



Delivering for our fire family

IMPACT REPORT 2021/22

Welcome



Chief Executive
Dr Jill Tolfrey

Welcome to our Impact Report. The coming pages take a look back on all that we achieved, with your help, for our fire family over the course of 2021/22.

Of course, when we started the journey set by our 2020-2025 Strategic Plan, Covid was just beginning to take hold and the early part of 2021/22 saw us adapting to a changed world of social distancing and mask wearing. However, welcoming our workforce and beneficiaries back and being innovative in our delivery of services showed how fleet of foot we were in responding to need and in adapting to how we support our beneficiaries when circumstances change.

This transformative approach to our ways of working continued throughout 2021/22 and continues today.

By 2025, we want everyone across the fire services community to know who we are,



why we do what we do, and how we can help support their long-term health and wellbeing. We want to build a lifetime of connection with every member of our fire family, becoming their third space – home, work, Charity – and the first place to which they turn when tackling life's challenges.

Your support is central to this vision. As ever, throughout 2021/22 you showed just how innovative and generous you are. Raising the funds we need each year continues to be a challenge, but I am sincerely grateful for your sustained and unrelenting support.

Next year marks our 80th anniversary and side-by-side with our supporters and beneficiaries, we will continue to develop as a dynamic organisation, alive to the changed and changing world of the fire service community.

Thank you.

A handwritten signature in black ink that reads "Jill Tolfrey".

Dr Jill Tolfrey
Chief Executive

Contents

- 1 Welcome from our Chief Executive
- 4 A year of highlights: Supporting you
- 6 Case study: Meet Sonia
- 7 Infographic: Covid Recovery Programme
- 8 A year of highlights: Your support
- 10 Case study: Nikki Haxton-Jones
- 11 Infographic: A year of fundraising change
- 12 Our corporate supporters
- 13 Our trust supporters
- 14 Case study: Barratt Homes
- 15 Case study: Leaving a legacy
- 16 Progressing our strategic plan
- 18 Our finances: Income
- 19 Our finances: Expenditure
- 20 Looking ahead
- 22 Our 80th anniversary in 2023
- 23 A word from our Chair
- 24 Keep in touch





Blending old and new

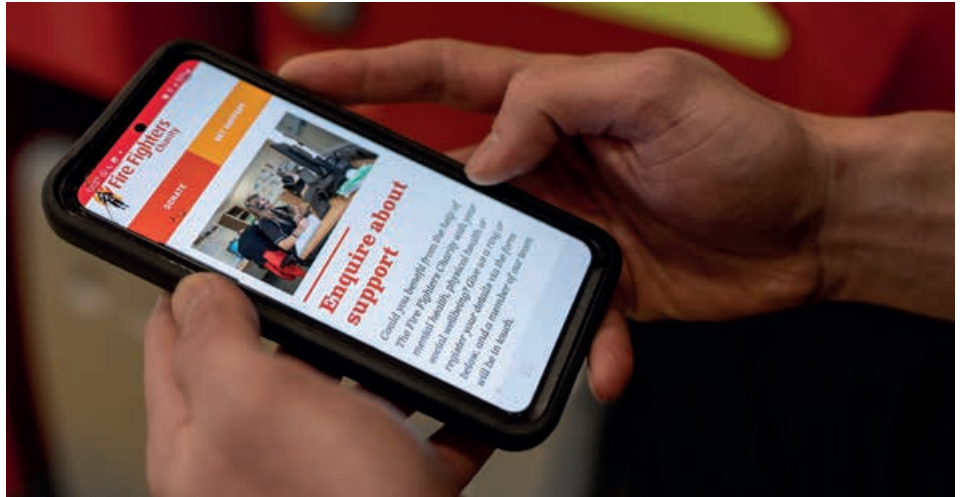
After a year of forced closures and digital-only service delivery, 2021/22 saw the return of our face-to-face services, with the introduction of new programmes and diversified digital solutions to meet the needs of our fire family in the wake of the pandemic.

- Our residential services were re-introduced at our centres following the second period of forced closure due to the Coronavirus Pandemic.
- Upon reopening, we were able to introduce a new Reset Programme at Harcombe House, offering members of our fire family the opportunity to develop and improve their resilience and overall mental fitness, with a programme of workshops and activities tailored to their individual needs.
- We developed a Covid Recovery Programme to support people experiencing the long-term impacts of Covid-19. Following a successful pilot at Marine Court, this programme was rolled out to Jubilee House and Harcombe House.
- As we reintroduced our residential services, we also saw a gradual increase in demand for those needing a break away to rest and recharge. Mindful of the challenges faced by the fire services community during the pandemic, we reached out to them, and their families, with the opportunity to access some much-needed rest and relaxation.
- Our successful Child and Family weeks – supporting families with children with additional needs, young carers or those living with difficult health conditions – returned to Harcombe House with a refreshed programme, introducing new fun activities for the whole family.
- We introduced a new outpatients service at Marine Court and Harcombe House, offering outpatient physiotherapy and exercise therapy for those who may need support following a physical injury or illness.

Diversifying digital services

Building on the successful introduction of digital services during the pandemic, 2021/22 saw us further developing and diversifying our digital solutions to support people in need and to proactively support our whole fire family with accessible information and advice.

- We carried out 4,300 digital consultations with people across the UK during the year, allowing us to support them in their homes and communities and making our teams more accessible for everyone we support.
- Where needed, we blended our digital support with our residential services, utilising online consultations, our Salaso app and MyFFC.
- Working in partnership with HOPE for the Community CIC we introduced the HOPE programme, a six-week online self-management programme designed to help people feel more in control and more



resilient. During 2021/22 a total of six programmes provided support to 325 people.

- We launched MyFFC in November 2021, offering the whole fire services community access to a new and expanding library of health and wellbeing content and information.
- Utilising the digital solutions available to us through MyFFC and our website, we developed a range of health and wellbeing content and campaigns designed to reduce health risk and promote improved health. From webinars and podcasts

through to health awareness programmes, videos, and articles we covered a range of different topics relevant to the needs of our community, all easily accessible through our new online community.

- Our Wellness Coaching continued to grow and develop, as we expanded our portfolio of health and wellbeing workshops, working with 13 fire and rescue services to deliver workshops and support over 400 FRS employees.



Reset restart

Our new Reset Programme at Harcombe House helps to build mental fitness and resilience, as West Midlands Fire and Rescue Service Group Manager Sonia Cox found out.

Sonia Cox, 55, says she spent years never showing possible signs of weakness at work.

However, it wasn't until she reached out to us for support with a physical injury that she realised how important it is to also address your mental wellbeing early on, before things feel like they're becoming too much – and she was able to do just that on our Reset Programme at Harcombe House.

Our Reset Programme offers beneficiaries the opportunity to develop and improve their resilience and overall mental fitness, with

a programme of workshops and activities tailored to individual need.

“I knew the programme would help me with my physical rehabilitation, but it also gave me the chance to reset and do some work around my mental health and stress,” says Sonia. “For me, there still is a stigma about having to be the leader or the manager on the watch/team and needing to be strong – you're the one that looks after everyone else and signposts everyone else for support, but you can forget yourself in the process.

“I've never wanted to be seen as weak or emotional. But actually we're all recognising that it's okay not to be okay, it's okay to talk and there's fantastic support out there.

“I'd really encourage people to come and talk early on, before you get to the point you think you're really struggling and may need time off work or therapy, or be in a situation where you're feeling quite hopeless or in despair.”



Putting Covid first

Here's how our Covid Recovery Programme – launched in 2021/22 - helps to address the challenges facing those members of our community living with the long-term impact of Covid-19.

Issues affecting our beneficiaries

1. Nowhere to turn

There is a lack of long Covid-specific information and support at a local level



2. Feeling isolated

Dealing with an uncertain illness on your own can make you feel isolated



3. Always tired

A feeling of ongoing fatigue is common with long Covid and makes it hard to carry out daily activities



4. Poor mental health

Living with long covid and its complications can impact your mental wellbeing



5. Time off work

We know that many find it hard to return to work after Covid, particularly for those whose roles require them to be physically fit



6. Brain fog

Many people report difficulty with their memory and decision making after Covid



How we are addressing them

1. We are the place to which you can turn

Our programme is based on evidence and best practice guidelines, so our beneficiaries can be reassured that everything they experience while with us is right for them



2. Peer support so you're not alone

Working in groups, with members of our fire family in a similar situation, has proved invaluable for participants on our programme and their onward recovery



3. Working at your pace

Every individual's experience on our Programme is tailored to them, and by allowing each person to work at their own pace we have seen great individual progress.



4. Building resilience

We know that Covid brings huge stress and anxiety for many, so we offer specific sessions focusing on this and on coping strategies to help.



5. Working with you

Through a blend of different activities including physical activity, education and breathing techniques, we can help to improve your wellbeing and your adjustment back to work.



6. Helping to clear the fog

Learning tips, tools and techniques to help people to clear the fog and improve their attention, decision making and short-term memory.



On track for success

Despite being launched ahead of a global pandemic, our 2020-2025 Strategic Plan remains on track, with great strides being made in 2021/22 towards our goals and ambitions.

The second year of our five-year plan followed what was a very challenging first year, disrupted significantly by the impact of the coronavirus global pandemic.

However, Covid-19 did provide further evidence of our need to adapt, validating the aims of the plan and inadvertently fast-tracking our planned move towards increased digital-based support for beneficiaries across the UK. It also saw us adapting well to the changing needs of the fire services community, allowing us to achieve great success in supporting beneficiaries.

2021/22 looked to build on this success, with further development of new ways of working; new services; the re-establishment of residential services and the re-start of full fundraising activities. All these allowed us to achieve these core outcomes:

- We launched MyFFC, attracting over 5,000 members by the end of the year and sharing a wide range of quality assured content through it, including high-end multimedia content
- We delivered two health awareness campaigns
- We delivered health and wellbeing coaching to 400 members of fire and rescue service personnel, engaging with 30% of UKFRSs on the development of this new programme of workshops
- We launched a Covid Recovery Programme to meet an identified need across the fire service workforce and community
- We delivered blended support to beneficiaries, offering them access to digital solutions as well as residential support
- We enhanced our data collection and insights



An online home for the fire services community



Launched in November 2021, My Fire Fighters Charity is a health and wellbeing space and community for our fire family. A key component in our future delivery of preventative and proactive information and support, here's more on its development and launch.

Reaching and engaging with more members of the fire services community forms a central part of our Strategic Plan, as does the delivery of preventative health and wellbeing information to them. The development and launch of My Fire Fighters Charity (MyFFC) in November 2021 therefore introduced a new vehicle through which both these objectives could be achieved.

Built to link seamlessly with our database, MyFFC was designed to work across desktop computers, as well as Apple and Android devices via dedicated apps. Its premise was simple; to bring the fire services community together, providing a space where they can interact with each other and with the Charity, access support and explore an ever-expanding library of content, resources and online courses to improve their own health and wellbeing.

In the five months from launch, we welcomed 5,904 people to the site, with many of them

joining groups and engaging with a wealth of health and wellbeing content created specifically for the platform.

Looking to the future, we are committed to further developing and expanding MyFFC to create an innovative and interactive site that beneficiaries can use to engage and track their every interaction with the Charity.

Join MyFFC today

If you've yet to join MyFFC, scan the QR code, register, download the app to your mobile or log in on your computer to get up and running today.



Back in business

As pandemic restrictions eased, our fundraising and income generation teams were able to slowly return to business as usual. As ever, the generous support of our fire family continued to provide the bedrock on which all our fundraising work is based. Here are a few of the headlines from a memorable year.

New regular donors recruited

Over the course of 2021/22, we were delighted to welcome **1,616 new regular donors** to the Charity - each of whom committed to donating to us on a monthly basis. In total, their donations – with Gift Aid – are worth **£176,000** a year. New donors from the fire service community accounted for around 72% of this figure.

More people made the switch

Our Make the Switch Campaign asked our Payroll donors to switch and donate via Direct Debit instead. In total, **101 people agreed to**



Make the Switch, meaning that their donations – worth over **£10,000** per year – will continue when they leave or retire.

OneUp taken up by six

Six fire and rescue services ran our OneUp Campaign during 2021/22, which led to **917 people agreeing to uplift** their donations by £1 per month. Together this is worth nearly **£14,000** extra per year, including Gift Aid.

QR codes and cashless take off

In the wake of the pandemic we have found that cashless donation options continue to be popular. So, in 2021/22 we invested in cost-effective ways to make it easier for people to make cashless donations at our fundraising events using their phones and cards. During the year we trialled SumUp Contactless Terminals alongside our usual cash buckets, allowing people to tap to donate. We also continued to use QR codes to take donors direct to our online donation pages. We saw a positive response with all these new contactless methods.

Milestones and memories

Throughout 2021/22 our supporters took on a wealth of challenges and events to raise funds for us and our income generation teams marked some memorable milestones.



Lottery heads toward 20th anniversary

The Fire Fighters Lottery goes from strength to strength and in 2022 it will celebrate its 20th year. Over this time it has raised over **£20m** and we have awarded over **£5.2m** in prizes, to over 6.500 winners. During 2021/22, 373 prizes were won, with prize money totalling over **£327K**.

Fundraisers go to great lengths

Amongst a year of incredible highlights:

- **30 runners** took part in the London Marathon for us in 2021, raising an incredible **£38,837.85**
- Our Fire Family Fundraisers raised a staggering **£348,594**, including a team from Suffolk Fire and Rescue Service who cycled from Land's End to John O'Groats, smashing their £50,000 target
- In partnership with Autoglym, and with restrictions still in place, our National Car Wash raised a fantastic **£187,672**
- We joined forces with Typhoo to launch our Brew With A Crew, raising **£12,075** and even sat down for a virtual brew with Fatboy Slim
- Fire stations that were able to open to the public raised almost **£12,000** through open days
- Our annual Fire Family Christmas fundraiser raised **£156,675**

Legacies top a million

- **Total income: £1,036,125**

2021/22 was another successful year for legacies thanks to the increasing number of beneficiaries who are leaving us a gift in their will.

Recycling reaches milestone

- Clothing banks on fire stations: **938**
- **111** community sites
- **Total income: £798,555**

In early 2022 we celebrated a milestone cumulative income for clothes recycling, topping £5million – from 30,744 tonnes of clothing since 2009.

Gifts galore for sale

- **Total income from online shop: £197,078**
- Presentation axes mounted on a board with an engraved BA Tally remained a best seller, with other gifts such as statuettes, crystalware, Elvis & Kresse products, William Wood watches and a new exclusive range of miniature replica fire helmets all proving to be popular with our fire family.



Fundraising superstar

Fundraising superstar, Nikki Haxton-Jones, who works in control at Kent Fire and Rescue Service, continued to raise huge sums for us in 2021/22. Here's how.

Think of a fundraiser – whether it's running, abseiling or bucket collections – and the chances are Nikki Haxton-Jones has done it in aid of us at some point over the last five years.

The mum-of-two has dedicated her spare time to organising events for us in memory of her firefighter husband, Danny, who passed away suddenly while at work in 2017, at the age of 37.

Nikki has since made it her mission to show her children how to be positive and still achieve things in the face of difficult times.

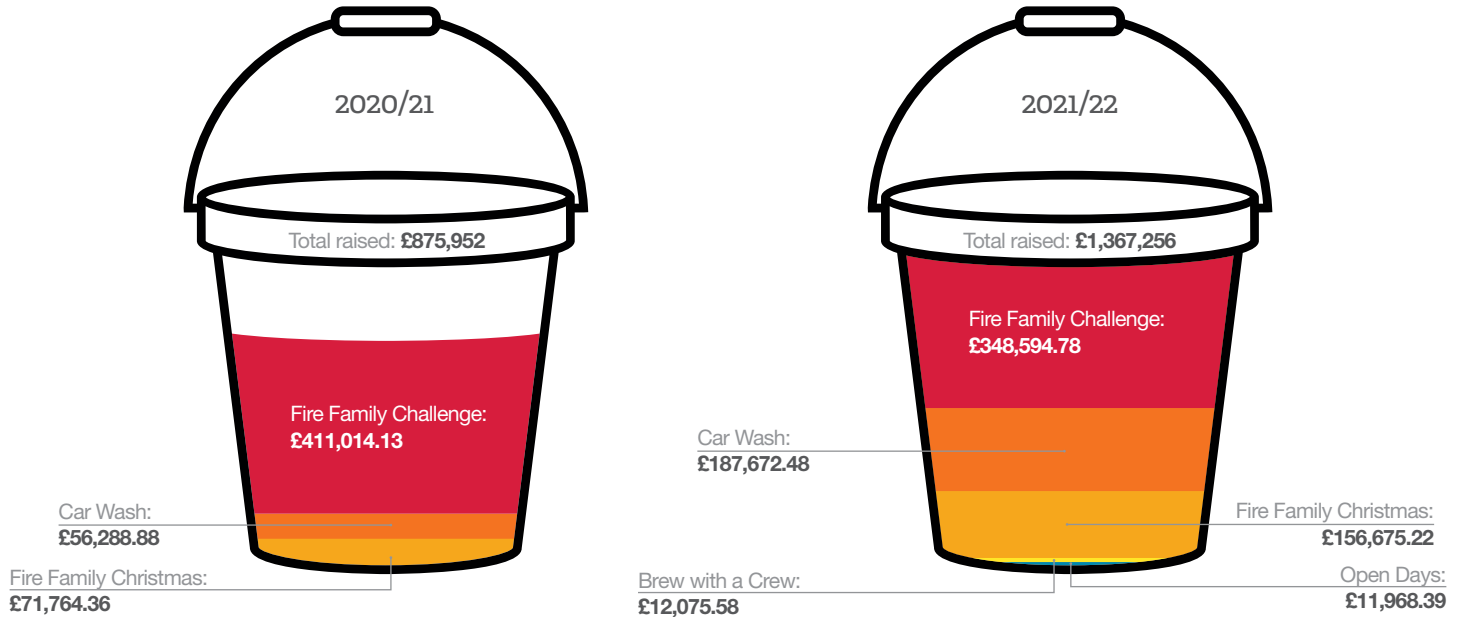
“As a family, we started fundraising pretty much straight away after Danny died,” says Nikki. “Danny was a positive person, so we really didn't want it to be all negative at the time.

“The lads on station did a Ladder Climb literally two or three weeks after, then we did the Vitality 10K, a charity cricket match, the Great North Run – it went on from there.”

In 2021/22, Nikki helped organise a Brew With A Crew event and abseils, which raised hundreds of pounds for us. She has even more fundraising planned for the year ahead.

Bucket full of change

Our community fundraising team was able to support all kinds of events and challenges in 2021/22, in marked contrast to the locked down year of 2020/21.



Perfect partners

Our corporate partners continued to support us throughout 2021/22, despite many of them still facing their own Covid-related challenges. This valuable support has generated much needed income and helped to raise awareness of the Charity amongst the general public. Here are a few of the highlights.



With thanks to our corporate supporters in 2021/22, including:

- Sustainable and ethical luxury accessory manufacturer, **Elvis and Kresse**, once again donated 50% of the profits from its Fire Hose Collection to the Charity. We were delighted to receive a donation of over **£66,000** in 2021/22.
- The team at **William Wood Watches** made a donation of over **£12,500** from the sale of luxury British watches, steeped in firefighting history and inspired by its founder's late grandfather.
- We received donations from three **Sainsbury's** stores in Crawley, Stamford and Uxbridge. These funds were raised in store by generous customers and colleagues.

Other corporate partners, companies and organisations who kindly supported us in 2021/22 included:

- Barratt Developments plc
- Blue Light Card
- Brown and Wilson Carlisle Steel
- Elvis and Kresse
- Helping Hoodies
- John Tainton Ltd
- Lloyds Metals Ltd
- Obex Protection Ltd
- Oddballs
- Sainsbury's Crawley
- Sainsbury's Stamford
- Sainsbury's Uxbridge
- Supreme Concrete
- SWIFT PCN
- The Tiger Inn
- Typhoo Tea Ltd
- William Wood Watches Ltd

Grateful grants

Throughout 2021/22 we were fortunate to be supported with some fantastic grants from a wide range of trusts and foundations. Their continued support has enabled us to invest in the development of our facilities and services throughout the UK. Here are a few highlights from the year:



- **The Wimbledon Foundation** is the charity of The All England Lawn Tennis Club and The Championships. The foundation has continued to support the development of our Living Well Groups and the direct delivery of wellness and behaviour change coaching into fire and rescue services. We are so grateful for the Foundation's support.
- **The Zochonis Charitable Trust** donated £35,000 to support our beneficiaries in the North West.
- **The Morrisons Foundation** donated £9,500 to pay for a new pool hoist at our Marine Court centre in Littlehampton.

Trusts and Foundations who supported us throughout 2021/22 included:

- Boundless Foundation
- Card Factory Foundation
- Lord Leverhulme's Charitable Trust
- Margaret Giffen Charitable Trust
- Morrisons Foundation
- Provincial Grand Lodge of Durham
- The A M Fenton Trust
- The Beaverbrooks Charitable Trust
- The Hilary Awdry Charitable Trust
- The John Beckwith Charitable Trust
- The Lady Hind Trust
- The Lord Faringdon Charitable Trust
- The Pilkington Charities Fund
- The P F Charitable Trust
- The Sylvia and Colin Shepherd Charitable Trust
- The Vandervell Foundation
- The Zochonis Charitable Trust

We thank them all.



Firefighter scoops valuable partner

The Barratt Developments PLC Charitable Foundation (the Barratt Foundation) donated £50,000 to the Charity in 2021/22, to support our ongoing work helping the UK's fire services community.

The Foundation generously donated the money after being contacted by a Leicestershire firefighter, Jon Butler, who was one of several new recruits helping to organise a fundraising challenge in aid of our Charity.

The group of 13 ran, cycled and kayaked a total of 330 miles (double the circumference of the county) in 2021, not only raising funds

for us, but also more awareness about the support we offer to thousands of beneficiaries every year. Jon was sadly unable to take part in the challenge at the last minute, but supported his colleagues throughout.

Having seen this amazing example of how fire and rescue service personnel go above and beyond to support the Charity, particularly after the pandemic put a stop to our usual fundraising activity, the Barratt Foundation wanted to give its own, very generous donation of £50,000, in support of the challenge.

Tina Bains, a Trustee at the Barratt

Foundation, said at the time of the donation: "We are proud to support The Fire Fighters Charity with this £50,000 donation. With our Group's registered office and East Midlands teams both being based in Leicestershire, it made perfect sense to support Jon Butler from Leicestershire Fire and Rescue Service with his fundraising challenge.

"Firefighters risk their own lives each and every day to save the lives and welfare of others, so it seemed only right that we support a Charity that is the only organisation dedicated to assisting serving and ex members of the Fire Brigade whenever they may need help."

The ultimate legacy

Leaving us a gift in his will was an easy decision for former South Yorkshire Fire and Rescue Service firefighter Rob Leeson. Here he explains why.



Retired firefighter Rob Leeson generously decided to leave money to us when he made his will as he had seen many of his colleagues benefit from our support over the years.

“We’d been meaning to make wills, me and my wife, for a few years now but you just never get round to it,” says Rob. “When Covid started, we saw in *Shout!* magazine about how it was impacting the Charity and your fundraising, so I set up a direct debit.

“I always think The Fire Fighters Charity is primarily supported by people that have been affected by their line of work, or have worked in the service, so I wanted to help. Then when we saw the free wills service with Bequeathed advertised, we thought, ‘let’s just do it now’.”

Bequeathed takes you through the process of making a will online, in three simple steps. Once you’ve completed an interview to draft your will, a legal professional will advise you on how best to go forward in a free 30-minute appointment. The firm then helps you with getting it signed and witnessed, as well as storing it for you for free.

“The Charity is changing people’s lives. If you’ve been ill or something’s gone wrong, you quite often need a lot of help and it’s not always readily available,” says Rob. “You can’t predict when you’ll need it. It’s not just for firefighters, it’s for your families, that’s such an amazing facility to have, so we felt we had to support it.”



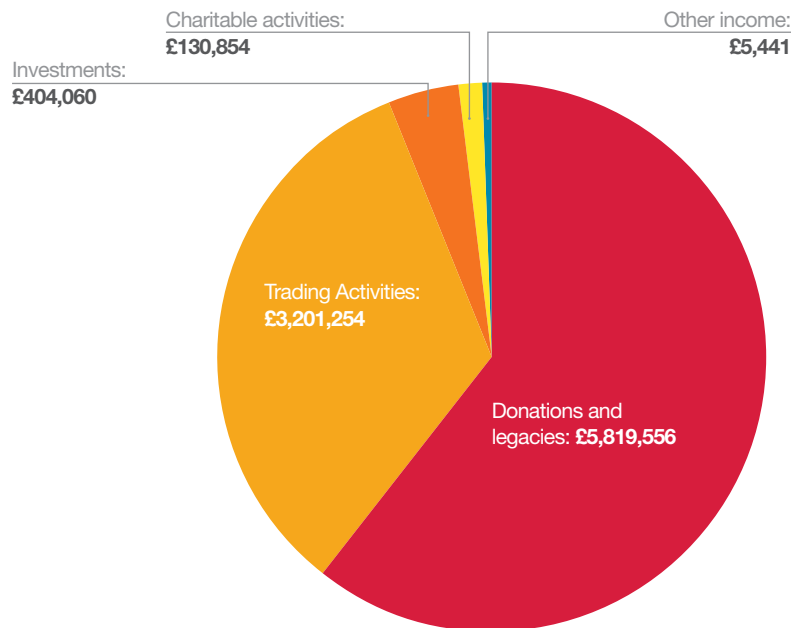
A positive year

Recovering well from the financial challenges faced in the pandemic-affected 2020/21, our fundraising and income generation teams saw some great success in 2021/22.

Across 2021/22 we raised a total of £9,561,165, an increase of £1,288,807 on the previous year.

Bouncing back from Covid-19, we saw increases in income areas such as 'corporate and other donations,' which had fallen by £1.1m in 2020/21, but increased by £0.7m this year to £2m. Legacy income, meanwhile, increased by £0.6m to £1.2m.

Elsewhere, committed giving grew by £0.1m to £4.1m, primarily through the recruitment of new Lottery players. The recovery in income helped to off-set the reduction in funding this year from the Government Coronavirus Job Retention Scheme. With activities returning to normal, only £67,000 of grants were claimed from this scheme in 2021/22, compared with £1.1m during 2020/21.



Other areas that saw an increase included recycling income and centre trading, which both recovered well during 2021/22 contributing to an increase in income of £0.9m.

While the recovery of income in 2021/22 is

positive, the most significant impact of the pandemic during the first two years of our five-year strategic plan is the lost opportunity to grow sustainable income during this time, income which is needed to fund the expenditure required to achieve our plan.

Costs back to pre-pandemic levels

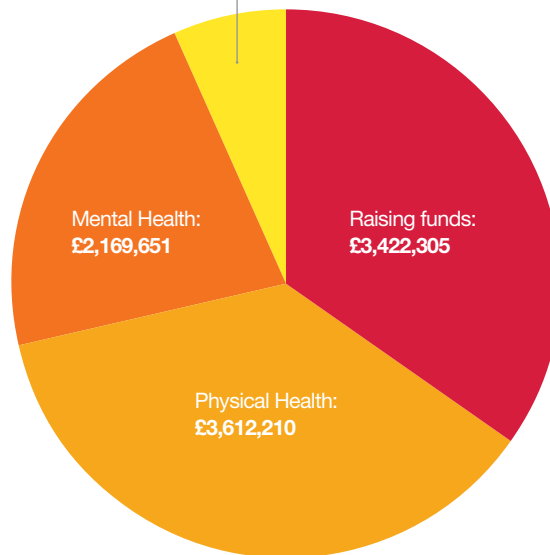
As we returned to normal after a year of closures, our expenditure increased accordingly and fell back in line with pre-pandemic levels.

Total expenditure for the year was £9,838,926, compared with £8,743,323 in 2020/21, this 12.5% increase brings expenditure levels back up to where they were before the pandemic.

The re-opening of our centres, which had been closed for most of the prior year, contributed to most of this increase. There were also increased costs associated with delivering services and generating the increased level of trading income. The recovery of event fundraising and the investment in signing up new Lottery players were also a factor in this increase in expenditure.

Positively, there were also new funds spent on expanding our mental health support and in furthering our aspirations for the services

Social Health and Wellbeing:
£634,760



we provide. This saw an increase in both the number of beneficiaries that we supported and the number of services available to them.

Looking forward, expenditure on supporting an increased number of beneficiaries in both existing and new ways is set to grow significantly in 2022/23 and beyond.



Reaching further

Supporting more people from across the fire services community lies at the heart of our plans for the future and, as we look towards 2023/24, we're investing in the people, resources and technology to make it happen.

While recent years have seen us needing to support our fire family through Covid-19 and, today, through the challenges presented by the cost of living, we have been progressively working towards our ambition to reach and support more people across the UK.

In the year ahead, we are confident that the investments we are making across the Charity will help us do this. We have brought in some fantastic new roles that will help us to better understand the diverse needs of our fire family, as well as how to reach them, and we will be working more closely with fire and rescue services to deliver health and wellbeing support to their teams.

Elsewhere, our income generation teams will explore new ways to generate much

needed sustainable income to ensure we can continue to grow into the future. Communicating the importance of committed giving, recruiting new corporate supporters and supporting more members of our community with their own fundraising activities, will all help to boost our income in the year ahead.

Importantly, we'll also be working to raise our profile amongst members of the public, ensuring they know who we are and why they should support us too. All this, coupled with further development of MyFFC, new communications, events and investment in academic research to support our services, will make 2023/24 an exciting year of opportunity for the Charity and for you, our loyal supporters.

Diversify and Grow

The future of funding for our Charity lies in diversifying our income and reinforcing the regular giving bedrock that sustains us.



Diversifying the support we are able to provide to more members of our fire family in the years ahead lies at the heart of our ambition for the future. However, to pay for and sustain that support we will need to diversify the way we raise our funds each year.

Of course, the generous support we receive from our regular donors is central to securing a sustainable future. Over the year ahead we'll therefore be working hard to ensure that all our beneficiaries understand how supporting us can help them and their colleagues into the future.

But we also recognise that these are tough times for us all and that choosing to donate to charity when personal finances are being challenged, is not easy. Nevertheless, every small contribution makes a real difference. Meanwhile, we will also be looking to diversify our income over the year ahead.

Securing corporate partners; working with Trusts; reinforcing the importance of leaving a gift to the Charity in your will; launching new fundraising events and opportunities; working with fire and rescue services to expand fundraising opportunities on stations across the UK and exploring new income streams through our Trading arm. All these income generating opportunities are now being explored and optimised by our teams, with a view to securing vital new income for us over the years ahead.

Find out how you can support us

Scan this QR code to find out how you can support us in the year ahead





Eight decades of support

Eighty years ago, a single donation in the wake of the devastating Blitz across British cities in World War II led to the formation of a benevolent organisation that has supported our fire services community ever since.

Next year, in 2023, we will celebrate that milestone as we mark our 80th anniversary and look towards a future that is rooted in the past, but fixedly determined to meet the challenges of tomorrow.

Over the course of the year, we will reflect on all that has been achieved over the past 80 years. We will meet many of those we've supported, as well as those who so generously fundraised for us, taking on challenges and events that often defied belief.

We'll also be holding events and announcing fundraising challenges for the whole fire family to get behind as we celebrate the past and set ourselves the goal of making 2023 an anniversary fundraising year to remember.

Be a part of our 80th anniversary

If you, your family, colleagues, office or organisation would like to help us celebrate our 80th anniversary – perhaps by taking on a fundraising challenge or sponsoring an element of our anniversary year – we'd love to hear from you.

Simply email our Marketing and Engagement Team at marketing@firefighterscharity.org.uk and we'll make sure that a member of the team calls you back for a chat.

Overcoming challenges



Chair of the Board of Trustees,
John Baines, on the year ahead.

I'm delighted to be able to contribute to this Impact Report for 2021/22. Indeed, as I have reflected on the impact we had on the lives of so many people and the innovative ways we delivered that support, particularly in the wake of the pandemic, I have been once again reminded of our Charity's incredible ability to overcome challenges.

However, this year has also brought great sadness. Her Majesty Queen Elizabeth II has been an almost ever-present figurehead throughout our history and, after loyally serving as our patron for 69-years, it was with great sadness that we came together with the nation and communities across the globe, to share



our deepest condolences on her passing in September 2022.

Today, of course, we face new challenges. Turbulent political and economic times, brought about by events at home and overseas, are testing individuals' and families' financial and personal wellbeing. Of course, while impacting all of our daily lives, these personal challenges could also have wider implications for our fire family.

The UK public has a right to expect fire service staff to be fit and healthy, both physically and mentally; to deal with the challenges that public service brings. In this we must also recognise the service given by our retired members and the essential role families undertake in support. In these difficult times, I have been pleased to see the Charity acting swiftly to coordinate a robust response to the cost-of-living challenge, offering support, information and advice to those impacted. As we work to significantly increase

our reach across all areas of our beneficiary base, I ask you to take every opportunity to share this support as widely as possible.

The Charity's fleet-of-foot ability to meet the needs of the fire community has been an ever-present hallmark of the way we have supported people over the last 79 years. The Queen, in a letter to our then Chair in June 2002, stated that we were an 'outstanding charity.' As we look towards our 80th anniversary in 2023, I think this statement is as true as ever. In the years ahead I have every confidence that we will continue to reach out and deliver first class services to more people across our beneficiary base and explore every avenue possible to secure the income we need to do so.

Your support, as ever, is central to our ambitions for the years ahead. Thank you.

John Baines
Chair of The Board of Trustees

Keep in touch

Support Line: 0800 3898820

Telephone: 01256 01256 366566

www.firefighterscharity.org.uk



The Fire Fighters Charity



@firefighters999



thefirefighterscharity

Registered office: The Fire Fighters Charity, Level 6, Belvedere, Basing View, Basingstoke, Hampshire, RG21 4HG
Charity registered in England and Wales (1093367) and Scotland (SC040096)

