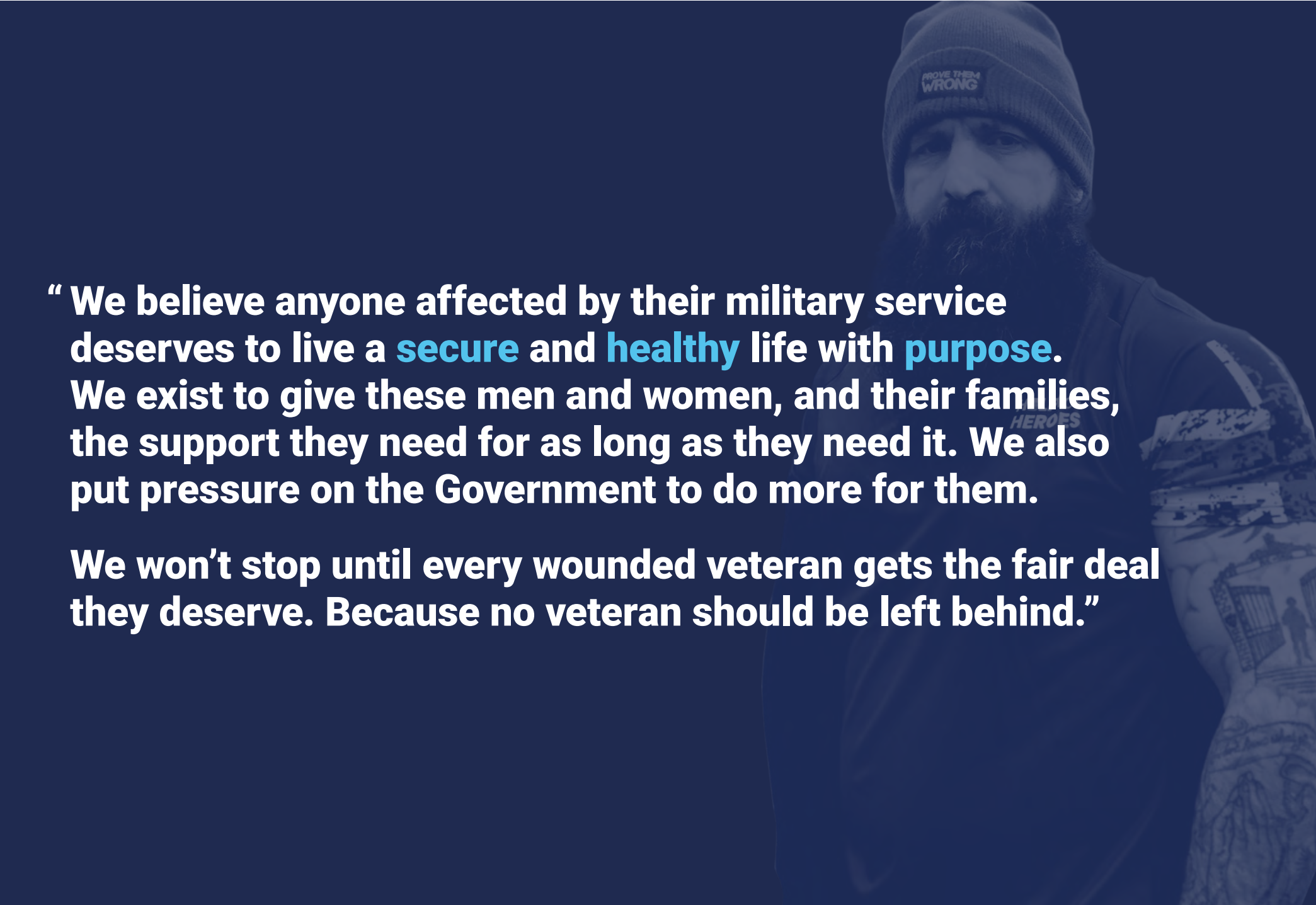


IMPACT REPORT

2019–20

HELP for
HEROES
SUPPORT FOR OUR WOUNDED



“ We believe anyone affected by their military service deserves to live a **secure and **healthy** life with **purpose**. We exist to give these men and women, and their families, the support they need for as long as they need it. We also put pressure on the Government to do more for them.**

We won’t stop until every wounded veteran gets the fair deal they deserve. Because no veteran should be left behind.”

ANTHONY'S STORY

Former Kingsman Anthony Cooper's life changed forever when he was injured by a roadside bomb at the age of 22. He lost both legs above the knee and suffered significant injuries to his brain and hands. At one point he wasn't expected to survive. Now, he's defying the odds.

Anthony was deployed to Afghanistan and in 2010 was on foot patrol in Helmand Province when an Improvised Explosive Device (IED) went off beneath him. He was medically evacuated back to the UK and put in an induced coma. Doctors told his family not to hold out hope and within days, his organs began shutting down.

But, despite losing his right eye in the explosion and suffering the worst brain injury his doctors had seen in 25 years, Anthony pulled through.

As a double amputee with other catastrophic injuries, Anthony faced many obstacles ahead. His family visited him in hospital in Birmingham, then made regular trips to Headley Court where his rehabilitation began.

Anthony's mum Shelley sat with him for weeks, helping him learn how to speak again.

But it wasn't just his physical injuries he battled with. "After I was injured, I felt like I was in hell. I attempted suicide maybe four or five times. It was a cry for help. I didn't know what else to do," says Anthony.

With our support Anthony, now 32, is discovering that there's light at the end of the tunnel.

"People were telling me that I can't do sport because I'm blind, missing limbs, and missing the fingers on one hand. But Help for Heroes really



encouraged me, and I even tried out for the 2020 Invictus Games.

"Without Help for Heroes, I'd be lost. Coming forward for support is probably the best thing you can do. I'm blind and I've got a head injury, but the support network through Help for Heroes is the best."

THE LOCKDOWN MISSION

During the pandemic, and as the Government issued its 'Stay at Home' order, we organised for Anthony to move temporarily from his home in Chorley, Lancashire, to where his mum Shelley lives on the Isle of Lewis, so that he could isolate with his family around him.

A patio area was built in Shelley's garden out of pallets and a wooden board so he could take his racing wheelchair and rollers outside to train in the fresh air.

Although Anthony and Shelley were grateful to be reunited, the lockdown wasn't without its struggles, as Anthony missed the independence his specially adapted house afforded him.

"My mental state was deteriorating because I felt even though we did the right thing getting him here to shield, I had taken away his independence," explains Shelley.

And so we stepped in to give Shelley some extra support herself through our Hidden Wounds service during this difficult time.

In July, once lockdown had lifted and it was deemed safe for him to travel, we helped Anthony get back into his own home. Now, he continues to have regular contact with his Case Manager.

"Wounded veterans like my Anthony may not be fighting wars any more, but they are still fighting. It's a battle that will continue for the rest of their lives – and it's a battle they simply mustn't fight alone," says Shelley.

"Help for Heroes has always been there for us."

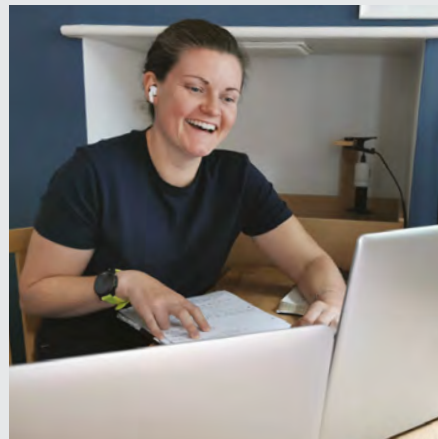
MAKING RECOVERY A REALITY: THE DIFFERENCE WE MAKE TOGETHER

Thanks to the ongoing support of you — our incredible supporters, fundraisers, partners and volunteers — we have been able to continue to be here for our wounded and their families throughout the past year, despite the challenges brought on by the pandemic.

During the lockdowns, our teams moved swiftly to adapt, so our recovery services could continue to be delivered remotely. With the effects of the pandemic now easing, we continue to find ways to reach more veterans and their families than ever before.

In the past year, with your incredible support, we have achieved all of this:

- **The evolution of our recovery services**, both digitally and in the community, so that we can reach more veterans and their families wherever they live and whatever their needs. In 2020, we developed a new suite of digitally-delivered services, including virtual delivery of our Band of Brothers and Band of Sisters Fellowship get-togethers, and the development of an online sports and physical wellbeing activity schedule. And as the restrictions continue to ease, we are exploring more ways to reach those who need us in their local communities.
- **The launch of our online Recovery College**, the first of its kind to offer wounded veterans and their families educational courses that empower them to achieve their recovery and life goals.



- **The expansion of our Clinical Health Team**, to enable them to better support some of the most significant needs our wounded face, particularly regarding mobility and pain.¹



- **The introduction of personalised Case Management**, so that veterans with complex or multiple needs have a single point of contact to help identify them. Our Case Managers connect veterans with the most effective combination of services and support and monitor, encourage and evaluate their recovery progress.
- **The further development of our Hidden Wounds service**, which supports veterans and their families with mental health issues, to ensure they receive the very best level of care.

- **The completion of the second year of our Very Seriously Injured (VSI) programme,** supporting 20 veterans with life-limiting injuries and allowing them to regain a sense of self-worth, so they can live purposeful and meaningful lives.²
- **The support of 416 veterans with financial grants,** to assist individual medical wellbeing and welfare needs.



- 1 The expansion of our Clinical Health Team is funded by a £5.1 million grant from the Headley Court Charity to support a community delivery programme over the next five years.
- 2 Our VSI programme is LIBOR-funded: in 2017 we were awarded £1.5 million, funded by the Chancellor using LIBOR funds, to directly improve the quality of life of veterans who have suffered some of the most life-limiting injuries during their service in the Armed Forces.

OUR RECOVERY SERVICES

How we reach our wounded and their families:

- **In the community** – via regional support hubs and within community spaces such as leisure centres or gyms, with the space often kindly donated to us by partners.
- **Digitally and by telephone.**



MAKING RECOVERY A REALITY: THE DIFFERENCE WE MAKE TOGETHER

4,401

veterans and their
families supported

1,209

veterans and their families
were supported by our
Welfare Team

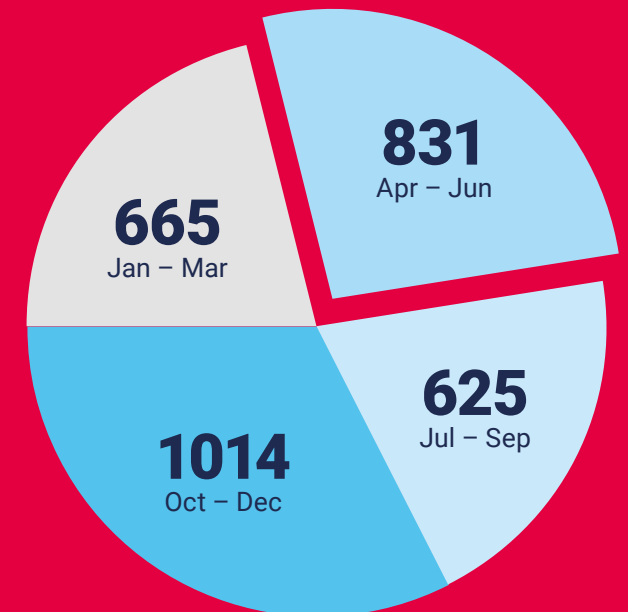
2,023

veterans and their families
were supported by
our Hidden Wounds Team

1,092

veterans were
supported by our
Veterans' Clinical Service

**Number of individuals
who came forward
for support:**



MAKING RECOVERY A REALITY: THE DIFFERENCE WE MAKE TOGETHER

691

new members joined our Help for Heroes Fellowship programme

There are now

12,776

members in total

We ran

68

virtual Fellowship get-togethers for

343

Band of Brothers and
Band of Sisters members

We ran

197

online Help for Heroes
Choir activities for
63 people...

120

weekday rehearsals

60

virtual get-togethers

£496,000 in grants supported
416 individuals

Based on data collected for the period 1 October 2019 – 30 September 2020.

SIMON'S STORY

At the start of lockdown, the number of veterans struggling with their mental health rose by 50 per cent. When Simon's Post-Traumatic Stress Disorder (PTSD) began to worsen, we stepped in to offer the support he needed.



Former Army Private Simon Nicholson suffers with Post-Traumatic Stress Disorder (PTSD). As the lockdown took hold, his mental health took a downward turn.

"Before the pandemic, I was suffering with sleep problems and anxiety," explains Simon. "I was starting to cope, but when the pandemic hit I felt like I had gone back to the start."

Simon's panic attacks, which he'd suffered with since having a breakdown five years ago, got worse.

Some, he says, were triggered by watching people panic buying in supermarkets. On top of his mental health struggles, Simon was also having to manage pain in his back, after a planned procedure to ease the agony caused by two slipped discs was cancelled.

Simon told us that, at first, he "didn't feel worthy" of asking for help. But we're glad he did. He told us that photography always helped to relax and distract him whenever he felt anxious or low, and that he'd often head out on walks and take pictures of wildlife using his mobile phone. And so our Grants Team, who offer financial support to veterans to ease the distress caused by injury or illness, quickly organised funding for a proper camera for Simon. And it's had a big impact on his wellbeing.

"The camera gave me a reason to be outdoors which has helped my mental health hugely. Without it, I'd have stayed locked inside and my anxiety levels would be through the roof."

"At the start of the pandemic, I wanted to keep away from everybody and my anxiety started to peak. But gradually I'd take my camera and I'd go outside while the streets were quieter and there were no cars or queues. I'd take my dog with me too and the whole thing was a breath of fresh air for me, literally."

"Help for Heroes really has helped me get through this pandemic and I know that is possible because of the public's support. I am so grateful."

"Help for Heroes really has helped me get through this pandemic and I know that is possible because of the public's support. I am so grateful."

GIVING A VOICE TO OUR WOUNDED

We use our voice to be bold and strong in championing the needs of our wounded and their families, to accelerate change and give them the futures they deserve.

Over the past year, and with your support, we have:

- **Brought together experts** from NHS England, the Ministry of Defence (MOD), DMRC Stanford Hall, the Department of Health and Social Care (DHSC) and the Office for Veterans' Affairs (OVA) in a virtual round table – to understand how we can ensure veterans with complex rehabilitation needs are able to access the ongoing level of care they need.
- **Launched an ask of the Government** to commission an independent review and audit of the medical discharge process, to ensure those forced to leave the military as a result of injury or illness are provided with the best possible opportunity to transition into civilian life.
- **Launched our Never Say Never campaign**, which championed the way Very Seriously Injured (VSI) veterans have repeatedly defied the odds. Having been told they would never walk, talk or play sport again we showed how, with our support, VSI veterans can “never say never”.
- **Brought to life the Veterans' Pledge**, which called on the Prime Minister to prioritise veterans' needs. From this, the OVA was also born and recently marked its one-year anniversary.
- **Participated in a working group** to advise on proposed legislation to enshrine the Armed Forces Covenant in law. We are working closely with the MOD and others in the sector to ensure the legislation is as effective as possible and benefits wounded veterans and their families.
- **Created our 'Lessons from the Battlefield' Guide to Self-Care** – an online resource for the UK's healthcare heroes working on the frontline fight against coronavirus. Recognising that they, like many of the veterans we support, were dealing with challenging environments and traumatic situations, our guides offered many of the tips and tools our recovery teams deliver.

“Help for Heroes has helped no end with my mental and physical wellbeing. The equipment they've been able to supply me with has made me a lot more independent. I'm unbelievably grateful, they've managed to just completely change my life around.”

Dom Lovett, VSI veteran

FUNDING THE CAUSE

Like many charities, the pandemic meant that in 2020 we had to cancel almost all of our planned fundraising events and activities. But thanks to your amazing efforts, together we were still able to make a huge difference to the lives of those we support.

Last year, you helped us raise £24.4 million in support of our wounded, in so many ways. As our fundraisers, you took part in some of our brand new virtual events; gaming fundraiser, 'Hero Up' and our virtual walking challenge, 'Step2It'. As donors, you responded brilliantly to our two cash appeals, which raised a combined total of £139,000.

And as partners, you also continued to do your bit for our heroes throughout a challenging year. Lyle's Golden Syrup marked the 75th anniversary of VE Day with a special edition tin, which raised £25,000. And Moto in the Community (MITC), who have supported us since 2012, made an exceptional donation of £500,000 in 2020, taking their total raised to date to £2.8 million. We continue to be inspired by the commitment and fundraising efforts of all of our commercial partners and we are extremely grateful for your ongoing support.

We are also hugely grateful to our Trust and Foundations and Philanthropic supporters, for your unerring support over the past year, which has included a five-year grant from the Headley Court Charity and a COVID-19 Impact grant from the Armed Forces Covenant Fund Trust.

Based on data collected for the period
1 October 2019 – 30 September 2020.

Last year you
helped us raise
£24.4M
in support of
our wounded

£14M

Through donations
and grants

£0.8M

Through signing up to take part
in our challenges and events

£6.7M

Through legacies

£2.1M

Through trading activities

£0.5M

Through investments

£0.3M

Other

How you gave last year

Despite all of this incredible activity, we did experience inevitable losses, with the impact of the pandemic hitting our income hard. Our events income was down by 85 per cent; income from our national collections down 88 per cent; community fundraising income down 37 per cent and 'in-memory of' income down 25 per cent. But with lockdown restrictions gradually beginning to ease, and with your ongoing support, we are already making plans to come back bigger and stronger than ever, with some incredible (and Covid-safe!) fundraising events planned for the rest of 2021 and beyond.

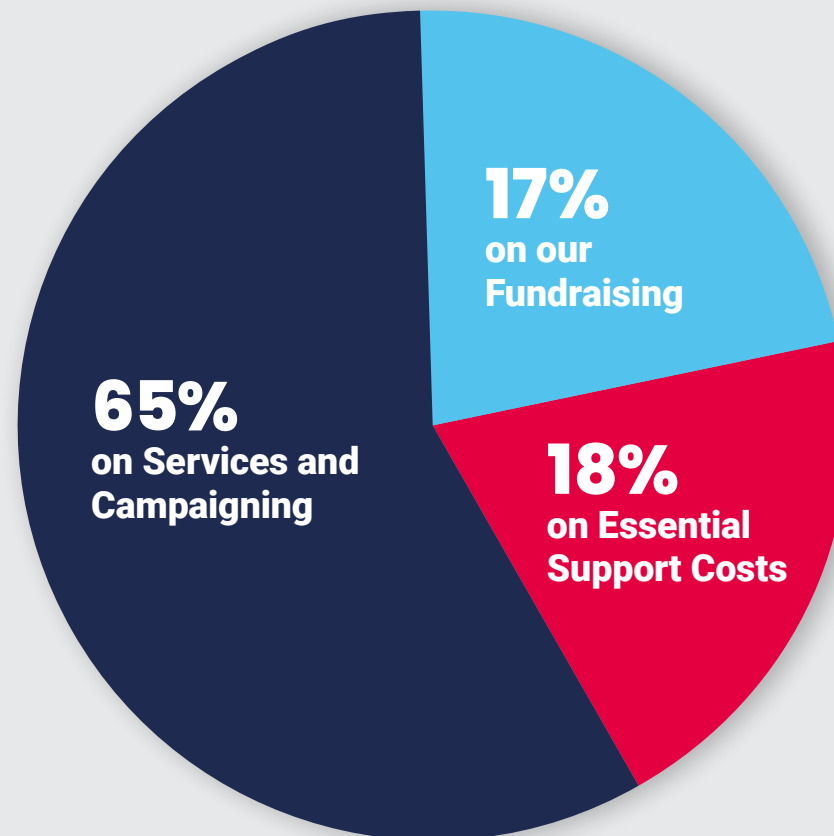
HOW WE SPENT THE FUNDS YOU RAISED

More than 90 per cent of our income is raised by you — our donors, fundraisers, partners and grant funders — which is why we want to be transparent about the way plan to spend our money.

Our spend is split into the following areas:

- On the delivery of our recovery services and on championing the needs of our wounded, so that veterans can live secure and healthy lives with purpose (known as Our Services and Campaigning).
- On our marketing and fundraising efforts, so that we can continue to raise donations from the generous Great British public and businesses (known as Fundraising).
- On governance, IT systems and processes, to ensure we are properly looking after the interests and data of our veterans, volunteers and supporters (known as Essential Support Costs).

Last year we spent £30.8M supporting wounded veterans and their families. Here's how that was broken down:



For every £1 we spend on fundraising, we raise £4 for our wounded.



Thank you to each and every one of you — our amazing supporters, fundraisers, partners and volunteers — who supported our wounded and their families in 2019/20. We simply couldn't do what we do without you. Together, we are stronger.

helpforheroes.org.uk

pressoffice@helpforheroes.org.uk

0300 303 9888

f /HelpforHeroesOfficial **t** @HelpforHeroes

@ @HelpforHeroes **y** HelpforHeroesTV



Registered with
**FUNDRAISING
REGULATOR**

Help for Heroes, 14 Parkers Close, Downton Business Centre, Salisbury, Wiltshire SP5 3RB

Published by Help for Heroes, a charity registered in
England and Wales (1120920) and Scotland (SC044984),
and limited company registered in England (6363256).

**HELP for
HEROES**

SUPPORT FOR OUR WOUNDED