RESULTS

2021 was a productive but challenging year for the Asthma Society of Ireland. With considerable emphasis on fundraising in 2020 and pre-agreed fundraising programmes in place, the financial impact of the COVID-19 pandemic on the Asthma Society had not been as immediately significant in 2020, as a result of a major legacy donation, corporate partnerships agreed prior to the outbreak of the pandemic and the team's work to generate new funding from trusts and foundations and the public.

This financial buffering period did not continue to be the case in 2021. The Society experienced a retraction in both its corporate partnerships and public fundraising. An observable trend in 2021 was that all of the Asthma Society's pre-existing corporate partners reassessed their strategies and many scaled back on partnerships and charity donations. While respiratory health was front-of-mind in 2020, prompting a greater availability of funding from trusts and foundations for the Asthma Society, this too saw a downward shift in 2021. The repeated narrative of lockdown and re-opening of society from early-2020 to mid-2021 had an impact on fundraising initiatives for the Society – with events planned, deferred and ultimately cancelled and a reliance on digital fundraising. Like many smaller charities, the Asthma Society faced an organisational challenge in transforming to this expensive and resource-heavy fundraising approach.

The Love Your Lungs fundraising campaign during Asthma Awareness Week 2022 raised €34,000, up from the €11,240 raised by the 10 Million Steps for Asthma campaign during Asthma Awareness Week 2021.

The Society focussed strongly on cost control throughout 2021, which was formative to the year's end result. By Q2, 2021, the Society needed to undertake stricter cost-cutting than had already been implemented in Q4 2020 and again in Q1 2021, in order to be fiscally prudent. The Board and Executive sought external support from HR advisors and brought about a re-structuring of the team in May 2021. The Society focussed on retaining its excellent delivery of key patient services and on the team who supported that work and were directly patient-facing in their roles. Alongside the restructuring, the Asthma Society also left a number of roles vacant for a substantial period of time in 2021 and into 2022, to allow the Society's financial position to stabilise and improve before any recruitment would take place.

These twin experiences of restructuring and unfilled key posts had an impact on the scale of awareness campaigns that the Society could undertake, its routine advocacy and research work. In particular, despite going to market, the Society found it challenging to fill some posts in a difficult recruitment environment.

Like many other charities, the Society had been forced to continue to pause provision of some previously funded services in 2020 as a result of COVID-19 restrictions. This trend continued into 2021 and some of the Society's longstanding services have not been resumed.

The Asthma Society took the decision to cease operation of the Super Draw with effect from November 2020. The administration of the final draws took place in 2021 and all winners and draw members were informed in December 2021 of the cessation of the draw and their entitlement to a refund for the remaining months of their membership –

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

BUSINESS REVIEW AND FINANCIAL RESULTS (Continued)

any refunds or donations received on foot of this correspondence were processed in 2022 and will appear in 2022 income.

The 2021 deficit is €132,200. The Board acknowledges that 2021 has proven to be a more challenging year financially than 2020, but is projecting a return to break-even for 2022, with the support of its statutory and corporate funders and the fundraising initiatives undertaken by members of the public. The Society worked extensively in Q4 2021 (and into 2022) on the important task of increasing the statutory funding available to support the organisation, which will come to fruition in 2022.

Our corporate donor income decreased in 2020 as long-standing partnerships were impacted by the COVID-19 pandemic. This trend is also observable into 2021 but recruitment into this role in August 2021 led to a busy Q4 from a fundraising perspective, with an influx of corporate partnerships undertaken in that period alongside a substantial amount of preparatory work to get momentum in place for fundraising for the Society. Corporate income has been identified as a major target for fundraising growth in 2022 and onwards as part of the Society's Financial Resilience and Sustainability Strategy.

The Society recognises that unrestricted corporate donations will be of particular importance to its future engagements and that it is well positioned with its Breathe Easy Workplace Wellness offering and its Clean Air corporate patron programme to benefit from unrestricted corporate support. Restricted corporate support has contributed to the work of the Society for many years and is also important, but there exists a considerable challenge of generating income to cover salaries and core costs unfunded by these projects and the Society has by necessity turned down some restricted income from potential corporate partners in 2021 (and into 2022) as a result. The Society has adapted its approach and commenced discussions with corporate partners on its three phase Severe Asthma advocacy, research and awareness programme of work in 2021 and has secured €100,000 in 2022 for this programme, with further partners to be agreed.

In late 2021, the Asthma Society applied to the Community Foundation of Ireland to secure funding support to create a new Financial Resilience and Sustainability Strategy, utilising the expertise of an external fundraising agency. The application was successful and the Strategy, with the aim of diversifying income streams and ensure financial sustainability, was approved by the Board in July 2022. The Society has envisioned that this plan will 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.

While the "long tail" of the financial impact of COVID-19 into 2021 has proven a challenge, it has also accelerated the Society's efforts to diversify its fundraising initiatives which will be of significant benefit to the organisation, providing stability across staffing levels, programmatic undertaking and for the long-term resilience of the organisation as it heads into its 50th year in existence.

Gross income for the year was made up as follows:

	2021	2020
	€	€
HSE and other Statutory Funding	444,617	435,564
Community fundraising, donations, membership and other income	152,803	327,418
Superdraw receipts (paused in Q2 2020, formally ceased November 2020)	-	251,501
Corporate sponsorship and charitable trust income	156,937	205,550
Investment income	-	46
Total	754,357	1,220,079

The Society's expenditure in 2021 was €886,557 (2020: €1,306,426). Taking into account the cost of fundraising, the Society's net deficit in 2021 was €132,200 (2020: €86,347).

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.

ASTHMA SOCIETY OF IRELAND
DIRECTORS' REPORT (continued)
for the year ended 31 December 2021

RESERVES POLICY (Continued)

The Society has relied on its reserves in recent years, extensively in 2021 and in 2022. Part of the Society's recovery plan as outlined in the Financial Resilience and Sustainability Strategy will be working to re-build the level of unrestricted funds, particularly in 2024 and annually thereafter.

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. The Executive of the Society monitors the reserves on an ongoing basis and the Board formally reviews its reserves policy on an annual basis to ensure it remains appropriate for the financial stability of the Society, or more frequently when required, as was the case in 2021.

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 €295,519. The Board acknowledges that the current balance of unrestricted funds of €130,571 (2020: €283,001) does not meet this requirement. As noted in the risk section of the Directors' Report, there is an additional focus on this issue and plans have been implemented to address this issue in 2021 (and into 2022), including seeking core funding from the State to support the Society and preserve its remaining reserves.

ACHIEVEMENTS AND PERFORMANCE

The Society continued to adapt to meet changed patient needs (as a result of COVID-19) in 2021 but a team restructure and vacant key positions and the corresponding significantly reduced staffing capacity meant that the Society had to scale back on its work without the full team required to achieve our ambitious goals.

A process of prioritisation was undertaken by the Executive in conjunction with the Board in 2021 (and was revisited into 2022) with the aim of protecting key patient-facing services, prioritising these above all other proposed activities. The full Asthma Society team worked extraordinarily hard to maintain standards, to continue to provide services and to continue our health promotion and advocacy impacts, before, during and after these challenging organisational changes. In a year when it was not easy to be on a stretched team, the Asthma Society's employees and Board were exceptionally dedicated.

Within the constraints acknowledged above, and with a significantly reduced team, the Society's delivery of patient services, rollout of awareness campaigns designed to reduce asthma deaths and key advocacy and research activities were very considerable. The Society wants to acknowledge the professionalism, hard work and resilience shown by its team in 2021 and the hugely commendable focus of all team members on how they could help and support patients, carers and healthcare professionals to improve asthma management and save lives.

The Society's key activities that help save and improve the lives of people with asthma in 2021 were:

1. We Champion Change – Advocacy

Policy Submissions - The Asthma Society made a submission to Dublin City Council's public consultation on the Dublin Region Air Quality Draft Plan, reinforcing the established links between air pollution and developing or exacerbating asthma. The Asthma Society and the potential for formalised partnership between the Society and the Council is widely referred to within the final plan.

We also made a substantial submission to the HSE National Clinical Programme Respiratory on its draft end-to-end Model of Care for Adult Asthma, informed by our Medical Advisory Group, our team of expert asthma nurses and two patient focus groups.

Our CEO made a submission to the Government's Creating our Future project in November 2021 outlining how researchers across Ireland can help meet the challenges facing our people with asthma in Ireland over the coming years.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

Advocating for Additional State Funding for the Asthma Society - The Asthma Society was required in 2021 to focus very substantially on the organisation's finances to continue delivering our crucial supports and services. Key to this was the need to secure additional core funding from the State. We conducted a series of Listen and Learn sessions with comparably-sized patient representative organisations and different types of charities and other key stakeholders to establish a clear vision of the opportunities and avenues we could explore to secure that funding.

Further to that process, the Asthma Society approached a number of Ministers to seek advice on funding sources and, indeed to request core funding for the organisation. In 2021, we wrote to Minister for Rural Community and Development Heather Humphreys and Minister of State with responsibility for Community Development and Charities Joe O'Brien. We also sought and secured a meeting with Minister of State with responsibility for Public Health, Well Being and National Drugs Strategy Frank Feighan, and senior officials in the Department of Health, which proved successful in sourcing additional core funding to support the ongoing work of the organisation.

Collaboration in Advocacy - The Asthma Society was also proud to partner with parcel delivery firm DPD Ireland in 2021 on an air quality initiative, which monitored and mapped PM2.5 levels in Dublin using over 120 monitors attached to building across the city and to their delivery vans. CEO Sarah O'Connor took part in the media launch of the project. In 2022, we jointly launched a digital dashboard that allows Dublin residents and those visiting Dublin to check up-to-the-minute PM2.5 data across the city.

Our partnership with the Environmental Protection Agency in the EU Commission funded LIFE Emerald project on Air Quality continued. The aim of the project is to enhance nationwide air quality monitoring and communicate air quality health risks to public. Our role in the project is to develop and deliver an awareness campaign about air quality to the asthma community. We played an integral role in the design of market research conducted by RedC into the attitudes and behaviours of the people in Ireland to air quality. We worked closely with the EPA to draft a communications initiative to enhance the public's understanding of the link between air quality and respiratory health.

In 2021, we became a member of the Network of Childhood Illness Organisations (NCIO). The NCIO has 15 member organisations representing a range of childhood illness and patient advocate groups. It works collaboratively to address the challenges faced by children and their families in the healthcare system.

We also joined the Climate Health Alliance, a group of patient representative, environmental and healthcare organisations allied to promote climate action to protect public health and inform the public of health risks/benefits associated with climate change/action.

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, the Tobacco and e-Cigarettes Programme, the Irish Health Alliance at national 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 sat on the Sláintecare Advisory Council (until October 2010) and is Vice-Chair of the Irish Platform for Patient Organisations, Science and Industry (IPPOSI).

Patient Voice - The HSE Asthma End-to-end Model of Care for Adults - 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. One critical piece of work conducted with the patient at its centre was our consultation to inform the final draft of the HSE End-to-end Model of Care for Adult Asthma. The Asthma Society has been contributing to the development of the Model of Care over several years through its patient representative membership on the HSE's National Clinical Programme Respiratory working group. Following publication of the draft document, we sought to embed the patient voice more directly into our feedback. In November, we held two online focus groups of 35 patients at which we presented the draft document and sought patient contributions of their experiences of asthma care in Ireland and views on the proposed changes. The discussions were rich and constructive and supported our substantial written submission to the HSE, which is available on our website. The final draft of the Model of Care was launched in January 2022, at which Asthma Ambassador Sarah Darcy – who participated in one of our patient focus groups – spoke of her experience of asthma care and her hopes for change in its delivery.

ASTHMA SOCIETY OF IRELAND
DIRECTORS' REPORT (continued)
for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

Patient Voice - Flu Vaccine Survey with 1600 Respondents - In November 2021, we undertook our annual Flu Vaccine awareness campaign, which aimed to better understand flu vaccine resistance, to promote awareness of potential benefits of flu vaccine to some asthma patients and to encourage patients to seek advice re flu vaccine from primary healthcare professional. We conducted a survey among 1600 people with asthma on their experiences of flu and the flu vaccine to fully understand their views and concerns. The responses allowed us to appropriately support people with asthma to navigate the flu season and remain healthy, and to make informed choices about the vaccine.

2. We Support with Services - Patient Services Programmes

National Asthma Adviceline – This is a free service available to people with asthma in Ireland and to their carers. It provides up-to-date, expert information and advice from asthma specialist nurses. The Asthma Adviceline was established in 1982 and is funded by the HSE since 2016, along with COPD Adviceline.

Across the two Advicelines, the nursing team provided 3,735 appointments in total (down from 4,416 in 2020, which had been a record year, and up from 2019, when 2,977 appointments were delivered). Setting aside the 2020 Adviceline performance, 2021's Adviceline appointments saw an 25% increase on 2019 appointment levels. Of the total 3,735 appointments, 2,809 were asthma nurse appointments.

Q4 2021 was particularly busy, coinciding with the Asthma Society's health promotion and awareness activity across the Back2School campaign, the Asthma Safe School programme, the flu vaccine campaign, and the Winter Wellness campaign. The Asthma Society identified healthcare professional awareness of and referral to the services as being a key priority for the service growth in the future and created a special healthcare professional referral strategy in Q4 2021 to end 2022, which includes specific actions to support GPs and GP practise nurses in their work to deliver the Chronic Disease Management Programme.

Chronic Obstructive Pulmonary Disease (COPD) Adviceline

The COPD Adviceline is a collaboration between the Asthma Society of Ireland, COPD Support Ireland and the HSE. The Asthma Society has a service growth strategy in place to build new and recurring callers and a major focus in 2021 was to work closely with COPD Support Ireland to grow COPD calls specifically. A part-time nurse and a part-time physiotherapist were recruited in Q2-Q3 2021 to specifically meet the needs of COPD patients. There were 926 COPD appointments in 2021 (up from 563 in 2020).

COPD Support Ireland supported the Adviceline by undertaking research and producing a poster for the Irish Thoracic Society Scientific Meeting on healthcare professional awareness of the Adviceline service which has provided key insights for the team in terms of future service promotion.

New Beating Breathlessness Nurse-Led WhatsApp Service – The Asthma Society launched its nurse-led Beating Breathlessness self-management supports in May 2020. One of these supports is an Asthma & COPD WhatsApp messaging service. Users receive comfort and reassurance that they are being listened to and given time and attention from a specialist healthcare professional free of charge in the comfort of their own home. The nurse-led service allows patients with asthma and/or COPD, and their family and carers, to confidentially message a respiratory nurse about all aspects of their disease management, get signposted to key respiratory health management tools, further understand their disease and to be referred onwards where the nurse has sufficient information that this is necessary.

Service learnings indicate that once-off usage of the WhatsApp messaging service is effective but builds in impact when patients return and use it repeatedly and many patients do use it regularly. 26% of service users surveyed indicated the WhatsApp service had helped them to reduce the number of A&E and hospital visits and they indicated their usual number of A&E/hospital visits ranged from 1-21 annually. 57% indicated they are now seeing a GP regularly.

The nurses provided support to 762 service users in 2021. The Beating Breathlessness WhatsApp service scores a 9.1 on the recommender rating.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

Alongside the nurse-led WhatsApp service, the Beating Breathlessness programme included self-management supports through educational webinars to patients, carers and healthcare professionals. The Society commenced this webinar series with two runs in late 2020 and feedback was very positive - 94% of the Asthma Masterclass attendees surveyed and 100% of the COPD Masterclass attendees surveyed indicated they would be happy to attend a similar event. While the team had limited capacity to deliver the webinars in 2021, these were reintroduced in March 2022 and will continue to run at a close to monthly frequency.

The Beating Breathlessness programme was funded by the Sláintecare Integrated Fund, and was extended twice in 2021 (every six months) and again in early-2022. As of June 2022, it has now been mainstreamed within the HSE, with funding fully confirmed to end 2023.

Asthma Education Inclusion Projects – In February 2021, the Asthma Society launched new literacy friendly and culturally appropriate information resources and videos for the Roma, Refugees, People Seeking International Protection Community and the Traveller Community. These were created in collaboration with HSE Social Inclusion in the South East and Pavee Point Traveller and Roma Centre. These resources aim to equip intercultural health workers with the skills and knowledge to be able to communicate key messages relating to asthma to their client groups. Programme research with community representatives identified the need for picture-based and video asthma education leaflets and the translation of information resources to enable them to disseminate asthma education to their communities. This work was undertaken extensively in 2020 and the following resources developed were translated into English, Romanian, French, Georgian, Brazilian Portuguese, Arabic, Iberian Portuguese & Pashto:

- Top Tips for Managing Asthma – this leaflet and programme resources have been accessed online 743 times to date.
- 5 Step Rule animated video – 660 views across all languages to date.
- Living Well With Asthma' Video featuring Consultant Respiratory Physician Professor Stephen Lane and Asthma Society Advanced Nurse Practitioner, Ruth Morrow – 1346 views across all languages to date.

The launch included a press release, graphics and a webinar for healthcare professionals, community workers and programme participants to brief them on the resources available, alongside best practise asthma management. 145 individuals registered for the launch webinar and 95 joined the webinar live.

Asthma Safe School Programme – In 2021, the Society reviewed its Asthma Friendly Schools programme, which has been running for over a decade. The review indicated that the programme needed to focus on asthma paediatric deaths, and to use the engagements with principals, teachers, SNAs, parents/carers and children to prevent asthma deaths in schools and to further prevent asthma deaths in children in Ireland.

Based on this review, the Asthma Safe School programme was launched in 2021. The programme uses webinars, first aid training, and digital school packs to improve awareness of asthma management in principals, teachers and SNAs. The Safe School Programme is an ambitious asthma deaths prevention programme, aiming to train one teacher per school in PHECC approved and certified training in basic life support and in the administration of salbutamol for emergency treatment of adults and children with an acute asthmatic attack, to enable schools to identify what to do in the case of an asthma attack, to encourage schools to provide a supportive environment for students with asthma, to create better public awareness of the 5 Step Rule and how to recognize and manage an asthma attack. The Society received funding from the HSE National Lottery Fund for programme delivery in four CHO areas: 2, 5, 7 & 9.

The Asthma Society ran two Asthma Safe School webinars, free for all principals, teachers and SNA in May 2021 (201 registered, 136 attended live and 52 watched the webinar afterwards) and in September 2021 (140 attended live and 100 watched the webinar afterwards).

The Society had funding for 32 one day PHECC first aid training placements – 56 schools applied to take up those placements, with DEIS schools given first refusal. Unfortunately, some schools were experiencing challenges with school staffing levels as a result of COVID-19, meaning that some teachers were forced to cancel in the days/hours immediately preceding training. In total, 26 teachers or SNAs completed the PHECC training. Digital school asthma management packs were sent to every principal, teacher and SNA who participated in the research, the webinars and the training.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

Principals/teachers/SNAs who took part in the programme were asked to complete a short survey to inform the results and learnings from the programme:

- 55% of respondents identified themselves as having gained considerable asthma management knowledge.
- After attending the training day, 89% of teachers are now aware of the steps involved in the 5 Step Rule. 89% of attendees also believe that they have been provided with the training and tools to provide a supportive and safe environment to children with asthma.
- 78% of all teachers gave a star rating of 4 or more when asked how confident that they would be in the management of another person who is having an acute asthmatic attack in the out-of-hospital environment until handover to an appropriate person.
- When asked if the Asthma Safe School Programme has increased teachers' overall knowledge of asthma, 45% agreed and a further 46% strongly agreed (91%).
- 90% of teachers said that they would recommend this programme to others and it was found that both the webinar and the training day were found to be the most beneficial aspects of the program.
- 100% of respondents said that they would use the Asthma Adviceline and the WhatsApp Messaging Service if they had any asthma related queries.

Nationwide nurse-led Asthma in the Pharmacy Clinics – Our 'Asthma in the Pharmacy' programme has historically offered a private consultation an Asthma Society respiratory nurse to patients/carers at their local pharmacy. In the Society's current financial position, it has been not possible to recommence rollout of this programme in 2021 (or 2022) as its provision had always supplemented by unrestricted income.

3. We Communicate about Asthma

Asthma Awareness Week 2021 – Asthma Awareness Week 2021 had the overarching objective to highlight the experience of uncontrolled asthma, and to communicate how quality of life can be transformed with improved self-management. Within that message, the free expert advice and advice available via the Asthma Adviceline and the nurse-led Beating Breathlessness WhatsApp messaging service were built in as key solutions to uncontrolled asthma. As part of its focus on preventing asthma deaths, the Society focussed particularly on telling the stories of several asthma patients and their families through print and broadcast media interviews and video and digital events, including stories on the experience of losing a close family member to asthma.

Rebecca Houlihan and Jenny Curran shared the challenges of living with severe asthma, and how that has affected their daily lives in the past year as they were forced to cocoon away from family and friends. Mary Dunne and Selina Callaghan reinforced the asthma management message by sharing their stories of losing their children Linda (aged 20) and Conor (aged 11) to asthma and what they had wished they had known.

These moving patient stories were supported by accompanying interviews with Dr Marcus Butler, Dr Dermot Nolan and Respiratory Specialist Nurse Ruth Morrow who provided vital professional and medical advice and continuously encouraged the community to avail of the Asthma Society's life-saving support services. To reinforce the broad experience of patients during COVID-19, the Asthma Society ran a survey on "COVID-19 – one year onwards" which highlighted particular challenges that patient and carers were experiencing in asthma management during the pandemic. This survey featured across national, print, broadcast and regional media and also informed the Society's advocacy work for the year.

The Society ran a Love Your Lungs Virtual Conference, hosted by Respiratory Consultant and Medical Director to the Asthma Society Dr Marcus Butler, and featuring four medical professionals including Head of Respiratory at CHI Crumlin, Prof Des Cox, GP and ICGP Asthma Lead, Dr Dermot Nolan and Asthma Society Respiratory Nurse, Ruth Morrow. The conference educated people on different aspects of asthma management. Asthma Society CEO Sarah O'Connor facilitated an interactive Q&A session, giving rise to a series of "FAQ" Q&A posts across the Society's social platforms. The conference was available to watch back on asthma.ie and promoted to our community via the 70,000 strong social media following and through newsletters reaching 15,000 people. The Love Your Lungs fundraising campaign delivered €34,000.

The Love Your Lungs Virtual Walk was the Asthma Society's fundraising campaign across Asthma Awareness Week. Participants could challenge themselves to stroll 5,000 steps each day, stretch 10,000 steps each day or stride 15,000 steps each day, setting up their own fundraising page to generate support among family and friends.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

The initiative was launched through media relations Asthma Society ambassador and comedian, Rory O'Connor (@rorystories) and well known social influencers. The virtual walk was also promoted via a paid media partnership with Communicorp, who promoted the walk across Today FM, Spin 103.8, Spin South West and 98FM. A highlight of the promotion was a series of interviews on Today FM'S Mairead Ronan show between Rory O'Connor and Today FM Producer and asthma patient Pamela Blake discussing their preparations for the challenge.

(The Society particularly wants to thank Rory O'Connor for his participation in Ultimate Hell Week, highlighting his experience of living with asthma and also fundraising on behalf of the Society – in excess of €5000 was raised through this programme).

Campaign Results:

- The Asthma Awareness Week 2021 campaign achieved a total reach of 19,759,781 (Verified by Ruepoint) across 124 pieces of print, broadcast and online media.
- Radio highlights included: Today with Claire Byrne on RTE Radio One, the Mairead Ronan Show on Today FM and The Last Word with Matt Cooper on Today FM.
- Broadcast highlights included: Virgin Media News piece with interviews by CEO, Sarah O'Connor and severe asthma patient Jenny Curran. Weekend AM on Virgin Media One with Dr Marcus Butler and Rory O'Connor.
- Asthma Awareness Week 2021 had an influencer reach of 699,100 with social media promotion from Rory's Stories, Dr Doireann O'Leary and Lorna Claire Weightman amongst others.
- Overall, the Asthma Society's Adviceline experienced a 26% increase in calls, and the WhatsApp messaging service increased 34% in messages during Asthma Awareness Week 2021.
- There were 15,706 visits to asthma.ie during Asthma Awareness Week, with 29,394 page views.

The campaign was kindly supported by ALK (Love Your Lungs Virtual Walk), AstraZeneca (patient survey and media engagement campaign) and GSK Ireland (Love Your Lungs Virtual Conference).

#AskAsthmaSociety Virtual Support Day – The Asthma Society undertook a new initiative to expand its digital supports in May 2021, the #AskAsthmaSociety virtual support day. The Society undertook three “virtual lives” across Boots Ireland's Facebook account and the Asthma Society's Instagram page. Patients heard from Boots Pharmacist Heather Feeney on Top tips for controlling asthma in children and promoting free support for parents and guardians. Asthma Society CEO, Sarah O'Connor and Respiratory Consultant, Dr Breda Cushen discussed the research findings and learning how to recognize when a patient's asthma is deteriorating, whilst severe asthma patients, Jenny Curran and Rachel Murray shared their experiences of living with severe asthma and some things they have learned along the way. The talks resulted in 50 immediate requests to access our support services.

Throughout #AskAsthmaSociety Virtual Support Day, there were 3,150 viewers across Asthma Society platforms, with a combined reach of 19,626 and 1,588 engagements, and the Boots Ireland broadcast had 2,532 views on Boots social channels, and an engagement rate of 1.72%. Following the talks, Asthma.ie saw a 16% increase in users on the previous week, 72% of these visitors were new to the site.

The initiative was kindly supported by Boots Ireland

SafetyCare Awareness Campaign – The Asthma Society's Asthma SafetyCare campaign, supported by AstraZeneca, focused on educating the public and healthcare professionals about the overuse of Oral Corticosteroids and bringing key behavioural changes around asthma management and best practices to the attention of patients and their carers, healthcare professionals and health policy decision-makers.

The campaign won an Irish Healthcare Award for Patient Lifestyle Education Project of the Year.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

The campaign aimed:

- To raise awareness about OCS overuse and highlight the risk of death when repeatedly overused.
- To educate people on what OCS medication does and when and how it should be used.
- To highlight the side-effects associated with OCS overuse.
- To encourage people who are using [more than two doses] of OCS per year to speak to their HCP about how a different treatment plan could support them to achieve better health outcomes.
- To promote the Asthma Society's free Asthma and COPD Adviceline and WhatsApp Services as resources that can be used to help people recognise and combat OCS overuse.
- To remind healthcare professionals of the dangers of OCS overuse.

Alongside an intensive social media campaign, featuring campaign graphics illustrating the key findings of the HMR research, the Asthma Society created a hard-hitting Asthma Safetycare video featuring Colet Murphy who lost her sister Angela to asthma. A double-page exclusive interview with an asthma patient was featured in the Irish Independent, as well as on independent.ie. The Asthma Society undertook outreach to several publications specifically targeting healthcare professionals and created a video with questions and answers about oral corticosteroids aimed at educating healthcare professionals around best practice. In doing so, the campaign messaging was dispersed amongst a large proportion of the healthcare community, allowing them to better advise their patients living with asthma.

- The SafetyCare campaign coverage was widespread, achieving a double-page spread in the Irish Independent, and inclusion on the Independent.ie as well as feature articles in the Irish Times, Examiner and Irish Daily Mail.
- The Last Word on Today FM conducted an interview with the Asthma Society's CEO discussing the campaign.
- Widespread regional coverage featuring the campaign messaging across six radio and four news publications.
- Asthma Safetycare messaging featured in seven healthcare professional publications including the Medical Independent, Hospital Professional News, Irish Pharmacist and Hospital Doctor of Ireland.
- Throughout the campaign, there were 24 pieces of broadcast, print and digital coverage achieved with a potential reach of 4,116,834 (Verified by Ruepoint).

Some achievements in our outward facing awareness pillar can be seen in the following results:

Asthma Society Website – asthma.ie – There were 423,216 total page visits on asthma.ie in 2021 (compared to 928,338 in 2020 and 372,254 in 2019). This comprised of 219,735 unique visits to the site. There were 59,278 returning visitors.

New visitors undertook 317,215 actions and returning visitors undertook 132,849 actions (downloading an item, clicking through to another page, watching a video, viewing a graphic, forwarding a page to themselves or another person, etc.). 154,701 visits were undertaken from a smartphone, 56,318 from a desktop computer, and 4,587 from a tablet.

Unique visits from principally from:

REGION	VISITS
Leinster, Ireland	130,505
Munster, Ireland	33,470
Connaught, Ireland	21,309
Ulster, Ireland	5,470
United Kingdom (incl. Northern Ireland)	10,815
Asia	9,562
North America	6,254

Website visits were converted into key healthcare actions and behaviour change moments for patients, as evidenced by the following:

Asthma Action Plan downloads – There were 8,827 Asthma Action Plans downloaded from the website in 2020 (down on 18,762 in 2020 which had been an exceptional spike but considerably up on 4847 downloads in 2019).

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

What to Do in the Event of an Asthma Attack/5 Step Rule views – Our pages on the 5 Step Rule and what to do in the event of an asthma attack were viewed on the website 13463 times.

Inhaler Technique videos and Medication Guidance – Our inhaler technique videos were viewed 36,047 times on the website (up from 32,785 times in 2020 and 21,131 views in 2019). Of these 36,047 views, 20,028 views were from returning visitors, an indication that healthcare professionals repeatedly refer onwards to these videos with their patients during consultations. There were a further 6366 views of how to use a spacer device page with its video content.

The Asthma Society has endeavoured in recent years to create campaigns to explain the asthma medications, how to take them safely and how a patient or healthcare professional can know if a patient is over-reliant on their medication in any way (SafetyCare SABA Over-Reliance in 2020 and SafetyCare Oral Corticosteroids in 2021). Relevant pages saw high levels of engagement consistently in 2021: asthma management videos (4062 views), reliever inhalers (6516 views), preventer/controller inhalers (12,647).

Asthma.ie Kids Corner – We launched a new Kids Corner on asthma.ie in 2020, gathering all our child-friendly materials, leaflets and activities for children in one location. A total of 1,415 views of the Kids Corner materials occurred in 2021, down from the 13,528 visits in 2020 to this section. The launch in 2020 and attendant publicity during Asthma Awareness Week, alongside the home-schooling made 2020 a particularly suitable year for these materials. The Society has applied for extensive funding to promote the availability of its children's materials through various trust and foundations and statutory funders to make parents, carers and teachers more aware that this section is available to them.

Asthma Inhalers And Devices poster – The Asthma Society has worked with the Tallaght University Hospital paediatric asthma team to update the fourth edition of the Asthma Inhalers And Devices poster, a key resource for all healthcare professionals featuring names, images and dosage of all the inhalers available on the Irish market. This resource is in constant request for download and printing. It was downloaded 3090 times in 2021.

Campaign Highlights

Our Hayfever Campaign/Pollen Tracker – The Asthma Society's Pollen Tracker was viewed on 84,010 occasions – up 71% from 49,023 visits in 2020, which had been a 17% increase in Pollen Tracker visits in comparison to 2019). Users spent 28 seconds on each visit on average checking the pollen levels in their area.

The coverage highlights included a live interview with Dr. Marcus Butler with Claire Byrne on RTE Radio, featuring questions from the listeners, and an Ireland AM interview. The Society designed six graphics for use in social posts, which generated a combined reach of 54,267, and 2,546 engagements. There were 66 pieces of media coverage and 6,901,983 opportunities to see, hear or read about the Hayfever Campaign, which was kindly supported by ALK.

Back2School Campaign and Webinar - The Society also ran an extensive Back2School awareness and support campaign which included the Back2School webinar for parents and carers aimed to educate and support parents on their child's return to school, and support their asthma management, amid the ongoing COVID-19 pandemic. The webinar featured Aoife Lee, Parenting Coach; Mary Mc Donald, Paediatric Advanced Nurse Practitioner in Paediatric Respiratory in Tallaght University Hospital and Samantha McCabe, who is a specialist respiratory nurse with the Asthma Society's Adviceline and Beating Breathlessness services. 339 individuals registered for the event, 159 attended live and 123 people watched this back.

The Facebook Live broadcast promoting the webinar and detailing the guidance and supports available from the Asthma Society during Back2School had 823 views.

The Back2School campaign and webinar was covered as an exclusive in The Irish Times, generating a full page of coverage, including "How to spot if my child has asthma?", "The challenges of childhood asthma", and Ingrid's story "Managing asthma: Once I got it controlled, I could do pretty much anything". The articles also highlighted the research from the Asthma Safe School programme, indicating the challenges of managing asthma safely within schools, as reported by principals and teachers. There were 11 pieces of coverage and 1,880,301 opportunities to see, hear or read about the Back-2-School campaign. This was kindly supported by Trudell Medical.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

Flu Vaccine Campaign – In November 2021, with the support of Sanofi Ireland, the Asthma Society ran a flu season awareness campaign, informed by a patient survey of 1600 people with asthma. The survey sought to assess their support needs to manage their asthma during the flu season and any concerns about taking the flu vaccine. The findings allowed us to meet the information needs of asthma patients and support them to seek advice on the flu vaccine from their primary healthcare professional.

We conducted a social media campaign with graphics sharing survey results, HSE-approved flu vaccine information and asthma management tips. We launched a video featuring Asthma Advocate Rachel Murray getting the vaccine and outlining the importance of asthma control during flu season. The video was viewed 833 on Facebook. An e-zine with our flu campaign graphics and video was sent to our 13500 members and healthcare professionals, the open rate for which was 42.37%. We hosted a 50-minute live Q&A on Facebook Live with CEO Sarah O'Connor and asthma nurse Ruth Morrow for our 32,358 Facebook followers and made it available to play back. We secured 12 pieces of media coverage across print media (2), trade media (7) and broadcast media (3) resulting in 380,743 opportunities to see, hear or read about campaign.

Winter Wellness Campaign – In December 2021, we ran our Winter Wellness Campaign to empower people with asthma to improve their disease awareness, ability to control their symptoms and their confidence in engaging with their healthcare. We did this by building awareness amongst our members and the general public of the challenge in keeping well with asthma during the winter months.

We posted a Winter Wellness Pack to our 13,500 patient members and our 1500 healthcare professional, and they were also sent this digitally. The pack contained:

A Winter Wellness Message from our CEO Sarah O'Connor and our in-house nurse specialist Ruth Morrow, a Winter Wellness Top Tips sheet, a symptom tracker, a 5-step rule wallet card, an Asthma Action Plan and a children's activity booklet. Along with the asthma management resources, the pack included a letter from Asthma Advocate Colet Murphy encouraging members to donate to support our work.

The resources were also made available for download on our website for non-members, and promoted through traditional and digital media channels, along with key messaging on keeping well with asthma during winter. Integral to the promotion of this messaging was our Winter Wellness video featuring Colet Murphy, who spoke about her Self-Management strategies and the importance of the Asthma Society in helping her out them in place.

The Winter Wellness download section of our website was viewed 577 times and we conducted 6 bursts of posts per social media channel, with a combined reach of 45,000.

The Winter Wellness campaign was covered in 6 regional print pieces, 3 medical trade pieces, 8 regional radio pieces and 4 online pieces – a total of 21 pieces of coverage and 634,810 opportunities to see, hear or read about the Campaign. The campaign continued to have an impact into 2022.

Day-to-Day Awareness Building - The Society has traditionally relied on newsletters, e-zines, graphics and gifs, practical tips and advice via social media and the website to communicate regularly and effectively with the public in recent years, showing increased engagement levels year-on-year and having a positive impact on awareness and uptake of the Society's services. The Asthma Society has not had any internal staffing working in the communications function across 2021 (and into 2022) and the day-to-day awareness building has been impacted as a result.

4. We Learn Together

Clean Air Research - The Asthma Society became a member of the Environmental Protection Agency's (EPA) LIFE Emerald Programme. In 2021, we worked with the EPA to design market research, conducted by RedC, examining attitude and behaviours in Ireland in respect of air quality, with a particular focus on gaining an insight into the Irish public's understanding of the link between air quality and health. The research found that, while people were aware of the detrimental impact of poor air quality on public and personal health, including its link to asthma, they were not as knowledgeable about *how* it was effected or what the dangerous pollutants were.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

In parallel to this research, Amárach Research ran an independent omnibus on behalf of the Asthma Society as a pro-bono support. The market research focused primarily on the Irish public's knowledge of the Asthma Society's supports, services and programmes and included a question on air quality. The responses to these aligned very closely with the Life Emerald research.

The findings of this research have informed the project's communications and, indeed, the Asthma Society's advocacy and communications work on air quality since.

Research into Public Perception of the Asthma Society - The Amárach Research also showed that of the 134 research participants with asthma, only one in four had a written, up-to-date Asthma Action Plan. Of the 334 participants with a family member with asthma, only 23% are aware of them having a written, up-to-date asthma action plan. Only 12% of the 1000 research participants had heard of the 5 Step Rule to manage an asthma attack, only 30% of those with asthma had heard of the 5 Step Rule and 17% of those with a family member with asthma had heard of it. These stark findings make it very clear that patients have very real need for improved self-management support around asthma.

Within the research, the Asthma Society showed exceptionally high levels of brand recognition – 78% of respondents had heard of the Asthma Society (rising to 81% for a person whose family member had asthma and to 91% for a person with asthma). When asked if they had ever used the Asthma Society's service, 8% of the respondents – representing the general public – indicated that they had. This rose to 15% for a person whose family member had asthma and significantly rose again to 24% where a person had asthma themselves. The research very strongly endorses the work of the Asthma Society and confirms that the Society's brand awareness and reputation with the general public has been consolidated in recent years, including as a result of the Society's work during COVID-19. The insight that 8% of the public have used the Asthma Society's services (whether they are one-to-one nurse-led patient services, advocacy, awareness campaigns or digital patient supports delivered to the broader public) is formative in terms of the Society's future engagements and its impact.

SafetyCare Research – Oral Corticosteroids - A major undertaking was a research and awareness campaign that sought to establish the rate at which prescribed Oral Corticosteroids (steroid tablets) are bought by asthma patients across Ireland over a three-year period. This data was used to indicate the rate of consumption of steroid tablets among the asthma population.

Oral steroids have proven to be beneficial in the quick and effective treatment of asthma flare-ups and acute exacerbations in asthma patients. They are often used where a person with asthma is not taking their controller medication as advised or where they and their GP have not yet landed on the correct treatment and further review is required. They are useful for relieving short-term symptoms and can prevent hospitalisation in these cases. However, unnecessary use or over-use of the treatment can cause more harm to the patient than good.

100,000+ in Ireland filled a prescription for OCS (steroid tablets) for their asthma in 2020 - over a quarter of all asthma patients in Ireland. 82,511 of these filled up to two prescriptions in 2020, indicating occasional loss of control of their asthma and that they need to manage their asthma better, according to GINA guidelines. A further 14,474 people with asthma filled 3 or more prescriptions in 2020 – they either filled a prescription of OCS intermittently throughout the year or at varying high dosages, indicating that their asthma is uncontrolled.

It also showed a worrying 26% increase in use in 2020 among a small cohort (4212), indicating that the steroid tablets were not succeeding in controlling exacerbations in the first 60 days of treatment. Within this group of adults, the Society has expressed great concern about those who were both having more frequent prescriptions, and whose dosage was also increasing in strength, leaving them at risk of serious short- and long-term health conditions. We conducted an extensive online awareness campaign based on those findings and secured further funding to reach out directly to prescribers to reiterate the risks involved in overuse as well as the need to consider specialist referral.

Severe Asthma Research - The Asthma Society has long advocated for better access to expert healthcare professional care and to biologic treatments for severe asthma patients. These treatments are not suitable for all patients but can prove life-transforming for those for whom it is. Much has been done in recent years by Ireland's respiratory consultants to increase that access and negotiations with Department of Health and the HSE have resulted in increased investment by the State.

ASTHMA SOCIETY OF IRELAND
DIRECTORS' REPORT (continued)
for the year ended 31 December 2021

ACHIEVEMENTS AND PERFORMANCE (Continued)

However, there is no doubt that gaps remain in accessing specialist care and in the diagnosis of 'difficult-to-treat' asthma patients attending primary care who may require a severe asthma diagnosis. Indeed, determining whether current levels of care for severe asthma patients are either adequate or appropriate will prove difficult until a severe asthma registry is created and the data is made available to policy makers and service providers. In 2021, a three-year severe asthma programme of work was designed by the team in the Asthma Society aimed at achieving optimal care for all severe asthma patients – diagnosed and undiagnosed – and work began to secure funding to roll it out. The first year will focus on a rigorous research project and the engagement of relevant stakeholders to shape it.

CORPORATE PARTNERS 2021

The Asthma Society would like to acknowledge the following corporate partners for their support for our work in 2021. Many of these partners worked with us to deliver impactful restricted programmes of work or to make unrestricted donations to facilitate our activities across advocacy, awareness, patient services, research or organisational capacity building. Other partners supported us for the first time in 2021. We thank all these partners for their support.

ALK
Astra Zeneca
Boots Ireland
Cara Pharmacy
Genuity Science
GSK
Malones of Dublin
Novartis
Sanofi Ireland
Trudell Medical

TRUST AND FOUNDATION SUPPORT 2021

The Asthma Society would like to thank the following Trusts and Foundations for their support for our work in 2021:

Community Foundation of Ireland
HSE Lottery Fund

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOOD GOVERNANCE AND TRANSPARENCY

The Asthma Society of Ireland made a partially compliant return in 2021 with "The Charities Governance Code" issued by the Charities Regulatory Authority in Ireland which was introduced in November 2018.

The Board reviewed its compliance activities in order to make this return, identifying the following key actions for 2021: reviewing operational policies (following structural changes brought about as a result of the restructure), reviewing the organisation's volunteer policy, a more frequent review process for the Society's risk register, an updated public fundraising guideline review (following changes to activities in 2021), earlier issuing of Board packs (delayed as a result of reduced staff capacity) and implementing a process of trustee succession planning.

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). With staffing capacity challenges, it was not possible for the Patient Services team to undertake the extensive re-accreditation process in early 2022 and this will be commenced in Q4 2022.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT (Continued)

To actively demonstrate openness, transparency and integrity to our beneficiaries and donors, the Asthma Society aims to operate to the Triple Lock Standards of transparent reporting, good fundraising and governance. The Asthma Society continued to work at the required level for full adherence to this sectoral standard for the entirety of 2021 but has not yet formally submitted the formal application for Triple Lock accreditation as a result of reduced staffing capacity.

The Board of Directors met eight times in 2021, down from eleven times in 2020, which reflected the need in 2020 to adapt the organisation's fundraising, activities and operations as a result of the COVID-19 pandemic. 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. Emily Blennerhassett served as Interim Chief Executive Officer to 18 March 2021, when Sarah O'Connor resumed the role of Chief Executive Officer.

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 occasional supports offered by its Independent Air Advisory Panel to support its work on its Clean Air advocacy and awareness work – 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.

The Society offers a one-to-one briefing with the CEO for all newly recruited Directors. Each new Director is also given a Directors Handbook and briefing pack, which includes bios of other board members, recent board minutes (and sub-committee minutes and terms of reference where relevant), the Memorandum and Articles of Association of the organisation, the Staff Handbook, a copy of the Society's strategy, among other key briefing materials. Board members are asked to sign a code of conduct.

The Society periodically reviews the salaries of its CEO, its management team and of its team members. In 2019, the Society had an external HR consultancy review the relevant salary scales in use by the organisation and changes were made at that point in time, in conjunction with the ARFC and Remuneration Committee.

The Society published its Five-Year Strategy in May 2020, *Stopping Asthma Deaths in Ireland, 2020-2025*, with an ultimate goal of ending asthma deaths by 2030, and has been prioritising its work in 2021 based on the strategic direction this document provides. Where the Society has not been in a position to undertake programmatic or project work, the underlying principles of the strategy have been central to choosing the most appropriate service and activity mix.

CONSTITUTION

The Society updated its membership and its Memorandum and Articles of Association 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 3rd 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, carers of people with asthma, the medical profession, communications, law and financial experts. 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 further terms.

ASTHMA SOCIETY OF IRELAND

DIRECTORS' REPORT (continued) for the year ended 31 December 2021

FUTURE DEVELOPMENTS

The Asthma Society piloted the Asthma Safe Schools programme in 2021 in four CHOs. In 2022, the Society has succeeded in securing funding in three CHOs and is seeking to expand the number of schools participating in the Safe Schools programme in future years by generating additional statutory funding support for this programme. A number of individual fundraisers have supported the roll-out of this programme by undertaking fundraising in their local area.

The Asthma Society's Asthma Awareness Week 2022 will focus on the needs of children with asthma.

The Asthma Society is liaising with corporate partners (pharma) to explore the funding and rollout of a three year programme of advocacy, research and awareness (with patients and healthcare professionals) aimed at supporting patients with severe asthma to get access to healthcare expertise and treatments.

The Society identified Q1 2022 as having a major focus on statutory and trust and foundation fundraising – including large-scale applications for SSNO funding through Pobal, Late Toy Show funding through Community Foundation of Ireland, the Department of the Environment, Climate and Communications' Community Climate Action Programme through Pobal, the JP McManus Benevolent Fund.

The Society will continue to advocate for increased core statutory funding for the supports and services it provides to the 380,000 patients with asthma.

Impact of COVID-19

Due to the impact of COVID-19, some programmes remained delayed or cancelled. The impact of COVID-19 on the Society's abilities to generate unrestricted income to support these programmes has meant that some activities (like the Asthma in the Pharmacy programme, or the Society's social inclusion programming) were not continued in 2021 and will have to be assessed on an annual basis until sufficient funding is available to run them.

The Society has prided itself on taking a collaborative approach across all programmatic areas in recent years and has worked to retain that approach in 2021. However, without ongoing funding to support these activities, some activities were scaled back at the end of 2020. The Society has identified funding opportunities across advocacy and awareness which may provide staffing capacity and programmatic funding to allow for increased work across respiratory organisations in the future, where such applications are successful.

The Society is assessing its ongoing programmatic mix across 2021 and into 2022. It is prudent for the Society to prioritise and rationalise the programmes it undertakes to ensure it has sufficient resourcing, funding and impact to best support patients, their carers and healthcare professionals.

PRINCIPAL RISKS AND UNCERTAINTIES

The Board of Directors has assessed the major risks to which the Society is exposed.

Risk management approach:

The Society maintains a risk appetite document and a risk register. The Audit, Risk and Finance Committee ("ARFC") are responsible for the oversight of the maintenance of both. As of June 2021, the risk register was in the process of being updated and the risk register is a regular standing item on all ARFC agendas. A whole of organisation and always-on approach is applied to risk in the Society.

The new Patient Services Manager has, in Q3 2022, commenced work on a re-appraisal of the Society medical risk audit of the patient services, which will be supported by the Medical Advisory Group (particularly the Medical Director), a working group of the Society's nursing team, and a clinical risk external expert. This will feed into the Society's organisational re-accreditation with the Helplines Partnership.

ASTHMA SOCIETY OF IRELAND
DIRECTORS' REPORT (continued)
for the year ended 31 December 2021

PRINCIPAL RISKS AND UNCERTAINTIES (Continued)

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 reverse the trend of 2021 and H1 2022, and to grow income back to levels seen in 2020, which will allow for the necessary rebuilding of reserves and create certainty around team capacity and key programme delivery.

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 as was the case in 2021 and 2022. Monthly accounts and the related analysis and controls are a key output for the Society. The appointment of a new Finance and Compliance Manager in August 2021 brought about change to provide greater insight into the long-term financial management of the Society for the Board and CEO, including more forensic cash flow monitoring and improved projections and corresponding insight into the financial position of the Society.

The Society has developed a Financial Resilience and Sustainability Strategy, aiming to deepen, diversify and grow income, with a particular focus on unrestricted corporate donations, successful trust and foundation applications, membership income, programmes generating income and a high profile digital Take A Breath fundraising annual campaign, showing strong year-on-year growth. Parallel to this, the Society has worked from October 2021 onwards in a strategic manner to broaden the statutory core funding available to the organisation, with key successes across SSNO funding renewal, programmatic funding certainty for Beating Breathlessness and securing €250,000 core funding from the HSE.

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 team restructuring and retention challenge meant that continuity and organisational memory was affected through 2021 and into 2022. While all services and programmes continued to be implemented to a high standard, the changes seen in 2021 had an impact on the Society's ability to implement its fundraising strategy until Q3 2021 when it resumed strongly. While for this extended period of time, the organisation has been unable to recruit key vacancies, the Q3-Q4 2022 recruitment project positions the Society well to resolve this challenge. The Directors are satisfied that, with this project progressing, there will be adequate staff recruitment for the organisation's current and future needs.

A major emphasis was placed in 2020-21 on appointing department heads in order to create an effective management structure, which has played a key role in the Society's expanded and impactful service delivery during the COVID-19 pandemic and its resilience in responding to financial challenges posed by the pandemic from Q3 2021 onwards. This structure will be retained with the Q3-Q4 2022 recruitment project.

Significantly reduced staffing capacity:

The Society's Board, Executive and team worked very hard to bring a focus on prioritisation to bear on the programmes, focussing on delivery of patient supports and service delivery and excellence across Adviceline and Beating Breathlessness (WhatsApp and webinars) as primary priorities in 2021 and into 2022. To deliver strongly on these statutorily funded activities with agreed service level agreements, the Society has in 2021 and 2022 reduced its commitments in other respects across advocacy, awareness and research. The Q4 2022 recruitment project will allow for a return to these activities in a controlled, costed and agreed manner in 2023.

ASTHMA SOCIETY OF IRELAND
DIRECTORS' REPORT (continued)
for the year ended 31 December 2021

PRINCIPAL RISKS AND UNCERTAINTIES (continued)

Operational Excellence:

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 proposed recruitment and rebuilding of the staffing structure in Q4 2022. An organisational administrative processes review is preceding and running alongside this recruitment project to ensure operational excellence continues with new personnel being onboarded.

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. The Society, in particular, also gains extensive insight, technical advice and guidance from its Medical Director, Dr. Marcus Butler.

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

The Asthma Society has succeeded in its three-year application to the SSNO, securing core funding of circa €91,000 annually for the organisation from July 2022 to June 2025.

The Society has received confirmation of annual funding for the Beating Breathlessness programme from the HSE from June 2022 until December.

The Asthma Society has received confirmation of imminent transfer of €250,000 core funding from the HSE in September 2022.

In July 2022, the Board of the Asthma Society approved a new Financial Resilience and Sustainability Strategy 2022-2025.

The Asthma Society has secured €100,000 in restricted funding from two corporate partners to support phase one (of three) of its Severe Asthma programme, with additional potential funders to be confirmed.

The CEO of the Asthma Society, Sarah O'Connor gave her notice in August 2022 and will cease to be CEO in mid-October 2022. Deputy CEO and Advocacy and Research Manager has been appointed as Interim CEO.

POLITICAL CONTRIBUTIONS

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

ASTHMA SOCIETY OF IRELAND
DIRECTORS' REPORT (continued)
for the year ended 31 December 2021

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, will continue in office.

DocuSigned by:

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Ciaran McGloin
Director

DocuSigned by:

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Vincent Butterly
Director

Date: 30 September 2022

ASTHMA SOCIETY OF IRELAND

DIRECTORS' RESPONSIBILITIES STATEMENT for the year ended 31 December 2021

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 Commission 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

DocuSigned by:

90AD18298E254A4...
Ciaran McGloin
Director

DocuSigned by:

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Vincent Butterly
Director

Date: 30 September 2022

**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'), which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows, and notes to the Company 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 accompanying financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Company as at 31 December 2021, 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 further 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 the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) 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.

Emphasis of matter – Impact of COVID-19

In forming our opinion on the Company's financial statements, we draw your attention to the impact of COVID-19 on the activities of the Company as detailed in the Directors' Report and in note 3(a), Going Concern. Our opinion is not qualified in this regard.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
ASTHMA SOCIETY OF IRELAND (CONTINUED)**

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. 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 course of 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

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements;
- the directors' report has been prepared in accordance with applicable legal requirements;
- 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.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

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 requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. 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 out on page 20 the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines 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.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
ASTHMA SOCIETY OF IRELAND (CONTINUED)**

Respective responsibilities (continued)

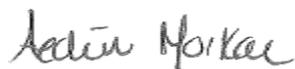
Auditor's responsibilities for the audit of the financial statements

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 Irish Auditing and Accounting Supervisory Authority's website at: 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: 14 October 2022

ASTHMA SOCIETY OF IRELAND

**STATEMENT OF FINANCIAL ACTIVITIES (Includes income and expenditure account)
for the year ended 31 December 2021**

	Unrestricted funds 2021 €	Restricted funds 2021 €	Total funds 2021 €	Total funds 2020 €
Income from:				
Donations and legacies	4	128,025	168,307	296,332
Charitable activities	5	13,408	444,617	458,025
Investments	6	-	-	46
Total income		141,433	612,924	754,357
Expenditure on:				
Raising funds	7	36,460	8,738	45,198
Charitable activities	8	257,403	583,956	841,359
Total expenditure		293,863	592,694	886,557
Net (expenditure)/ income		(152,430)	20,230	(132,200)
Net movement in funds		(152,430)	20,230	(86,347)
Reconciliation of funds:				
Total funds at 1 January	18, 19	283,001	69,081	352,082
Total funds at 31 December	18, 19	130,571	89,311	219,882

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 27 to 42 form part of these financial statements.

ASTHMA SOCIETY OF IRELAND

BALANCE SHEET
as at 31 December 2021

	Note	2021 €	2020 €
FIXED ASSETS			
Tangible assets	14	22,337	29,906
CURRENT ASSETS			
Stocks	15	1,212	1,212
Debtors	16	71,273	60,100
Cash and cash equivalents		<u>285,902</u>	<u>405,186</u>
		358,387	466,498
CREDITORS			
Amounts falling due within one year	17	<u>(160,842)</u>	<u>(144,322)</u>
NET CURRENT ASSETS		<u>197,545</u>	<u>322,176</u>
TOTAL NET ASSETS		<u><u>219,882</u></u>	<u><u>352,082</u></u>
FUNDS			
Unrestricted funds	18, 19	130,571	283,001
Restricted funds	18, 19	<u>89,311</u>	<u>69,081</u>
TOTAL FUNDS		<u><u>219,882</u></u>	<u><u>352,082</u></u>

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

DocuSigned by:

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Ciaran McGloin
 Director

DocuSigned by:

1B75A5231C5546E
Vincent Butterly
 Director

Date: 30 September 2022

The notes on pages 27 to 42 form part of these financial statements.

ASTHMA SOCIETY OF IRELAND
STATEMENT OF CASH FLOWS
for the year ended 31 December 2021

	Note	2021 €	2020 €
Cash flows from operating activities			
Net expenditure for the year		(132,200)	(86,347)
Adjustments for:			
Depreciation of tangible fixed assets	14	7,569	2,642
Deposit interest income	6	-	(46)
(Increase) / decrease in debtors		(11,173)	62,765
Decrease in stocks		-	2,462
Increase / (decrease) in creditors		16,520	(95,737)
Net cash used by operating activities		(119,284)	(114,261)
Cash flows from investing activities			
Deposit interest income	6	-	46
Acquisition of tangible fixed assets	14	-	(32,548)
Net cash used by investing activities		-	(32,502)
Net decrease in cash and cash equivalents		(119,284)	(146,763)
Cash and cash equivalents at the start of the year		405,186	551,949
Cash and cash equivalents at the end of the year		285,902	405,186

The notes on pages 27 to 42 form part of these financial statements.

ASTHMA SOCIETY OF IRELAND

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 December 2021

1. GENERAL INFORMATION

Asthma Society of Ireland (“the Charity”) is a Company Limited by Guarantee incorporated in Ireland with a registered office at 3rd 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 2021. The nature of the Charity’s operations and its principal activities are set out in the Directors’ Report on page 2.

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 to all years 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.

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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021

2. ACCOUNTING POLICIES (continued)

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:

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.

Donations received from individuals and companies using online fundraising platforms to raise funds are recognised when the funds are registered on the online platform.

Legacy income is recognised in the accounting period in which it is received or when it is probable that the legacy will be received and the value of the legacy can be measured reliably. In these circumstances, if the legacy income has been received post year end, and the personal representatives have agreed to the amount thereof prior to the year end, the income can be recognised.

Assets donated under bequests or otherwise are included in the Statement of Financial Activities at their value to the Charity on the date of receipt.

Income from Charitable Activities: 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.

Temporary Wage Subsidy Scheme (TWSS) income: Income received from the TWSS has been recognised in accordance with accounting for government grants in line with Charities SORP.

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

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 is recorded as income in the year in which it is 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.

ASTHMA SOCIETY OF IRELAND

NOTES TO THE FINANCIAL STATEMENTS (continued) for the year ended 31 December 2021

2. ACCOUNTING POLICIES (continued)

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.

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.

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.

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
Computer equipment	-	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.

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

2. ACCOUNTING POLICIES (continued)

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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021

2. ACCOUNTING POLICIES (continued)

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 Activities 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.

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 non-occurrence 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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021

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 ongoing impact of COVID-19 in 2022 under a number of different scenarios as well as the broader economic environment 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 for the foreseeable future, being 12 months post approval of the financial statements.

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

- The adoption of the Financial Resilience and Sustainability Strategy (FRSS) in July 2022;
- The implementation of the FRSS to include diversifying and deepening fundraising across corporate philanthropic donations, income generating programmes (like the Breathe Easy Workplace Wellness programme), and trusts and foundations;
- The implementation of the FRSS to include increased income from public and community fundraising events, a digital Take a Breath campaign, and individual membership income;
- Continued provision of core statutory funding into 2023;
- Organisational health to improve with the Q4 2022 recruitment project;
- the Society's ongoing discipline in streamlining costs across all programmes of work.

The Directors acknowledge that Q1 and Q2 2022 were challenging quarters, but a number of positive developments from Q2 onwards have stabilised the organisation and ultimately position the Society to recover in 2023 and to enter a period of growth in 2024.

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.

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

4. DONATIONS AND LEGACIES

	Unrestricted funds 2021 €	Restricted funds 2021 €	Total 2021 €	Total 2020 €
Private Members Draw	-	-	-	251,501
General donations and miscellaneous income	16,416	-	16,416	88,885
Regular givers	25,625	-	25,625	23,179
Community and events	43,063	-	43,063	8,805
Corporate donations	8,630	148,307	156,937	205,550
Legacies and bequests	20,771	-	20,771	81,476
Trust and Foundations	13,520	20,000	33,520	59,000
GSK Pharmacy Days	-	-	-	20,208
Temporary wage subsidy scheme	-	-	-	14,671
	128,025	168,307	296,332	753,275

*The comparatives for 2020 were all classified as unrestricted funds with the exception of income from Corporate Donations of €172,000, Trust and Foundations of €59,000, and GSK Pharmacy days of €20,208 which were classified as restricted funds. All income derives from activities in the Republic of Ireland.

5. CHARITABLE ACTIVITIES

Unrestricted funds

	2021 €	2020 €
HSE-PC (HCP Programme)	-	762
Sale of asthma devices	75	3,626
Consultancy fees	13,333	26,316
	13,408	30,704

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

5. CHARITABLE ACTIVITIES (continued)

Restricted funds

		2021	2020
		€	€
Grantor	Grant Name		
POBAL	Slaintecare Project	105,274	93,221
POBAL	SSNO Programme	90,000	90,000
HSE Grant Aid Nat. Lottery	Asthma Friendly Schools	-	3,000
HSE DNC	Dublin North Central Services	7,643	7,643
HSE Primary Care	Adviceline	241,700	241,700
HSE Primary Care	HCP Engagement	-	-
		444,617	435,564
Other income			
ASI Pharmacy days		-	490
		-	490
Total restricted funds		444,617	436,054
Total		458,025	466,758

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

6. INVESTMENTS

	2021	2020
	€	€
Bank deposit interest	-	46
	-	46

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

7. COST OF RAISING FUNDS

	2021	2020
	€	€
Asthma devices	676	7,582
Private Members Draw	2,000	156,358
Fundraising costs - restricted	8,738	17,671
Fundraising costs - unrestricted	33,784	90,711
Direct Mail Emergency Covid-19 Appeal	-	14,355
	45,198	286,677

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

8. EXPENDITURE ON CHARITABLE ACTIVITIES

Unrestricted funds

	2021	2020
	€	€
Health promotion	-	4,610
Support costs (note 9)	201,980	279,392
Communications and campaigns	18,657	43,777
Advocacy and policy	16,917	15,942
Recruitment	19,849	-
	257,403	343,721

Restricted funds

	2021	2020
	€	€
Health promotion	343,442	415,089
Support costs (note 9)	79,473	121,688
Communications and campaigns	135,701	64,937
Research and education	-	10,297
Advocacy and policy	25,340	64,017
	583,956	676,028
Total	841,359	1,019,749

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

9. SUPPORT COSTS

Allocated to unrestricted funds

	2021	2020
	€	€
Finance and administrative costs	35,489	22,266
Premises costs	47,384	46,839
General office and programme management costs	81,987	117,546
Human Resources costs	9,940	7,409
Web support	-	5,705
Wages and salaries	14,091	20,145
Governance costs (note 10)	13,089	59,482
	201,980	279,392

Allocated to restricted funds

	2021	2020
	€	€
Finance and administrative costs	32,507	72,166
HR costs	1,638	-
General office expenses	26,960	19,998
Web support	9,439	2,878
Wages and salaries	8,929	26,646
	79,473	121,688

10. GOVERNANCE COSTS

	2021	2020
	€	€
Auditor's remuneration for statutory audit services (including VAT)	10,000	9,888
Legal fees	3,089	49,594
	13,089	59,482

Legal fees incurred in 2020 mainly relate to the termination of a contract in 2020, and no further legal fees are expected to be incurred in relation to this matter.

11. NET EXPENDITURE

Net expenditure is stated after charging:

	2021	2020
	€	€
Depreciation of tangible fixed assets:		
- owned by the company	7,569	2,642
Auditor's remuneration	10,000	9,888
Pension costs (note 22)	12,815	15,696
	20,384	28,226

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

12. STAFF COSTS

The average number of persons employed by the Charity during the year was as follows (based on head count):

	2021	2020
	No.	No.
Fundraising and communication	3	2
Advocacy	1	2
Patient services	4	4
Nursing team	8	7
Office administration	7	7
	23	22
	23	22

The average number of persons employed by the Charity during the year was as follows (based on full-time equivalent):

	2021	2020
	No.	No.
Fundraising and communication	0.4	2.0
Advocacy	0.5	1.3
Patient services	1.8	1.8
Nursing team	2.8	2.6
Office administration	3.3	4.6
	8.7	12.4
	8.7	12.4

The average number of persons employed in the tables above excludes the seconded staff from HSE, nursing contractors and community employment scheme participants.

Staff costs were as follows:

	2021	2020
	€	€
Wages and salaries	433,828	613,079
Employer PRSI	46,856	65,126
Pension costs (note 21)	12,815	15,696
Redundancy costs	19,849	-
	513,348	693,901
	513,348	693,901

The redundancy costs relate to an organisational restructure undertaken to reduce overall costs of the Society, on foot of financial impact of COVID-19.

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 (2020: €Nil).

The number of higher paid employees was:

	2021	2020
	No.	No.
In the band €80,000 - €90,000	1	1
In the band €70,000 - €80,000	-	-
In the band €60,000 - €70,000	-	-
	1	1
	1	1

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

12. STAFF COST (Continued)

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

The total remuneration of the Chief Executive Officer, which includes employer pension contributions and employer's PRSI, was €102,906 (2020: €100,405).

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	Computer equipment	Total
	€	€	€
Cost			
At 1 January 2021	28,375	4,173	32,548
Additions	-	-	-
At 31 December 2021	28,375	4,173	32,548
Accumulated depreciation			
At 1 January 2021	1,892	750	2,642
Charge for the year	5,675	1,894	7,569
At 31 December 2021	7,567	2,644	10,211
Net book value			
At 31 December 2021	20,808	1,529	22,337
At 31 December 2020	26,483	3,423	29,906

15. STOCKS

	2021	2020
	€	€
Stock of asthma devices	1,212	1,212

16. DEBTORS

	2021	2020
	€	€
Trade debtors	15,180	30,535
Accrued revenue	47,492	15,950
Prepayments	8,601	13,615
	71,273	60,100

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.

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

17.CREDITORS: Amounts falling due within one year

	2021	2020
	€	€
Trade creditors	60,795	49,347
Taxes and social security costs	27,139	19,898
Other creditors	18,845	18,077
Accruals	54,063	57,000
	160,842	144,322

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.STATEMENT OF FUNDS

Current year

	Unrestricted funds	Restricted funds	Total funds
	2021	2021	2021
	€	€	€
At 1 January 2021	283,001	69,081	352,082
Income	141,433	612,924	754,357
Expenditure	(293,863)	(592,694)	(886,557)
At 31 December 2021	130,571	89,311	219,882

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

19. STATEMENT OF FUNDS (continued)

Transfer from Restricted Funds to Unrestricted Funds relates to the purchase of fixed assets during 2020.

Prior year

	Unrestricted funds 2020 €	Restricted funds 2020 €	Total funds 2020 €
At 1 January 2020	358,738	79,691	438,429
Income	532,817	687,262	1,220,079
Expenditure	(612,727)	(693,699)	(1,306,426)
Transfer of Funds	4,173	(4,173)	-
At 31 December 2020	283,001	69,081	352,082

20. FUNDS OF THE CHARITY COMPRISE THE FOLLOWING:

Current year

	Unrestricted funds 2021 €	Restricted funds 2021 €	Total funds 2021 €
Tangible fixed assets	22,337	-	22,337
Current assets	269,076	89,311	358,387
Creditors due within one year	(160,842)	-	(160,842)
	130,571	89,311	219,882

Prior year

	Unrestricted funds 2020 €	Restricted funds 2020 €	Total funds 2020 €
Tangible fixed assets	29,906	-	29,906
Current assets	397,417	69,081	466,498
Creditors due within one year	(144,322)	-	(144,322)
	283,001	69,081	352,082

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

21. OPERATING LEASE COMMITMENTS

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

	2021	2020
	€	€
In one year or less	29,239	44,280
In more than one year, but not more than five years	121,770	166,050
	151,009	210,330

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 for the year amounted to €12,815 (2020: €15,696).

23. FINANCIAL INSTRUMENTS

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

	2021	2020
	€	€
Financial assets that are debt instruments measured at amortised cost:		
Trade debtors	15,180	30,535
Cash at bank and in hand	285,902	405,186
	2021	2020
	€	€
Financial liabilities measured at amortised cost		
Trade creditors	60,795	49,347
Other creditors	18,845	18,077
Accruals	54,063	57,000
	54,063	57,000

24. CAPITAL COMMITMENTS

There were no capital commitments as at 31 December 2021 (2020: €Nil).

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.

ASTHMA SOCIETY OF IRELAND

**NOTES TO THE FINANCIAL STATEMENTS (continued)
for the year ended 31 December 2021**

26. RELATED PARTY TRANSACTIONS

Related party transactions

Other than as described below, no related party transactions took place during the year ended 31 December 2021.

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 €298,224 (2020: €371,515).

27. POST BALANCE SHEET EVENTS

The Asthma Society has succeeded in its three-year application to the SSNO, securing core funding of circa €91,000 annually for the organisation from July 2022 to June 2025.

The Society has received confirmation of annual funding for the Beating Breathlessness programme from the HSE from June 2022 until December.

The Asthma Society has received confirmation of imminent transfer of €250,000 core funding from the HSE in September 2022.

In July 2022, the Board of the Asthma Society approved a new Financial Resilience and Sustainability Strategy 2022-2025.

The Asthma Society has secured €100,000 in restricted funding from two corporate partners to support phase one (of three) of its Severe Asthma programme, with additional potential funders to be confirmed.

The CEO of the Asthma Society, Sarah O'Connor gave her notice in August 2022 and will cease to be CEO in mid-October 2022. Deputy CEO and Advocacy and Research Manager has been appointed as Interim CEO.

28. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the Board on 30 September 2022.