

2024



Pregnancy
Sickness
Support

Charity Impact & Review

“

Together, we've built a year of progress that has changed lives and set the stage for even greater accomplishments in the years to come. I hope this report provides a meaningful insight into our work and the transformative impact of PSS in 2024.

Charlotte Howden

These achievements are a testament to the strength and dedication of our team, volunteers, and supporters, without who we would not be able to the compassionate, evidenced based support and care that we do. Thank you to everyone who has championed us in 2024.

Dr Shazia Zafar, Chairperson

PSS foreword

Charity Review 2024



Our 2024 priorities

- Campaign for update to NICE Guidelines to include RCOG Greentop Guideline No. 69 guidance on NVP & HG
- Educate HCPs on new RCOG Guidelines with an emphasis on GPs and enable sufferers to advocate for their use
- Campaign for Xonvea to be included on all ICB formularies
- Record data and insights to provide more meaningful information for lobbying and HG Care pathway updates.

The above priorities were determined by the PSS HQ Team upon reflecting on key themes from the Helpline & Support Team from 2023, trends we were seeing online via our community and a committed focus to supporting the publication of the new RCOG Greentop Guidelines on Nausea & Vomiting in Pregnancy and Hyperemesis Gravidarum No. 69, developed and coordinated by Trustees of PSS and the Medical Advisory Board.

Our impact campaigns



Jan 2024 - HG was included on the Women's Health Strategy 2024



Feb 2024 - PSS host MPs, Women's Minister, Secretary of State for Health and Jess & Elsie's family in Parliament at a drinks reception to launch the Hidden Mother's project.

10 THINGS YOU NEED TO KNOW ABOUT THE NEW RCOG GUIDELINES

Feb 2024 - Launched our support of the new RCOG Nausea & Vomiting in Pregnancy & HG guidelines to the public & Healthcare professionals.

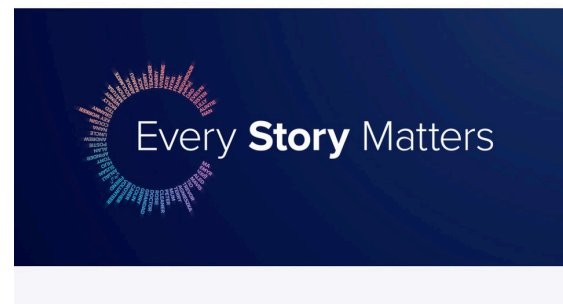
Would you like to participate in our survey?

Insights on the treatment and care of Hyperemesis Gravidarum (HG)

HG SURVEY

Apr 2024 - PSS launched our first ever annual care and treatment survey - 1500 women responded.

Driving change



May 2024 - Championed feedback from our community in preparation for the COVID-19 inquiry in which we held consultative status .



Launched our Healthcare professionals/stakeholder podcast 'PSS in conversation with' to engage professionals.



July 2024 - Launched our first ever in person Volunteer Conference in partnership with Zurich Community Trust.



Oct 2024 - Launched the new PSS Documentary on Mental Health at the International Conference on HG in Los Angeles.

Q1

In Q1, we supported 801 new service users, with 100% of feedback respondents giving us 5 stars. Volunteer engagement flourished, with 43 new volunteers trained, 94 Peer Support matches set up, and 177 awards sent out. We launched the Rosterfy platform for streamlined volunteer management and hosted our first virtual volunteer conference, with plans underway for an in-person event supported by Zurich Community Trust. We delivered student midwife training at four universities, presented at key conferences, including the Black Maternal Health Conference, and supported HG pathway development with East Kent Hospitals. Revenue for Q1 reached £14,894, driving our mission forward to support those facing Hyperemesis Gravidarum.

Q2

We raised over £11,000, with standout efforts from our Ride London team, who contributed over £3,000. We supported 731 new sufferers and families, sent 7,000 WhatsApp messages, and matched 99 pairs in our Peer Support programme. Our volunteer programme trained 24 new members, and our counselling service provided 145 sessions to 50 clients. We launched our Charity Manifesto to advocate for equitable HG treatment, mandatory training for healthcare professionals, and increased research funding, alongside impactful campaigns like our HG survey, which received over 1,500 responses. With events like the Primary Care Show and International HG Awareness Day, we continued raising awareness and fostering change.

2024 timeline

Q3

Our helpline supported 684 new service users, with 67% of survey respondents reporting symptom improvement. Volunteers have been vital, with 12 new members trained, 73 peer support matches made, and over 101 awards sent in recognition of their invaluable contributions. We partnered with organisations like The Pelvic Partnership and Surrogacy UK, enhanced outreach through HG Pathway development meetings, and trained healthcare professionals nationwide. We welcomed Terri Nash as our new Head of Counselling to oversee future growth. Fundraising broke records, doubling last year's Great North Run total at £5,846, while Swim Serpentine a new event raised over £1,200.

Q4

PSS closed 2024 with remarkable progress. We trained 11 new volunteers, created 56 Peer Support matches, and celebrated our volunteers with 96 awards. Our counselling team overall this year have delivered 298 sessions, expanded with seven new counsellors, and continued to meet growing demand. We raised £53,646 via individual giving and challenge events, to help sustain and grow our services. Our helpline supported 643 new users, with 68% reporting symptom improvement.

Globally, PSS strengthened its advocacy at the ICHG Conference, while championing sufferers' voices in the NHS 10-Year Plan.

2024 timeline

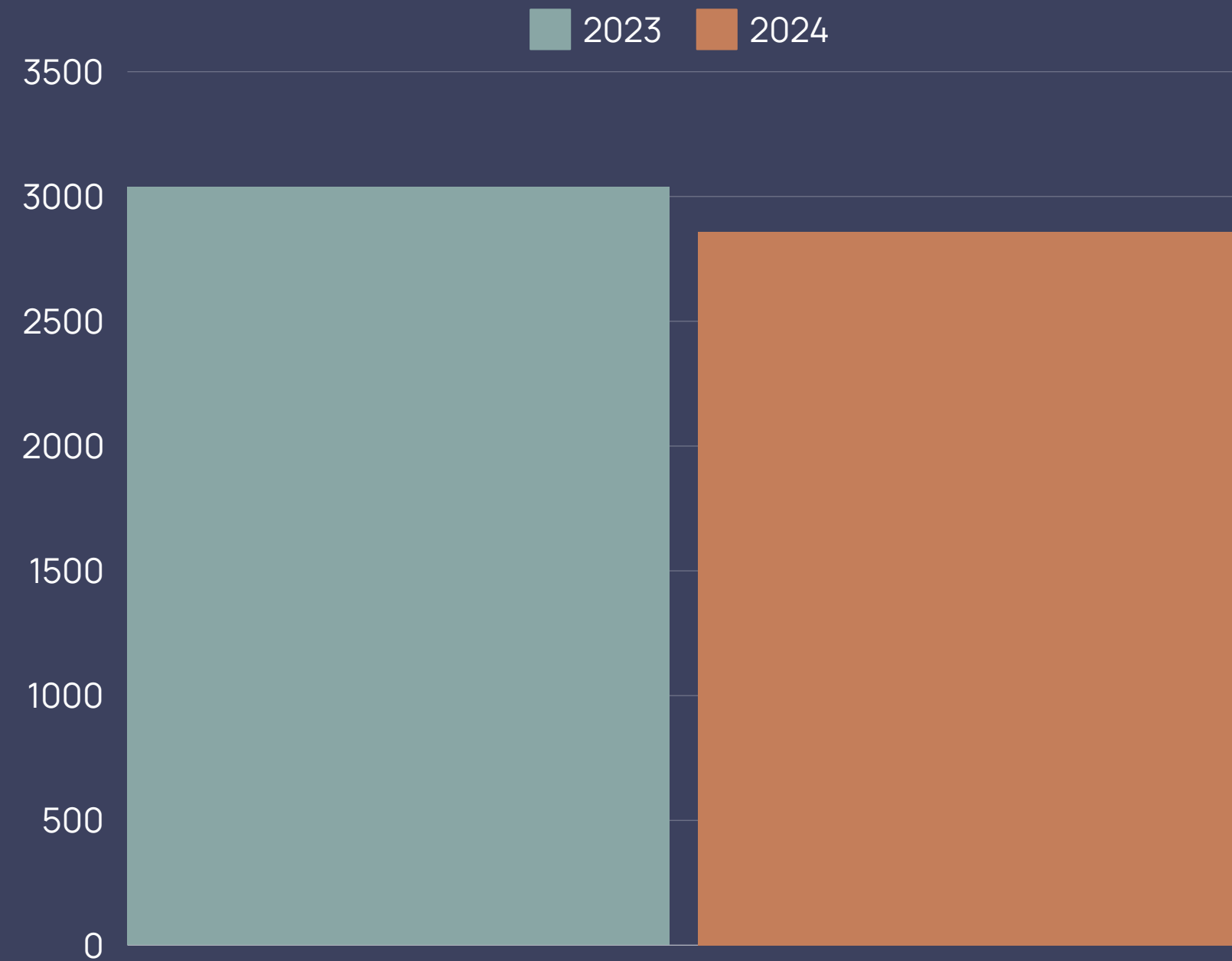
Helpline & Support



Twenty Four Seven
36 Collective
Co Future

Key outcomes

Expanded online support services



In 2024, initial contacts decreased as expected with the launch of our improved website. Feedback confirmed that the enhanced user journey and expanded support resources now empower sufferers and their families to access information independently.

In 2025, we will focus on further enhancing the website to improve accessibility for those whose first language is not English.

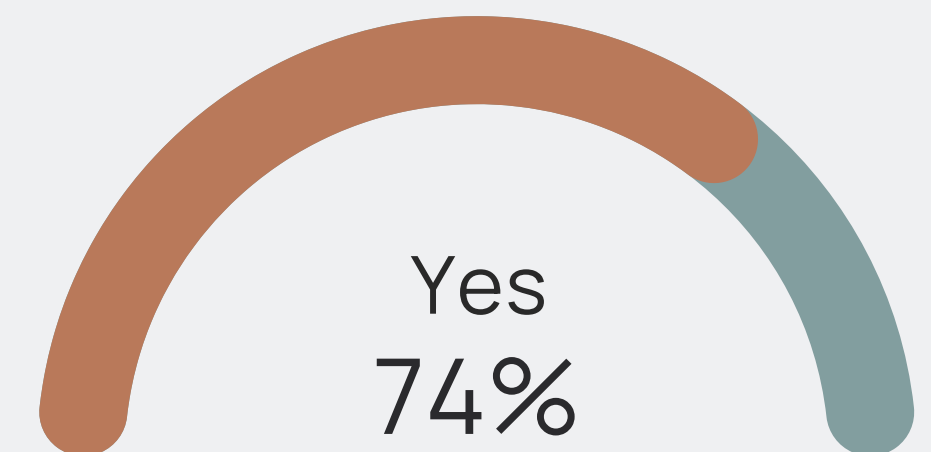
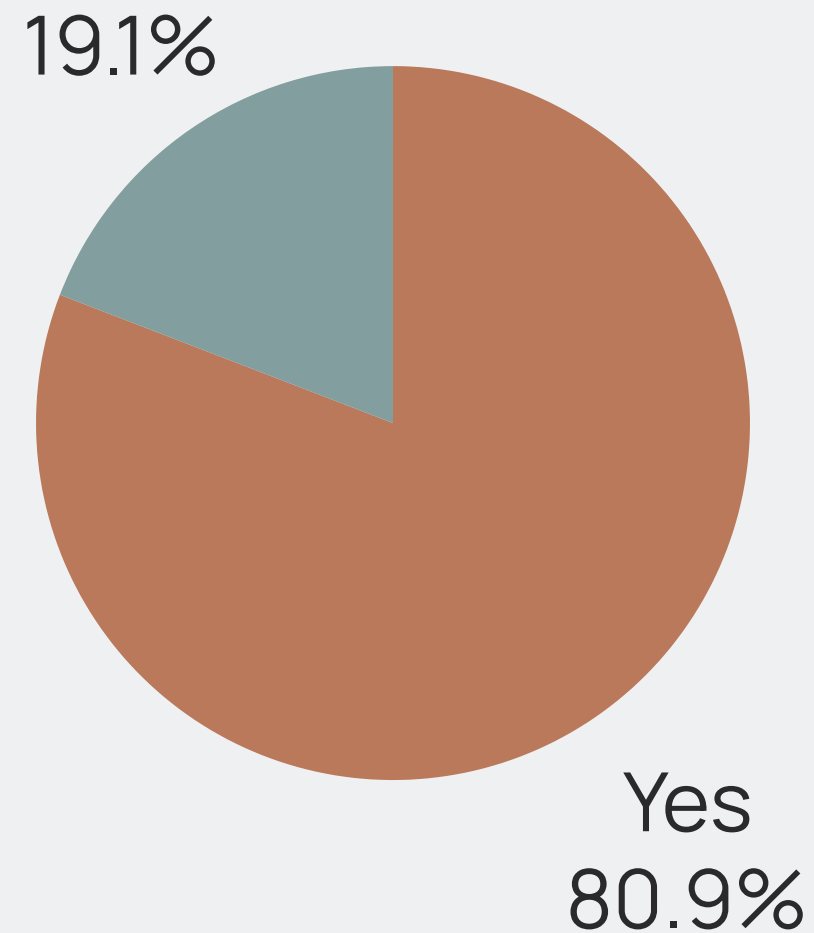
Key outcomes

Delivered life changing support

'Did the support and information you received from PSS result in your symptoms improving?'

'Did the support and information you received from PSS influence your decision to continue your pregnancy instead of terminating it due to HG symptoms?'

NB: For some of those who answered no, it may have been too soon for them to have seen any improvement, or not relevant e.g. if planning for a subsequent pregnancy.



“Testimonials

With the right support and knowledge I feel so much better with medication and I'm able to function now. I don't have anything against termination, I'm definitely pro-choice, but termination isn't what I really wanted, I just wanted to feel better' and 'I learned I had more options in terms of medications and when shown to the GP they agreed to prescribe them to me and I started to feel like a human again and then excited about having a baby.



HG Stories

86% of respondents gave our support service 10 stars.



Respondents gave our Peer Support Service 4.9 out of 5.



Case study

HG took a heavy toll on my daily life. I couldn't stand the smell of food, much less eat it. Even ordering takeout—a necessity since I couldn't cook—felt like throwing money away because I'd end up vomiting anyway. I was once a big foodie, but HG made me hate food. I constantly worried about whether my baby was getting the nutrients they needed.

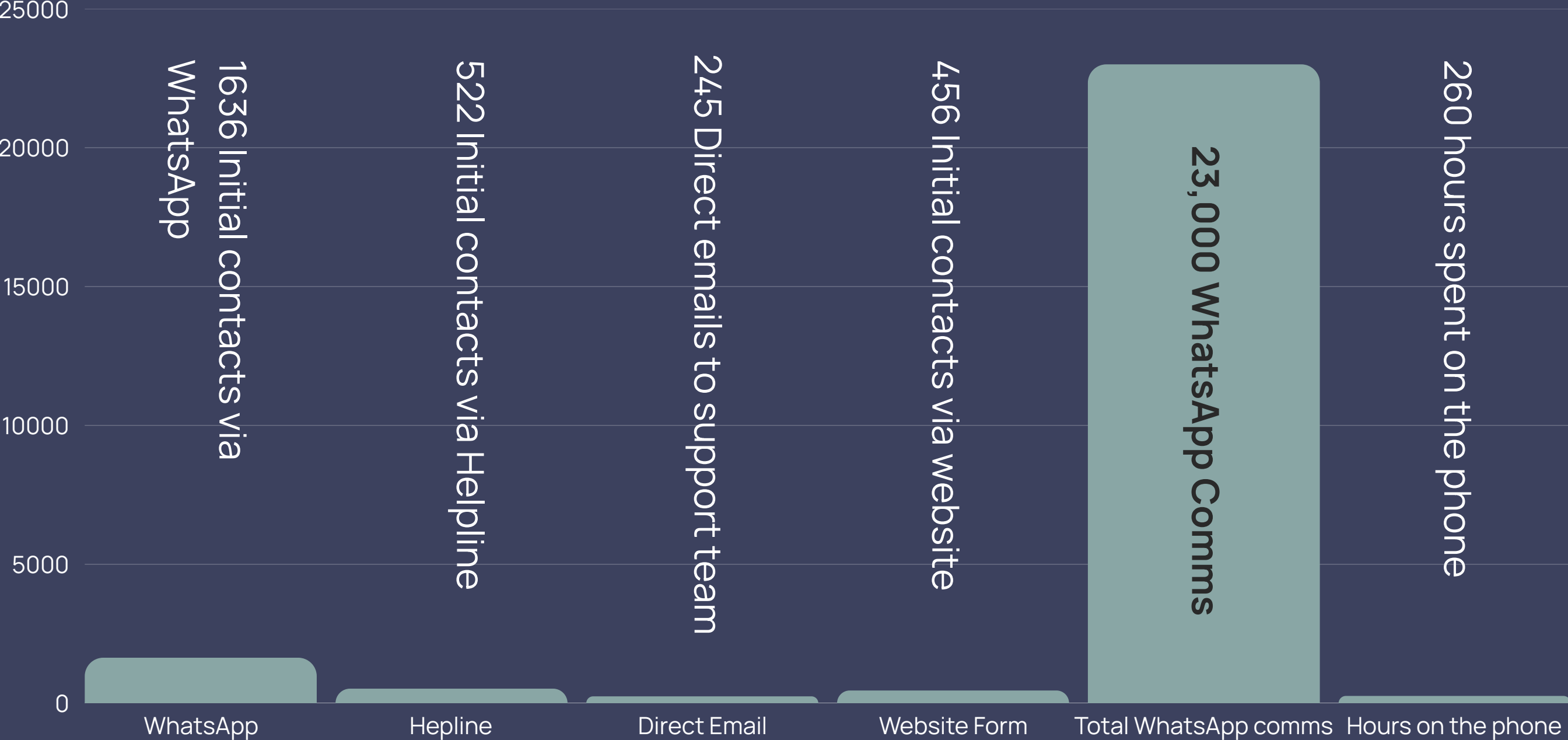
Mentally, HG broke me. At the start, I cried every day. I felt depressed, worried about my baby, and sorry for myself because I couldn't eat or enjoy my pregnancy. I alerted my midwife, who referred me to a GP, and I began receiving counseling. That's helped me work through my thoughts and focus on the joy of meeting my baby soon. But I won't lie—this hasn't been the happy pregnancy I hoped for.

Pregnancy Sickness Support was a lifeline. Reading stories of other women who have suffered with HG reminded me I wasn't alone. The emails, tips, and understanding they provided were invaluable. HG can be incredibly isolating, and hearing from others helped me feel stronger.



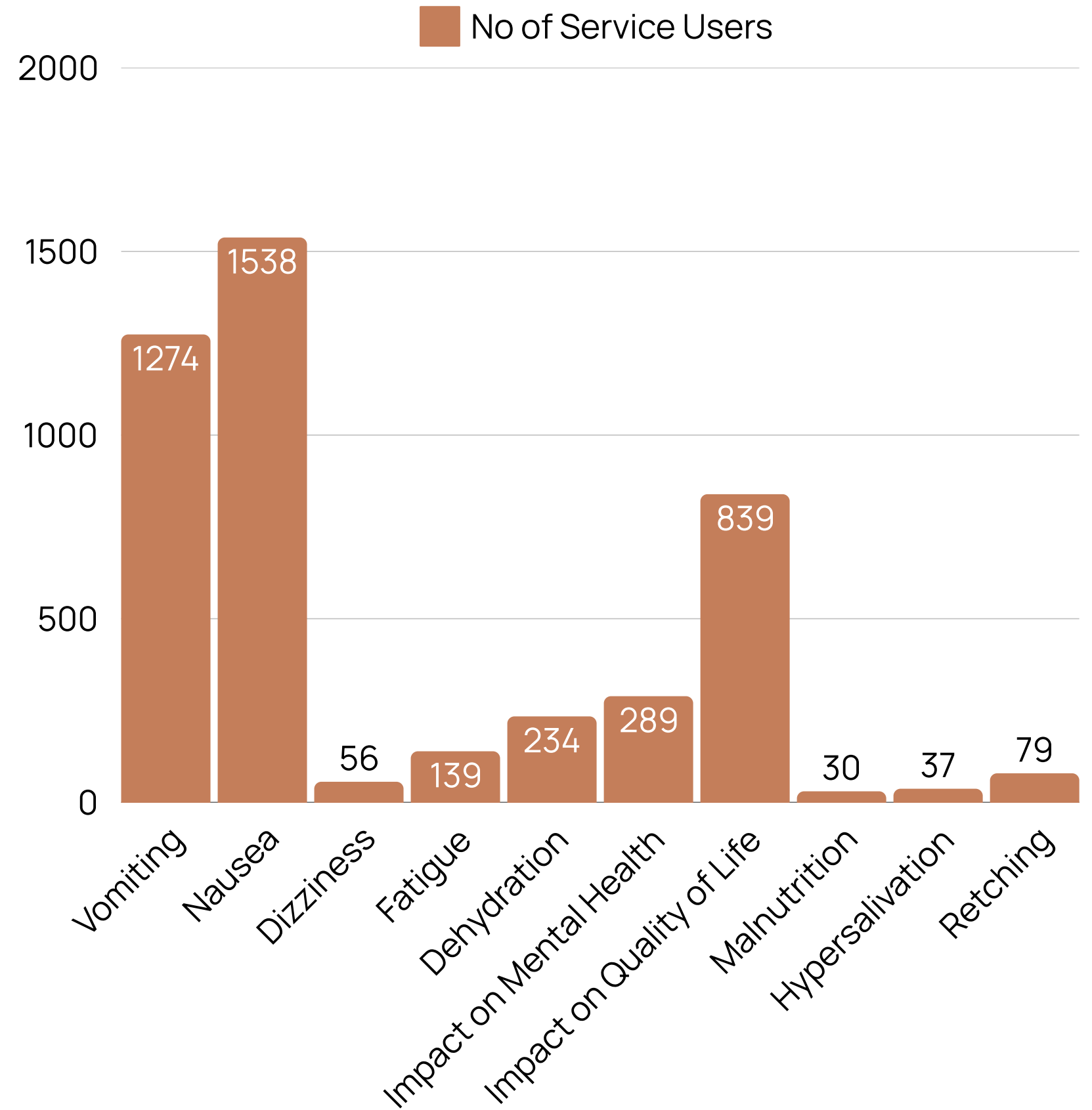
Key outcomes

Delivered accessible support



Laid the groundwork for transformative service delivery

This year, investment into our comprehensive CRM system allowed us to track service user outcomes for the first time with precision.



Service User Data

Key outcomes

Fostered new partnerships

- **Alice Mckeown - Dental Nurse and Oral Health Educator Brookview Dental Clinic.** With the help of Alice, we have produced a Dental Health and HG PDF to send service users.
- **Teenage Helpline** - When thinking about our resources in line with supporting girls under the age of 18 we connected with Teenage Helpline and now signpost young people (up to the age of 25) to their website.
- **The Pelvic Partnership** - Podcast recording and HG sufferer signposting for pelvic girdle pain.
- **The Pregnancy Nutritionist** - Podcast recording for tips and tricks
- **The Breastfeeding Network** - Podcast recording and new Breastfeeding & HG factsheet developed and launching in 2025.

Goal 1

To campaign for Xonvea to be included on all formularies across the UK.

Goal 2

To create a patient toolkit that can be accessed via our website by service users who need support accessing treatment. This will include an interactive UK map of services, pathways and HG friendly practitioners.

Goal 3

To redesign the support area of the website to create a more succinct and inclusive journey for those seeking help, in particular to appeal to diverse, global majority groups and other groups known to suffer more severely from HG.

2025 goals

Volunteers



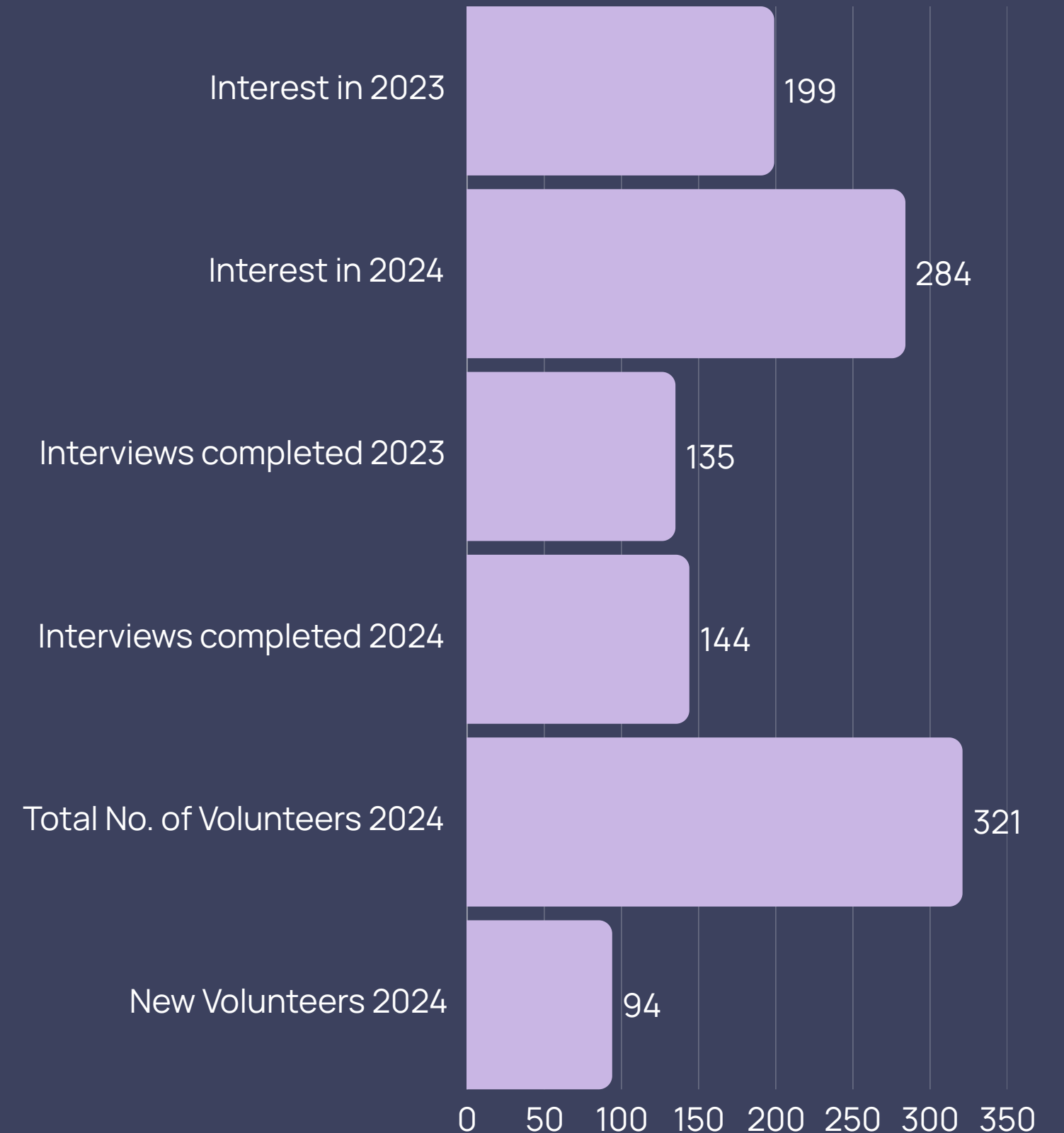
Key outcomes

We got help to sufferers quicker

We increased our volunteer base by 94 individuals this year, exceeding our annual target of 50.

This expansion allowed us to match peer support requests within an average of 48 hours, significantly below our 72-hour goal. Dramatically decreasing the time taken to get sufferers matched with that listening ear they so desperately need.

We invested in a new Volunteer Management System that enabled the Volunteer Manager to spend more time developing new programmes such as '**Mentorship Matters**' to support and engage with our new volunteers, whilst providing development for those who have been volunteering with us for years.



Why peer support matters

Misbah was a great support to me throughout my pregnancy but especially in my first trimester when I was really struggling with severe nausea. It helped hugely to have support from someone who had been through it and understood what I was going through.

The Peer Support was a total life saver, both for practical advice, encouragement to advocate for the care I needed and emotionally (especially whilst I kept being dismissed by health professionals before my referral to a specialist who got me the right help).

I'm not sure I would have been able to keep asking for medical help without my peer supporters and therefore I might have deteriorated even more and my health condition might have become even more dangerous.



Meet The Volunteer
Misbah



WHAT YOU SAID
ABOUT OUR
PEER SUPPORT
VOLUNTEERS

PSS Volunteers
Week 2024

From the very first conversation, I felt less alone. They have been an incredible support over the last 5 weeks and I just wish that I had joined up sooner.

They've been unbelievably knowledgeable and helped me with medication advice. I am so grateful for them both.

The support has changed my life, initial support was helpful and reassuring then the continued peer support has been invaluable to me the last few weeks.

Thankyou so much for this service. I was at rock bottom in such a dark place feeling like a stranger in my own body. Each moment was a battle.. but just knowing I had the support was so helpful. I could talk about things I couldn't tell anyone else and in a judgement free environment.

“ Testimonials

The mentoring programme not only equips volunteers with the confidence and skills they need but also improves their overall well-being.

She has been a fantastic, warm, and effective mentor. She leads by example while at the same time providing enough space for me to interact.

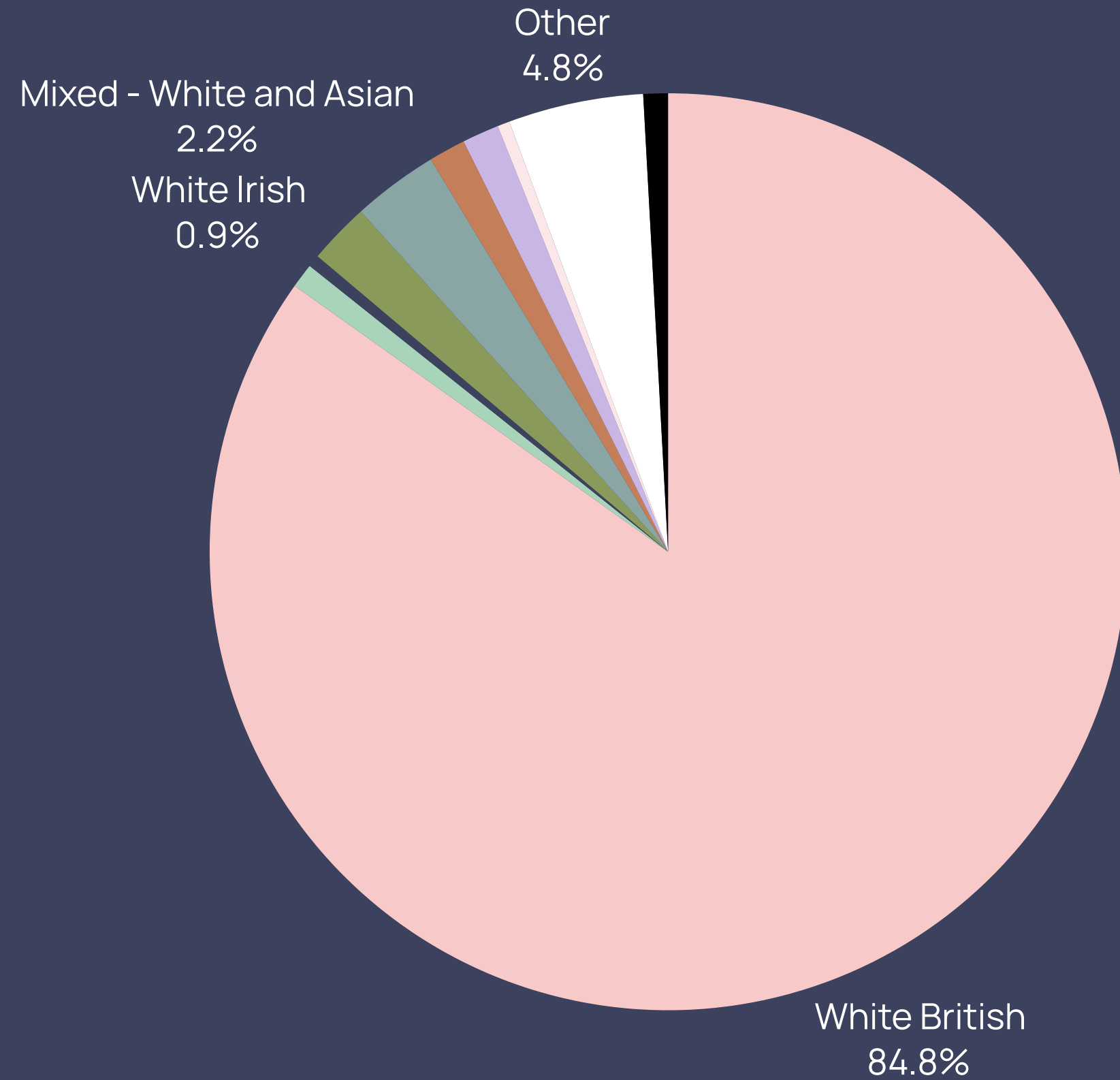
She has been so supportive and let me take the reins in our chat with our lady but was always there if I needed her.

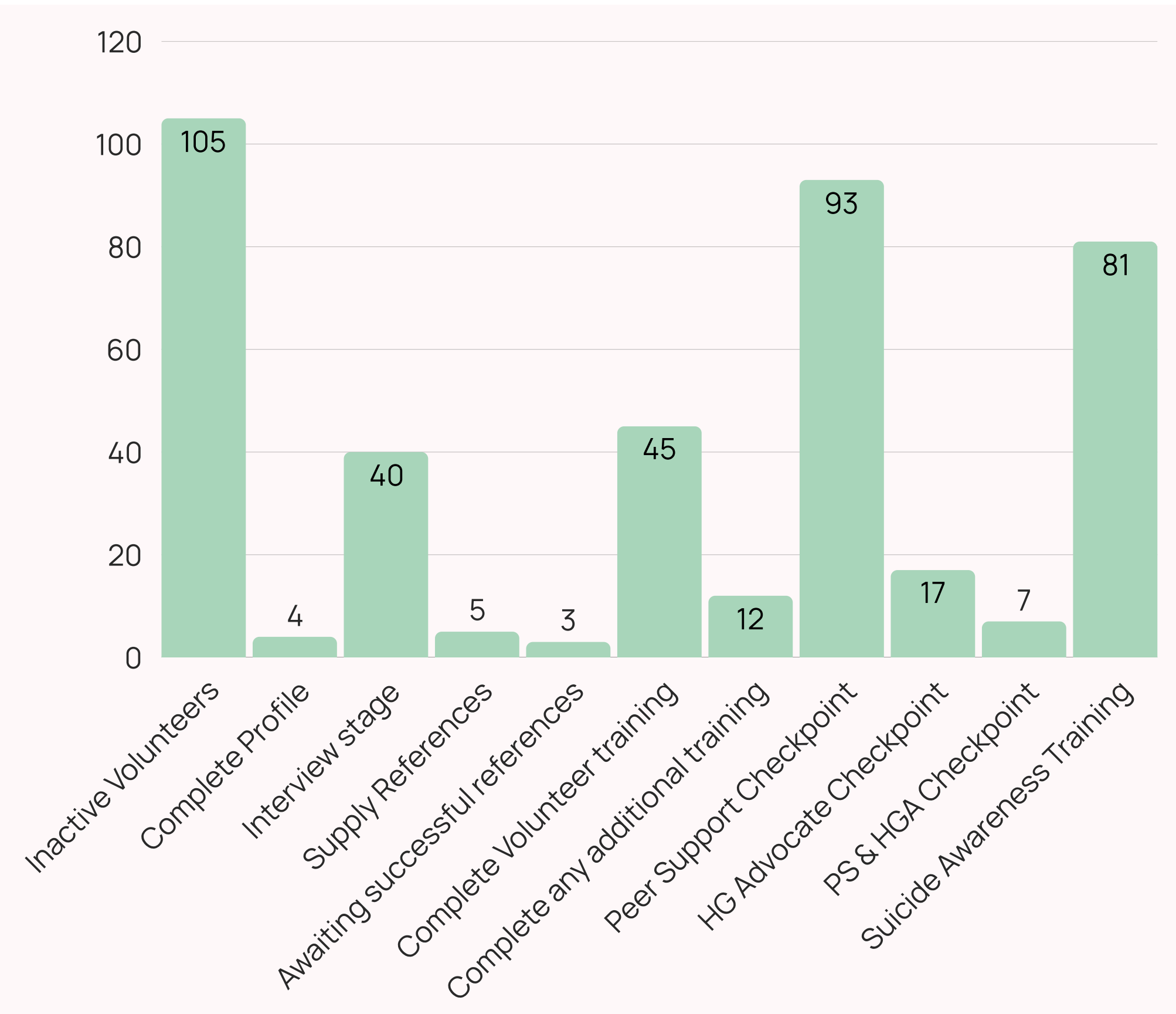
I've learnt more about management and support being a mentor for PSS than I have in my own employed manager role!



Volunteer ethnicity

An important goal in 2025 is to broaden the Ethnicity within our volunteers - this chart shows why this is such an important focus.

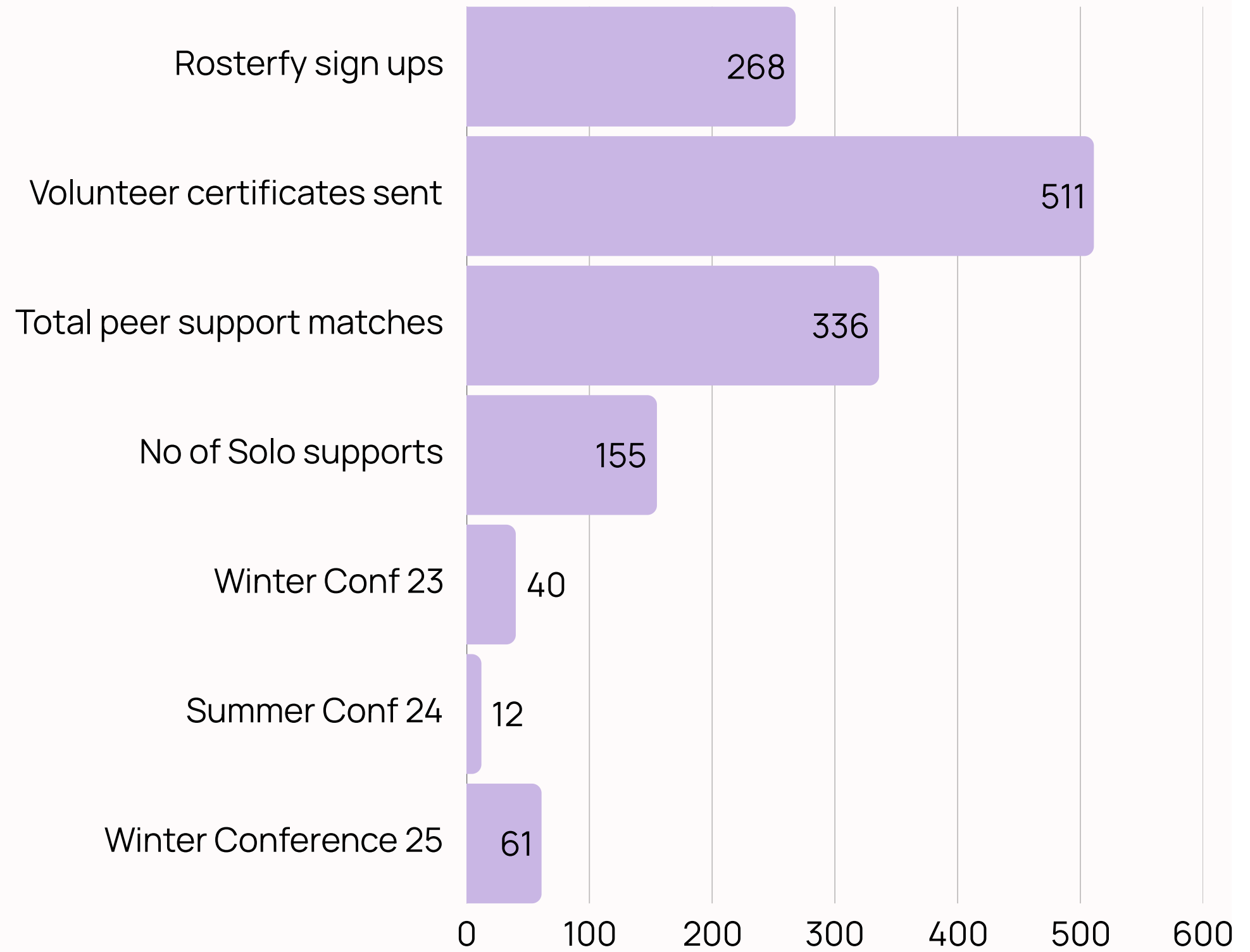




Software investment

Rosterfy's data capabilities allow us to effortlessly track volunteers through their journey—from initial interest to engagement and completed training. This ensures we can effectively match volunteers with Peer Supporters who have completed the full training programme, enhancing the quality of support.

A year of stats



2025 goals

Goal 1

Hosting online group style support chats. This will see the creation of a new volunteer role. We will be including topics such as HG and termination, planning a subsequent pregnancy after HG, HG and mental health, HG and advocacy for marginalise groups.

Goal 2

Improve the attendance of our in-person summer conference for volunteers. Better training opportunities, locations, longer marketing period are all to be looked at to improve our attendance rates by 20 %.

Goal 3

Increase the diversity of our volunteer network via outreach, inclusive and direct marketing strategies and partnering with other community groups and charities.



Comms & Engagement



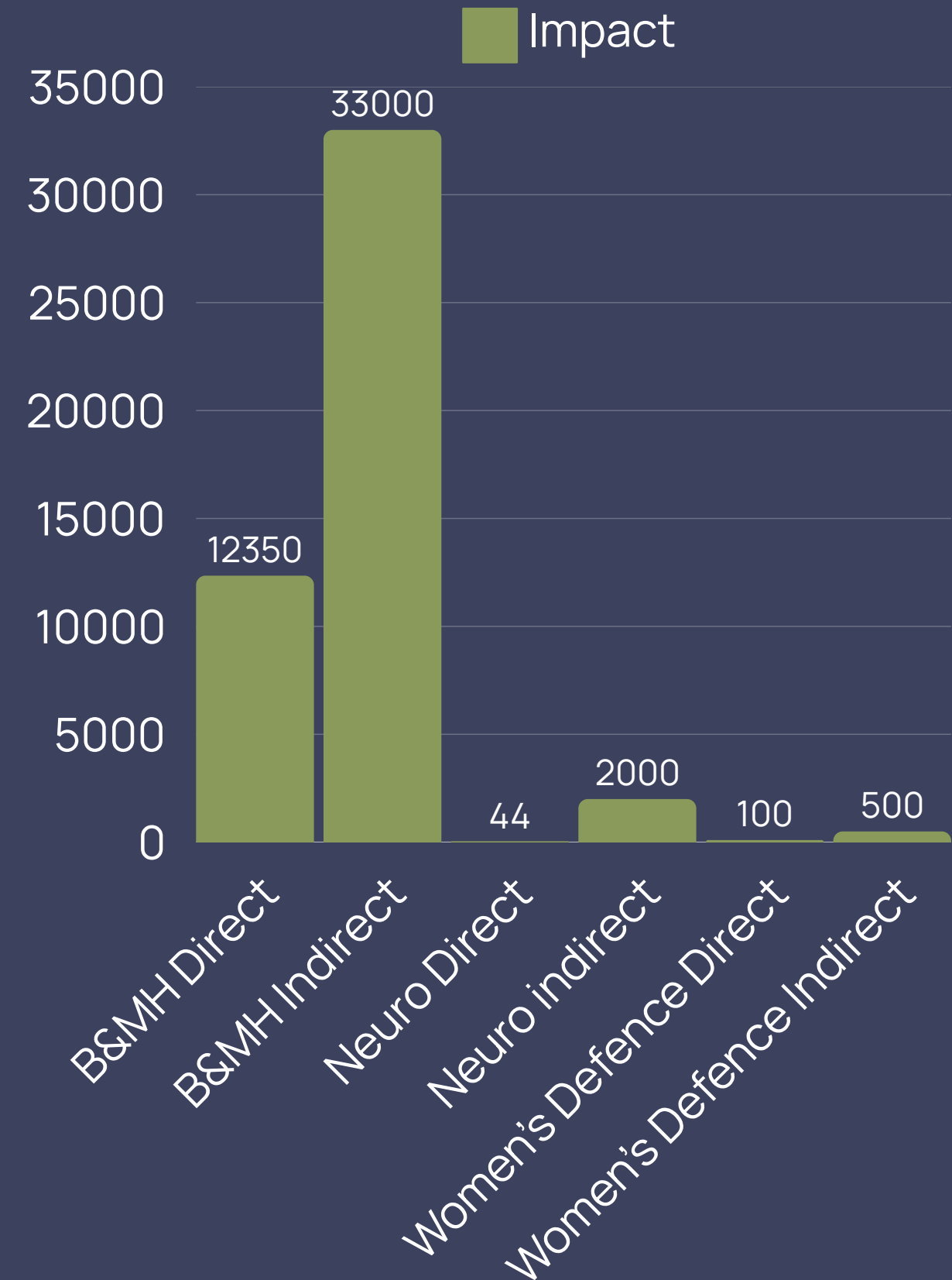
Key outcomes

We raised awareness of HG support networks

We engaged and tracked impact with three new community groups; the Black & Mixed Heritage Community, Neurodivergent Community and the Women's Defence Health Network.

By directly impacting nearly 12,500 women & birthing people and indirectly impacting 35,500, we developed and strengthened understanding and awareness of HG support networks and increased understanding of this debilitating condition.

This engagement helped raise awareness of HG through targeted workshops, public campaigns, and podcast events.



Case study

We partnered with Five x More Charity to include Hyperemesis Gravidarum (HG) resources and PSS support service information in their colourful maternity wallets. These were circulated within St Thomas, Queen Elizabeth, Lewisham, Kings College and Princess Royal University Hospitals.

The aim of the wallets is to empower women to advocate for themselves and to promote health wellbeing in order to create safer outcomes.

Since the circulation we have seen an increase in 2% of Black women have directly accessing PSS support services.



Lindsay Salmon, Community & Engagement Manager at the Maternity Wallets Unveiling, London, 2024

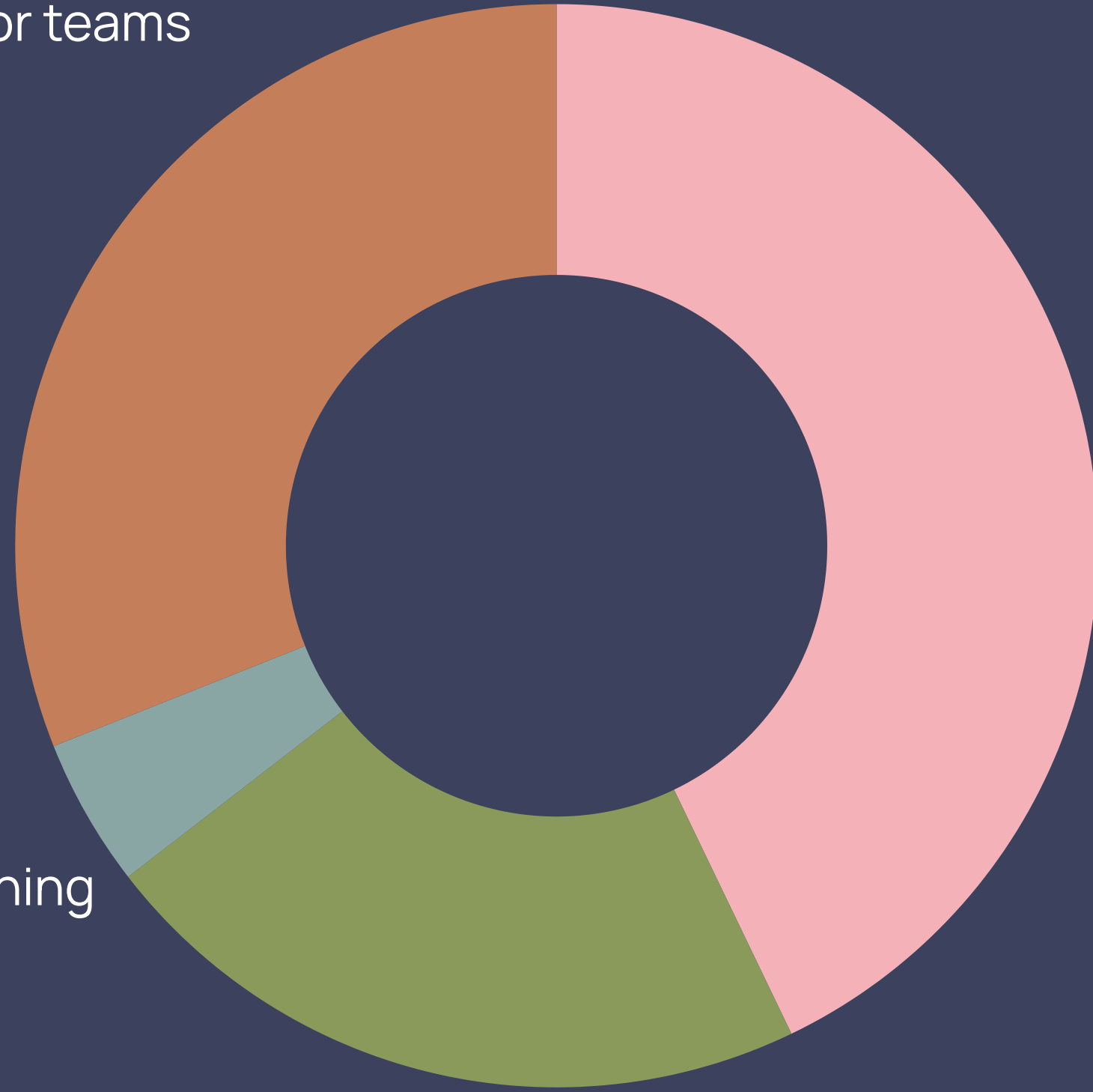
12,000 wallets have been printed & circulated in 2024.

Condensed training for teams
315

Student Midwives
435

In-house training
45

GPs
220



Training Breakdown



Key outcomes

We upskilled Healthcare professionals and met them where they hang out

We delivered HG awareness training sessions to over **1000 professionals**, strengthening our reach and amplifying awareness of HG in clinical settings. This engagement has been instrumental in shaping our resources and strategies and gave us insight into teaching outcomes, successfully resulting in two of our four on-demand and live training sessions receiving **CPD accreditation**.

We recruited 31 and trained **24 HG Advocate** volunteers equipping them with resources and expertise to go into the health care professional community and train, lobby and raise awareness of HG - creating a sustainable model for continued training.

Via 6 conferences we connected with over **600** Healthcare professionals to drive future engagement of our newly accredited training sessions.

PSS

Volunteers
Week 2024

Meet our
HG Advocate
Annie



““ Testimonials

This was so valuable! I feel I have a new confidence within my understanding of HG and can positively impact the women I see.

HG is much bigger issue in pregnancy for my community than I had ever realised, truly eye opening.

Mental health is obviously very important to our community - Mental health impact and awareness of impact throughout all pregnancy and post was a key takeaway for us and our podcast listeners.



Key outcomes

We made some awesome connections

We launched our PSS in conversation with podcast to attract professionals from within the pregnancy and baby community, who we have not been in contact with before - but collaborating would open up much needed discussions and advice for our community and theirs.

Our collaboration with c-section uk for example, lead to a new HG and c-section recovery resources and downloads for both community members.

With PANDAS charity - we provided training for their Helpline Coordinators, ensuring that they feel confident to advise and support post HG women and birthing people through Post Natal Depression - statistically something HG sufferers are 4% more likely to experience. In 2025 they will reciprocate with PND specific training.



c-sectionuk



Key outcomes

Doing what we do best - making even more

- C-Section UK
- BirthRights
- Twins Trust
- Breastfeeding Network
- Surrogacy UK
- PANDAS Foundation
- The ADHD Midwife
- Military Medics
- Action for Pre-Eclampsia
- Raham Project
- Tommy's
- Bright Beginnings Guernsey
- PMH Training
- Perinatal Mental Health Network, Glasgow & GC
- Cysters
- Baby Umbrella
- Shout

Tommy's

Together, for every baby



Key outcomes

We supported and help engagement with new research



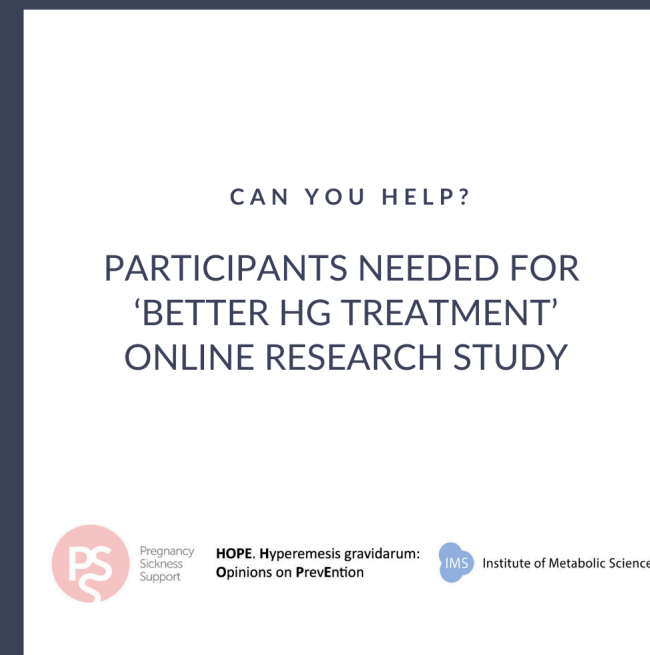
Women's experiences on health care practitioners' awareness, treatment, and care of Hyperemesis Gravidarum



Hyperemesis Gravidarum – The experience and psychological impact of receiving good care.



What do women want from a psychological intervention for HG?



University of Cambridge HOPE Trial - initial survey of how sufferers would like clinical trials to operate for a pre-emptive drug.

Key outcomes

We gained incredible feedback

Respondents of our counsellor training gave a 4.5 out of 5.



Student midwives gave our training a 4.8 out of 5 stars.



Knowledge of HG ^{*out of 10}

6.24*

before workshop

9.05*

after workshop

12 JUNE 2024
2:00 - 3:30 | ONLINE



HG awareness training for counsellors

Join our HG counselling team for a CPD online holistic training including case studies and recent research insights.

Book your place today via the link in our bio

www.pregnancysicknesssupport.org.uk

2025 goals

Goal 1

Work with medical advisory board GP to develop GP training to apply for CPD accreditation and roll out to the GPs nationally. Roll out GP HG Friendly scheme.

Goal 2

Launch on-demand training platform to add value to our live training catalogue. Enabling our training to be accessible to all. Produce a CTA for GPs to engage with a digital GP Toolkit.

Goal 3

Continue to partner with communities (at least 3) with an emphasis on diversity and marginalised groups. Disseminate group specific information on HG and advocacy.



Counselling



Key outcomes

We grew a one of a kind HG Bank Counsellor network

Funding for staff salaries has been instrumental in delivering and expanding our counselling services, directly supporting the mental health of those affected by HG.

We worked with counsellors from within our community and provided them unique training to understand how to work with HG sufferers, we grew this into a bank counsellor network that enabled us to provide **298 counselling sessions to 83 clients, with measurable outcomes:**

- 67% of clients felt less to blame for their problems.
- 75% felt less anxious, tense or nervous.
- 66% had a reduction in unwanted images or memories.
- 119 sessions were fully funded (40%)



We won grants to provide fully funded sessions

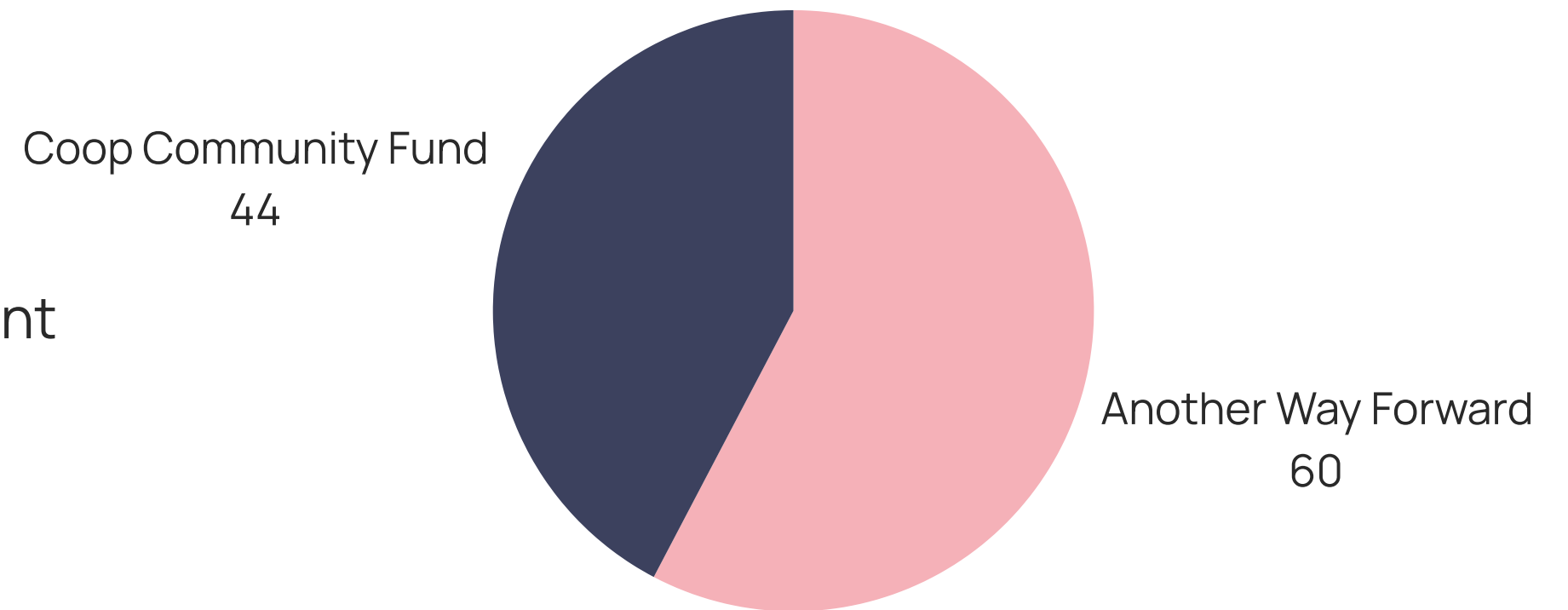
Our funding

In 2024, we secured funding from the Coop Community Fund and the Another Way Forward Grant to provide 84 fully funded sessions.

Of these 32 have now been delivered with 52 remaining for 2025.

Continuing to utilise the 2023 funding from The Big Give Women & Girls Match Fund we delivered 87 from this fund in 2024, completing our target of 220 fully funded sessions for our community.

Total No. of Sessions through grants



23.53% of fully funded counselling sessions were provided to individuals from minority ethnic women addressing barriers to accessing mental health support and reducing the higher risk of hospitalisation for HG within these communities.



Key Outcomes

We had a huge impact on mental health

58%

Felt less despairing or hopeless
Felt less lonely and isolated

67%

Felt more optimistic about their future
Had a reduction in unwanted images
Felt less to blame for their problems

70⁺%

Felt less tense, anxious or nervous
Felt more able to talk to others
Felt less overwhelmed

“Testimonials

It enabled me to process all the challenges caused by HG, and it has given me new hope for the future.

The level of specialist expertise is so unique and valuable.

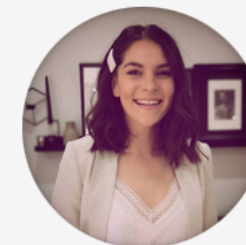
Fantastic service, very caring, understanding and so empathetic. Couldn't have got through HG without the service. My counsellor is amazing and so understanding.

It has been a lifeline for me.

How to access our Counselling Service

We operate a waiting list for our specialist HG Counselling service. If you would like to join this list please fill out the 'register your interest' form below and we will be in contact as soon we have availability.

[Register interest form](#)



I just cannot thank Rebecca and PSS enough. One of the issues many women facing HG is lack of understanding, and that exacerbates an already isolating experience, especially when it isn't taken seriously by medical professionals. PSS is a wonderful charity that makes women feel seen and heard.

PSS HG Counselling user

Overview

In 2024, our counselling service delivered a total of 298 sessions to 83 clients, averaging approximately 3.6 sessions per client.

Of these:

- 119 sessions were fully funded (40% of all sessions),
- 110 sessions were part-funded (37% of all sessions),
- 69 sessions were fully paid by clients (23% of all sessions).

This distribution highlights the service's capacity to provide equitable mental health support, particularly through fully funded sessions targeting financially, ethnically and socially marginalised groups.

Ethnicity Breakdown

- Non-white clients: 8 out of 83 clients (9.64%).
- Non-white clients accounted for approximately 28 sessions, which represents 23.53% of all fully funded sessions.
- While non-white clients represented only 9.64% of total clients, they utilised a significant proportion of fully funded sessions. This suggests the service is reaching those who face barriers to mental health support.
- Representation: Our service's engagement with non-white women is slightly above the overall national proportion of non-white individuals (9.15%) but may still be below the proportion of non-white women in the 18-49 age group.

Goal 1

Apply for and successfully win £10,000 for 200 fully funded sessions as a minimum.

Goal 2

Increase counselling service users from global majority backgrounds. Enhance outreach and support to better reflect the demographics of non-white women and birthing people, particularly in the 18-49 age range.

Goal 3

Increase our bank counsellor and HG Friendly counsellor network to increase diversity and specific expertise.

2025 goals



Individual Giving

TEAM
FUNDRAISER
AJBell

2024

Key outcomes

We expanded our fundraising portfolio

Ride London
Brighton Marathon
Vitality London
Swim Serpentine
Great North Run

3 **NEW** events added to the PSS Calendar netting an additional £1613 in 2024.

The expansion created 9 new fundraising opportunities with a target of £3,094.97 in additional revenue with minimum fundraising requirements.



Introduction of a fundraising contract

Due to many factors participants in fundraising programmes were able to drop out of challenge events after place allocation with no contractual obligations to the charity, resulting in losses for the charity to absorb.

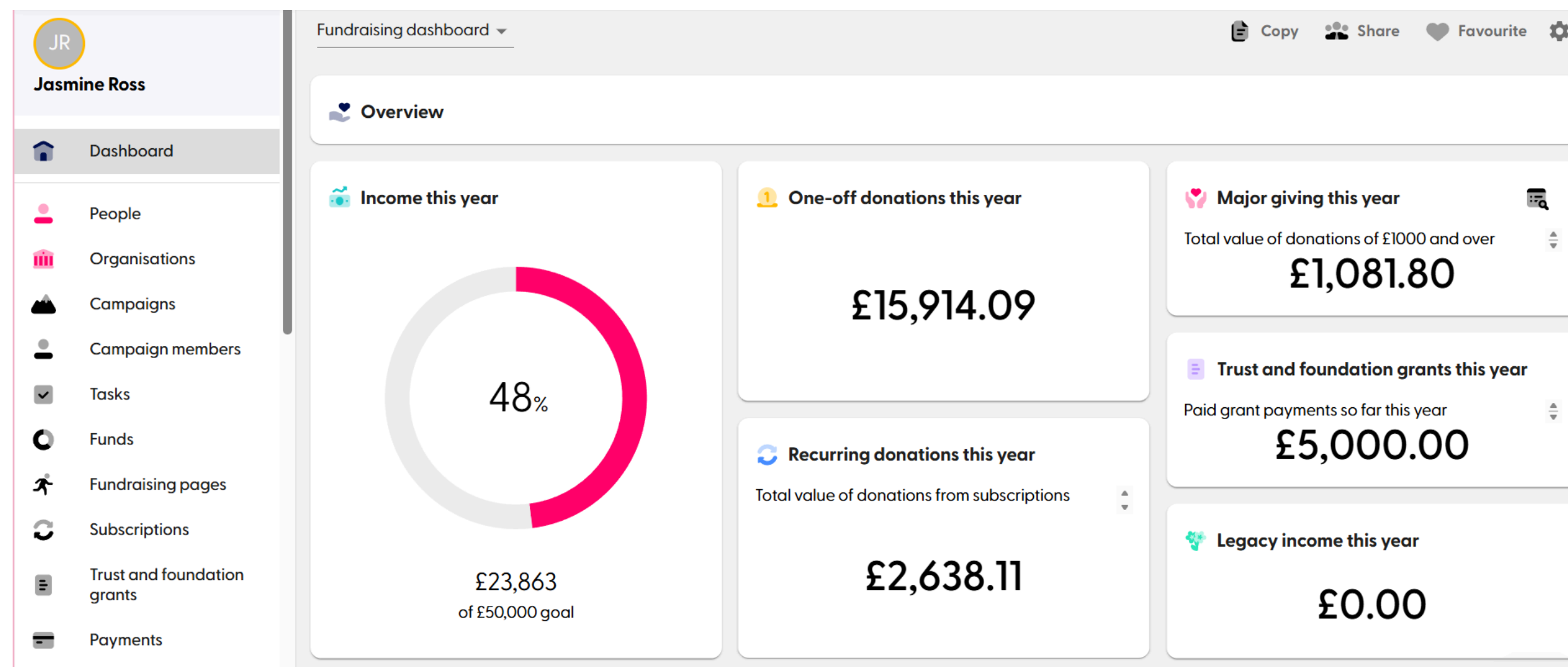
The new contract which was implemented from the summer and covered all our new events encouraging fundraisers to be serious about their commitment to fundraise.

Key outcomes

We brought online our first fundraising software

Enabling:

- Easier monitoring of KPI's
- Transparency between teams
- Enthuse, Just Giving and Mailchimp Integrations.
- Beacon also allows us to manage all our fundraisers, donors, and campaigns in one platform.



Key outcomes

We improved donor/fundraiser journeys

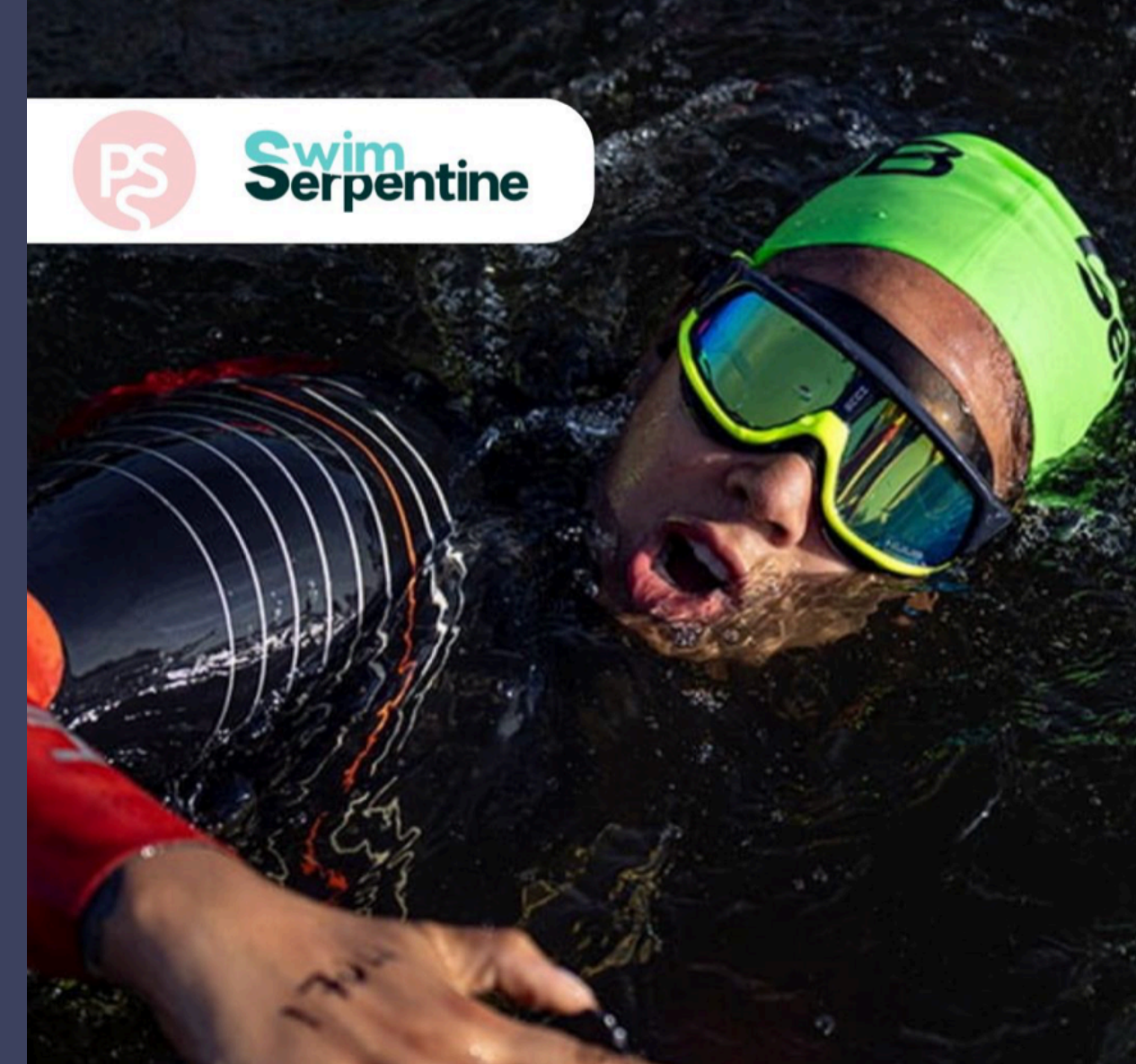
New
Fundraiser
T-Shirt
Ordering
Portal

New
Fundraiser
Welcome
Journeys

Register
interest list
journey

New
Substantial
Donor Journey
(£100 - £1000)

New
Feedback
Gathering
Initiatives



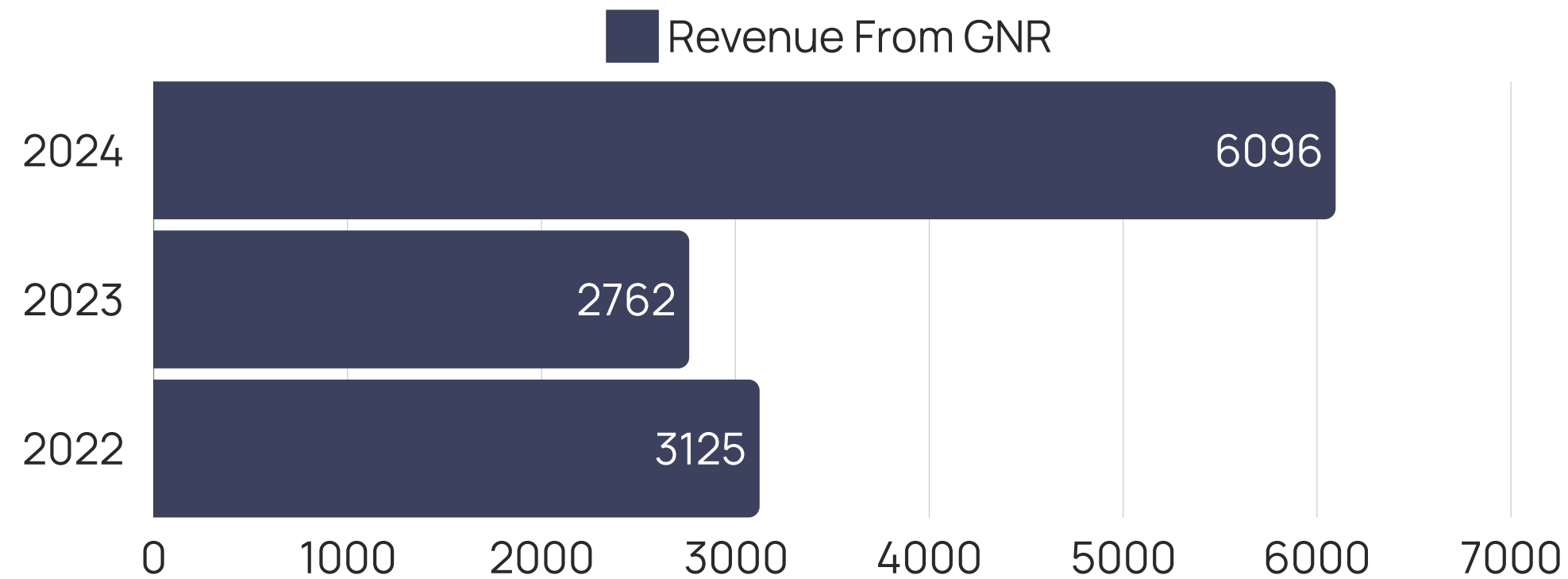
Swim Serpentine

Take part in Swim Serpentine on Saturday, 20 September for a charity swim to support Pregnancy Sickness Support, aiding women and girls who experience Hyperemesis Gravidarum (HG). Race in the iconic Serpentine Lake in London's Hyde Park; make a splash to help those in need.

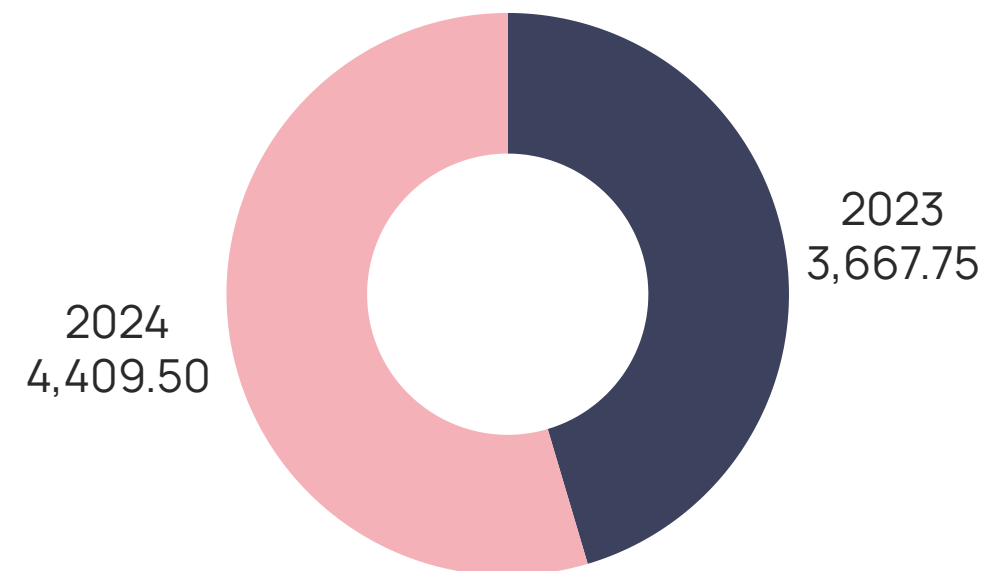
Register interest for 2025

Key outcomes

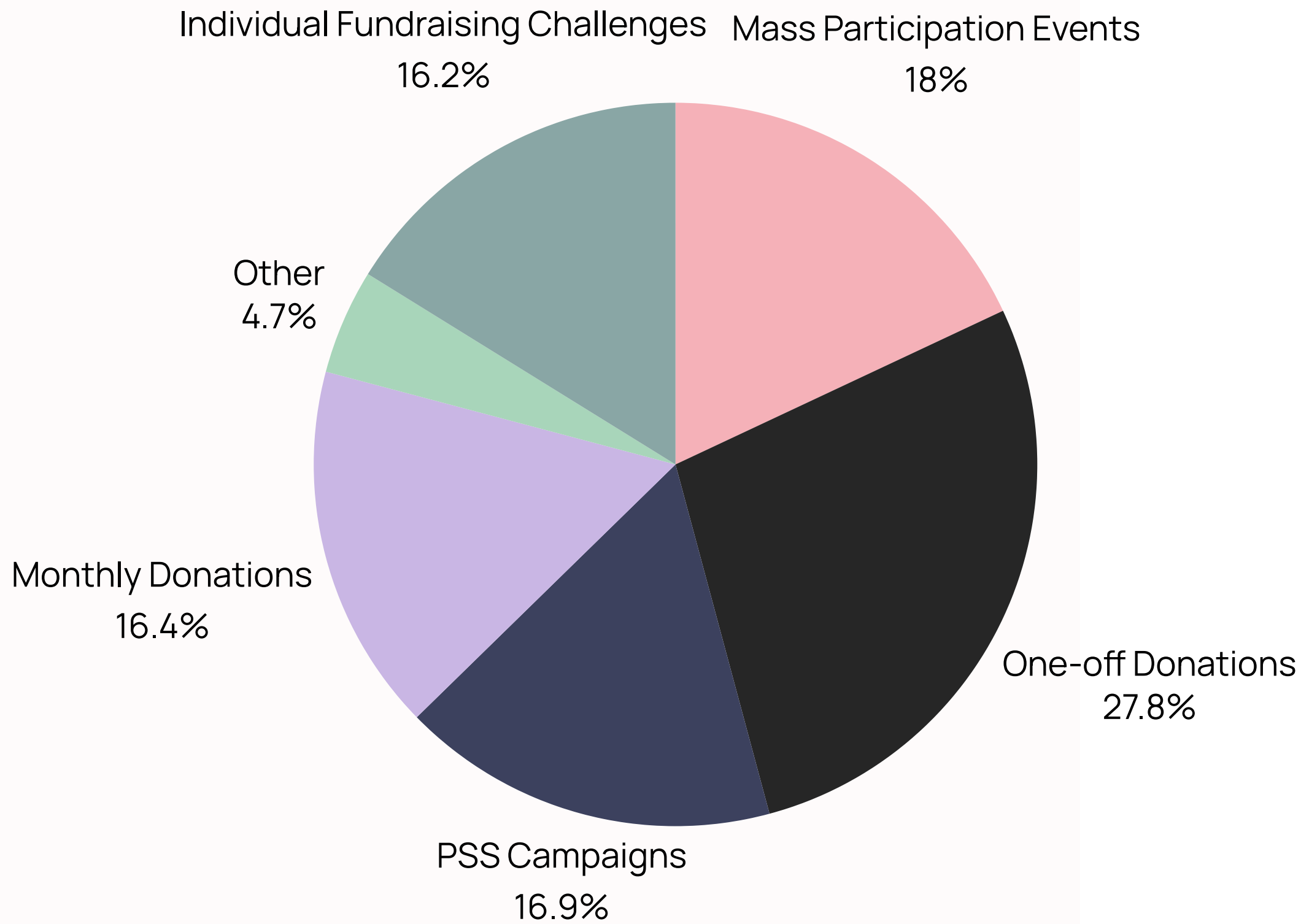
We have a record breaking year



In This Together
Challenge



Swim Serpentine
achieves 248% of target!



How did people give?

Mass Participation Events and PSS Campaigns are the largest income drivers after one-off donations in 2024.



£7,785.74

**Gift Aid Received
in 2024**

Average Donation

£20

42

**Certificates of
Achievement
Sent**

4

**Mass
Participation
Events**

1564

Donations in 2024

4

**Major Givers
(£1000+) in 2024**

£2491.70

**Total spent on
fundraising resources**

£487.78

**Average Personal
Fundraiser Page
Total**

3

**Internal
fundraising
Challenge
Campaigns**

47

**Fundraising
T-shirts
sent out**

IG income

After exceptional opportunities for the charity in 2023 due to three successful Big Give campaigns where match funding was able to be confirmed and the incredible Jess & Baby Elsie Campaign, 2024 sees a loss in overall Individual Giving of **34%**.

Other changes in 2024 out of our control was the closing of easy revenue streams like Amazon Smile and a barrier to income from the Facebook switch to PayPal. We also had an incredible year of Trustee donations in 2023, which are a one off.

in 2024 we were thankful to receive our second year of National Lottery Funding - this funding will continue until the end of 2025 and amounted to £132,936.

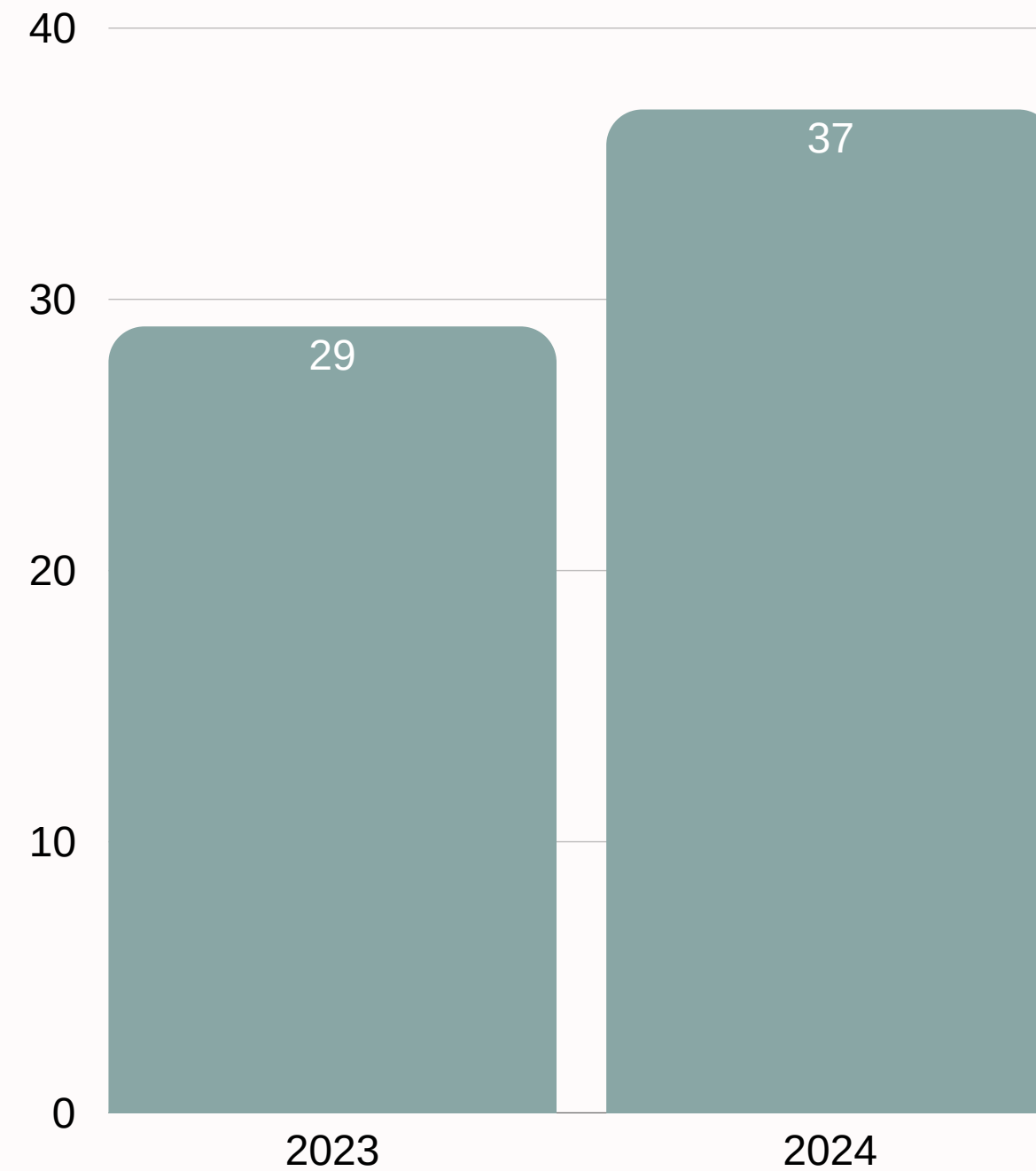
With the Fundraising function being reduced from 4 - 1 day a week, we anticipated lower revenue, however, the decrease we experienced in 2024 was not due to a reduction in hours. We also saw a positive trend of a more efficient fundraising strategy via corporates and Trusts & Grants without match funding that increased by **214% compared to 2023**.

Our goal for 2025 will be to develop this, particularly in the Corporates space.

Monthly Donors

This is the first year we have tracked monthly donors. With new data tracking we aim to look at donor retention and recruitment in 2025.

It is disappointing how few recurring donations we attract and a focus for 2025 will be to increase marketing for this option and deepen relations with donors.



Number of active Monthly Donors by year end

Key Outcomes

We introduced a new feedback survey and internal event wash up's to ensure consistent accountability and improvement in our fundraising programmes.

“Charity always stayed in contact and gave encouragement.”

“[The fundraising experience] was really good and I enjoyed the actual run for the most part! Thanks again to Jasmine for everything!”

“Jasmine kept in regular contact, it was nice having a group chat with other runners and the videos just before the event were informative and really useful.”

100%

Found out about our event/s from social media

100%

Would recommend fundraising with us to a friend

9.5

Overall Fundraising Experience

Goal 1

Expand and diversify the Mass Participation Event Programme. With a resultant £10k increase in MPE Income.

Goal 2

Increase monthly donor recruitment by 50% and develop donor journeys at key touch points further via automated email campaigns.

Goal 3

Increase community and corporate engagement fundraising by building partnerships with relevant organisations.

2025 goals



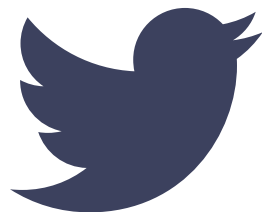
23K



23K



577



3.4k

6.8K new followers
across all social media
accounts

212K

Instagram Reel plays

2.8M page & profile
impressions across all
social media accounts

22,834 - The number of LinkedIn users who have seen our Pages' posts

861K Facebook page impressions

Brand
awareness

Doing what we do best

We upskilled our staff

Unconscious Bias and Cultural Competency Training

Female Genital Mutilation: Recognising and Preventing FGM

Level 3 Safeguarding for Adults

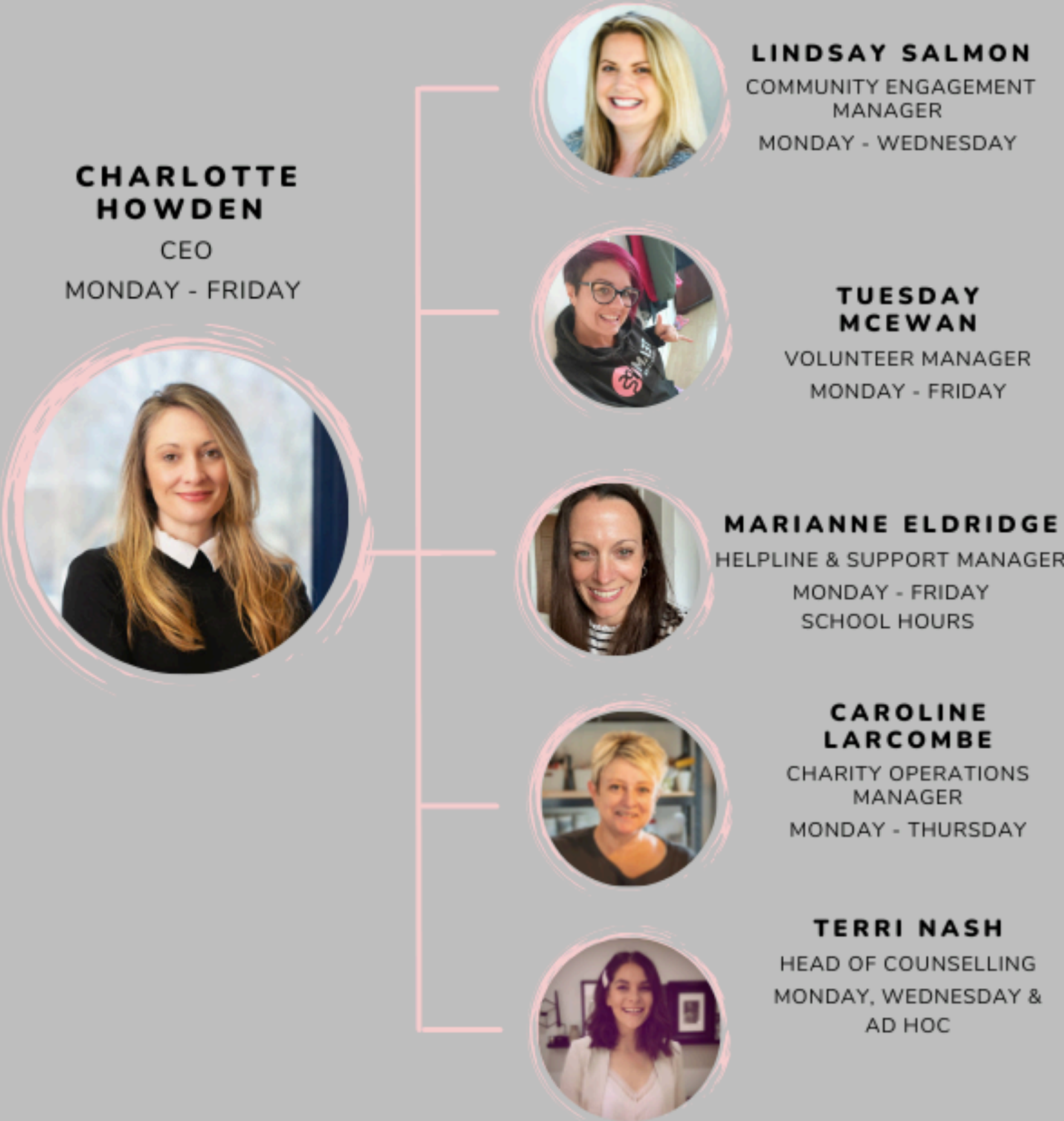
Babyloss Awareness

Gillick/Fraser Competency Training

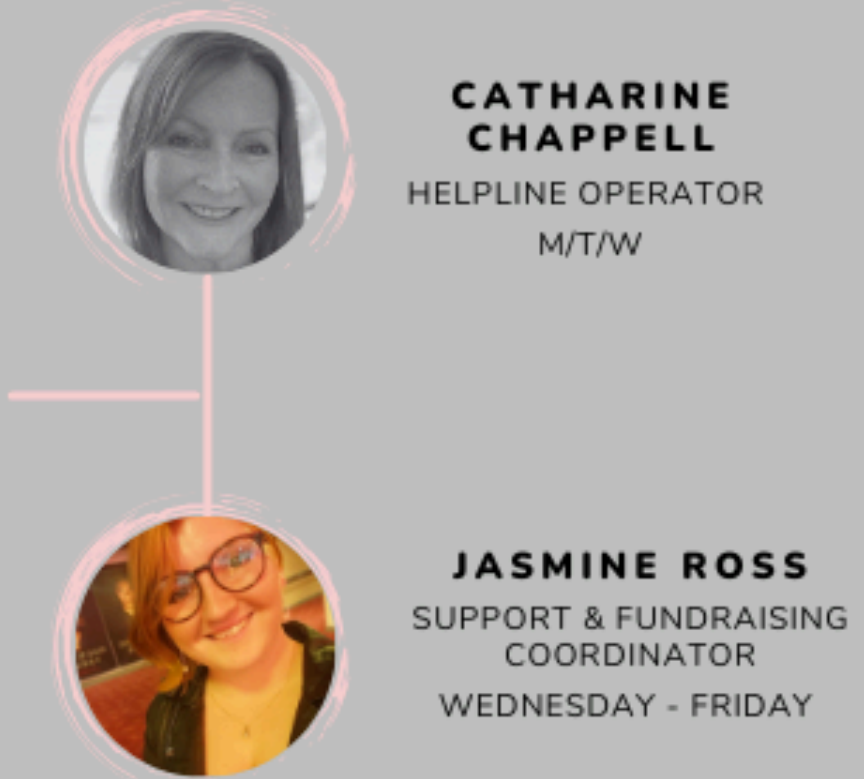
Responding to Suicidal Callers

Staff investment

Pregnancy Sickness Support



STAFF ORGANOGRAM



Our Team 2024

In 2024 we said goodbye to two members of the counselling team and our Fundraising Manager.

Our Marketing Manager's funding ceased in October.

We recruited Jasmine and Catharine to the Helpline & Support team and Jasmine took over the Fundraising role 1 day a week.

In 2025 we have plans to recruit a Marketing Strategic Lead Executive.



Our 2025 priorities

PSS Priorities 2025

- Provide an evidenced and data based pathway for all sufferers to have access to treatment and HG pathways in their area
- Continue to educate HCPs on new RCOG Guidelines with an emphasis on GPs and enable sufferers to advocate for their use
- Continue to Campaign for Xonvea to be included on all ICB formularies
- Launch a mental health campaign to lobby for HG mental health pathways.



Thank you!

Thank you to all our supporters, stakeholders, funders and new partners for supporting us in 2024.