psoriasis association

Please support us so we can continue to make a positive impact on people's lives

www.psoriasis-association.org.uk

The Psoriasis Association Registered Charity Numbers 1180666 and SC049563

OUR ACHIEVEMENTS 2024

psoriasis association

CHAIR AND CEO'S REPORT

I am delighted to present my first annual report as Chair of the Psoriasis Association alongside Chief Executive Helen McAteer.

In 2024, our work remained focused on three key aims: advancing research, raising awareness, and providing support, information, and advice to those affected by psoriasis.

Our research programme continues to thrive. We currently fund eight PhD studentships and two small grants. We reintroduced our well-regarded PhD studentships and Cecil King small grants in September 2024, receiving seven applications. We maintain support for the BSTOP (Biomarkers and Stratification To Optimise Outcomes in Psoriasis) study, which facilitated the launch of the mySkin app, enhancing patient research participation. Our research efforts align closely with the 'Top Ten' research priority areas identified in the 2016 Psoriasis Association-funded Priority Setting Partnership. Additionally, we commissioned an epidemiological study on psoriasis prevalence across ethnicities in the UK in collaboration with the Global Psoriasis Atlas. Findings will be presented at our annual meeting in June 2025 and published in peer-reviewed journals.

In terms of raising awareness and support, we hosted a successful research-focused Annual Meeting in Manchester. Promoted for the first time as an educational event for both healthcare professionals and patients, the event received positive feedback and was recorded for accessibility via YouTube and TikTok. We enhanced our online presence by launching new website features, including images from the "Psoriasis on the Skin" photoshoot, and expanded social media outreach by joining TikTok and Bluesky. Our engagement grew significantly, with Instagram followers reaching 17,129 and YouTube amassing 31,656 views. The Psoriasis Association's online forums expanded to 21,519 registered users, providing a safe space for peer-to-peer support.

Psoriasis Awareness Week saw new initiatives such as a coffee morning, virtual yoga sessions, and an Instagram Live event with a dermatology nurse. Our commitment to accessible information remained strong through our quarterly magazine Pso and updated leaflets, which are compliant with the PIF Tick quality mark for trustworthy health information.

We maintained a presence at professional conferences and public venues, offering direct engagement opportunities for staff, patients, and caregivers. Our patient support services remained robust, handling 1,736 helpline enquiries: 42% via email, 33% by phone, and 12% through WhatsApp. Our telephone support line continues to be a valued resource.

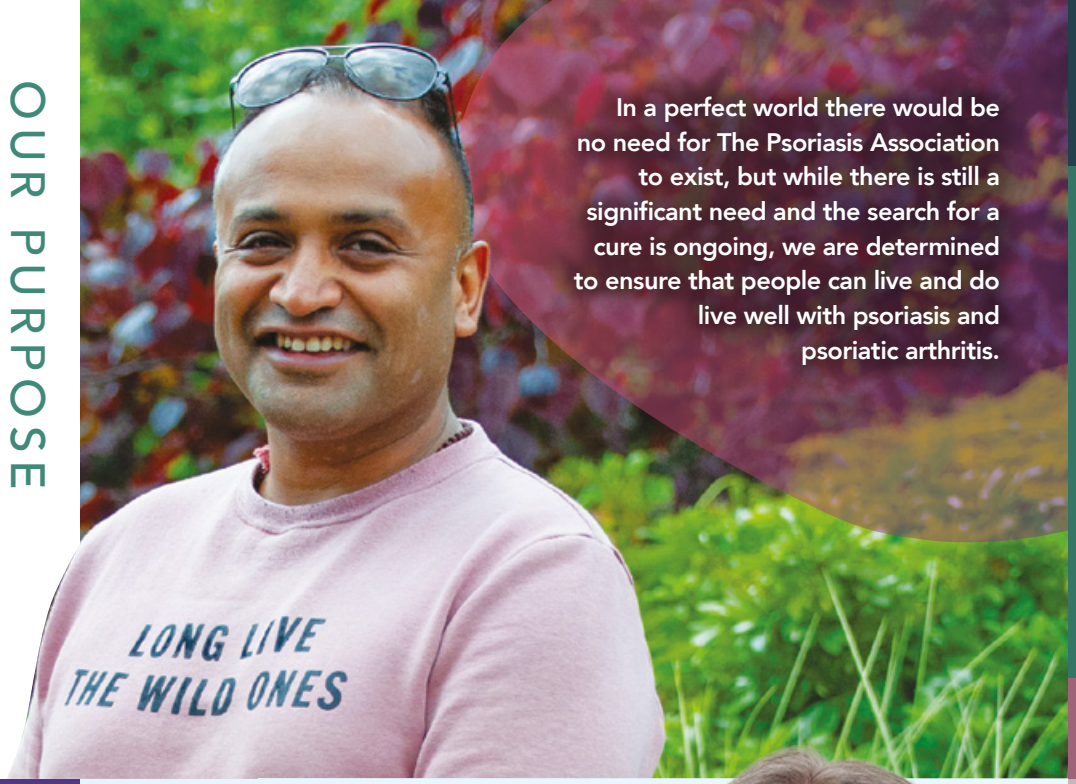
We strengthened advocacy efforts, engaging with MPs and policymakers, including participation in a parliamentary roundtable on psoriasis and psoriatic arthritis.

Financially, we remain stable, holding £320,890 in free reserves, surpassing our £275,000 target.

Our governance was reinforced with the addition of five new trustees, bringing expertise in HR, finance, volunteer management, and dermatology. They actively contributed to our strategic review, which assessed membership structure and income streams to enhance engagement and sustainability. Insights from this process shaped our future strategy to be launched in 2025.

Having taken over as Chair from Nick Evans in July 2024, I am grateful to my fellow trustees and our dedicated staff for their support, guidance and expertise in ensuring a smooth transition.

OUR PURPOSE



In a perfect world there would be no need for The Psoriasis Association to exist, but while there is still a significant need and the search for a cure is ongoing, we are determined to ensure that people can live and do live well with psoriasis and psoriatic arthritis.

3 AIMS

1. To raise awareness of psoriasis and psoriatic arthritis.
2. To provide information, advice and support to those whose lives are affected by psoriasis.
3. To promote and fund research into the causes, nature and care of psoriasis, and to publish and disseminate the results of that research.

TRUSTEES AND GOVERNANCE

As a UK charity we are governed by a board of Trustees who volunteer their time to help direct our work.

The skill combinations of Trustees is regularly reviewed and an open call advertising for new Trustees with expertise or experience in areas such as living with psoriasis as a young person, Finance, HR, health or science took place in winter 2023.

Interviews were held in spring 2024 and four new Trustees were co-opted to the Board of Trustees in April 2024.

Another, more targeted open call advertising for a Trustee with experience of Dermatological Nursing was carried out in summer 2024, and following interviews a further Trustee was co-opted in November 2024.

5 new trustees


Sophie Field


Lucy Moorhead


Marie Fryers

5


Adam Bushby


Dr Manisha Patel

The Psoriasis Association is extremely proud of the information resources that we offer. We have retained our PIF Tick accreditation so anyone using our information can be sure it's of the highest quality, is accurate, reliable and trustworthy.

Trusted Information Creator
Patient Information Forum

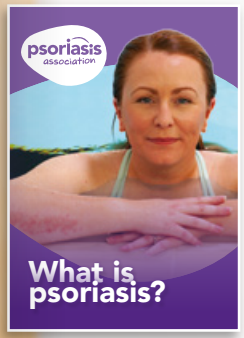
The Psoriasis Association maintains a telephone, email and WhatsApp helpline and provides assistance via our social media platforms.

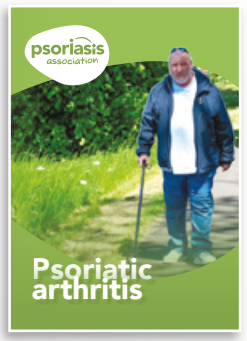
Helpline – 1736 enquiries

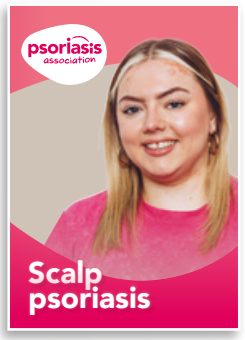
- **33%** by telephone
- **42%** by email
- **12%** by WhatsApp

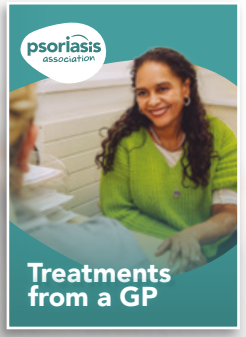
Scalp psoriasis enquiries are the most common again (with 21% of enquiries relating to this type)

In 2024, we fully reviewed and updated our core psoriasis leaflet series incorporating images of psoriasis for the first time.









Our website offers a mix of information, support, tips and updates.

- There were **1,425,872** visits to the website in 2024, a 37% increase from 2023.
- **71.2%** are using their **phone** to access the website with **25.6%** on a **desktop** device.
- **Psoteen** is a separate website for teenagers and young people with psoriasis. There were **27,932** visits in 2024 which is due a big redesign into 2025.
- Our popular **forums**, which had **21,519 registered users** at the end of 2024 allow access to peer-to-peer support and a sense of community.
- Regulatory work, with the **National Institute for Health and Care Excellence** (NICE) and the **Scottish Medicines Consortium** (SMC), focused on a new targeted treatment for the rare form of psoriasis, Generalised Pustular Psoriasis (GPP). An online survey was initiated to gain insights of the lived experience of GPP to present to the medicine's advisory boards.

In figures:

19,942	**Facebook Page** followers
8,417	**Facebook Group (Closed)** members
24,356	**TikTok** video views
31,656	**YouTube** views
	New social media platforms - **Bluesky, Threads TikTok**

Pso - the official publication of the Psoriasis Association, is produced quarterly and continues to be an important way of communicating with members, particularly those who cannot regularly access the Internet.

OUR IMPACT

"The Psoriasis Association has helped me so much. Directly, they have given advice in helping me navigate psoriasis and it's effects as well as giving me opportunities to grow in my experiences and my own body.

Indirectly, they raise awareness all over the country to reduce social stigmas and myths regarding the disease as well as helping with ground-breaking research.

My amazing mum has organised multiple fundraisers including a bake sale which I helped with. She and I know the work that the charity do to help so many people, and I knew we wanted to give back. I cannot wait to do many more fundraisers in the future and support this amazing charity even further."

Kyle

The Psoriasis Association continues to promote research into the causes, nature and cure of psoriasis and to disseminate the results of that research. We are committed to research of sound quality and promise of future development in order to achieve our main objectives of advancing public education in the causes, nature and cure of psoriasis and ultimately to relieve all those living with psoriasis.

1 small grant awarded in 2024:

Professor Darren Ashcroft, University of Manchester. 'Examining the epidemiology and mortality of people with psoriasis'. Match funding from Global Psoriasis Atlas.

Work on the exciting Psoriasis Association-commissioned research looking at the epidemiology of psoriasis in the UK began in 2024. Led by Professor Darren Ashcroft and match funded by the Global Psoriasis Atlas, preliminary findings were presented at our Annual Meeting in Manchester.

This study will provide an update on previous work examining changes in the number of people with psoriasis and life expectancy between 1999 and 2013, covering a much longer time-period. It will examine for the first time how the number of new cases of psoriasis and the total of people with the disease varies by ethnicity (using the CPRD Ethnicity Record) and will investigate whether the number of psoriasis diagnoses has been impacted by the COVID-19 pandemic, and whether there have been further changes in life expectancy for people with psoriasis.

The findings from this study will inform future policy and clinical practice to help people living with psoriasis across the UK.

2 PhD Studentships successfully completed in 2024:

Professor Francesca Capon, King's College London. 'Investigating the genetic determinants of palmoplantar pustulosis'. PhD Student – Ariana Hernandez-Cordero.

'The aim of this project was to investigate the effects of cigarette smoking on psoriasis. We specifically focused our attention on palmoplantar pustulosis (PPP), as this is a severe disease variant that mostly affects smokers. We first examined a gene called *CARD14*, which is known to malfunction in many skin diseases, including plaque psoriasis. We demonstrated that individuals who carry genetic defects in *CARD14* are at increased risk of developing PPP, whether they smoke or not. We identified two additional genes predisposing to the disease and our analysis also showed a causal relationship between smoking initiation and PPP risk. Our lab is now working to identify the specific inflammatory molecules that mediate the effects of cigarette smoking. We will then seek to determine whether any of these molecules can be blocked by existing drugs'.

Dr Helen Young, University of Manchester. 'Investigating the therapeutic benefits of exercise in patients with psoriasis'. PhD Student – Rory Sheppard.

People with psoriasis are less physically active than those who do not have psoriasis, due to barriers caused by psoriasis. Psoriasis can also lead to conditions such as heart disease, which benefit from increased physical activity. Recognising this, we co-designed an exercise intervention with people with psoriasis and observed in a proof-of-concept study significantly improved psoriasis control; reduced heart disease risk; enhanced wellbeing and improved functional capacity. These data suggest that further research including a controlled clinical trial to investigate whether physical activity can improve psoriasis and other health outcomes is important.

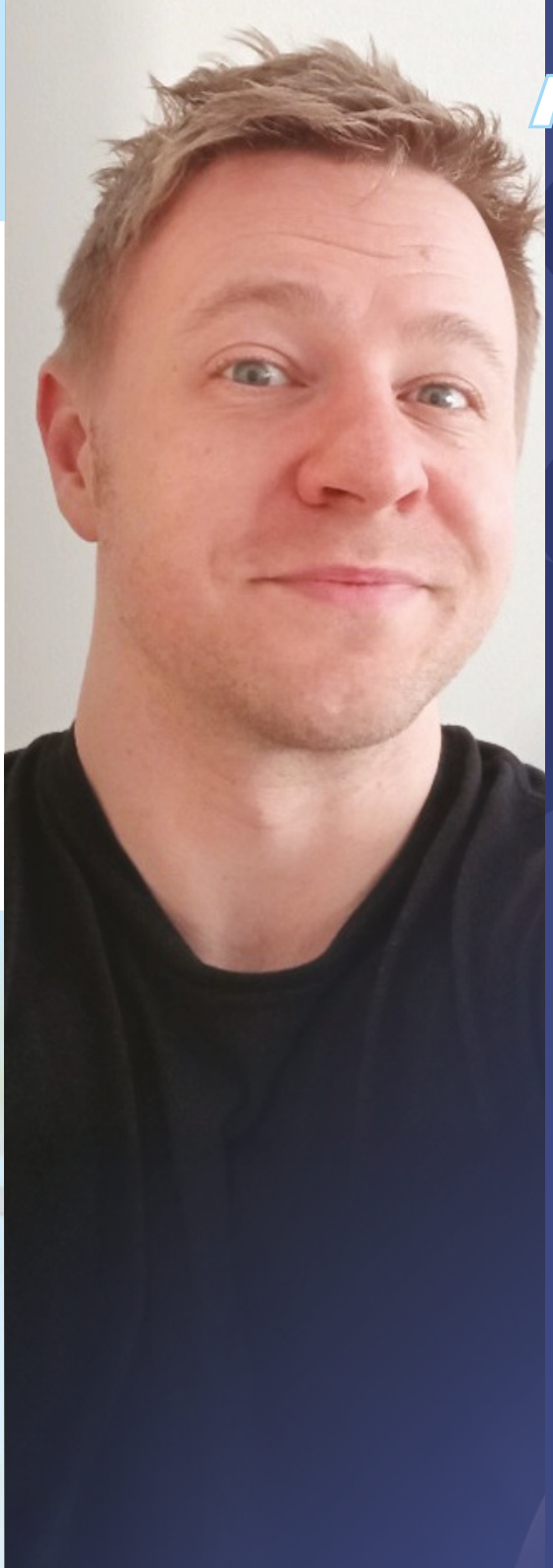
Our funding of the Biomarkers and Stratification To Optimise outcomes in Psoriasis (BSTOP) study continued into 2024.

BSTOP
Biomarkers and Stratification To Optimise outcomes in Psoriasis

The Psoriasis Association is proud to support BSTOP with the main objectives to determine biomarkers of psoriasis outcomes and provide a bioresource for research into any aspect of psoriasis. The BSTOP study continues to grow, with a return to pre-pandemic recruitment levels for 2023 and 2024 despite continued pressure on NHS clinical dermatology services. The study team has successfully leveraged additional funding to maintain and use this important bioresource, which was facilitated by the Psoriasis Association core funding. Partnerships between BSTOP and national and international collaborators allow the collected samples/data to be used in projects addressing 9 of the top 10 psoriasis research priorities. Securing patient-reported data and samples continues to be a priority for BSTOP, with a pilot study launched to validate the usefulness and practicality of blood taken at home with a self-sampling kit. The mySkin platform (https://myskin.org) continues to develop, with psoriasis patients joining from across the UK to provide information on their psoriasis journey, physical and mental wellbeing, lifestyle, and diet. Some of this self-reported data has already been analysed by statisticians and is soon to be published in a dermatology research journal.

All applications for our grant call are assessed by our highly experienced Medical and Research Committee (Med Res) made up of experts in the field. This year, we were delighted that Dr Shane Solanky, who completed a Psoriasis Association PhD in 2024, agreed to join the committee to help review future applications.

"As a former PhD student funded by the Psoriasis Association, I was delighted to join the Medical and Research Committee. Although I was initially nervous about being the most junior member, the committee has been incredibly welcoming, and I've felt my input is valued. I hope to offer a helpful perspective as someone recently through the PhD process– balancing the needs of the student with the charity's research goals. Being part of the committee has shown me just how much care and consideration goes into selecting PhD projects that truly benefit people with psoriasis. Being involved in this way feels like a full-circle moment, and I'm proud to support the next generation of psoriasis researchers."



"I am tremendously grateful that the Psoriasis Association funded my PhD Studentship which permitted me to undertake novel work with high translation value investigating the health benefits of exercise in patients with psoriasis whilst studying at the University of Manchester.

The Psoriasis Association has undoubtedly helped shape my academic career, enabling me to complete a PhD degree at one of the world's best institutions where I could build important connections with other researchers in the field. This helped me to remain in academia whilst I continued building my research career (which is very challenging to do given the huge lack of post-PhD opportunities in academia, so I'm one of the lucky ones).

All of this could not have happened without the Psoriasis Association funding my research in the first place – thanks so much!"

Rory Sheppard
PhD Student

Psoriasis and psoriatic arthritis are complex conditions, and there are many aspects which are misunderstood, under-treated and under-appreciated.

This makes our annual Psoriasis Awareness Week one of our most important weeks of the year, where we launch collaborative awareness initiatives to take psoriasis education to a wider audience, although raising awareness of psoriasis occurs throughout the year.

"I was so happy to see the Psoriasis Association holding a photoshoot to capture psoriasis on real skin. Such a modern and inclusive way of thinking on their behalf."

Psoriasis on the Skin photoshoot

Our exciting 'Psoriasis on the Skin' photoshoot took place over two days in February and March to provide us with more 'real-life' images of psoriasis for our information resources.

Participants travelled from all over the country to take part in two sessions at our Head Office in Northampton and the Dermatology Department of Northampton General Hospital where their psoriasis was photographed by specialist skin photographer Kaye Ford.

All images on our website, in our information resources and on our social media platforms are of genuine people with psoriasis

Social media

Top performing platform:

Instagram - 17,129 followers (10% increase on 2023).

We use Instagram to share stories, signpost to our services, post research updates and offer opportunities for people to take part in research

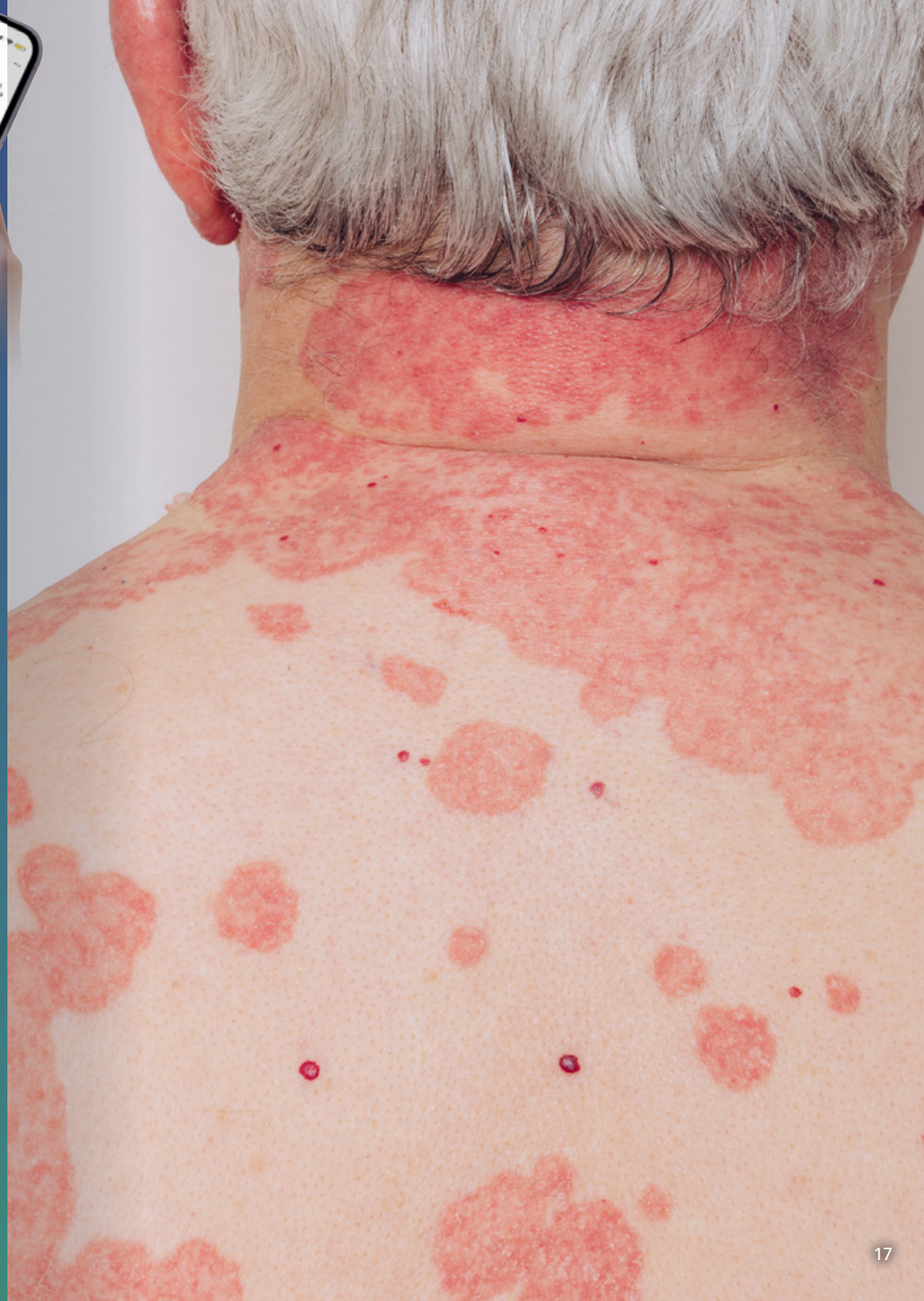
LinkedIn 2,541 followers

X 14,713 followers

New Bluesky account @psoriasisuk

During 2024, we held information stands at:

- British Association of Dermatologists Annual Conference in Manchester
- Psoriasis from Gene to Clinic Congress in London
- British Dermatological Nursing Group Annual Conference in Harrogate
- De Montfort University speaking to first year students on the pharmacy course
- A Nurse Information Meeting organised by Johnson & Johnson Innovative Medicine in Birmingham
- A patient and public information event organised by the St John's DermAcademy in London



Monday 28th October – Sunday 3rd November

Community and bringing people together

In 2024, we had a packed programme of initiatives:

Put On Purple for World Psoriasis Day

We encouraged people to wear purple for World Psoriasis Day, Tuesday 29th October.

St John's DermAcademy Webinar

Our highly-regarded collaborative webinar with the St John's DermAcademy returned for a fifth year, offering valuable insights into psoriasis care from a team of experts including Dr Satveer Mahil, Dr Catherine O'Leary, Arlene McGuire, Clare Szlumper and Dr Manpreet Sagoo.

Coffee Morning

For the first time, we organised a friendly and informal coffee morning offering local people living with psoriasis and psoriatic arthritis, the opportunity to connect.

Kids Competition

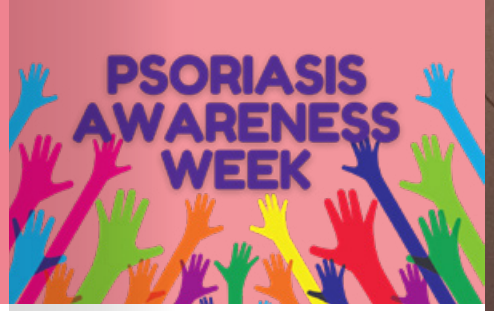
Our exciting competition offered children the chance to win a Jellycat Dragon and a copy of 'The Little Knight with Psoriasis' by Emmanuel Toni.

Live Q&A with a Dermatology Nurse

Our Instagram Live session saw us put your questions to Dermatology Nurse Mani Toni (@derm_tales). The live Q&A is available on our YouTube channel.

Virtual Yoga

We hosted a virtual yoga session exploring the **benefits of mindfulness** and its' impact on psoriasis. The session offered a supportive, compassionate and safe space for empowerment, and self-care.

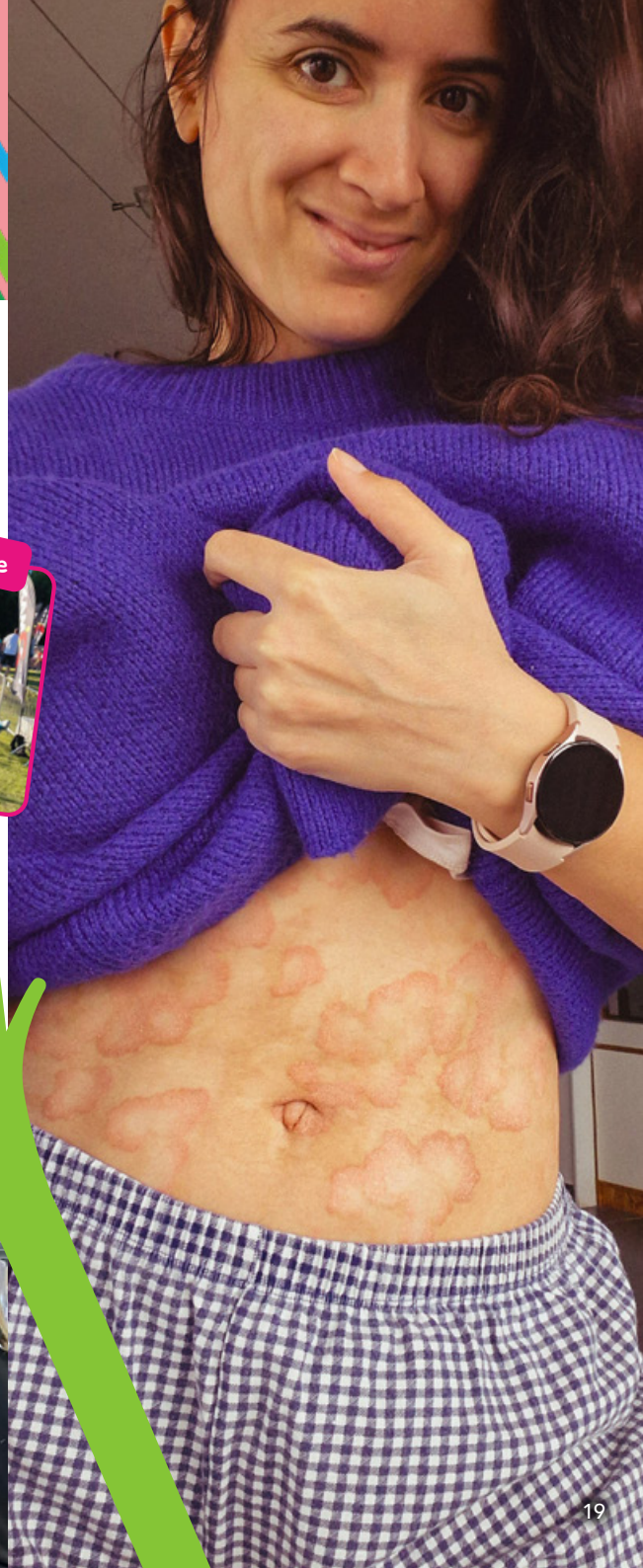


Shared Stories

We shared **Dev**, **Harry**, **Lee** and **Ellie**'s stories

Derby Information Stand

Our information stand in Asda, Derby offered visitors the chance to receive **advice** and **support** about psoriasis and treatments.



Zoe Ryan is the founder of Itching To Tell You, Psoriasis Awareness and Educational Platform. Currently studying Skin & Hair Science at UCD School of Medicine.

"In my line of work, I come across a lot of resources on psoriasis but The Psoriasis Association's stand out from the rest.

When I was first diagnosed, I'd never even heard of psoriasis, never mind how to manage or cope with it and I wasn't provided with the supports to help me do that. I found it very difficult to find information on the condition that I could understand and trust. That's one of the reasons why I started my platform, to help steer others in the right direction, towards resources like those offered by the Psoriasis Association.

Their information booklets and leaflets are the only ones I've found to date, that contain 100% accurate information on psoriasis and, unlike those provided by other organisations (which appear to have been created as a box-ticking exercise, never to be revisited), are regularly updated in accordance with the latest ways of thinking on the condition, advances in research and ever-evolving treatment options.

A lot of state bodies and health organisations heavily rely on animations to depict the visual symptoms of psoriasis or to walk people through the steps involved in management regimes like emollient therapy. Last year the Psoriasis Association made the bold and I'd go as far as saying revolutionary decision many others shy away from, to publish real-life images of the markings on the skin, showcasing the different forms and how they present on a variety of skin tones.

These images were not taken on low-quality cameras, in poor lighting whilst a patient awkwardly posed in a medical setting, the kind of imagery we have become accustomed to seeing on the rare occasion photographs are used. Instead, an open call was done and a fun photoshoot was held for those who felt comfortable to share with a professional photographer who beautifully captured the subjects in proud stances. Confident, not embarrassed. A smile on their faces rather than their heads being cropped out of the shot. A momentous step towards challenging the negative mindset that's long been associated with having a condition that affects the skin. Sending the message it's ok to look like us.

In all of their communications, from social media posts to online articles, they use language that is easy to understand and digest, not laden in scientific and medical jargon, making education more accessible to those who need it.

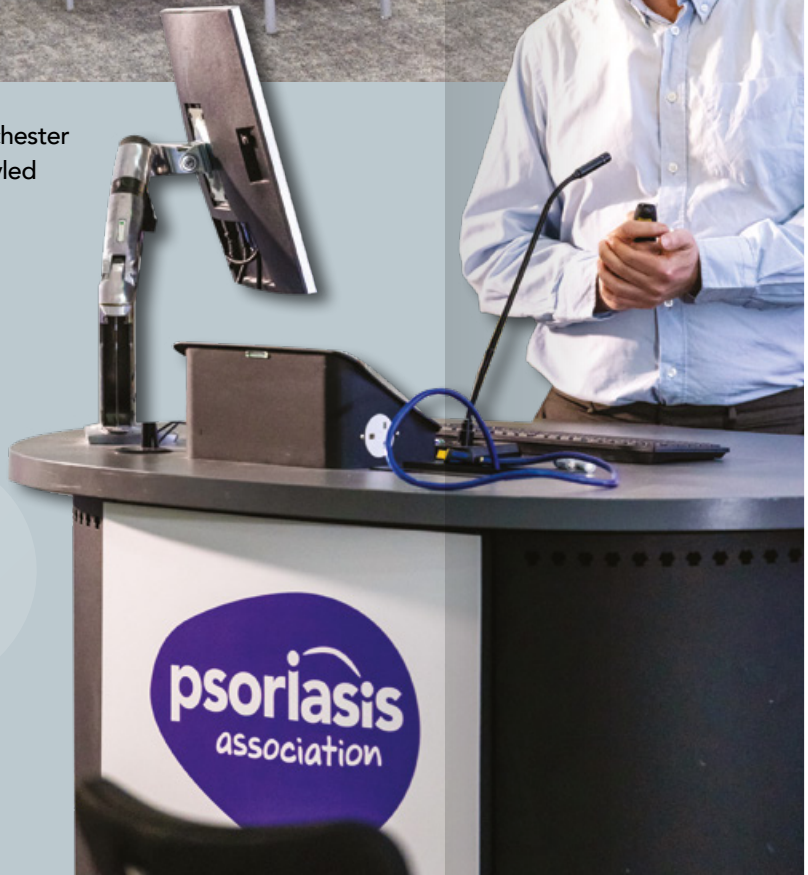
Through their patient stories series they address the realities of everyday life living with psoriasis and PsA, highlighting things people may not realise are impacted, a comfort to those experiencing the same.

In recent years we have seen a welcomed shift, a recognition of the importance of the patient perspective, the value of involving the ones who truly know a condition, in creating the resources on it, something the Association have clearly embraced. It's evident from their content that people living with psoriasis are not only considered but are actively involved in everything they do, the way it should be.

> "I struggled to put into words how appreciated the efforts of the Psoriasis Association are by those of us living with psoriatic disease. They see us and address our needs in ways others just don't."

In my opinion, they are well ahead of their counterparts in all aspects. The ones to replicate. Trailblazers other organisations should aim to be more alike and aspire to follow in their footsteps. They have paved the way, shown the right way to do things, practices others should adapt and implement."

Zoe



Our popular Annual Meeting moved to Manchester for the first time in 2024 and this year was styled to appeal to health care professionals as well as people with psoriasis and their carers.

The 'Psoriasis Update: What you need to know' Conference, saw the return to a fully face-to-face event, with recordings of presentations latterly uploaded to our YouTube channel and TikTok platform.

The meeting was able to showcase a number of research projects proudly funded by the Psoriasis Association including Professor Darren Ashcroft, who presented initial findings from the Psoriasis Association funded epidemiology study and Dr Helen Young on the correlation between exercise and psoriasis.

50
fundraisers raised
£21,865
in 2024

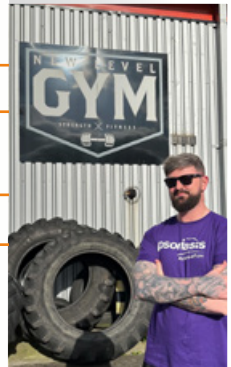
Thank you to every single one of you who have given your time, energy and spirit to tirelessly raise funds for us in 2024.

Because of the generosity of people like you, we are able to continue our vital work supporting those with psoriasis and driving research forward in the search for a cure.

Without you, we wouldn't be able to run our helpline, raise awareness or fund the latest research examining psoriasis treatments and care.

Without you, we wouldn't exist!

- **London 10K**
- **Walking over 12 months challenge**
- **Memorial quiz night**
- **Half and full marathons**
- **Walking a million steps over 3 months**
- **30-mile swim over 6 weeks**
- **Boxing matches**
- **70/80's disco**
- **Cake sales**
- **Glasgow kilt walk**
- **Karaoke night**
- **Strongest Man in gym**
- **50-mile bike ride by a 7-year-old**
- **Online gaming day**
- **12 hour art session in artwork shop**
- **AI song production and streaming fundraising donations**
- **3 peaks climb**
- **Ben Nevis climb with bags of cement on their back**
- **Raffles and cake sale**
- **Jurassic Coast Ultra challenge – walk, swim, cycling**

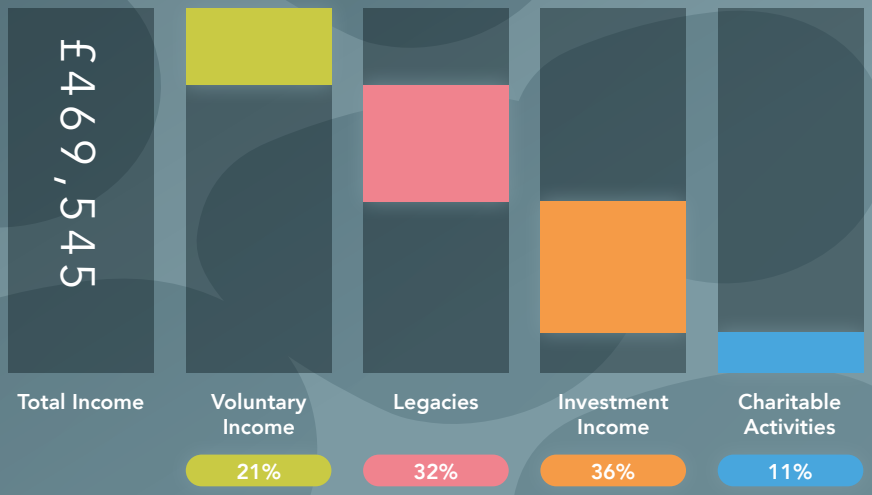


FINANCIAL HIGHLIGHTS

This information is a summary of the full accounts of the Psoriasis Association for the period 1 January 2024 to 31 December 2024. If you would like the full financial statements, Trustees annual report and Auditor's report please contact The Psoriasis Association or visit **www.psoriasis-association.org.uk/who-we-are/funding**

How we raised our money

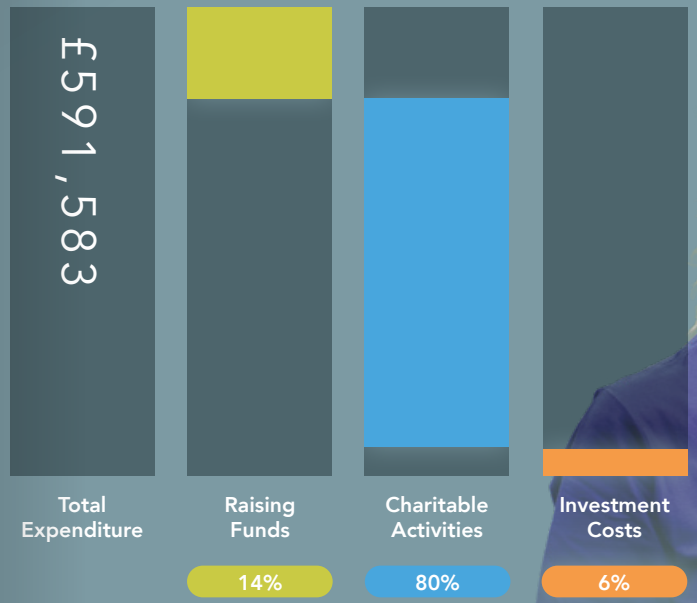
Income	2024 (£)	2023 (£)
Voluntary Income (including, for example, membership subscriptions, fundraising by individuals, Gift Aid, donations in memoriam)	98,871	119,793
Legacies	150,823	155,099
Investment Income	169,698	158,252
Income from Charitable Activities (including, for example, corporate sponsorship, charitable trust donations, Pso advertising)	50,153	51,246
Total Income for the Year	469,545	484,390



Total Net Assets	2024 (£)	2023 (£)
At 1st January	6,112,002	5,956,371
Add Incoming Resources	469,545	484,390
Deduct Net Resources Expended	591,583	664,764
(Losses)/Gains on Investment Assets	374,540	341,005
(Losses)/Gains on revaluation of Fixed Assets	NIL	(5,000)
At 31st December	6,364,504	6,112,002

How we spent our money

Expenditure	2024 (£)	2023 (£)
Raising Funds	82,267	75,871
Charitable Activities	476,615	557,182
Investment Management Costs	32,701	31,711
Total Expenditure for the Year	591,583	664,764

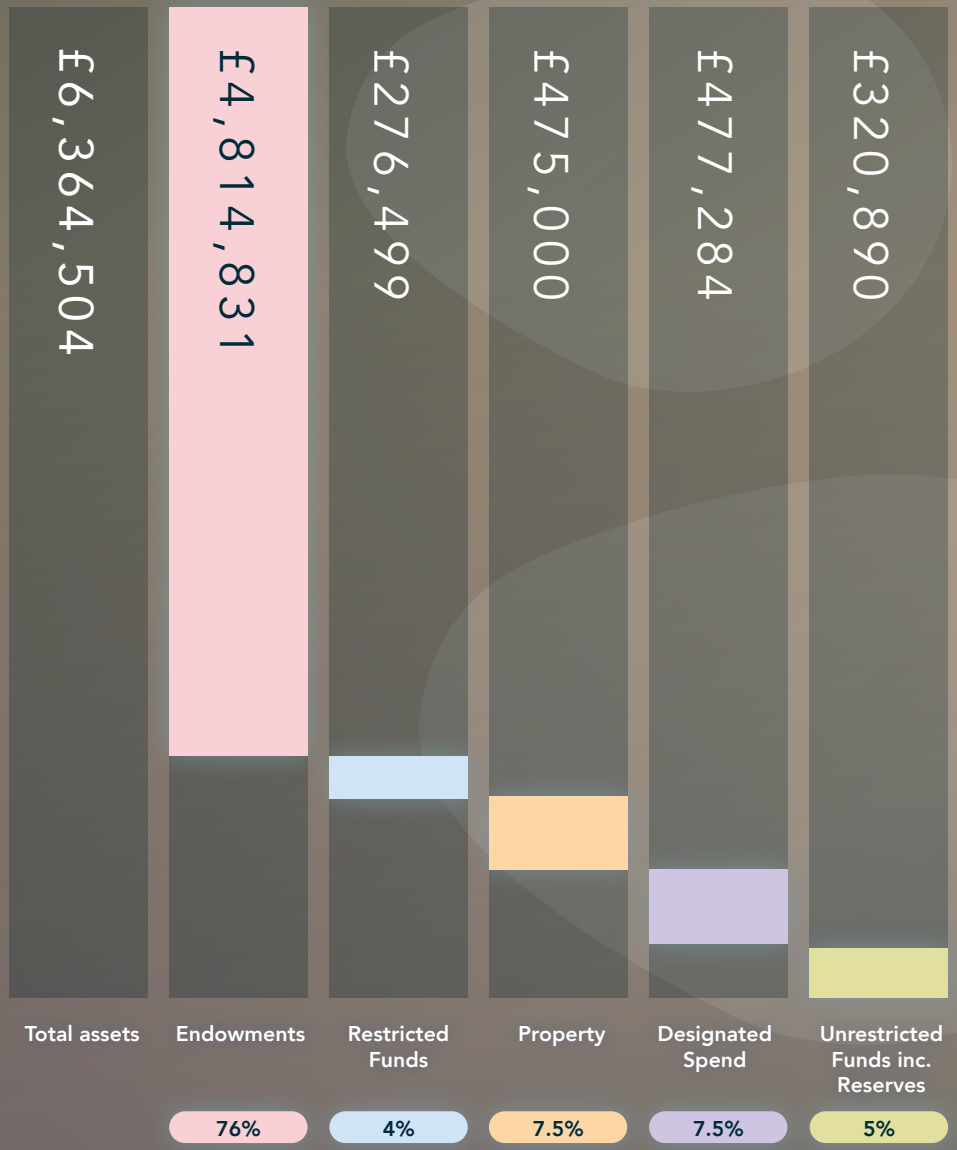


Where your money goes

We have a policy to hold at least 6 months charitable expenditure in free reserves at any one time (estimated at £275,000), and the free reserves in 2024 was actually **£320,890.**

Funds and reserves

The total funds of the Psoriasis Association are broken down into three main categories: Not available to spend (endowments), restricted funds and unrestricted funds (available to spend).



The total assets are made up as follows	2024 (£)	2023 (£)
Endowment funds for research and educational work	**4,814,831**	**4,498,479**
Restricted funds for research	**231,902**	**258,721**
Restricted funds for Scotland	**44,597**	**48,980**
Unrestricted funds - General charitable work	**320,890**	**286,317**
Unrestricted funds - Designated funds	**477,284**	**544,505**
Unrestricted funds - Property fund (this reflects the value of the property purchased in 2007)	**475,000**	**475,000**
TOTAL	**6,364,504**	**6,112,002**
Change in assets	**252,502**	**155,631**

Not Available to Spend	
Endowments – often as a result of legacies and other gifts.	£4,814,831
Property – Head Office building of the Psoriasis Association.	£475,000
Restricted Funds	
Restricted spend for example on research.	£276,499
Unrestricted Funds	
Designated spend – set aside for specific projects.	£477,284
Reserves – set aside for emergencies.	£275,000
Money we have available to spend – includes reserves.	£320,890

THANK YOU

for helping us to have a successful 2024...

All our members and supporters

People who leave legacies to the Psoriasis Association

Our Medical and Research Committee:
Professor Tony Bewley, Professor Eugene Healy, Professor David Kelsell, Dr Elise Kleyn, Ms Helen McAteer, Mrs Susan Morgan (Chair) (until September 2024), Professor Nick Reynolds (Chair from September 2024), Dr Julia Schofield MBE, Professor Richard Weller, Dr Shane Solanky (from September 2024), Dr Catherine O'Leary (from September 2024), Professor Catherine Smith (from September 2024).

External Peer Reviewers:
Dr Francesca Capon, Dr Paola Di Meglio, Professor Edel O'Toole, Dr Sandy McBride.

Trusts and Foundations who supported our work in 2024:
Cecil King Memorial Foundation Trust, Davis Rubens Charitable Trust, Osmer Charitable Trust and the Barratt Development PLC Charitable Foundation.

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

Our Trustees:
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