

# The Pituitary Foundation

## Our Year in Review

### 2024/25



The  
● Pituitary  
Foundation

For hormones • For health • For life

# Table of Contents



Introduction

3

Our Vision, Mission and Values

4

Our Strategic Objectives

5

Our 2024-25 Impact

6

Delivery Against the Strategy

7

Financial Review

12

Raising Funds

13

Looking to the Future

14

# Introduction

We are pleased to provide a summary of our year from July 2024 to June 2025. Our activities are designed to meet our strategic aims, and we are delighted to share the impact of these with our community and stakeholders. Our strategy and full Annual Report and Accounts can be found on our website.

Scan/click to  
read our  
Strategy  
Outline





# Our Vision

Our vision is that all people with pituitary conditions can **live well, now and in the future.**

# Our Mission

The way in which we achieve our vision

We will achieve this vision by working with everyone with a pituitary condition, their support networks and healthcare professionals to raise pituitary awareness and reduce time to diagnosis.

We will empower patients to navigate the UK healthcare system, obtain the best clinical outcomes possible and provide support to enable everyone with a pituitary condition to live as well as possible.

# Our Values

How we act

We are **welcoming**

We are **caring**

We are **empowering**

We are **trustworthy**

We are **collaborative**



# Our Strategic Objectives

The practical steps we will take to achieve our vision

1

We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

2

We will empower every patient to receive the best care available to them, now and in the future

3

We will support all people with pituitary conditions to live well

4

We will ensure The Foundation is robust and sustainable

For more details on our strategic objectives and our long-term plan for achieving these, please see our [2023-2027 Strategy Outline](#).

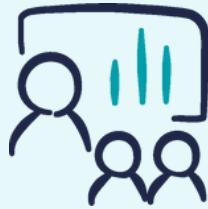
# Highlights of our Year



**200**  
individual  
counselling  
sessions provided



**Over 800**  
visitors to our  
psychological  
support hub



**16**  
Online  
educational  
events held



**30,000+**  
followers  
across social  
media



**9,700**  
newsletter  
subscribers



**6**  
updated PIF TICK  
accredited health  
information items



**30**  
years of serving  
our community  
celebrated

**1,100**  
people  
supported via  
our helplines



**50**  
blog posts  
published

# Delivery Against the Strategy

Objective 1: We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

## Raising the Public's Awareness

Our awareness campaign in October 2024 was 'Back to Basics', featuring events and information to raise awareness on the importance of the pituitary gland, its life-sustaining role, and pituitary conditions.



We've developed our use of online platforms and now have a **community of over 30,000 followers on social media**. We regularly publish new content on our website, including over 50 blog posts. Our top performing content is our core information pages, demonstrating that our website is functioning well as an educational resource.

## Clinical Awareness

We are an affiliated patient support group of the Society of Endocrinology and a member of the World Alliance of Pituitary Organisations. We prioritise our presence at relevant conferences, where we raise awareness of our services within endocrinology.



Our response to the move away from 'red flagging' the home addresses of people with adrenal insufficiency saw us collaborate with the Addison's Disease Self-Help Group. This included sharing communications and providing a template letter for people to notify their GP practice to update their summary care record (SCR).

## Objective 2: We will empower every patient to receive the best care available to them, now and in the future

### Offering Support

Our specialist and general helplines remain a vital 1-1 support service and are staffed by our endocrine nurses, staff, and volunteers. During the year, we responded to over 1,100 enquiries, with **81% of people saying that they found the service 'extremely valuable'**.



### Health Information

We are proud to carry the PIF TICK accreditation for quality trusted health information. This year, six of our core information items were updated and published in line with PIF TICK standards. During the year, we also worked with SIMBA CoMICS to produce a new animation on Cushing's.

Our new PIF TICK accredited booklets



## Events

Our online and in-person events continue to develop and provide people with different ways to connect and learn about pituitary conditions. **Over 1,000 people registered for the 16 online events** we provided on a range of topics, including pituitary conditions, employment rights and nutrition.

We hosted two Get-Together events in Manchester and Leicester, **attended by over 90 people and with fantastic feedback.**



*“It has given me more strength being among other patients and also learning from the speakers”*  
- Get-together attendee



## Advocacy

We advocated for action on the **shortage of desmopressin nasal spray** that was significantly impacting people with AVP-D.

Our response to the **NHS 10-Year Plan consultation** set out the particular challenges for people with undiagnosed and diagnosed pituitary conditions, calling for change to speed up diagnosis and improve treatment and care.

## Objective 3: We will support all people with pituitary conditions to live well

### Support Groups

Our 22 support groups are led by volunteers and provide a highly-valued opportunity to connect with others living with a pituitary condition. During the year, four new in-person support groups started up, as well as three new condition-specific online groups.



### Psychological Support

We recognise the mental health impact of pituitary conditions and continue to develop our service offer in this area. We continued to work with Rareminds to provide specialist individual counselling and delivered over 200 sessions this year. We also launched our new Psychological Support Hub – an online space on our website to host all our psychological support resources and information.

### Membership

Our members are incredibly valued supporters of The Foundation and we were pleased to have our membership exceed 2,100 people this year, including 284 individuals with 'Life Membership'. We continue to hold quarterly Welcome Events that promote membership, share our service offering and encourage people to get involved with our work.

*“You really do touch lives and help improve peoples’ situations. Thank you.”*

*- Support service user*

## Objective 4: We will ensure The Foundation is robust and sustainable

### Governance

Trustees undertook a skills audit as part of preparing for the recruitment process for new medical trustees and for other trustee roles, taking place throughout 2025.

### Our Staff Team

We continue to prioritise developing our staff team through relevant training. During the year this training included first aid, data protection, EDI, artificial intelligence, volunteer management, and creating health information.

### Volunteers

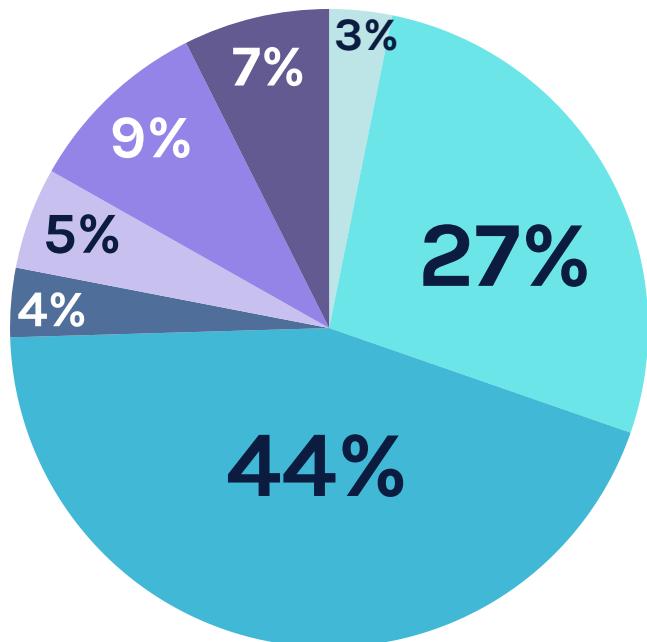
We are so grateful to the 80+ people who volunteer their time to deliver and support our services, including our Information Helpline, online and in-person support groups, and health information creation.



### Polices and Procedures

Our safeguarding policies and procedures were updated and we also developed and approved a new 'Working With Healthcare Companies' policy.

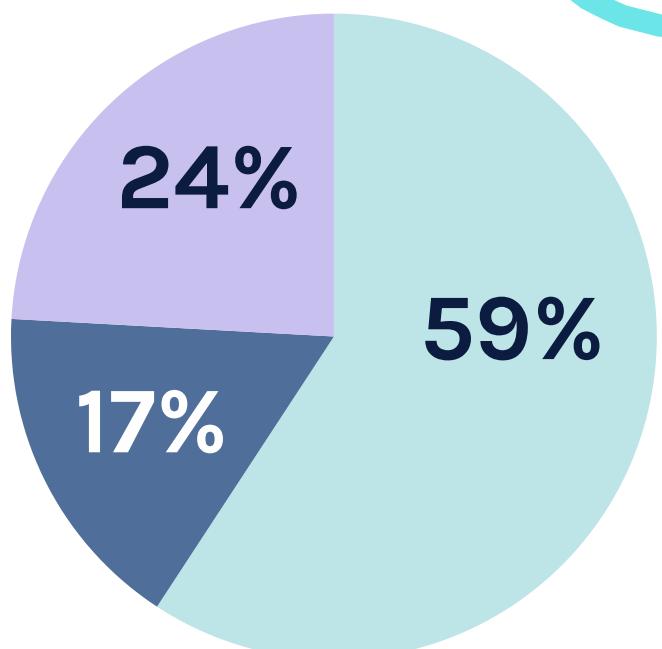
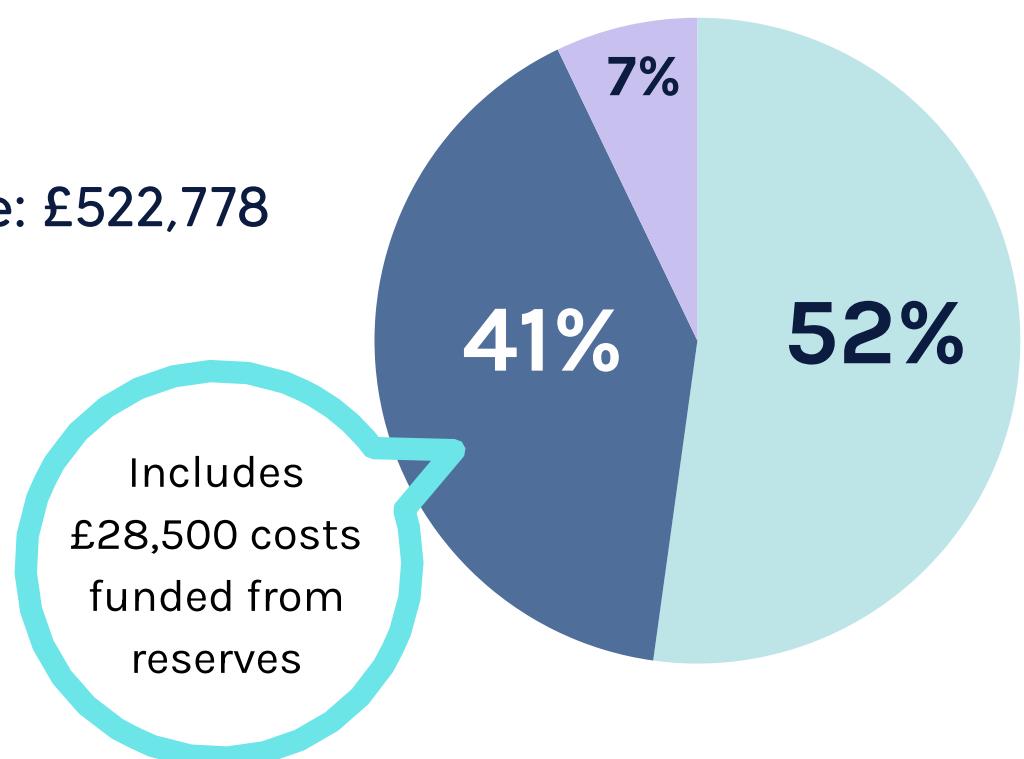
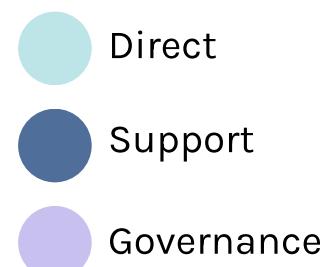
# Financial Review



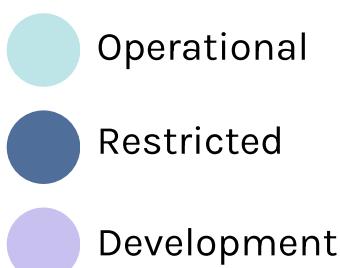
Total income: £447,730



Total expenditure: £522,778



Total reserves: £706,719



# Raising Funds

We would not be able to provide our services without the generosity of our supporters. This includes people who take on incredible fundraising endeavours, including...



6 runners who took on the Barcelona Marathon, raising over £6,000



8 people who trekked up Yr Wyddfa (Snowdon) and raised over £3,000



15 brave individuals who abseiled down Anfield Football Stadium, raising over £5,000



30 people who hiked the Brecon Beacons, raising over £6,500

We thank everyone who made a donation or supported our work in a myriad of ways. This included through our participation in the Big Give which boosted our Christmas campaign, helping us to raise an amazing £24,501.

Grant making Trusts and Foundations continue to provide vital funds. A grant from the National Lottery Awards for All England will enable us to improve our volunteer programme. Support from pharmaceutical companies includes grants for specific areas of our work. We work in line with good practice guidance and our policy for working with healthcare companies.

# Looking to the Future

We have the opportunity to further invest in our services and the sustainability of The Foundation, because of the generosity of our supporters. Our future plans include...



**Health information:** We started a project to review our portfolio of health information. This includes updating existing information and developing new information which meets the needs of our community



**Charity sustainability:** We undertook a data protection audit which has enabled us to strengthen and develop our policies and procedures



**Raising awareness:** We plan to develop our advocacy work to raise awareness of our services and the issues that matter most to our community



**Psychological support:** We have further invested in these services including counselling, our group therapy programme, and a web hub to house our resources



**Children and young people:** We will develop our services to support younger people in our community as well as their parents and carers