



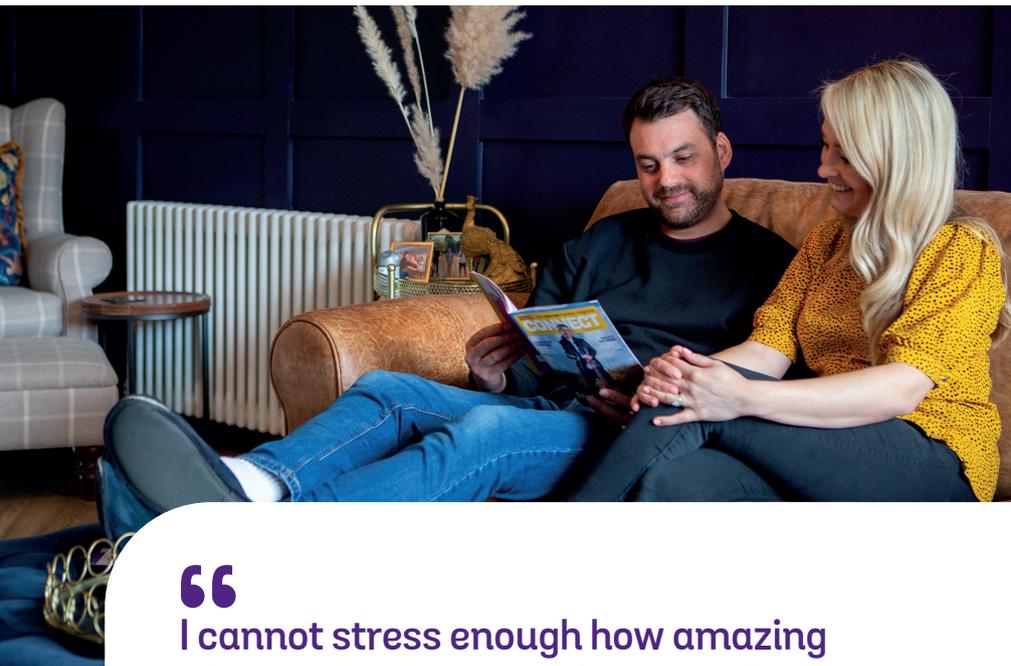
**THANK YOU FOR
HELPING US TRANSFORM
LIVES TOGETHER**

OUR IMPACT IN 2023

**CROHN'S &
COLITIS UK**

OUR MEMBERSHIP HIT 55,000 IN 2023, AS OVER 10,000 NEW MEMBERS JOINED. THIS INCREDIBLE COMMUNITY PROVIDES SUPPORT TO THE CHARITY AND ONE ANOTHER

Our members are part of a special community, and require the latest news and stories to stay informed. Last year, our 55,000 members received two editions of **Connect** magazine as well as the monthly **Connect Now** email news. New members received their Can't Wait Card and RADAR key, facilitating easy access to toilets when away from home, free from stigma or embarrassment.



“ I cannot stress enough how amazing I find these magazines! They make me feel understood and help me better understand my condition. ”

CONNECTING PEOPLE

Through 65 virtual social events, we brought people together, hosting 688 participants. We also introduced two new bespoke events for friends and family of those who are living with Crohn's or Colitis.



“ Thank you for all you do in making people feel like they have others fighting the same fights they do. Crohn's can feel incredibly lonely sometimes. ”

SHARING YOUR STORIES



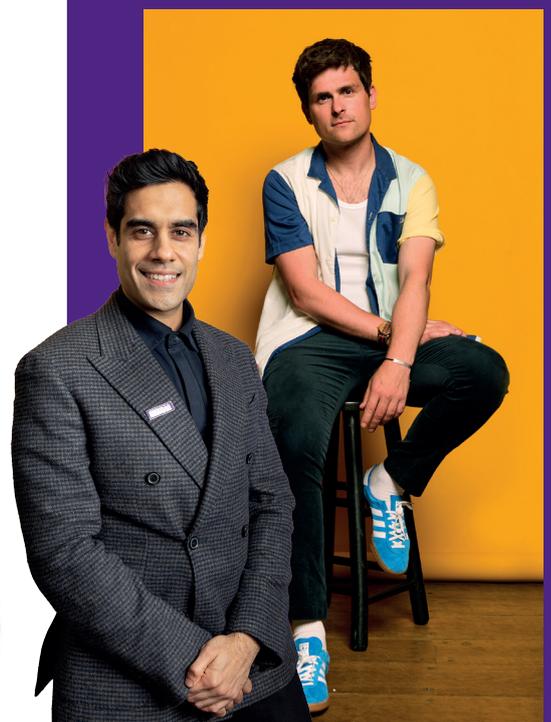
There are over half a million people with Inflammatory Bowel Disease (IBD) here in the UK, all living their own, unique lives. Our new podcast, launched in 2023, joins forces with the Crohn's and Colitis community to reflect on those experiences. Here's what our listeners say:

“ If only I had heard this when I was diagnosed... it is so good. ”

“ The tone is spot on. Just hearing that people are feeling okay – and getting married, making podcasts, doing PhDs and all sorts – after experiencing all this really helps. ”

“ So glad this has entered the world of podcasts! Would love to be a guest one day. ”

Men can find it hard to talk about difficult issues, particularly in front of other men. So we were thrilled to bring our Ambassadors, Ali Jawad, Mesha Moinirad, Sacha Dhawan and Tom Speight, together to talk about living with Crohn's and Colitis for our video with Book of Man.





MAKING PEOPLE FEEL HEARD AND UNDERSTOOD

We were there for people when they needed us most, responding to **9,030 Helpline queries via telephone, LiveChat and email**



“ I feel confident, regardless of outcome, I can live life well. It was a seriously life-changing call. I am deeply thankful! They referred me to relevant parts of your website and empowered me to know when to reach out to my GP. ”

“ They helped me feel like my feelings were valid and that there were things I could do to help myself. They made me feel supported and gave me space to talk, which I massively needed and appreciated. ”

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97%



felt that the person who replied to their query understood their needs and responded to them appropriately

96%



felt that the information received was helpful

98%



would recommend the helpline service

HELPING EMPLOYERS MAKE A DIFFERENCE TO STAFF WITH INVISIBLE DISABILITIES

Our **Are You IN?** corporate partnership initiative is designed to help employers better support people living with invisible conditions and disabilities such as Crohn's and Colitis at work.



By being 'IN', companies pledge to three simple steps:

Educate all staff through a range of resources we provide

Empower managers and HR teams to talk with confidence around invisible conditions

Enable access to support staff needs, such as Not Every Disability is Visible toilet signage

Since October 2023:

- **15 companies** have signed up and are actively supporting **Are You IN?**
- **Six of these** have over **500 employees**
- **14 more companies** are interested and having conversations with us about **Are You IN?**

YOUR SUPPORT IS KEEPING MORE PEOPLE INFORMED

Our website had more than **5.3 million hits in 2023** – a 27% increase on 2022



We continue to be a trusted source of evidence-backed information and are innovating new ways of delivering this for people with Crohn's or Colitis. We received two million total views of the information and support pages on our website. We created seven new resources, including information on new treatments and two animated films to help people understand surgery for Crohn's or Colitis. We also reviewed and updated 25 of our information resources, ensuring they are reliable and current. Use of our newly updated Talking Toolkit, which helps people find the right words to talk about their condition, increased by 1,576% during Awareness Week.



“ Since I was diagnosed with Crohn's 18 months ago, I can't tell you how many times I have returned to your site and studied the resources. No matter what I'm looking for, you hit just the right note — science backed but patient facing. It's absolutely brilliant. **Your work really is like a lighthouse in the fog.** ”



Supporting research remains a vital part of our work, so we invested **£750,000** in the key priorities of people affected by Crohn's or Colitis



MAKING RESEARCH REPRESENT OUR WHOLE COMMUNITY

Our research community, made up of people living with Crohn's or Colitis who have signed up to get involved in research, grew in 2023 from 3,826 to 4,249 people. We appointed eight more volunteer Research Champions, broadening the diversity of the group in the process. Our Patient and Public Involvement in Research event in November 2023, involving researchers and patients, gave people with Crohn's or Colitis the chance to meaningfully shape research. We have been working with communities who are underrepresented in research, and now have a better understanding of the barriers and how we can work to overcome them, involving people with lived experience at every step.



“I'm from a Nigerian family and, culturally, we approach things differently. The good thing about this project is that we're looking at what we can do to make things more comfortable for people from the Black community with these illnesses.”

Femi, who took part in our work with ClearView Research

DRIVING PATIENT-CENTRED CARE

Through our Crohn's & Colitis UK nurse specialist programme, we are helping to drive improvements in the care and health outcomes of patients. IBD Nurses who join our programme are supported to obtain advanced expertise and knowledge of Crohn's and Colitis, completing a masters qualification in Advanced Nursing Practice or credentialing from the Royal College of Nursing. As a result, patients are getting a quicker service and faster access to diagnosis and treatment, thanks to service improvements led by our nurses.



“My increased knowledge and skills in clinical examination and diagnostics directly impacts patients on a day-to-day basis. Being able to prescribe and complete an episode of care, and give full care to a patient within a clinic or within a telephone review, has a positive effect on patients' everyday lives.”

Lucy, Southport & Ormskirk NHS Trust, MSc pathway

With your support, we provided over £750,000 funding to vital research projects in 2023 – an increase of 38% compared with 2022.

Our research addressed the key priorities of people affected by Crohn's or Colitis.

- We funded five exciting new research projects covering personalised medicine, understanding how perianal fistulas develop, creating better laboratory models of strictures, biomarker development, and the use of AI to detect precancerous and cancerous changes in the bowel.
- We also funded three new medical research projects, with thanks to the generous support of the Leona M.

and Harry B. Helmsley Charitable Trust. The projects aim to bring early benefits for people living with Crohn's Disease, including a test to see scarring in the bowel, a new platform for perianal Crohn's fistula research so hospitals in the UK can share their learning and knowledge, and a new online self-management intervention for young people.

- We advertised 57 opportunities to take part in or shape research into Crohn's and Colitis and helped over 3,600 people get involved.

MAKING BENEFIT CLAIMS FAIRER



Fewer than 3% of people living with Crohn's or Colitis are in receipt of Personal Independence Payments (PIP), with four out of five claims rejected in 2022. With evidence gathered from supporters like you, we opposed proposed changes to the Work Capability Assessment that would make it harder for people with absence or loss of continence to claim these benefits. Our challenge was successful and changes to the continence criteria did not go ahead.

“

As a Black, working-class, disabled woman living in the north of England, my voice is often not accessed, and if it is, it is often not truly heard – especially in the field of health. Having access to an All-Party Parliamentary Group felt like the very best way to get my points across about the inequalities and treatment around the disability benefits system. ”

Sheila, who lives with Crohn's Disease

CAMPAIGNING FOR BETTER DIAGNOSIS

Our influencing campaign made a big impact in 2023:

- Our campaigner Steven Sharp met with Prime Minister Rishi Sunak and his local MP, Hannah Bardell, to discuss our early diagnosis campaign.
- The Scottish government launched its first ever publicly funded awareness campaign for Crohn's and Colitis.
- The All-Party Parliamentary Group for Crohn's and Colitis was re-established, bringing together politicians across parties to raise awareness and influence legislation to improve the lives of people affected by IBD.
- We convened a cross-condition group of charities and professionals to develop guidance for GPs to appropriately test and refer people presenting with gastrointestinal symptoms.

“

I back Crohn's & Colitis UK's call for a new national pathway. This will help to end the postcode lottery in diagnosis so that people can get the best possible outcome regardless of who they are and where they live. ”

Baroness Young of Old Scone



DRIVING SYMPTOMS AWARENESS

Our research showed that people aged 18–34 experiencing Crohn's or Colitis symptoms are less likely to visit their GP. Our Cut the Crap public awareness campaign was created to explain what to look out for and to direct people towards our online symptom checker, where they can check in just 30 seconds whether they should see their doctor. Our campaign advert was shown across UK cinemas, Channel 4 and Sky streaming services, and played on Spotify, reaching millions of people. By the end of 2023, almost 164,000 people used the symptom checker.

“

Awareness of the symptoms and what to take seriously would have helped me. These conditions have been a bit taboo, because some of the symptoms are embarrassing to speak about. If I'd seen more publicity around the symptoms, I'd have got help a lot sooner. ”

Emma, who lives with Crohn's



THANK YOU

Your generous support has been instrumental in making this work possible.