

THE NATALIE KATE MOSS TRUST

Impact report 2025/26



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MESSAGE FROM FIONA MOSS, NKMT DIRECTOR

As we reflect on the past year at The Natalie Kate Moss Trust, I am incredibly proud of what we have achieved.

Creating meaningful, measurable impact lies at the heart of our work. This year, that has been underpinned by a deliberate focus on sustainable growth. Over the last 12 months, we have taken a careful and considered approach, building on what works while preparing for what comes next. This has allowed us to expand both our work and our team responsibly, ensuring our progress is effective, sustainable, and positions us for continued growth. This year, our impact has grown significantly.

Our team has expanded, bringing new expertise and energy to NKMT. This growth has enabled us to achieve more across every area of our work; from fundraising to visibility and outreach. We have strengthened our presence, engaged with broader audiences, and built deeper connections within the communities we serve, all while increasing the resources available to drive our mission forward.



Funding groundbreaking research at the University of Manchester remains central to our mission. We are proud not only to continue our support of this work, but also, this year, to have committed to funding an additional research project beginning in September 2026.

Moreover, we remain deeply committed to preventing brain haemorrhages. This year, our prevention campaign has reached more people than ever before. We have expanded our awareness events, delivered multiple trials, and rolled out numerous initiatives emphasising the critical importance of blood pressure management. Simultaneously, we have refined our approach to supporting and engaging communities most at risk of hypertension, while strengthening our internal systems to improve data capture, reporting, and analysis. These enhancements have increased efficiency, enabled more targeted and impactful work, and created a solid foundation for the year ahead.

Looking ahead, I am not only optimistic but genuinely excited about the impact we will achieve. With a clear strategy, a committed team, and the continued support of our community, we are well positioned to grow, innovate, and amplify our impact.

Thank you for being part of this journey and helping us to better prevent and treat brain haemorrhages.

Fiona Moss
Director, The Natalie Kate Moss Trust

MISSION AND VISION

Every year there are 4.6 million cases of hemorrhagic stroke globally (with only 3 out of 5 people surviving one month).¹

At The Natalie Kate Moss Trust (NKMT), our mission is simple; to change these statistics and to prevent lives from being lost to brain haemorrhage.

Our vision is a world where there are fewer cases of haemorrhagic stroke due to a greater understanding and management of risk factors and better treatments to improve outcomes for when they do happen.

¹ https://www.world-stroke.org/assets/downloads/WSO_Global_Stroke_Fact_Sheet.pdf



OUR YEAR IN NUMBERS



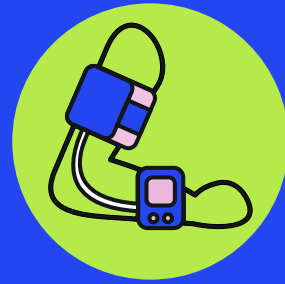
£280,885

funds raised



£290,104

committed to the
University of Manchester
over the next 3 years to
support groundbreaking
research projects



1,366

people blood pressure
tested - 37% of
these high (499 lives
potentially saved)



73

runners



11

Corporate Partners

RESEARCH

Fund lifesaving research into lifesaving treatment at The Geoffrey Jefferson Brain Research Centre at The University of Manchester

We are proud to be in our 14th year of partnership with The University of Manchester, and to see this collaboration continue; helping to translate research into meaningful, real-world impact.



Geoffrey Jefferson
Brain Research Centre



Development and Implementation of Prehospital Intracerebral Haemorrhage Diagnosis

The early phase of stroke care is crucial, especially for treating intracerebral hemorrhage, which can worsen quickly after symptoms start. Recent studies show that starting treatments, like lowering blood pressure, in the ambulance can lead to better outcomes, but identifying a haemorrhagic stroke without a CT or MRI scan continues to be a challenge.

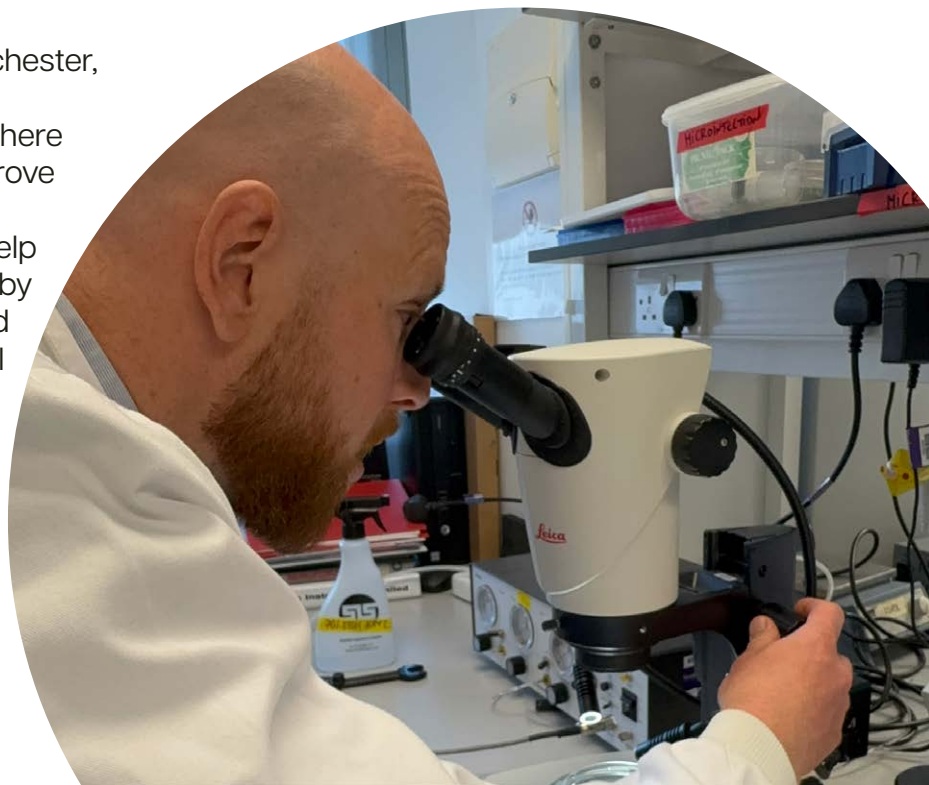
Research at the Geoffrey Jefferson Brain Research Centre at The University of Manchester has created a diagnostic tool that combines clinical signs with a blood test marker (GFAP), which has shown better accuracy in detecting intracerebral hemorrhage. NKMT will support the expansion of this research, to firstly validate this tool and thereafter explore barriers to implementing this model in UK ambulances, ensuring that the findings can lead to practical, impactful changes in stroke care.

CURRENT PROJECTS WE ARE SUPPORTING:

Using Brain Imaging and Machine Learning to Improve Prognostic Models in Intracerebral Haemorrhage

This project is supporting a brilliant researcher at The University of Manchester, Olivia Murray, with her three-year Postdoctoral Research Fellowship, where she will use machine learning to improve prognostic models in intracerebral haemorrhage. This research could help to transform the treatment received by patients, improving survival rates and lessening disability post Intracerebral Haemorrhage.

[Read more](#)



PREVENTION

Preventing Brain Haemorrhages by driving greater awareness and education of the importance of blood pressure management

Our Prevention Campaign focuses on one of the leading risk factors for haemorrhagic stroke: hypertension.

In the UK, around one-third of the population has high blood pressure, yet half remain undiagnosed² – leaving a significant number of people at increased risk of brain haemorrhage and other serious health conditions.

To address this, we are delivering a range of initiatives designed to reach as many people as possible – raising awareness, improving access to blood pressure checks, supporting better management, and, crucially, identifying undiagnosed hypertension earlier.



² <https://www.bloodpressureuk.org/news/media-centre/blood-pressure-facts-and-figures/>

OUR IMPACT

AWARENESS DAYS AND LUNCH AND LEARN



Throughout the year, we deliver community awareness days and workplace “lunch and learn” sessions to educate people about blood pressure whilst also providing opportunities for blood pressure screening.

1366

people tested

499

people had high blood pressure = 37%

851

people had normal blood pressure = 62%

16

people had low blood pressure = 1%

This year we've also introduced a [blood pressure results page](#), where individuals will be sent their results directly as well as ongoing tailored advice about what their numbers mean and what to do next. In 2026, 78% of the people we've met have signed up to receive more advice through this service.

Average age tested

43

(average age of nation = 41)

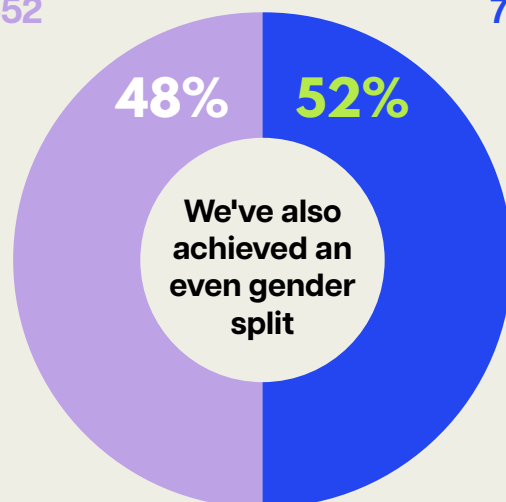
(Tested all ages from 16 – 80+)

Female

652

Male

714



Stage 1 hypertension

▶ **284 people**

Stage 2 hypertension

▶ **106 people**

Stage 3 hypertension

▶ **109 people**

CASE STUDIES

LES:

Out of the 499 people we've met with high blood pressure, Les's story stands out. At 77, Les had no idea he was living with Stage 3 hypertension until we recorded a critical systolic reading exceeding 212/114. Recognising the danger, we urged him to see a doctor right away. Les later reached out to share that he had done so and was immediately put on medication - a step the doctor told him had almost certainly extended his life.



HELEN:

At another event, a delegate visiting a conference in her 40s was surprised to discover her blood pressure was critical at 197/111. We advised an immediate call to 111, which resulted in her being sent straight to a doctor. By leaving the conference to seek medical help, she took a vital step in managing a condition she hadn't even known existed.

These cases are representative of many among the 499 individuals we've reached with high blood pressure; the large majority are startled by their results, having experienced no symptoms despite sometimes dangerously elevated blood pressure. Each awareness day we are reminded why hypertension is known as a 'silent killer' – it can reach critical levels without any physical warning signs.



OUR IMPACT

TRIALS

MAKING BLOOD PRESSURE CHECKS MORE ACCESSIBLE IN OPTICIANS

In partnership with
Suzanne Dennis Optometrists

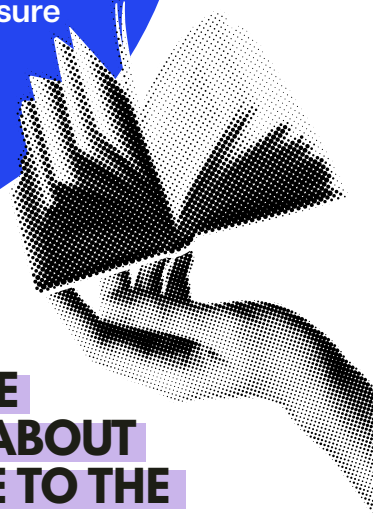


This trial aims to improve detection of hypertension by making blood pressure checks more accessible in community settings, addressing the fact that around one-third of people are affected and half remain undiagnosed.

By installing blood pressure monitors in Suzanne Dennis Opticians, supported by clear instructions and an iPad system for recording readings, we hope to make it easier for people to check their blood pressure and receive tailored information, resources, and GP referral guidance where needed.

The two-month trial, throughout March and April 2026, will be reviewed and refined before a second trial in July 2026, before the potential phased expansion across more opticians' practices.

At the Natalie Kate Moss Trust, we are continually seeking opportunities to expand our reach in educating people about the importance of blood pressure management and improving access to monitors. This year, we have conducted two trials with precisely this aim.



INTRODUCING THE CONVERSATION ABOUT BLOOD PRESSURE TO THE PSHE CURRICULUM

This trial aims to support earlier education around healthy lifestyle choices and blood pressure awareness by delivering a PSHE programme into schools. It recognises the importance of building understanding from a young age to help reduce long-term risk of high blood pressure and related conditions. The programme will provide engaging, age-appropriate resources for students covering healthy diet, exercise, and the role of blood pressure in overall health.

The trial ran in February 2026 and following evaluation, and sign off by the PSHE Association, the programme will be adapted and expanded to more schools, with the aim of creating a scalable national resource for early prevention and health education.

CHECK YOUR BLOOD PRESSURE

High blood pressure is one of the leading causes of (heart)-related brain haemorrhage, yet one-third of the population has high blood pressure, and around 50% of those people are undiagnosed. Regular checks are the only way to know your blood pressure.

HOW TO CHECK YOUR BLOOD PRESSURE

- 1 Sit comfortably with your feet flat on the floor.
- 2 Rest your arm on a table and place the cuff just above your elbow on bare skin.
- 3 Stay still - do not talk during the reading.
- 4 Start the machine. It will inflate and release automatically and give you two readings.

LOG YOUR READINGS ON THE IPAD

Tap the iPad to record your reading to receive personalised advice.

190/75 - 140/90
Check your blood pressure regularly and discuss healthy habits.

HIGH 140/90 - 180/120
Repeat the test and if still high, speak to your GP.

IF YOUR BLOOD PRESSURE IS...

VERY HIGH 180+ /120+
Seek urgent medical help.

NMT

SCHOOLS PSHE BLOOD PRESSURE AWARENESS PROGRAMME

PROGRAMME OVERVIEW
A PSHE-aligned programme developed by The Natalie Kate Moss Trust to educate children about blood pressure, why it matters, and how lifestyle choices can prevent serious long-term health conditions.

PROGRAMME DELIVERY
Delivered as three 45-minute 1:1 lessons, the programme builds knowledge and understanding around blood pressure, why it matters, how to manage it, and how they can take ownership and drive positive change within their communities.

MEETING STATUTORY REQUIREMENTS
The programme clearly supports the Innovation and Curriculum Frameworks:
- Social, emotional, mental, character, health, knowledge, responsible citizenship, and respectful relationships
- PSHE (Primary & Secondary) 2: Supports Health & Wellbeing outcomes including informed lifestyle choices, physical health responsibility and disease prevention
- Rights Respecting Schools: Aligns with UNICEF Article 24 - every child has the right to the highest possible health.

WHAT THE PROGRAMME PROVIDES
- Ready-to-use lesson slides with embedded activities
- Teacher notes and supporting resources
- Student activities, worksheets and challenge templates
- Bundles available to support awareness campaigns and target-led projects

WHY THIS MATTERS
Childhood hypertension rates have nearly doubled since the early 2000s.
One-third of the population has high blood pressure, with 50% undiagnosed.
Early education equips pupils with lifelong tools to protect health and reduce preventable disease.

PROGRAMME AIMS
- Reduce the number of children with hypertension
- Build an understanding of blood pressure and healthy lifestyle choices
- Create long-term, positive change through early intervention

NMT
www.nataliekatemoss.co.uk
Registered Charity 198318

PODCAST

This year we launched our second series of the Prevent the Preventable podcast in which we discuss the reality of brain haemorrhage, speak through lived experiences and educate the listeners to better understand risks factor for hemorrhagic stroke to help them to 'Prevent the Preventable'.

Supported by Hugh James and Colony Coworking

HUGHJAMES



114,898

**watches
and / or listens**

* across YouTube,
streaming platforms,
Instagram and Tiktok



PROFIT AND LOSS

The Natalie Kate Moss Trust
For the year ended 31 March 2026
Cash Basis

2026

Turnover

Corporate support	31,219.14
Event income	33,743.15
Grant funding	2,500.00
Individual donations	87,901.78
Interest income	833.62
Races/challenges	124,687.69
Total turnover	280,885.38

Gross profit

280,885.38

Administrative costs

Audit and accountancy fees	4,476.00
Bank and Stripe fees	18.94
Charitable and political donations	200.00
Depreciation expense	137.52
Event costs	48,577.36
IT software and consumables	6,071.11
Marketing	4,097.87
Merchandise	1,857.21
Platform costs	561.60
Printing, postage and stationery	1,070.24
Race fees	54,681.45
Salaries	80,322.20
Staff travel costs	1,054.77
Total administrative costs	203,126.27

Operating profit

77,759.11

Profit on ordinary activities before taxation

77,759.11

Profit after taxation

77,759.11

OUR PEOPLE



Fiona Moss
Director and Trustee



Amy Holtz
Fundraising Manager



Michael Macdonald
Fundraising Officer and
Awareness Day Manager



Diana Campbell
Marketing Manager



Deanna Roberts
Social Media Manager



Tieran Dubique
Social Media Manager

BOARD

Anita Moss
Trustee

Adam Greenstein
Trustee

Neill Wood
Trustee

Joanne Moss
Trustee

Sebastian Moss
Board Member

CONTACT US

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Registered Charity Number: 1193531



Registered with
**FUNDRAISING
REGULATOR**