Progress towards #MakingAllergyHistory in 2024

Natasha Allergy Research Foundation

The UK's Food Allergy Charity


TEACH
Fe
Mn
90

A message from Tanya and Nadim Ednan-Laperouse OBEs

As we pause to reflect on 2024, we feel immensely proud of the achievements delivered by The Natasha Allergy Research Foundation during the year.

There has been excellent progress in our journey to **#MakeAllergyHistory**, and our community of supporters - including partners, Ambassadors and individuals - has grown from strength to strength. However, during 2024 there were stark reminders of the urgency of our work and the need for change. The inquest into Hannah Jacobs' death, coupled with the tragic death of far too many young people as a result of a food allergic reaction, highlighted that **so much more needs to be done to keep the food allergic community safe.**

The Natasha Clinical Trial is a beacon of hope for many who live with the debilitating impacts of food allergies. In 2024, we had the pleasure of sharing the stories of children with severe milk and peanut allergies whose lives have already been transformed by the groundbreaking Natasha Clinical Trial. The progress being seen on the trial represents **a huge step forward for millions of food-allergic people** and we hope that when the full results are available in 2027, the life-changing treatment will become standard practice in the NHS.

In 2024 we conducted a survey with our food allergic community to shed light on the daily experiences of people living with food allergies.

The results were striking and identified the **serious impact food allergies can have on mental health and wellbeing.**

2024 finished with an outstanding opportunity: Natasha's Foundation was selected as one of the charities for **The Times and Sunday Times Christmas Appeal.** The Times Christmas Appeal has been an incredible platform to share the devastating impact of food allergies and the breadth of our work.

The progress being made towards **#MakingAllergyHistory** would not be possible without the incredible support of our partners. We are very grateful you are on this journey with us. **Your support offers hope to the millions of children, individuals and families affected by food allergies.** We are determined that, together, we will **#MakeAllergyHistory.**

Tanya Nadim

Tanya and Nadim Ednan-Laperouse OBEs
Founders, The Natasha Allergy Research Foundation

What we achieved in 2024

JANUARY - Three new ambassadors joined the charity. Pictured from left to right are Maxine North, Billie Hoque and Emma Turay.

MAY - Shared progress being made on The Natasha Clinical Trial.

Met with both the Secretary of State for Health, Victoria Atkins, and the Minister for Public Health, Andrea Leadsom.

Jan Feb Mar Apr May Jun

APRIL - Celebrated Allergy Awareness Week with our community.

JUNE -
Published open letter calling for the next Government to appoint an Allergy Tsar.

SEPTEMBER - Launched a new programme of the Natasha Medical Bursaries.

NOVEMBER - Presented at the Jersey Food Allergy Conference, the first event of its kind in the Channel Islands.

Jul

Aug

Sep

Oct

Nov

Dec

OCTOBER - Co-Founder Tanya Ednan-Laperouse was honoured with 'Game Changer' Award at Women of the Year 2024

DECEMBER - Selected as a chosen charity for The Times and the Sunday Times Christmas Christmas Appeal 2024.

Christmas Appeal 2024: The Times and Sunday Times

Help the Natasha Allergy Research Foundation, James' Place, and Hope and Homes for Children to carry out their vital work

The Times and The Sunday Times are proud to launch the 2024 Christmas Appeal, jointly fundraising for three chosen charities across the festive period.

The Natasha Allergy Research Foundation

The number of people with food allergies in the UK has more than doubled since 2003, with more than 5,000 people a year hospitalised in England with food anaphylaxis, a life threatening allergic reaction.

The Natasha Clinical Trial

Your support funds our groundbreaking medical research and in 2024, we were delighted to share the incredible progress being made on The Natasha Clinical Trial.

The Natasha Clinical Trial is pioneering medical research that should allow children and young adults with food allergies to live without the fear of life-threatening allergic reactions.

The Trial uses oral immunotherapy, daily doses of everyday, shop-bought food products, taken under strict medical supervision, to train the immune system of children and young people with food allergies to tolerate allergens.

It is a randomised controlled Trial, the gold standard in medical research.

The Trial aims to prove that oral immunotherapy is a cost-effective treatment for food allergies as it uses everyday, shop-bought foods instead of expensive pharmaceuticals.

Offering such oral immunotherapy on the NHS would be transformative for children and people with food allergies and their families.

> ***"If Natasha were alive today, this is exactly the type of research she would have loved to be part of. This is a major first step in our mission to make food allergies history. We look forward to seeing the final results."***
>
> Tanya Ednan-Laperouse OBE
> Founder of The Natasha Allergy Research Foundation

The impact of the trial

In 2024 we were able to share the initial progress being made on The Natasha Clinical Trial, as well as expanding the trial so that more children and young people could benefit.

The Natasha Clinical Trial has been extended

to treat peanut allergic 2 year-olds, with more children being recruited to the Trial.

Up to 300 children

will have treatment on the Trial.

The Trial is now running across 9 NHS hospitals

and training a new network of NHS staff to offer oral immunotherapy.

> *"This treatment is not a cure for food allergy, but to have a patient who has had anaphylaxis to 4mls of milk to then tolerate 90mls within six to eight months is nothing less than a miracle."*
>
> Sibel Sonmez-Ajtai, Paediatric Allergy Consultant and Principal Investigator at Sheffield Children's Hospital

The difference being made

Full results from the Trial will be available in 2027, however there are positive results already with children on the Trial being able to consume and tolerate foods that would have previously triggered a severe allergic reaction.

Meet Grace

Grace Fisher, 5, has a severe milk allergy and since joining The Natasha Trial is drinking 120ml milk a day. Emma, her mother, says: "Grace is over six months into this journey and is doing amazingly."

Meet Thomas

Thomas Farmer, 11, who has a severe peanut allergy, is now able to eat 6 peanuts a day. His mum Lauren, says: "For Thomas to achieve this with no medicine, just off-the-shelf foods, is just amazing."

The impact of The Natasha Medical Bursaries

In 2020, Natasha's Foundation began funding The Natasha Medical Bursaries for MSc Allergy and PhD Allergy courses to help train the next generation of allergy specialists.

The MSc and PhD courses are delivered by the internationally-recognised, world-leading Allergy Research Centre of Excellence at the University of Southampton.

94 MSc and PhD Allergy bursaries
have been provided.

We have extended the bursary programme for a further 4 years until 2028.
The new programme was launched in September 2024.

> *"It is vital that we keep developing the next generation of experts to make sure our research to help people suffering from allergies can continue. We are really excited about being able to bring more students to our team, helping to improve the day-to-day life of patients with allergies and developing effective treatments."*
>
> John Holloway, Associate Vice-President for Interdisciplinary Research in the Faculty of Medicine.

Campaigning for change: Allergy Tsar

In 2024, we took important steps forward in our campaign for government to appoint an Allergy Tsar, a champion for people living with allergies. The national lead will ensure people living with allergies receive proper support and joined-up healthcare to prevent avoidable ill health and tragic deaths.

Before and after the General Election, Natasha's Foundation published two public letters of support for the appointment of an Allergy Tsar.

- **A coalition of more than 50 leading allergy voices called on the next Government to appoint an Allergy Tsar in an open letter published in June 2024. In one week more than 3,000 signed the letter after it was published.**
- **A consortium of 20 leading food businesses signed a public letter published in September 2024 supporting our campaign for an allergy lead.**

In December 2024, Natasha's Foundation met with the incoming Minister for Public Health and Prevention. Following a productive conversation, we are optimistic the Government has a growing understanding of the importance of reforming allergy care in the UK and we look forward to providing an update on our campaign in 2025.

National Allergy Survey

The everyday challenges of living with a food allergy were laid bare in our very first survey conducted with the food allergic community in April 2024.

Over 2,200 people responded to our survey entitled 'Let's Make Some Noise About Food Allergies.'

The results were striking and revealed the **significant impact** food allergies have on the mental health and wellbeing of both people living with a food allergy and their loved ones.

Our national survey showed that people with food allergies and their families often feel excluded, isolated, and anxious.

The Daily Mirror published the survey's findings to highlight the national impact of food allergies on mental health.

Over

90%

of people believe food allergies are a serious public health issue.

83%

said food allergies significantly impact their mental health and wellbeing.

74%

said they have been discriminated against because of their food allergy.

67%

of parents who look after a child with a food allergy, said their child had been discriminated against or excluded because of their food allergy.

Tanya Ednan-Laperouse's 15-year-old daughter Natasha died from anaphylaxis after eating a Pret sandwich (Image: Reach Commissioned/Steve Bainbridge)

EXCLUSIVE: Huge 20 top food bosses including Costa and Pret calling for new government Allergy Tsar

Top food bosses – including chiefs at Costa and Pret whose products have recently contributed to fatal allergic reactions – have called for the role to be created to help prevent further deaths and stop "a modern-day epidemic"

By Ben Griffiths
20:34, 22 Sep 2024 | UPDATED 09:41, 23 SEP 2024 | BOOKMARK

Our Ambassadors and Advisors

We were delighted to welcome seven new Ambassadors and a brand-new Medical Advisor, Professor Helen Brough, to Natasha's Foundation during 2024.

Maxine North

In May 2021, Maxine lost her daughter Jess North aged 20, due to anaphylaxis.

Maxine has fundraised for Natasha's Foundation since June 2022 to raise allergy awareness and support research that will help eradicate allergies.

Emma Turay

Emma's daughter Shanté Turay-Thomas tragically passed away at the age of 18 from anaphylaxis.

Emma campaigns tirelessly alongside Natasha's Foundation for an Allergy Tsar, to act as a champion for people living with allergies.

Billie Hoque

Billie's son Jess, aged 8, has a severe allergy to cow's milk and as a new mum, Billie was left unsupported and isolated by the lack of food allergy knowledge among medical professionals.

Billie's experience emphasises the urgent need for greater education and awareness about food allergies both amongst medical professionals and the general public. Billie uses her experience to help other parents navigate the world of allergy management, so that no family feels alone in their journey.

Megan McKenna

Megan is a TV celebrity with 2.8 million followers on Instagram (@meganmckenna). Megan is diagnosed with coeliac disease and a wheat allergy.

Jack Fowler

Jack is a TV celebrity with 1.1 million followers on Instagram (@_jackfowler_). He is diagnosed with a severe nut allergy.

Kate Lancaster

Kate is a mum of two young children with Cow's Milk Protein Allergy (CMPA) and founder of the popular Instagram page @ thedairyfreemum - with 73.6k followers.

Professor Helen Brough

Helen is the Foundation's Medical Advisor. Helen is a consultant in Paediatric Allergy and Immunology at the Evelina Children's Hospital London.

MP Becky Gittins

MP Becky Gittins, Member of Parliament for Clwyd East. Becky is the first Parliamentary Ambassador for Natasha's Foundation.

Game Changer Award

Our Co-Founder Tanya Ednan-Laperouse OBE was recognised with The Game Changer Award at the Women of the Year 2024 Awards ceremony in October.

The accolade recognised Tanya's exceptional contribution to improving food safety and advocating for people living with food allergies.

BBC broadcaster, Emma Barnett, presented Tanya with the Game Changer Award at a ceremony attended by 450 women.

> ***"Natasha is with me every step of the way. It was she, not I that was incredibly brave - she had battled with food allergies and asthma, she wanted her life to be meaningful, she wanted her life to make a difference. This award is for her."***

Tanya Ednan-Laperouse OBE, Founder of The Natasha Allergy Research Foundation

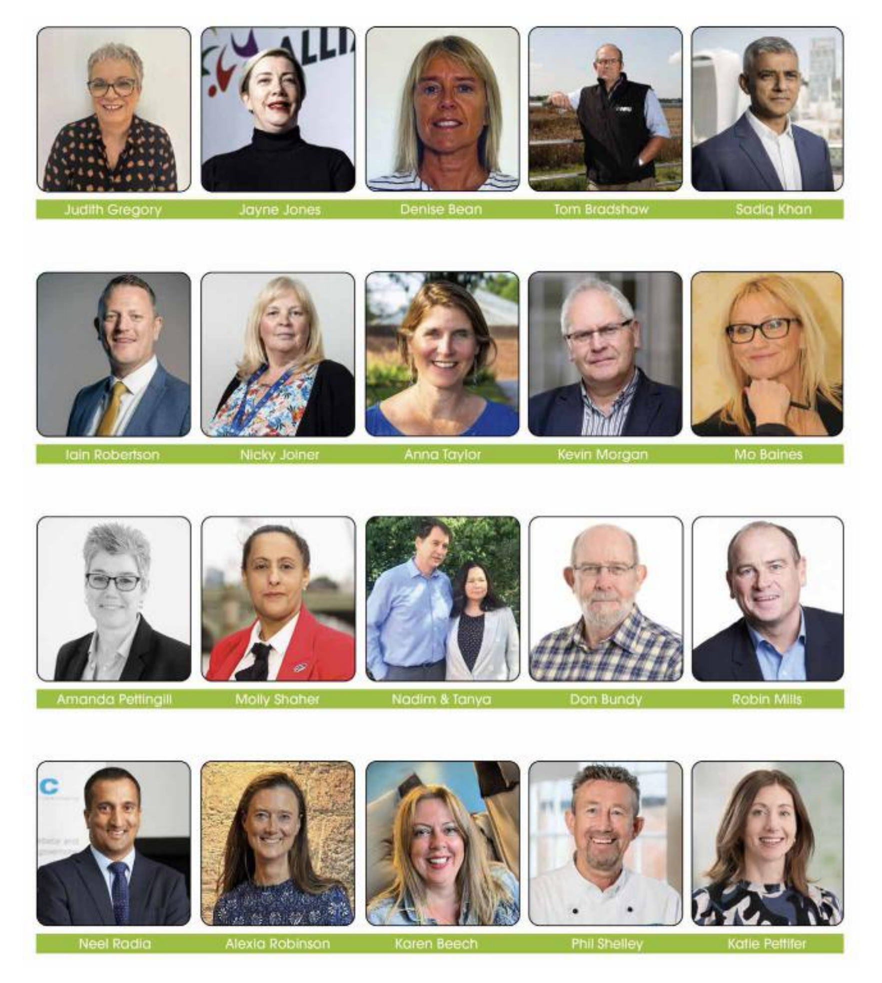
Public Sector Catering Alliance's 'Most Influential'

The Public Sector Catering Alliance represents meal providers working across schools, hospitals, care settings and other key public sector areas.

Each year Public Sector Catering brings together a group of 'Most Influential' people from across the industry for a roundtable discussion to share their views on key industry issues.

Our Co-Founders Nadim and Tanya Ednan-Laperouse were honoured to be named as one of the Top 20 'Most Influential'. This recognition shows that the industry understands the **need for food allergies to be taken seriously** and ensures that food allergies are part of the wider conversation across the foodservice industry.

PUBLICSECTOR CATERING



The Times and Sunday Times Christmas Appeal

Natasha's Foundation was delighted to be one of the chosen charities for The Times and The Sunday Times Christmas Appeal.

The Times Christmas Appeal is an incredible platform to share the wide-ranging and sometimes devastating impact of food allergies and underscores why food allergies need to be taken seriously by everyone.

The Times Appeal ran from November 2024 to January 2025 and Natasha's Foundation featured in numerous articles in both The Times and The Sunday Times.

The Times Christmas Appeal has been an opportunity to raise vital funds for our life-changing work. Thanks to Morrisons and Marks & Spencer, who each offered £100,000 match funding for the appeal, we have been able to treble the impact of every donation given up to £100,000.

THE TIMES
THE SUNDAY TIMES
Christmas appeal

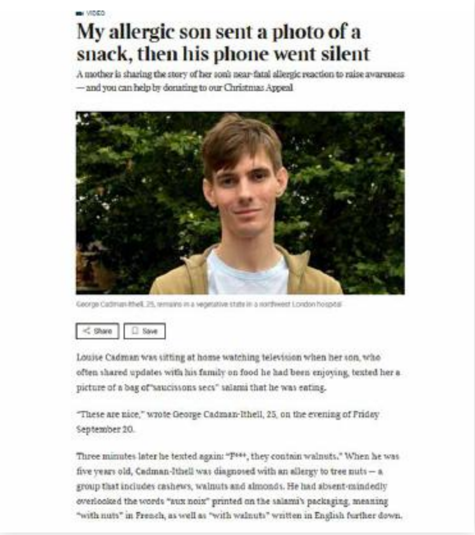
Christmas Appeal 2024: The Times and Sunday Times

Help the Natasha Allergy Research Foundation, James' Place, and Hope and Homes for Children to carry out their vital work

The Times and The Sunday Times are proud to launch the 2024 Christmas Appeal, jointly fundraising for three chosen charities across the festive period.

The Natasha Allergy Research Foundation

The number of people with food allergies in the UK has more than doubled since 2008, with more than 5,000 people a year hospitalised in England with food anaphylaxis, a life-threatening allergic reaction.



My allergic son sent a photo of a snack, then his phone went silent

A mother is sharing the story of her son's near-fatal allergic reaction to raise awareness — and you can help by donating to our Christmas Appeal

George Cadman-Ithell, 25, remains in a vegetative state in a northwest London hospital

Louise Cadman was sitting at home watching television when her son, who often shared updates with his family on food he had been enjoying, texted her a picture of a bag of "saucissons secs" salami that he was eating.

"These are nice," wrote George Cadman-Ithell, 25, on the evening of Friday September 20.

Three minutes later he texted again: "F***, they contain walnuts." When he was five years old, Cadman-Ithell was diagnosed with an allergy to tree nuts — a group that includes cashews, walnuts and almonds. He had absent-mindedly overlooked the words "aux noix" printed on the salami's packaging, meaning "with nuts" in French, as well as "with walnuts" written in English further down.

Tom Kerridge: my food allergy arose like a scene from The Exorcist

As The Times launches its Christmas charity appeal in support of The Natasha Allergy Research Foundation, the chef reveals how he discovered he couldn't eat seafood

Tom Kerridge well remembers the first time he discovered that he had a food allergy. He was in his early twenties, working in one of his first

'We have to test food on our allergic toddler in A&E car park'

A lack of specialist care means Nick and Gemma Patterson must check whether something is safe for their daughter where emergency medical help is near by

Nick and Gemma Patterson with their two-year-old daughter Seren, who has had extreme allergic reactions

The parents of a severely allergic toddler have been forced to test potentially life-threatening new foods on her in a hospital car park, because there is not enough specialist allergy care in the Welsh NHS.

Nick Patterson and his wife Gemma, both 41, have to test changes to the diet of Seren, two, within running distance of an A&E department in case she goes into anaphylactic shock.

Media coverage in 2024

In 2024, Natasha's Foundation regularly featured in UK national broadcast, print and online media including GMB and BBC, as well as international press. We were also featured in the Channel Island's mainstream national, local and trade media.

- In May we shared a progress update from the **Natasha Clinical Trial** and this was covered extensively, including Good Morning Britain, the BBC, Guardian and many other publications.
- The Foundation's campaign to appoint an **Allergy Tsar** also received significant media attention, featuring in the Mail Online and London Evening Standard.
- Natasha's Foundation has **supported many families and individuals** affected by terrible and sometimes tragic food allergic reactions, including the family of Hannah Jacobs during her inquest, and these stories received widespread coverage.

Tanya Ednan-Laperouse's 15-year-old daughter Natasha died from anaphylaxis after eating a Pret sandwich (Image: Reach Commissioned/Steve Bainbridge)

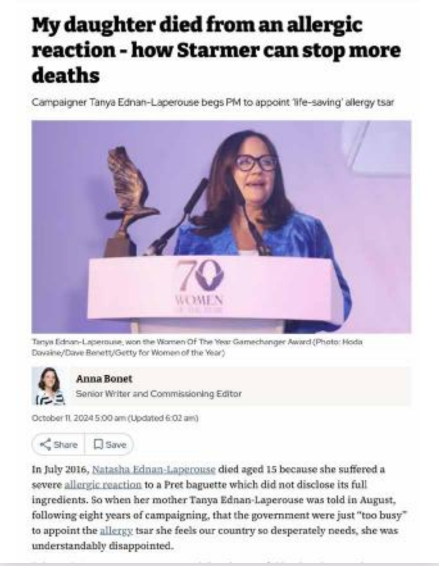
EXCLUSIVE: Huge 20 top food bosses including Costa and Pret calling for new government Allergy Tsar

Top food bosses – including chiefs at Costa and Pret whose products have recently contributed to fatal allergic reactions – have called for the role to be created to help prevent further deaths and stop "a modern-day epidemic"

By Ben Griffiths
21:34, 22 Sep 2024 | UPDATED 09:41, 23 SEP 2024

Twenty top business leaders have today signed an open letter calling for a new government Allergy Tsar to be appointed urgently.

Top food bosses – including chiefs at Costa and Pret whose products have recently contributed to fatal allergic reactions – have called for the role to be created to help prevent further deaths and stop "a modern-day epidemic".



My daughter died from an allergic reaction - how Starmer can stop more deaths

Campaigner Tanya Ednan-Laperouse begs PM to appoint 'life-saving' allergy tsar

Tanya Ednan-Laperouse, won the Women Of The Year Gamechanger Award (Photo: Hoda Davaine/Dave Benett/Getty for Women of the Year)

Anna Bonet
Senior Writer and Commissioning Editor

October 11, 2024 5:00 am (Updated 6:02 am)

In July 2016, Natasha Ednan-Laperouse died aged 15 because she suffered a severe allergic reaction to a Pret baguette which did not disclose its full ingredients. So when her mother Tanya Ednan-Laperouse was told in August, following eight years of campaigning, that the government were just "too busy" to appoint the allergy tsar she feels our country so desperately needs, she was understandably disappointed.

Looking ahead

2025 brings an exciting new chapter for The Natasha Allergy Research Foundation.

This year we launch Allergy School, our national education programme, which will support and educate schools and pupils so that children with food allergies can feel safe and be fully involved in all activities in and out of school. The programme will change the national conversation and positively transform our collective understanding of food allergies in the UK.

We will also continue our vital campaign for an Allergy Tsar and ensure the Government understands the urgent need to appoint a national lead to protect everyone living with allergies.

In partnership with the world's leading allergy scientists, our game-changing research will continue apace so that we can improve and transform the lives of millions of children, young people and families living with food allergies.

We can only achieve this progress with your generous support and we are so grateful you are on this journey with us. Together, we will discover the most groundbreaking and impactful solutions to better treat, prevent and ultimately eradicate food allergies. **Together, we will #MakeAllergyHistory.**

Tanya Nadim

Tanya and Nadim Ednan-Laperouse OBEs,
Founders, The Natasha Allergy Research Foundation

Natasha Allergy Research Foundation

The UK's Food Allergy Charity

Keep up to date with the work of The Natasha Allergy Research Foundation

𝕏 @natashaslegacy @natashasfoundation f @natashasfoundation in @natashasfoundation

Visit
narf.org.uk

Donate
narf.org.uk/donate