



**HELP for
HEROES**

CDW

Nick Garland talks at our partnership day.

IMPACT REPORT 2025

THANK YOU TO EVERYONE AT CDW

We would like to express our heartfelt thanks to the entire CDW team for the remarkable impact you've made on the Armed Forces community during the first year of our partnership. Your commitment, expertise and generosity have helped us support even more veterans and their families when they need it most.

EMPOWERING OUR TEAM THROUGH TECHNOLOGY

The 44 HP AI-enabled, top-specification laptops you provided have greatly helped our staff in their work. These devices have helped us streamline processes, increase efficiency, and save critical time – time that we've been able to reinvest directly into supporting veterans.

Our partnership officially launched in November 2024 at our Downton offices, where representatives from CDW, Intel, and HP joined us for a day focused on innovation and collaboration. The programme included AI training, partnership engagement sessions, and filming for our partnership launch film.



Partnership launch event at Downton.



Top-spec HP Laptops provided by CDW.

BUILDING CONFIDENCE AND CAPABILITY IN AI

The AI training delivered to Help for Heroes staff and veterans has already proven invaluable. AI is here to stay, offering enormous potential but also understandable concerns.

By giving our community access to expert guidance, you have helped demystify the technology, reassure those who were hesitant, and equip us to harness AI confidently and responsibly for the benefit of veterans and their families.

This support is ongoing, with Intel continuing to provide specialist online training for both veterans and our staff.

These opportunities offer vital pathways into an innovative and fast-growing field, helping veterans develop new skills and explore fresh career prospects after leaving service.

SUPPORTING VETERANS AS THEY TRANSITION TO CIVILIAN LIFE

Transitioning from military to civilian life is rarely easy. Many veterans face physical pain, mental trauma, unemployment, financial insecurity, and home environments that aren't fit for purpose.

Employment provides far more than income – it brings purpose, self-worth, social connection, and stability.

By enabling veterans to upskill and become more employable, you're giving them the chance to rebuild their lives and move forward with confidence.



PARTNERSHIP HIGHLIGHTS

Ellie Cook, Sir Gordon Messenger, Penny Williams and Nick Garland at the Natixis NOLB event.

Over the past year, CDW has demonstrated commitment far beyond providing technology. Key achievements include:

- **Engaging with our community:**

CDW stakeholders attended key Help for Heroes events, including the Natixis No One Left Behind function, the 2025 International Women's Day reception and two Veteran Network events. At the first Veteran Network event Nick Garland shared his experience as a Help for Heroes ambassador and talked about how the charity supported him, and Ellie Cook talked about CDW values and its social impact record. Ellie also attended a second Veteran Network event.

- **Hosting a high-value partnership day:**

At your London head office, we filmed content on the importance of corporate partnerships. Nick Garland and Ellie Cook delivered powerful presentations. Nick on the social impact of supporting veterans and their families, and his moving ambassador story – a testament to resilience and courage. And Ellie spoke about the social impact of charitable giving and staff engagement.

- **Providing vital meeting space:**

Your donation of over 100 hours of meeting room access across your three UK sites has generated significant cost savings and practical benefits for our largely remote workforce. The estimated saving to Help for Heroes for this meeting room

space is estimated at around £8,000 – a fantastic amount for a relatively small charity in tough financial times.

- **Strengthening our approach to social value:**

CDW shared insights into your social value framework, which will help us shape our own model to better demonstrate and communicate the impact of our work.

- **Deepening engagement with veterans:**

Help for Heroes signposted CDW staff and partners to relevant services and engagement opportunities for the CDW veteran community.

- **Supporting military dates together:**

We provided marketing assets and message houses to assist CDW with internal and external communications around key military dates.

- **Sharing lived experience at the highest level:**

Nick Garland spoke at the Help for Heroes Trustees Board Meeting in December 2025, raising awareness of his ambassador journey and how CDW is making a tangible difference through this partnership.



Ellie talks at the partnership team day in the CDW offices.



Kirsty, Stephen, Ellie and Emily, International Womens Day.



Veteran Network event.

RECOGNISING KEY CHAMPIONS: NICK GARLAND AND ELLIE COOK

A special mention must go to Nick Garland – Help for Heroes veteran ambassador and CDW UK Head of Secure Government – whose leadership and passion made this partnership possible.

His determination and lived experience continue to inspire everyone involved in this partnership.

Nick said: “As both the leader of CDW’s Defence Business and an Ambassador for Help for Heroes, seeing the tangible impact of our partnership over the last year has been incredibly motivating.

“This isn’t just a corporate initiative; it’s a testament to the dedication of our CDW teams and the incredible work of Help for Heroes.

“Knowing that our combined effort – providing technology, resources, training

and shared voices through our Armed Forces Network – is directly empowering those who have served is a success we are deeply proud of and fully committed to building upon.”

Another driving force at the heart of the partnership is Ellie Cook – Partnerships Manager at CDW UK.

She said: “We truly value our partnership with Help for Heroes. Not only does it strategically align with CDW’s Social Impact mission, but it is a genuine source of pride to deliver tangible contributions – from device donations and AI training to directly supporting our veterans.

“This collaboration is instrumental in engaging our coworkers through our Armed Forces Network and beyond.”

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Nick Garland.

A MESSAGE FROM HELP FOR HEROES

James Needham, CEO of Help for Heroes, shared his appreciation:

“As a charity, we are eager to use every tool at our disposal to provide the best support we possibly can for our veterans and their families.

“With this increase in our technological capabilities, we can be even more efficient and agile as a charity, ultimately allowing us to help more people who need us. We are incredibly grateful to CDW and their partners Intel and HP for

their commitment to ensuring veterans can live well after service.”

And Louise Arnold, Head of Relationships Fundraising, said:

“It’s been a true pleasure working with CDW and their partners this past year. From launching the partnership together at our Downton head office with HP and Intel, we have been focusing on how technology can help us improve our efficiencies to further support more veterans and families.

“The partnership has been built on a commitment to making a meaningful difference and CDW has provided such valuable time, insight and engagement with the charity this year to deliver such valuable impact.

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Louise Arnold.

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