



VETERANS'
FOUNDATION

Our impact

2023-24

CHANGING THE LIVES OF VETERANS IN NEED



DURING THE FINANCIAL YEAR ENDED 30 JUNE 2024

OUR PURPOSE



Our purpose at the **Veterans' Foundation** is to improve the lives of all within the armed forces community who are in need.

We do this by raising funds that we can then award to organisations that have a real impact on those currently serving, veterans, and their families – organisations that support a range of needs, including mental health, physical therapy and rehabilitation, homelessness and education and training, and more.

Charities and other organisations find it increasingly difficult to raise the funds they need to continue their vital and often life-changing work and rely on us for grants to support them. That was why the **Veterans' Foundation** came into being in 2016 and why it has grown to be one of the UK's leading military charities.

And thanks to our **Veterans' Lottery** – the largest single-cause lottery in the UK – we have been able to award **£22.2 million to causes** that support the armed forces community.



CONTENTS

Message from the Chairman	2
Key financial headlines	4
Reaching out to our supporters	8
Major Grants Programme	10
IMPACT: Mental health	12
IMPACT: Employment & Education	16
IMPACT: Homelessness & Housing	20
IMPACT: Family, Transport & Wellbeing	24
Veterans' Lottery	28
Fundraising	30
Spotlight on video content	36
Message from the CEO	40
Grants awarded	42

A MESSAGE FROM THE CHAIRMAN

A year of growth has meant even greater impact for those in need



Peter Mountford
Chairman, Veterans' Foundation

It gives me great pleasure to report that the **Veterans' Foundation** has been able to award more than any year before and thus help even more members of the armed forces community who were in need over the last year. Our income has grown by 29%, an excellent achievement in the current economic environment.

We have awarded 206 grants amounting to £5.7m in 2023-2024 and have another £1m earmarked for grants, giving a total of £6.7m being awarded or designated, compared to £5m the previous year. This income has mainly been generated through the **Veterans' Lottery** but also, increasingly, through donations. We are immensely grateful to members of the public for their continuing support. We really couldn't do this without them.

While most people leaving the services make the transition to civilian life smoothly, some have difficulty and the **Veterans' Foundation's** grants

enable charities and other qualifying organisations to help their beneficiaries to overcome hurdles and live a better quality of life.

Furthermore, serving families and dependants also encounter hurdles that non-service people don't experience, so the **Veterans' Foundation** is keen to support them too. The grant funding goes to charities and other qualifying organisations to help people who have suffered during and after service, including ill health, poor mental health, homelessness, financial challenges, loss of parents, age-related issues, addiction, family separation and educational issues.

Our marketing campaigns continue to produce on social media very honest and moving personal stories of veterans who have gone through life-changing experiences, frequently, but not only, as a result of their service for the country. Those at the **Veterans' Foundation** feel highly motivated to

help them and the hundreds of other veterans who need a little support and having been supported, they frequently go on to make a real success of their lives.

We are delighted to say that some innovative organisations have gone on to develop and grow with the help of **Veterans' Foundation** funding, for instance **Edinburgh Napier University Centre for Military Research Education and Public Engagement**, **Fares4Free**, and **Reading Force**.

We purposely provide some organisations with repeat grants, and

we do sometimes cover necessary overheads. The **Veterans' Foundation's** good reputation relies to an extent on us making sure that we support organisations with our grants who are themselves well-governed and who are doing good. We continue to develop and refine our due diligence to make sure the money provided by members of the public is used effectively.

We have grown our online capability to attract subscribers to the **Veterans' Lottery** and are gradually expanding the direct selling capability. You may see **Veterans' Foundation**-liveried

staff in motorway service stations, shopping complexes and at events throughout the UK.

We are also growing our other fundraising capabilities through online donation campaigns, the Memorial Wall and by encouraging volunteers to fundraise for the **Veterans' Foundation**. We are also building a portfolio of corporate donors and this year we are very grateful to be working with the **Defence Infrastructure Organisation (DIO)**.

We collaborate with a variety of organisations to ensure our funding decisions are sensible – neither conflicting with, nor duplicating unnecessarily, other funders' decisions. We also take note of government priorities for veterans, particularly the actions stemming from the Strategy for our Veterans. We continue to liaise with the likes of the **Office for Veterans Affairs (OVA)** and the **Confederation of Service Charities (Cobseo)**.

The **Veterans' Foundation** staff are a wonderfully professional team. They manage hundreds of bids for grants each year, they account for large sums of money, and they are growing our non-**Veterans' Lottery** fundraising capability. I thank them for their dedication and cheerfulness. We also have a wonderful Board of Trustees who guide the **Veterans' Foundation** strategically.



How we've helped

Grants for the financial year ended 30 June 2024

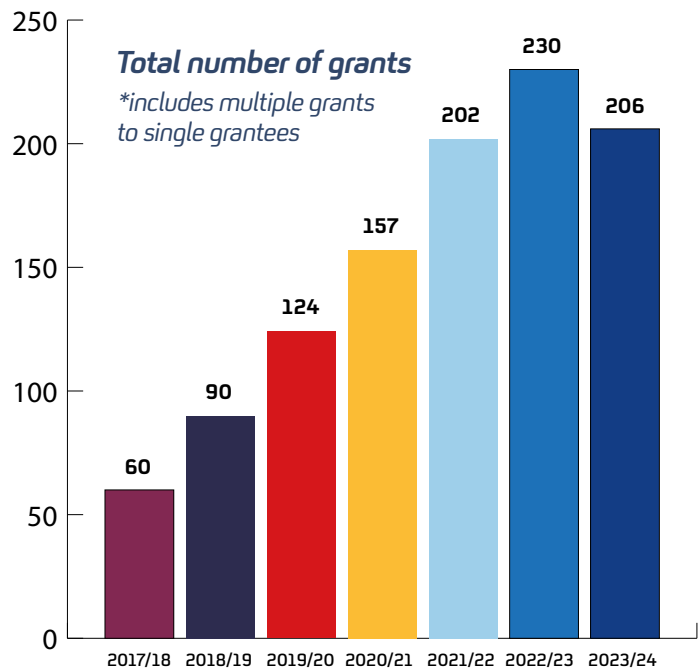
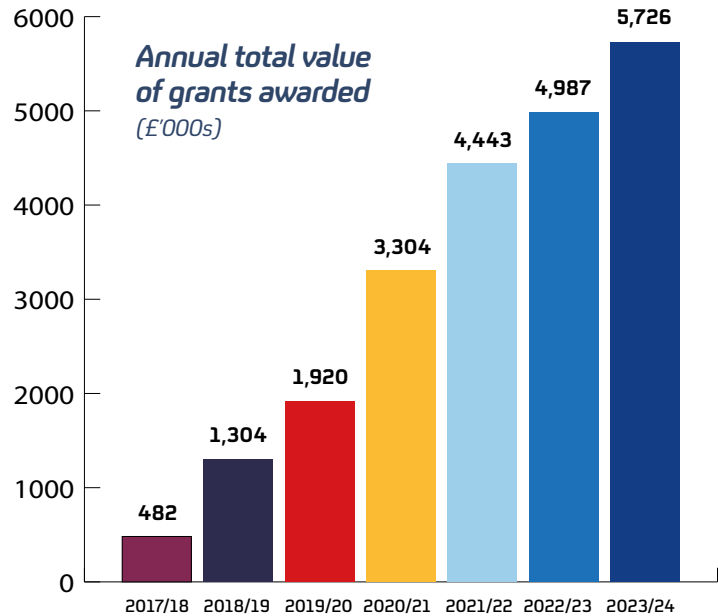
The Veterans' Foundation has seen another year of growth, and that has allowed us to assist more charities and qualifying organisations to continue with their life-changing work.

Here are a few of the key headlines about the impact the Veterans' Foundation has made – we thank all those who are new to our community of supporters and to those who continue to donate and play the Veterans' Lottery – our work is only possible because of your generosity.

We have awarded £5.726 million in grants in 2023/24 – an increase of 14.8% on the previous year.

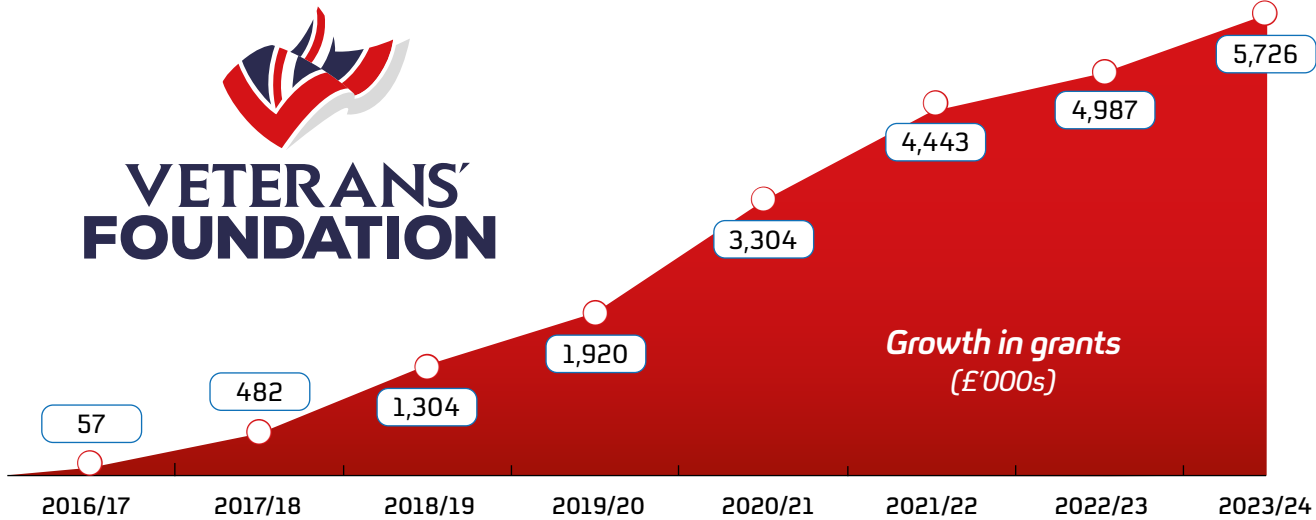
175 charities and other organisations received a grant in 2023/24 bringing the total since Veterans' Foundation inception to more than 450.

As of June 2024, £22.2 million has been awarded through grants to charities and organisations in England, Scotland, Wales and Northern Ireland.



Growth in our grants to good causes

Our grants grew to more than £5.7 million last year. As a result, we've awarded £22.2 million in grants to good causes since launch in 2016.



£22.2m

given to good causes since inception in July 2016

450+

charities and other organisations supported since inception

£13.7m

total income £13,718,958 for the year, of which £13,436,010 was lottery income

The Veterans' Foundation continues to offer support to the armed forces community through a wide range of organisations and charities (grant support also includes projects for qualifying seafarers). Our focus is on providing assistance to small-to-medium-sized charities that offer vital support but may have limited infrastructure to extensively fundraise themselves. Key areas of support include:

Mental Health

Supporting projects that tackle a range of issues including PTSD, depression, addiction and other mental health issues is one of our priorities. Ongoing initiatives we've supported include Anxious Minds and Blackburn Rovers Community Trust.

Employability and Education

Assisting the veterans' community to make the successful transition into civilian life through retraining, skills

development and confidence building. Examples in 2023/24 include Building Heroes and The Open University.

Horticulture / outdoors / animal therapy

The benefits of being in the great outdoors or working with support animals like dogs are proven in assisting those who have served and are in need. Beneficiaries this year include Service Dogs UK and Woodland Xperiences.

Homelessness / housing

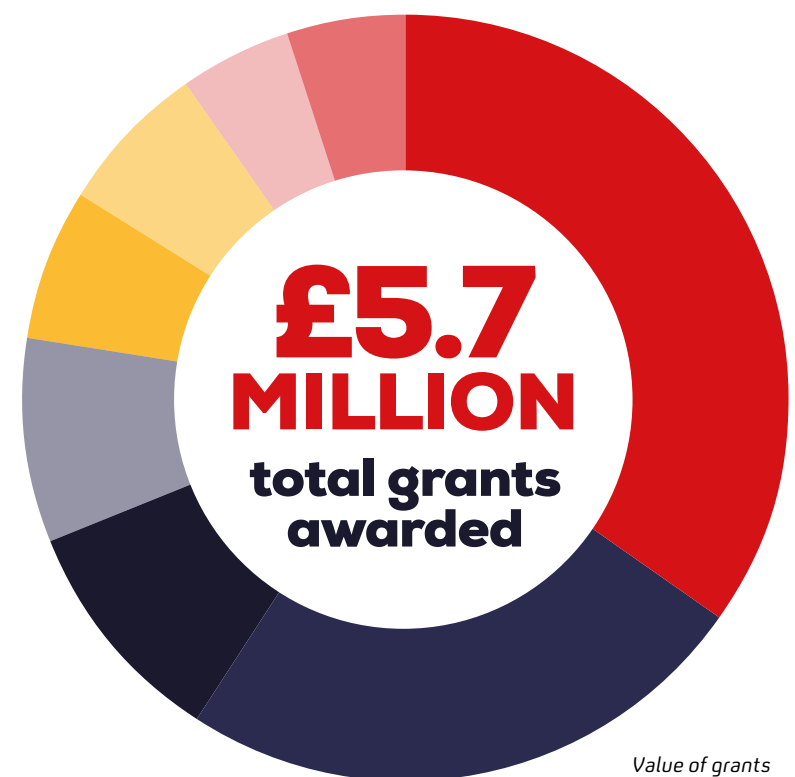
We are committed to supporting projects that provide safe shelter for ex-servicemen and women, and their families. Among those to receive grants were Alabaré.

Other including families / wellbeing / transport

Includes supporting work for the families of those who have served, as well as projects that give veterans greater accessibility, such as War Widows Association.

How we spent our money

in the financial year ended 30 June 2024

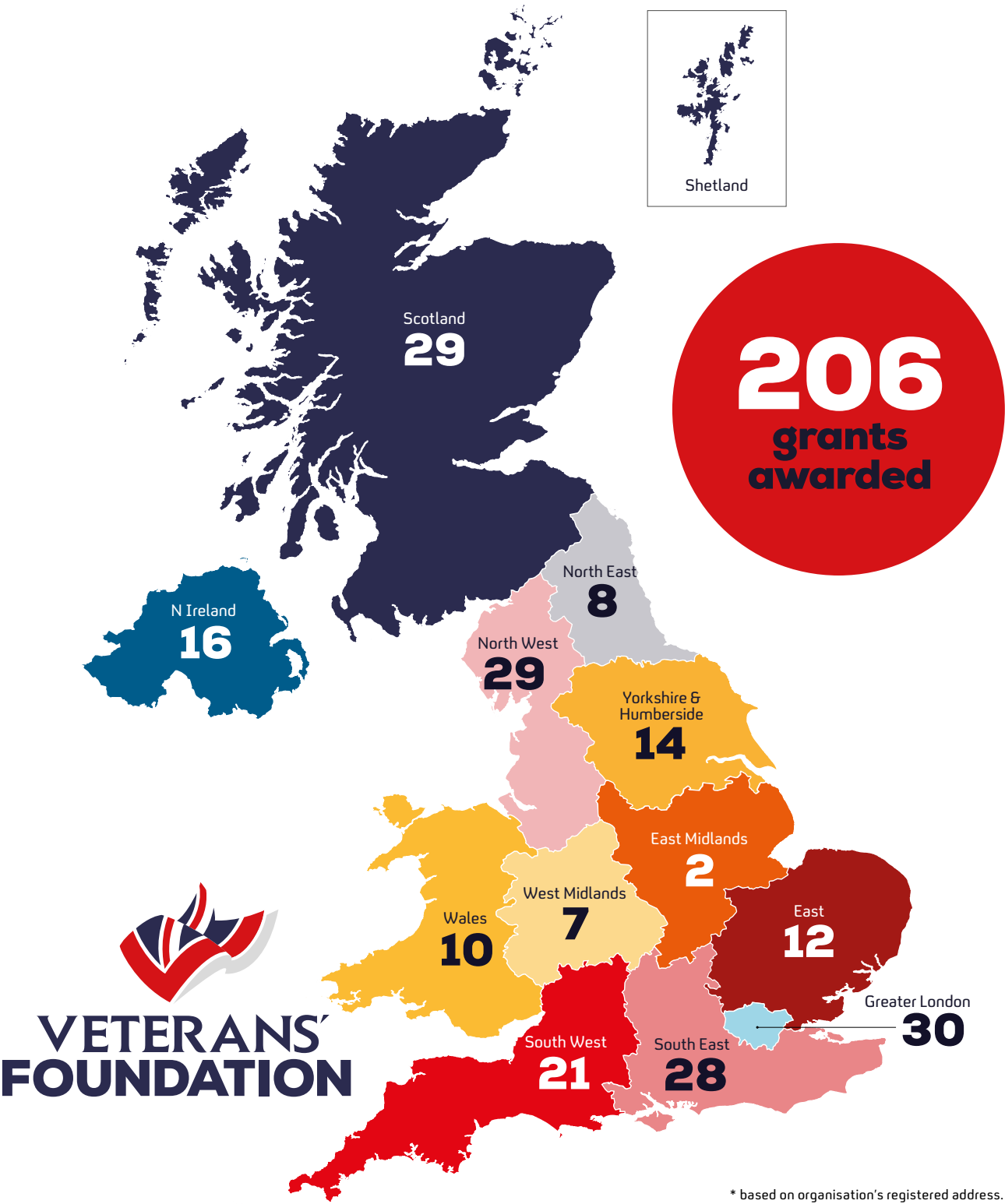


Health and Wellbeing Support to reduce isolation/loneliness through community/relationships and by hosting events/activities	1,997	87
Health and Wellbeing Support through peer/professional outreach services eg. community hubs, drop-ins, advice services etc	1,407	46
Mental Health and Addiction Counselling Support	554	17
Health and Wellbeing Support with mental and physical health challenges**	487	13
Family & Carers Welfare and Wellbeing and related support	376	11
Employment/Education and related support	367	13
Housing/Homelessness and related support	260	8
Support for other aspects of service life***	278	11
Total	5,726	206

* includes multiple grants paid to single grantees. ** includes grants for medical welfare support, adaptive support, disability, and related support.
*** includes grants for other impact categories not identified separately including support for research; education, conservation and remembrance; and with the justice system.

Number of grants by region

in the financial year ended 30 June 2024



Reaching out to our supporters

The **Veterans' Foundation** is committed to supporting and celebrating all those who have served in the British armed forces. One way we reach out to tell our armed forces community's story is through social media channels where posts and videos are some of the most popular in the whole charitable sector. It's been a year of record-breaking broadcasts.

55.6
MILLION

video views on Facebook



43.9
56.1

the percentage split of women
to men viewing content



135
MILLION

reach on Facebook

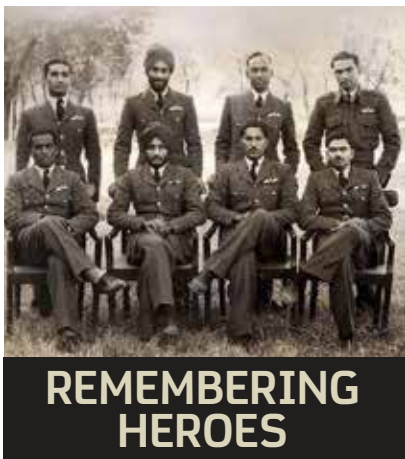
6.8
MILLION

most viewed video
(Chris Ashton, *right*)



6.3
MILLION

reach on Instagram



189k

most reactions on a single
organic social media post



1.7
MILLION

Facebook page visits



9.8
MILLION

largest reach for single
social media post

651k

Instagram interactions

2.9
MILLION

video views on You Tube

Major grants programme aids mental health projects



We launched a programme of major grants towards the end of this financial year. We wanted to award funds of up to £200,000 to charities undertaking projects that assist with mental health and wellbeing, and other issues, among the armed forces community.

Charities applied in the spring and by the summer we were considering grants of between £100,000 and £200,000 for eight charities across the UK, the first time we've donated such large sums.

Scotland-based transport support charity **Fares4Free** received £167,000 to help fund its Extra Mile project, part of which provides training for its team of qualified outreach support officers, to enable them to better assist beneficiaries facing significant transport barriers.

"Our outreach support officers do so much more than just transport members of the armed forces community and their dependents. They are highly trained and qualified professionals," said Fares4Free Operations Manager, Leon Fisher.

"Our outreach support officers do so much more than just transport members of the armed forces community and their dependents. They are highly trained and qualified professionals."

Leon Fisher, Fares4Free

"Whether they are taking someone to a hospital, a mental health or therapeutic appointment, to visit family, or to attend a community activity or event, our officers are fully engaged with the needs of that individual.

"The friendly conversations they share enroute often provide essential support and help them cope with various challenges.

"It can sometimes be easier for individuals to talk to our support officers, as the interaction feels less threatening and formal than a scheduled therapy session. This approach allows them to arrive at their appointments feeling more relaxed and prepared. That is why it is crucial that our officers receive training to provide the necessary support."

The funds will also contribute towards salaries, so support officers can remain on-hand should the beneficiary need to leave a session.

"It's a form of reassurance," said Leon. "Talking to a friendly person who understands can make all the difference to someone struggling to cope, so this grant will have a huge impact on the lives of our armed forces community in Scotland."

The largest grant of £200,000 went to **Scotty's Little Soldiers**, the charity that supports bereaved children coping with the loss of a parent.

The charity supports more than 700 children and young people from birth to 25 years old.



£200,000
grant received

They will be using £100,000 a year, half of which will cover core operating costs and the other half will help to fund its Smiles initiative, which ensures its beneficiaries get one-to-one support. The charity also ensures the children receive gifts or vouchers on their birthday, at Christmas and on the anniversary of their parent's death.

Veterans Into Logistics received £105,060 to continue its work getting men and women into employment after they leave the service. The funds go towards upskilling, training and certification for HGV licences.

We also awarded £120,000 collaborative funding for **Walking With The Wounded's** Care Coordination Programme for one year. The holistic programme is experiencing more demand than ever for help with a broad range of issues, from mental health to housing, as well as financial advice and guidance.

Alabaré, The Ripple Pond, Royal British Legion Poppy Factory, and Defence Medical Welfare Service, also received grants of between £100,000 and £200,000.

"We are seeing more and more evidence that projects providing support in one area help improve the mental health and wellbeing of our armed forces community," said David Shaw.

"We want to help in the best way possible and realised that occasionally a little more goes a long way to making a big difference.

"That is why we felt it was important to provide a programme of grants dedicated to projects demonstrating potential to make the largest impact."



£120,000
grant received

"We are seeing more and more evidence that projects providing support in one area help improve the mental health and wellbeing of our armed forces community."

David Shaw CBE, CEO, Veterans' Foundation



£167,000
grant received

IMPACT Mental Health



Funding a bespoke service to aid wellbeing

The **Veterans' Foundation** has awarded a grant of £120,000 in its new major grants programme to **Walking With The Wounded**, to help fund its Care Coordination programme.

The **Veterans' Foundation's** major grants programme launched in 2024 to provide grants of between £100,000 and £200,000 to charities undertaking projects that assist with mental health and wellbeing issues among the armed forces community.

The grant will fund the programme for one year in areas of high need across the UK.

This latest grant brings the total awarded by the **Veterans' Foundation** to **Walking With The Wounded** to £588,000 since 2022.

Walking With The Wounded aims to empower veterans by reigniting their sense of purpose, so they can make a positive contribution to their communities and lead independent lives after leaving the service.

The charity supports veterans who might have mental, physical or social wounds through personalised employment support, mental health and wellbeing support, as well as care coordination.

**Kate Tabain, Walking With The Wounded
Director of Fundraising and Marcomms said:**

"We provide veterans and their families with bespoke care coordination services to support them as they rebuild their lives. Some ex-service personnel face complex challenges, and our goal is to help them through our core support programmes.

"This generous grant from the **Veterans' Foundation** will make a huge difference to the lives of these veterans and their families. Their needs can often be very different, which is why our bespoke and targeted services are so important."

Veterans' Foundation's Grants Manager, Sarah Kelling, said: "Needs can be very different, but whether helping with debt management, physical rehabilitation, loneliness and isolation, or accommodation and homelessness, among so many other issues, this service can make a huge difference to wellbeing."

www.walkingwiththewounded.org.uk



Warm welcome around the campfire

Tom Harrison House is a charity that provides a specialist addiction recovery programme for servicemen and women, which we awarded a grant of £50,000. That money helps funded Operations Manager Ross Forrest's salary for two years.

The Operations Manager is responsible for the charity's two treatment centres in the heart of Liverpool, from where it delivers a bespoke 12-week residential programme designed specifically for those who have served and who may struggle to engage with mainstream, civilian rehabilitation services.

It is the latest in a series of grants totalling more than £200,000 we've given to **Tom Harrison House** since 2020.

The charity's therapy programme has helped hundreds of veterans recover from a range of addictions, mainly alcohol, but also drugs and behavioural problems, since it launched in 2014.

The majority of its beneficiaries are men, with about 80 per cent ex-Army personnel, and the remaining 20 per cent from the RAF and Navy, together with a few former emergency services staff.



"We can't underestimate the trauma many of these people have experienced, whether physical, psychological or emotional," said Ross.

"The full impact of addiction can unfold slowly over many years, and then it takes immense courage to reach out for help. When that moment arrives, we're here to provide a safe, empowering, and nurturing environment where healing can truly begin."

The charity also receives referrals to help serving personnel and reservists, who often return to active duty following successful completion of its 12-week programme.

www.tomharrisonhouse.org.uk



Finding a new way forward after the forces

The **Veterans' Foundation** has awarded a grant of £132,000 to the **Poppy Factory's** **Navigator** programme to help expand the service into other areas of the UK.

The **Poppy Factory** supports veterans with mental health issues and their families into employment.

Eighty-five per cent of veterans in the programme report a mental health condition. Its **Navigator** programme helps veterans improve their health and wellbeing by providing activities and the opportunity to interact with others.

Navigator is currently available in Cheshire and Merseyside, and London and South Wales, sponsored by the **Veterans' Foundation** and the **Armed Forces Covenant Fund Trust** (HM Government) respectively.

This latest **Veterans' Foundation** grant will help expand the service to Birmingham and the Solent.

Professionals supporting veterans with mental health needs can refer them to **Navigator**, which offers up to six months person-centred support to combat isolation, loneliness and poor mental or physical health.

The **Navigator** programme provides meaningful activity and the opportunity to connect with others so veterans can start to improve their health and wellbeing.

"We receive a large number of referrals and know we can do so much more so we are truly grateful to receive this grant to be able to expand the service," said Amanda Shepard, Chief Executive of the **Poppy Factory**.

www.poppyfactory.org



Surf therapy initiative shares ocean benefits with ex-servicemen and women

A project that provides therapy through surfing and ocean-related activities has been a huge hit with veterans.

The initiative, run by **South Shields Surf CIC** and supported by funding from the **Veterans' Foundation**, is based in the North East of England.

The programme harnesses the therapeutic effects of the ocean to improve physical and mental wellbeing among veterans, helping participants to manage stress, alleviate the symptoms of PTSD, and improve overall mental health.

The community engagement and educational programmes delivered in conjunction with Sea Company have also fostered a supportive network, creating a sense of camaraderie among veterans. This aids in rehabilitation



and social reintegration and raises awareness about the challenges faced by our ex-servicemen and women, promoting broader community support. And surf therapy is proving popular with a 70% increase in veteran participation.



/// Matt Blair-Vincent, Project lead, said:

"Our aim is to improve the quality of life for veterans, offering them a constructive and enjoyable way to develop new skills, build confidence, and enjoy the calming benefits of the ocean environment."

"From the feedback we have received, we know the project has made a considerable positive impact on their post-service life adjustment and wellbeing."

"We aim to develop a sustainable surf therapy programme that can continue to support veterans in the long term by training those who desire it as surf instructors, and by selling courses run by our veterans to other groups and organisations."

The project is delivered in association with Nick Jones and South Shields Surf School who provide the infrastructure and equipment to make the therapy sessions possible.

www.southshieldsurf.co.uk



Courses with horses helps mental health

We gave a grant of £49,000 this spring to **Brooke House** in County Fermanagh, Ireland, to cover the salary of the part-time Health and Wellbeing Care Co-ordinator for two years.

The charity aims to support and improve the physical and mental health and wellbeing of uniformed services, including military veterans and their families, who have been physically injured, psychologically impacted or bereaved as a result of their service.

Many of its beneficiaries have faced significant mental health challenges, including PTSD, chronic anxiety, and depression, as well as suicidal intent, stemming from traumatic childhood experiences and military service.

Brooke House offers 10-week therapeutic courses and use horticulture, music and art, as well as equine therapy to

deliver proven evidenced-based outcomes.

Each can be followed up by one-to-one individualised support, which provides a calm and therapeutic outlet, designed to improve emotional and mental wellbeing by helping them process that trauma and build resilience.

Some of the veterans go on to volunteer at the stables, which helps to provide a sense of responsibility and routine, develops patience, trust, and empathy and a sense of purpose and accomplishment.

Another example is the continuation of horticulture through support in the walled garden and volunteering each week to carry on building resilience and gaining a sense of achievement by giving something back to the community.

/// Joan Clements, Brooke House CEO, said:

"Transition from military service to civilian life can lead to feelings of isolation and drifting, so we're proud to provide a supportive environment that helps veterans recognise their health needs and to recover and reconnect with others. Making meaningful friendships with others helps provided them with a sense of belonging and mutual support, and often results in a reduction in suicidal thoughts and an increase in feelings of hope and purpose, so they can navigate daily challenges more effectively."

www.brookehouse.co.uk



IMPACT

Employment and Education



Brighter futures for wounded veterans

Wounded, injured or sick former servicemen and women have the chance to fly high again by retraining as commercial pilots with the help of our £25,000 grant.

We awarded **Wings For Warriors** the grant to help fund the operating salary for the charity's general manager for the next year. It was the latest in a series of grants totalling more than £100,000 given by us to **Wings For Warriors** since 2017.

Wings For Warriors provides retraining in aviation for wounded, injured or sick servicemen and women who have been medically discharged from the British armed forces.

The charity's beneficiaries typically undergo 12-18 months flight training, firstly at their local flight school before completing their commercial flight training at Skyborne Academy in Gloucester.

Mark Radcliffe,
CEO of **Wings For Warriors** said:

"Veterans want to get into meaningful work and continue to make a valuable contribution to society after serving their country. Many give much more than just their service. They are well used to performing at the highest level under pressure and are highly motivated and responsible."

"We are very grateful to the **Veterans' Foundation** for this grant, which will help us to retrain more wounded, sick and injured veterans as pilots."

Among those who have trained as commercial pilots are former veteran, Sam Taylor, who was shot in the neck while serving in Afghanistan and feared would never walk again; former Commando, James Tudor-Taylor, who has fought his way back from cancer, and Louis Farrell (*above*), who lost his



leg following an accident during a training exercise. All are now based at Manchester Airport with commercial airlines.

"These men served our country with pride but often come out of the service with few prospects. We felt **Wings For Warriors** provided tangible benefits through retraining," said the **Veterans' Foundation** Grants Manager, Sarah Kelling.

"Veterans want to be able to support their families and continue to contribute to society, and we are delighted to award grants that help ensure they can continue to do that."

www.wings4warriors.org.uk

Scholarship a valuable learning opportunity

An education can be life changing, so it made perfect sense to fund a scholarship for a veteran to study for a university degree at the **Open University**.

The **Veterans' Foundation Scholarship** is worth £25,000 and will provide the means for a former serviceman or woman to study for a qualification for up to six years at the **Open University** from October 2024.

"Education is the gateway to many things and can make such a difference to the life of the student and also to those within their circle of influence," said David Shaw.

"Many young people joined the service straight from school, some without access to further education and others who took an earlier route into employment via the military. When they are medically discharged, whether wounded, injured or sick, they can sometimes find it hard to transfer their military skills and achieve meaningful employment as a civilian.

"We are delighted to offer this scholarship, in the hope that it can help change the life of one such veteran, their family and those who will benefit from their learning on the course they have chosen."

www.open.ac.uk



A vehicle for rehabilitation

We awarded a grant of £30,000 to **Future Terrain** to buy a vehicle that gives wounded and injured veterans the chance to transition into civilian driving careers and even take part in challenging driving expeditions.



The charity, led by former Royal Marine, Grant White, and Irish Guardsman Charles Sincok, provides career guidance and training, and wellbeing activities to injured veterans, including amputees, so they can make the successful move into suitable employment following their military service.

The funds went towards an Isuzu DMax – a crew-cabin truck – and modifications, such as hand controls, to support a range of disabilities.

It also has space for wheelchairs and other equipment and a winch to help those who need it get onboard.

As well as a range of training courses, the charity also takes veterans off-roading in extreme locations, and is planning an expedition to Morocco in 2025.

"We are grateful that this grant helps us enable injured veterans do things that even some able-bodied people would find challenging," said Charles.

"It makes a huge difference to their lives and improves their wellbeing, their confidence and future prospects."

www.futureterrain.co.uk



100
veterans have moved
into paid employment
within the sport

Funding a fairway into recovery



Our grant to a golfing charity continues to help wounded, injured or sick former servicemen and women to recover and get back into the swing of civilian life.

This year we awarded **On Course Foundation** a grant of £16,500 to help fund the operating salary for a part-time operations assistant for the year.

It is the latest in a series of **Veterans' Foundation** grants totalling more than £105,000 given to **On Course Foundation** since 2019.

These grants have helped more than 100 veterans transition into paid employment within the sport, including roles as green keepers, club managers, marshals and retail positions in club shops.

Others have benefited through increased confidence, therapy and recuperation through the sport, and the companionship it can afford.

One such beneficiary is former Royal Marine, Ian Bishop (pictured above), who took up golf when he was medically discharged after losing both his legs and some fingers in a bomb blast in Afghanistan in 2010.

Ian now works part-time as an events assistant, putting on confidence-building events at clubs around the country.

Will Barker, Head of Fundraising, On Course Foundation said:

"Many veterans find the transition into civilian life very difficult, especially if they have been wounded and have life-changing injuries. We encourage them to give golf a go. It's a chance to get out in the fresh air, meet other like-minded veterans and hopefully build confidence. Sometimes they love it so much that they want to explore the possibility of a career in the industry and we are able to support this."

Veterans' Foundation Grants Manager, Clare Graham, said: "Helping veterans get their confidence back and getting them into employment is something to be celebrated, so we are delighted to be able to support **On Course Foundation** with another grant to keep up their good work."

www.onsoursefoundation.co.uk

Building meaningful employment opportunities

We all know that having a job we love and look forward to helps maintain mental health and wellbeing, which is why we awarded a grant of £50,000 to fund the salary of a **Building Heroes** Volunteer Leader for two years.

Building Heroes is a military to construction training charity that helps veterans gain skills and recognised qualifications leading to employment in the construction industry.

These include plumbing, tiling, bricklaying, plastering, painting and decorating, groundworks, landscaping and carpentry and joinery, as well as health and safety.



Courses take place over five consecutive weeks in an accelerated programme that would normally take up to a year.

They are open to former and currently serving armed forces personnel, who are within six months of



73%
of leavers enter into
employment,
self-employment or
further training



discharge from their service, reservists, and family members.

Training takes place in a mix of classroom and on-the-job site-based academies at a number of locations across the UK, to give learners a true taste of life in the industry.

Many of the courses lead to City & Guilds diplomas and certificates at different levels.

Harri Kallas, Building Heroes Director of Finance and People said:

"Veterans leave the service with a broad range of skills and qualifications but they are not always recognised as transferable or relevant to work in civilian life.

"We are truly grateful for this grant, which allows us to concentrate our efforts on bringing real opportunities to those who need them. We want to ensure that veterans have every opportunity to pursue meaningful employment with industry-relevant civilian qualifications and can hit the ground running from day one in a new job."

With that end in mind the charity also ensures its graduates leave with all the workwear needed to fulfil requirements in the job, from **Building Heroes** liveried clothing and PPE to safety shoes.

"We felt this was such a worthy cause both in terms of supporting veterans and also in filling a need in an industry that has a noticeable skills gap," said the **Veterans' Foundation's** grants manager, Louise Buchanan.

www.buildingheroes.org.uk

IMPACT

Homelessness and Housing



75%
of veterans living at
Broughton House
said they were
less lonely

Residents thrive at Broughton House

Broughton House was established in 1916. It is the North West's only veteran care home and has a long history of serving the armed forces community.

The **Veterans' Foundation** has supported the fantastic service delivered by the Broughton House team for several years and assisted in the development of its new centre.

The latest grant is focussed in the area of wellbeing and activities for resident veterans who can no longer live safely at home, and a total of 109 people have benefitted.

Broughton House particularly needed support for additional activities for veterans with dementia or cognitive decline. Our latest grant has ensured:

- There is one-to-one time with each veteran to understand their past, what they enjoy, and which activities would most improve their wellbeing and quality of life.
- A wide-ranging activity programme throughout the week for all residents, including activities to stimulate cognitive and physical health.



- A mix of group activities ranging from music, films, and themed meals, as well as individual time for each veteran to undertake dementia-friendly activities, including using specialist dementia equipment.

Featured in the specially designed programmes for residents are sensory afternoons utilising sound, light and smell, personal care sessions, gym exercise, military themed events to recognise anniversaries, and the popular pet therapy.

In a recent survey, 79% of family members claimed the veteran living at **Broughton House** was happier. 63% also stated their family member particularly enjoyed being in the company of other armed forces veterans.



A resident's family member said:

"The staff there made him feel like he was family. The night team were especially good company for him as they would share stories about Africa where Dad had lived in his younger years and so enjoyed it. They made him feel like he was their relative and he made great friends amongst the other residents and relatives."

www.broughtonhouse.com

Church Homeless Charity helps people towards a home of their own

Church Homeless Charity believes everyone's story of homelessness is different so the solutions to help shouldn't be one-size-fits-all.

The **Veterans' Foundation** has supported the charity to deliver that vision through a grant to help veterans transition from being homeless right through to employment.

Miriam Morris, Executive Director, said:

"Part of the pathway to independent living is to learn how to be self-supporting and sustain a tenancy. Tragically, veterans in supported accommodation can get caught in a benefit/work trap, which prevents them gaining employment and moving on.

"Typically we provide support and items veterans need at different stages of their pathway to overcome that trap, such as food, clothing, counselling and training."

The **Veterans' Foundation** grant focusses on four key areas:

- **Getting online** – funding for a smartphone, laptop or tablet
- **Training** – cash support to attend courses, including travel and materials
- **Starting work** – transport, clothing, tools and materials, rent subsidy
- **Resettlement** – deposit, bond, rent assistance, removal costs, furniture, emergency household items.

Church Homeless Charity's roots go back to Church Army Housing, which provided accommodation for veterans returning from WW1.

They currently support a homeless veterans' scheme at the Catterick Garrison and similar projects in Aldershot and Middlesbrough and assist 76 veterans in need at any given time.

www.churchhomelesscharity.org.uk





Launchpad puts veterans back on track

Empowering projects that support homeless veterans is a key priority for the **Veterans' Foundation** and this year we've continued to fund the life-changing work of **Launchpad**.

Based in the North of England, the charity manages three houses in Liverpool, Newcastle, and Durham and accepts veterans from all over the UK. **Launchpad's** latest grant award saw 169 homeless veterans (over the last 12 months) benefit from help when it was most needed.

On arrival, each veteran has an in-depth, holistic assessment and, once they have settled in, they create a personal plan for what they want to achieve during their stay. Residents are supported for up to two years (longer if necessary) but on average, they will stay at **Launchpad** for 12 months.

The initial work begins with assisting veterans to claim their benefit entitlements ensuring all are correctly funded, including money for their accommodation.

This is followed by individual programmes helping each veteran develop and implement an action plan to tackle the issues that caused, or contributed, to their situation.

Launchpad staff and in-house psychotherapists deliver one-to-one sessions, wellbeing activities and events for residents to engage in and offer advice and support around education, training and employment.

Once veterans have stabilised, they can access a comprehensive activity programme to build confidence and social skills. Training and work experience is also on offer as a bridge to employment and in the last year, 51 veterans gained employment.



Launchpad veteran recipients said:

"Since being at **Launchpad** I feel like I've got my hope back and there is a second chance for me going forward."

"Living at Speke House, in Liverpool, has been a total life-changing journey. I feel so much more confident and my self-esteem has improved 100%. I had a mental wellbeing score of 20% when I arrived, it's now 60%. I think that says it all."

www.veteranslaunchpad.org.uk

Grant aids transition to civilian life

We were delighted to provide a grant of more than £133,000 as part of our first major grants programme to **Alabaré**, to help fund salary and ongoing administration costs for two managers.

The funds will help finance two armed forces community operational managers to support veterans who are vulnerable, homeless or at risk of homelessness in the south west of England and Wales for one year.

Alabaré was founded in 1991 to provide safe, supported accommodation and a pathway of care and empowerment to those veterans and their families in need to achieve bright futures, secure homes, and improved wellbeing.

David Preston, Impact Evaluation and Reporting Officer, said:

"Veterans can often experience isolation when leaving the service and continue to identify with the armed forces community rather than the homeless, even if homeless themselves. This is why accommodation and guidance specifically tailored to them offers the most successful transition to civilian life."

The charity provides accommodation in shared three to nine-bedroom houses, designed to replicate homes (as opposed to hostels) for veterans for up to two years.

The veterans also follow a bespoke programme tailored to their specific needs that provides a pathway of support for behavioural issues that might include mental and physical health, unemployment and finances, personal relationships, addiction and substance misuse, and criminal tendencies.

www.alabare.co.uk



Debbie who has been part of Alabaré's Veterans' Self-Build Scheme in Plymouth.



IMPACT

Family, Transport and Wellbeing



Get a kick from giving to footballing veterans

We awarded a grant of £30,000 to **Liverpool FC Foundation**, to fund its military veterans' project, Barracks to Boot Room.

That brings the total to £50,000 awarded by us to fund football and wellbeing-related programmes at the club that help veterans keep fit, make friends and improve their mental health.

A core group of 80 veterans attend regular free physical activity and wellbeing sessions at the Premier club's Anfield stadium in Liverpool, though the programme has engaged with more than 3,000 veterans each year, since it was launched in 2012.

Veterans and their families can play football or do boxing fitness sessions, as well as attend coffee mornings and other get togethers. There are also monthly fixtures, a community league and charity tournaments.

"If it were not for the lads on this programme and the support I received, I would not be here today. I went through Army Tours, a troubled marriage and break up. Only the

thought of getting back to being with the lads and part of something got me out of a bad place," said one veteran.

Steve Hollis, Liverpool FC Foundation, said:

"It really feels like we are able to give something back to the community in an area that is well known for both football and its naval shipyards. We're thrilled to have this grant from the **Veterans' Foundation**, to help us provide former servicemen and women with a renewed sense of purpose, increased motivation and self-confidence and an opportunity for social interaction."

The majority of Liverpool FC's military veterans' project beneficiaries are former servicemen, aged 34 to 67, mainly from the Army and Navy, though Steve says they would like to attract more female personnel from any service.

Some of the programmes offered by **Liverpool FC Foundation** are also open to the partners and children of veterans.

Veterans' Foundation Grants Manager, Sarah Kelling, said: "We were impressed with how this programme is specifically targeted at former servicemen and women and the positive impact it has on their wellbeing.

"It's great that an iconic institution like a world-famous football club wants to do something so positive for veterans. Sport has long been acknowledged as healthy and beneficial, so we're delighted to support Liverpool in its endeavours to assist veterans with their mental health."

www.liverpoolfc.com/foundation



Supporting and valuing our military children

Military children can face unique challenges and **Little Troopers** is a charity that supports youngsters of those who serve through these difficult times.

The **Veterans' Foundation** has been a long-time advocate of **Little Troopers** and in 2023/24 has once again provided grant aid to help them deliver their fantastic work.

Little Troopers was founded in 2011 by British Army veteran Louise Fetigan. Both Louise, and her husband Tony, served in the armed forces and their daughter Madison, a military youngster for all her childhood, was the inspiration for the charity.

Louise Fetigan, Little Troopers, said:

"Having both served we saw first-hand, through Madison, what some armed forces youngsters face when growing up. Moving from place-to-place, country-to-country can be very unsettling and having a parent, or parents, away on tour can be extremely stressful."

"It started with a trek in Snowdon, three mums and their children, with dads serving abroad. We shared our story online and there was this swell of people who started saying 'my daughter is struggling, my son is struggling'. It became really evident that there was this invisible cohort of people who had no support and were broken. And that's when **Little Troopers** was born. There are thousands of youngsters who don't ask to be military children and it's our job to ensure they are not disadvantaged," said Louise.

The charity has a series of resources and initiatives to support military children and their families including the **Little Trooper** of the Month award scheme, the **Little Troopers** Therapy Programme and the **Little Troopers** at School programme, where more than 1,000 schools have signed up to use the charity's resources with service children in their education setting. The **Veterans' Foundation** has also recently funded the **Little Troopers** All Together programme, which connects military children through their shared life experiences. The programme includes residential weekends, adventure days and online workshops, which reaches military children posted overseas and living in remote communities.

www.littletroopers.net





Grant is a breath of fresh air for all



We all know how great we feel when we get out in the fresh air or create something that we can look at and feel proud of. That's why we are delighted to support **Dig In**, a military community charity that gets people together to enjoy the outdoors and do practical skills.

In March 2024 we awarded **Dig In** the first of two grants of £23,000 to fund a project manager for two years.

The charity is based in a walled garden in Preston, where more than 60 veterans, servicemen and women, and their families, can go to garden, whether growing plants in the greenhouse to sell, or food in the garden to share with the group. They can also learn a new practical skill, such as carpentry, photography or stone masonry, or to go fishing or enjoy company out on various trips.

The charity survives on its fundraising efforts, including proceeds from the sale of items its beneficiaries make in the woodworking shed, such as benches and garden furniture, planters and raised beds, and Christmas decorations.

Claire Grant, Project Manager, Dig In, said:
 "It is fantastic to get this support from the **Veterans' Foundation** to enable us to keep bringing this vital service to the armed forces community. We get no statutory funding so this is a tremendous help, and we know how much our beneficiaries appreciate it. They get so much out of this service, whether they attend on a short-term basis or continue over a longer period, regardless of whether they have been referred by a mental or occupational health therapist or just turn up. And it is great for us to see how much they prosper as a result." www.diginpreston.org



Educating on the needs of veterans

How veterans feel and ensuring they are valued after service were among the aims of the first Scottish International Conference on Armed Forces.

The **Veterans' Foundation** was a key sponsor of the event held by **Edinburgh Napier University's** Centre for Military Research, Education & Public Engagement this summer.



The conference followed the setting up of the **Scottish Armed Forces and Military Research Network (SAFMRN)**, made possible with grant funding from the **Veterans' Foundation** in 2022.

The five-day conference, entitled Identity, Purpose and

Belonging, was held at the Napier University Craiglockart campus. It was led by University Lead for Military Research, Professor Gerri Matthews-Smith, and administered by Dr Colin Macpherson.

It was attended by representatives of the Five Eyes (UK, Canada, USA, Australia and New Zealand) as well as Kosovo, Ukraine, Ireland and Greece, and academics and serving men and women and veterans.

All had the opportunity to participate in discussions during colloquiums across themes including, families, transition into civilian life, employment and training, the criminal justice system and mental health and wellbeing.

Professor Gerri Matthews-Smith said:
 "The conference was much larger than we originally anticipated, which is testament to the importance placed on the needs of serving personnel and veterans. It is important that both groups feel that they are acknowledged and valued as key parts of our communities. It is just the beginning, and I feel sure we will continue to learn through these forums and grow as time goes on."

www.napier.ac.uk

Grant launched in honour of late CFO

In 2024 we launched the Paul Heward Memorial Grant in honour of our Chief Financial Officer, who died in 2023.

Paul joined the **Veterans' Foundation** in 2017 just a year after it was founded by retired Major General David Shaw, becoming its second employee and playing an instrumental

part in our success and growth.

The first grant in his name was £35,000, awarded to Cumbria-based **Woodland Xperiences**, which gets people outdoors and closer to nature, in a safe, conversational environment.

"Paul (right) was a very active man, who loved the outdoors and adventure," said David, the **Veterans' Foundation** CEO and founder.

"Paul loved to be outdoors and having fun. He knew the value of activity, fresh air and fun to keep body and mind healthy and agile, so it seemed fitting that our memorial grant should be awarded to a charity operating in that sector."

Paul's wife, Annabel, joined the 'Forces Wives' challenge group bush camp to experience some of the activities the first memorial grant award is helping to fund.

Annabel said: "Paul would be delighted to have this grant named in his honour, knowing the good it will do in supporting the armed forces community."

www.woodlandexperiences.com





VETERANS' LOTTERY

£75,000 ROLLOVER JACKPOT SCOOPED IN FIRST MONTH

The Veterans' Lottery is the largest single-cause charity lottery in the UK and every month gives players the chance to win a mammoth £75,000.

More than 130,000 people play the lottery each month and that generous donation helps fund the grants that we award to charities that support our armed forces community.

The rollover jackpot was set at £50,000 between July 2023 and May 2024 and it was won on four occasions during that time.

The Veterans' Lottery continues to go from strength to strength. It is helping to fund a broad range of charitable causes that ensure the armed forces community can access the help and support needed.

July 2023 - June 2024

(Figures in brackets from previous year)



Online sign-ups
38,334 (32,203)



Face-to-face sign-ups
24,319 (20,518)



Monthly players
122,614 (98,529)

That's **24,085** more players than the previous year – a growth of **19.6%**.



Below: Julie Wadham, served for 22 years through tours in Sierra Leone and Afghanistan with the Queen Alexandra's Royal Army Nursing Corps – she even looked after Veterans' Foundation ambassador Mark Ormrod during his time at Headley Court. She won £7,000 in January 2024!



FROM JULY 2023 TO THE END OF JUNE 2024 WE HAVE GIVEN OUT £507,200 IN PRIZE MONEY

Then in June we raised the jackpot to £75,000 and were thrilled when it was immediately won by Kevin Page, 69, from Worcester.

Kevin (*above*) was inspired to sign up for the lottery after researching the World War Two Monte Cassino campaign of 1944, where his father had celebrated his 20th birthday. Together they visited the area in 2014 as part of the 70th anniversary commemorations.

From July 2023 to the end of June 2024 we have given out £507,200 in prize money.

But nearly all of our winners tell us they don't do the lottery purely for the chance to win a big tax-free lump sum. They do it to support our armed forces community and show their appreciation for the sacrifice they and their families make to keep our nation safe.



Left: September 2023's Veterans' Lottery draw came with a real feel-good story as Mel Young, the wife of a veteran who competed in the Invictus Games, scooped the massive rollover jackpot of £50,000!

FUNDRAISING

Changing lives together



Let's hear it for our amazing supporters

We want to extend a heartfelt thank you to all our incredible fundraisers who are making a meaningful impact on the lives of our armed forces community who are in need. Thanks to the dedication of our volunteer fundraisers, our [fundraising income has grown over the past year to £211,000](#), allowing us to provide essential support services, including mental health assistance and emergency housing, to more beneficiaries than ever before.

We are always excited to see individuals step up and raise funds in aid of the **Veterans' Foundation**. From dog walking to tough mudders, and marathons to epic cycling adventures, our supporters come up with a diverse array of creative and fun initiatives.

Here's just a snapshot of what our amazing fundraisers have been doing...



Bill Hodgson (*above*) battled snow, rain and fog to pull Santa's quarter-tonne sleigh from Edinburgh to Kirkham in just five days, averaging 40 miles per day, raising a generous £4,400 for the **Veterans' Foundation**. Bill's arrival was met with celebrations and the lighting of the Kirkham Christmas Memorial Tree.



Nigel Courtney (*above*) from Bishopswood Golf Club, who completed various fundraising activities for us (raising over £5,621), including an abseil down Spinnaker Tower in Portsmouth and holding an Am-Am golf tournament with members of the charity, **On Course Foundation**.



Inspired by the real-life veterans' stories on our social media, Michelle Brooking used her 2024 London Marathon ballot place to run in aid of the **Veterans' Foundation** and raised £1,282. Michelle's son recently joined the forces, following in the footsteps of his father and brother.

If you would like to set yourself a challenge, please get in touch with us at fundraising@veteransfoundation.org.uk.

DIO becomes our charity partner

We were thrilled when the **Veterans' Foundation** was chosen by the **Defence Infrastructure Organisation (DIO)** as part of its *DIOGivingBack* initiative this year.

The DIO is the estate expert for defence, supporting the armed forces to enable military capability by planning, building, maintaining, and servicing infrastructure.

Its nearly 5,000 employees do amazing work caring for the defence estate and those that depend on it, enabling our armed forces community to live, work, train and deploy.

And those employees also pledged to raise funds for the **Veterans' Foundation** as part of its *DIOGivingBack* initiative.

Individuals in the DIO kicked off with several fundraising events then in the summer DIO executives, its CEO Mike Green, and CEOs and executives from some of its partners and suppliers raised more than £55,000 through a sponsored cycle ride across northern France (*below*).

Mike led a group of bike enthusiasts on the four-day ride around historic monuments, battle sites and cemeteries, to commemorate the 80th anniversary of D-Day.

Mike, as a seasoned cyclist, gave his time for free and turned his holiday in France into a fundraising opportunity.

Among the sites visited were the beaches of Normandy, Pegasus Bridge, and Merville Battery. The group also paid their respects at British, American, and Canadian cemeteries, and paused in silent reflection to lay a wreath at Ranville Cemetery.

Ranville was the first village liberated in France in the early hours of D-Day, 6th June 1944, by troops who landed nearby by parachute and glider.

"This effort cannot be underestimated. I know it was a challenging ride, comprising many miles and through some changeable weather," said our CEO and founder, David Shaw.

"Time is such a valuable commodity, so to have so many busy people generously undertake this gruelling task, in their own time in the summer, and raise an amazing amount of money on our behalf, is humbling.

"I know I speak for the whole armed forces community when I thank the cyclists for their undertaking and for raising £55,000 for us to donate to the charities that provide such vital support."

Mike said: "A huge thank you to all the cyclists from **Amey, Arcadis, Aspire Defence, Balfour Beatty, Kier, Reds 10, VIVO Defence Services, and Wates**. To everyone who contributed, whether through our JustGiving page or directly to the charity, your generosity has helped us reach this significant milestone of more than £55,000."

Veterans' Foundation Partnership and Fundraising Manager, Sarah Elliott, said: "We are tremendously grateful for the support of the DIO through this corporate partnership.

"There is natural synergy between our two organisations, and it is wonderful to know that our work with the armed forces community is acknowledged and appreciated and will be the focus for the DIO. We and our armed forces family thank DIO's people from the bottom of our hearts."

CORPORATE PARTNERSHIPS

How your business can support British veterans – make the step today and maximise your impact

Would your business like to change lives across the UK? When you collaborate with the **Veterans' Foundation**, your brand impacts those in need across the UK. You help to combat homelessness by providing safe shelter for heroes; your company supports those with combat trauma to rebuild their shattered worlds; and your partnership will help to provide a better life for those physically damaged by their service.

Together we can transform lives, uplift communities, and inspire your employees. Support our armed forces community, involve your team in meaningful fundraising, and elevate your brand's reputation by joining us.

To learn more about the latest opportunities contact Sarah Elliott, Partnership and Fundraising Manager, sarah.elliott@veteransfoundation.org.uk

Want to fundraise?

There are numerous ways to support the **Veterans' Foundation**. You could participate in a physical challenge, such as a sponsored walk or run, organise a community event like a quiz night or coffee morning, or host a dinner party.

Each of these activities will raise funds and spread awareness of the challenges faced by our armed forces community and the support that the foundation provides. Choose what works for you, and you'll be making a positive impact!

To discuss fundraising ideas please contact us by email at: fundraising@veteransfoundation.org.uk



You can transform the life of a veteran with a gift in your will



One way you can show your thanks, and respect, is to pledge to support veterans in need through a gift in your will.

Your pledge will ensure your passion for the armed forces lives on by helping veterans to rebuild their shattered worlds.

Wills are important to all of us who want our wishes to be followed: they are important for our children and family, our pets and for causes we are passionate about.

Your gift to the **Veterans' Foundation** will support mental health projects to give hope to those battling combat trauma and provide homeless heroes safe shelter and a better life. It can be life-changing and life-saving.

We have teamed up with award-winning provider, **Farewill**, to provide a limited number of wills to our supporters. Whether to help you write your first ever will, or alter an existing will, **Farewill** makes the process simple and quick.

Find out more about this trusted service at www.veteransfoundation.org.uk/free-will-service/

Thank you very much for supporting our armed forces.



Have our armed forces played a role in your life?

Maybe a member of your family, or a friend, served their country or you are thankful for the amazing work of the British armed forces.

Share their military service stories and memories

If you have a family member or friend who served our country and is no longer alive, we encourage you to take a moment to share their memory on the **Veterans' Foundation Memorial Wall** to acknowledge their contribution.

You can include as much or as little information as you like, ideally touching on both their military service and civilian life. While a photo is preferred to aid future generations in remembering them, it is not mandatory.

By creating a memorial for your loved one who served, you are playing a vital role in preserving British history for future generations.

Discover more at www.veteransfoundation.org.uk/memorial-wall/



2Gether raises £13k for veterans' mental health

2Gether with Mark Ormrod has made an incredible impact, raising £13,000 to support veterans facing mental health challenges.

The campaign began with a social media poll asking supporters to choose the topics they wanted to see addressed. The overwhelming response was for a focus on mental health and the challenges of transitioning to civilian life.

In February 2024, **2Gether** launched with Royal Marines veteran and triple amputee Mark Ormrod leading the charge to shine a light on the everyday struggles faced by our British veterans.

A 2022 study revealed that veterans are at their highest risk of suicide within two years of leaving the armed forces, with those who served in Iraq and Afghanistan 70% more likely to develop PTSD.

In an honest and powerful conversation with *SAS: Who Dares Wins* star Jason Fox, Mark explored the stark realities that veterans face. Foxy, who dedicated 20 years of his life to the Royal Marines and Special Forces, opened up about his own battle with PTSD and the

unexpected pain of leaving the military.

The campaign resonated with **Veterans' Foundation** supporters, raising £13,000 to help British veterans rebuild their lives after service.

A heartfelt thank you goes out to **Splash Projects** for sponsoring this episode of the **2Gether** campaign, and to everyone who donated. Your support ensures that those who have served our country will not struggle with the unseen wounds of war on their own.

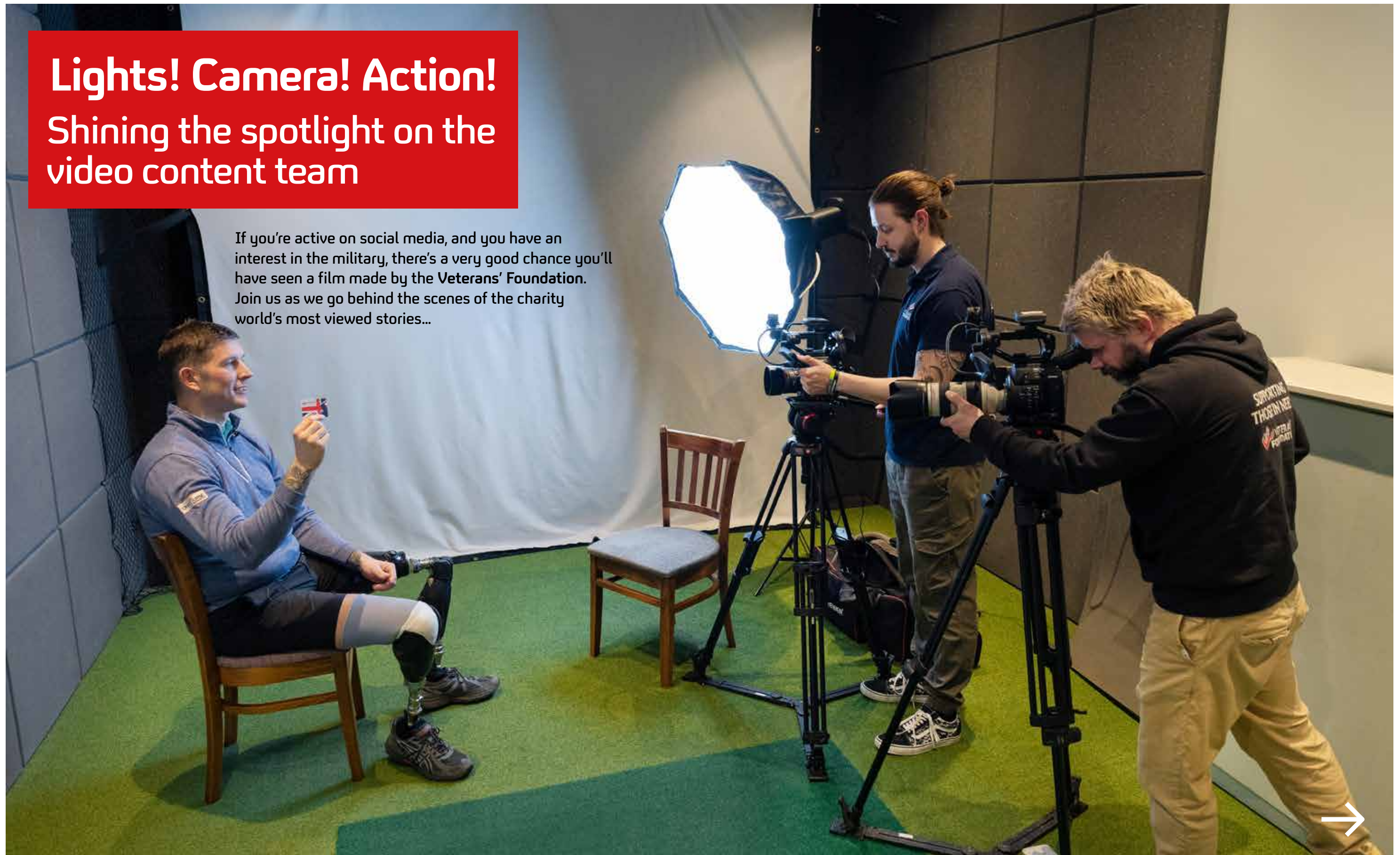
Sarah Elliott, Partnership and Fundraising Manager, Veterans' Foundation said:

"We are very grateful to Mark Ormrod, an ambassador for the **Veterans' Foundation**, who is known for his work for charitable causes focusing on issues related to disability and mental health. Mark emphasises resilience, positivity, and the importance of mental strength. His journey from overcoming personal adversity to inspiring others has helped raise awareness and funds across the UK."

Lights! Camera! Action!

Shining the spotlight on the video content team

If you're active on social media, and you have an interest in the military, there's a very good chance you'll have seen a film made by the Veterans' Foundation. Join us as we go behind the scenes of the charity world's most viewed stories...



➔ Since 2016, content made by the Veterans' Foundation's video team has been viewed more than 80 million times across a variety of social media channels and that huge reach has been a crucial factor in the charity's success.

But what goes into making these films?

Creative Director Steve Partner has been working with the Veterans' Foundation since inception and, alongside Liam Stuchbury and James Ayley, they make up the three-man crew responsible for all video content.

According to Steve, the key to the success of these films is simple – it's all about the veterans who agree to be in them.

Steve and the team have made more than 200 films covering a wide range of issues that affect British veterans, from World War Two heroes to those who served in Northern Ireland, the Falklands, Iraq and Afghanistan.

"The job is incredibly rewarding," said Steve. "To be given the opportunity to sit down with these remarkable men and women – many of whom have suffered lasting physical or mental damage while serving their country – is both a pleasure and a privilege."

"Seeing how so many have rebuilt their lives in the face of adversity is truly inspiring. The job for us is then being able to convey that to viewers, all while under the time constraints that social media dictates.

"Creating an emotional connection is critical – and that remains the challenge with every piece of video content we make.

"But none of it would be possible without these amazing veterans agreeing to sit down and talk to us."

Anyone who is familiar with the Veterans' Foundation films will recognise a common thread – the content is always authentic. There are no actors, no glossy sets and no scripts. Instead, Steve and his team focus on real-life stories, told first-hand by the veterans who have put their lives on the line for our country.



Above: James Ayley, Liam Stuchbury and Steve Partner capture a quick snap after completing a film shoot with Hari Budha Magar.

"All the veterans we speak to have a remarkable story – we simply provide a platform for them to tell it," said Steve.

As well as raising money for the Veterans' Foundation, the films play another crucial role, too – they help shine a light on the many issues that beset veterans once they move into civilian life.

"When you think about the number of people who see these films, it's quite overwhelming," added Steve.

"Craig Harrison is a good example. Craig was a sniper with a long and distinguished career in the British military but the memories of what he'd done and seen in service had left him with crippling PTSD.

"His brutal honesty and raw emotion made for a film that has been watched more than 12 million times on Facebook alone. That exposure led to other veterans suffering from similar mental health issues to come forward and ask for help.

"To know we're putting these topics out to the wider public and giving them a better understanding of the challenges veterans can face on leaving service is extremely rewarding."

Of course, Steve and his team don't just interview veterans, they also speak to the charities who benefit from Veterans' Foundation grants – helping promote the amazing work that goes on in assisting serving men and women, veterans and their families.

And then there are the Veterans' Lottery winners, too, those lucky players who have been fortunate enough to win life-changing sums of money.

"The variety in the job is another of its great positives," said Steve. "It might entail an awful lot of miles on the road and plenty of early starts and late finishes, but would any of the team want to swap for a more predictable work life? Not a chance!"

Left: Creative Director Steve Partner interviewing Special Forces veteran Toby Gutteridge.



VETERANS: THE STATISTICS

1.85m

veterans living in the United Kingdom

60%

of veterans surveyed find it hard to ask for help with their mental health (NHS Op Courage)

54%

of veterans surveyed had a physical health problem (NHS Op Courage)

14%

rise in homelessness in the veteran community

SOURCES

<https://www.england.nhs.uk/2024/01/nhs-expands-mental-health-support-for-veterans-with-more-than-half-saying-its-hard-to-speak-up/>

<https://hansard.parliament.uk/Lords/2024-01-31/debates/41B07CE1-3B92-4C06-A6F9-E769E7F5515E/HomelessnessVeterans>

A MESSAGE FROM THE CEO AND FOUNDER



Supporting the armed forces community: a look at the Veterans' Foundation's impact and future

The Veterans' Foundation has consistently demonstrated its unwavering commitment to supporting the armed forces community. Over the past seven years, our Impact Reports have painted a picture of growth, resilience, and the tangible difference made in the lives of service people, serving and veteran, and their families. This year's report showcases not only our latest achievements but also our vision for expanding this crucial support in the years to come.

Grant giving: Transforming lives

Over the past seven years, the Veterans' Foundation has gradually increased the value of grants awarded, as well as the variety of beneficiaries reached and needs addressed. These funds have been directed to reputable charities and projects that provide essential services to improve mental and physical health, homelessness, wellbeing, training, old age and poverty. We provide these funds primarily to small and medium-sized (in terms of wealth) organisations, acting as one of their fundraisers to a greater or lesser degree.

As you will have seen in this Impact Report, the latest statistics reflect another significant leap in our efforts with £22.2 million raised since the Foundation's inception in August 2016, and more than £5.7 million awarded or designated in the financial year from July 2023 to June 2024. We have provided funds to more than 450 organisations, mainly charities but also some CICs (limited by guarantee) and a few individuals. These grants have benefited thousands of members of the armed forces community, including veterans, serving personnel, qualifying seafarers, and their families.

This growth is testament to the highly effective Veterans' Lottery and corporate donors, some very

powerful advertising, the generosity of our individual donors, the dedication of our partner organisations, and, of course, the excellent Veterans' Foundation team and the trust placed in us by the armed forces community. Thank you for your efforts and teamwork in what has been such a progressive year.

Key partners in our success

Our progress would not have been possible without the collaborative efforts of our contractors and supporters. Our heartfelt thanks go to Bee-Ethical, Bee Ethical Media, and Bee Ethical Active for their tireless dedication to our mission.

Their hard work in creating passionate communication, managing the Veterans' Lottery operation, and getting out and about among members of the public to raise support, has been instrumental in amplifying our impact to the benefit of our beneficiaries.

Additionally, we are deeply grateful to

corporate donors, exemplified by the Defence Infrastructure Organisation (DIO) and individual fundraisers who have gone above and beyond to raise vital funds on our behalf. Their passion and commitment ensure that we can continue to support those who have served and, in some cases, sacrificed so much.

We also work in conjunction with the likes of Cobseo, the OVA and other funding organisations, while also noting relevant research and listening to grantees' feedback, to understand the needs of our beneficiaries.

Looking to the future

As we look ahead, our mission is clear: to provide even more funds via grants to help members of the armed forces community who are in need. The demand for funding is growing and we are determined to meet it by forging new partnerships and exploring innovative funding opportunities – acting as fundraisers for those we support.

We call on businesses to join us in this mission. By supporting the Veterans' Foundation, companies can engage us to direct funds to trusted and reputable charities that provide life-changing services to the armed forces community, particularly veterans and their families. Together, we can ensure that no member of that community is left behind. We can provide advice on the best routes to help the beneficiaries, and you can rely on our due diligence.

Our grant programme fits the needs of those organisations with whom we work (and tell us if you have other



funding ideas). In the last year we initiated Small Grants (up to £5k) and Major Grants (between £100k and £200k) programmes, while continuing with our Standard Grants of £30k and Salary Grants running at £25k for up to three years. If you seek grant funding, look at the eligibility criteria or contact our communicative and personable grant managers.

Join us in making a difference

The Veterans' Foundation is more than a charity. It is a lifeline for countless individuals who have given much for our country. With your support, we can continue to expand our reach and deepen our impact. Whether through corporate partnerships, fundraising initiatives, or individual donations, every contribution helps us to deliver hope and support to those who need it most.

If you are a company interested in supporting our work, please contact

us to learn more about how you can make a lasting difference. Together, we can continue to provide funds to recommended and reputable charities and ensure a brighter future for the armed forces community.

Thank you for being part of our journey; your generosity and dedication are at the heart of everything we do.



Major General David Shaw CBE, CEO and Founder, Veterans' Foundation

Grants awarded

in the year ended 30 June 2024

Grants were awarded to the following institutions or individuals in the reporting year.

- AA Veterans Support
- Abberton Rural Training (ART)
- Accrington Stanley Community Trust
- ACVC HUB
- Age UK Sheffield
- Age UK Waltham Forest
- Alabaré
- Altrincham Football Club Community Sports Limited
- Anthony Curtis
- Anxious Minds
- Armed Forces Bikers Veterans Charity
- Armed Forces Community HQ
- Armed Forces Equine Charity
- Armed Forces Para Snowsport Team
- Ashes To Gold
- Association of Royal Navy Officers
- Belfast Exposed Photography
- Blackburn Rovers Community Trust
- Blackpool FC Community Trust
- Bravehound
- Bravo Victor
- Brooke House Health and Wellbeing Centre
- Broughton House Veterans' Care Village
- Building Heroes Education Foundation
- Bulldogs Boxing & Community Activities
- Burma Star
- Caistor Roman Project Ltd
- Calibre Audio
- Career Pursuit CIC
- Centre for Military Justice
- Church Homeless Charity
- Citizens Advice Medway
- Citizens Advice Wrexham
- Clervaux Trust Ltd
- Climb 2 Recovery
- Community Drug and Alcohol Recovery Services
- Community Solutions North West Ltd
- Comunity Wellbeing NI C.I.C.
- Conwy District Citizens Advice Bureau
- Deafblind UK
- Decorum NI
- Defence Gardens Scheme
- Dig In
- e50K C.I.C
- Earl Haig Fund Scotland (Poppy Scotland)
- East Durham Veterans Trust
- Edinburgh Napier University
- Erskine
- FAB (Families' Activity Breaks)
- Fares4Free
- Fighting With Pride
- FirstLight Trust
- Forces Children Scotland (The Royal Caledonian Education Trust)
- Forces Employment Charity
- Friends of the Royal British Legion Band of Wales
- Garelochhead Station Trust
- Gateshead Council
- Gloucester Rugby Foundation
- Healthier Heroes CIC
- Help 4 Homeless Veterans
- Herefordshire Veterans Support Centre
- Heropreneurs

- HighGround Projects Ltd
- Home Start Chichester and District
- HorseBack UK
- Huddersfield Town Foundation
- Hull 4 Heroes
- Labrats CIC
- Launchpad
- Little Troopers
- Liverpool FC Foundation
- Lord Kitchener Memorial Holiday Centre
- Lothians Veterans Centre
- M.A.S.H.
- Mid Ulster Victims Empowerment
- Millburn Community Development Limited
- Milspo Network CIC
- Mind in Bexley and East Kent
- Mind in West Essex
- Mission Motorsport
- Mode Rehabilitation
- Morecambe FC Community Sports
- National Day Nurseries Association
- National Gulf Veterans & Families Association
- Never Such Innocence
- No Duff UK
- North Yorkshire Citizens Advice and Law Centre
- Not Forgotten Northern Ireland
- On Course Foundation
- Pain Association Scotland
- Peninsula Veterans
- Plymouth Sports Charity Limited
- Plymouth Youth Sailing Group
- Prisoners' Education Trust
- Project RECCE CIO
- PTSD Resolution
- Raw Performance CIC
- RBL Newtownards Branch
- RBLI
- REACT Disaster Response
- Reading Force
- Recruit for Spouses Academy CIC

- Rotherham Hospital & Community Charity
- Rotherham Military Community Veterans Centre
- Royal British Legion Industries (Scotland's Bravest Manufacturing Company)
- Royal British Legion Scotland SCIO
- Royal Star & Garter
- Royal Welsh Regimental Welfare & Benevolence Foundation
- Sacro
- Sale Sharks Foundation
- Salford Red Devils Foundation
- Saviours Simul CIC
- Schomberg Society Kilkeel Ltd
- Scotty's Little Soldiers
- Service Dogs UK
- Shared Parenting Scotland
- Soldiers Arts Academy
- Soldiers of Oxfordshire Trust
- South Shields Surf CIC
- Special Boat Service Association
- Spirit of Normandy Trust
- Stepway CIO
- Stockport County Community Trust
- Style for Soldiers
- Suffolk Family Carers
- Supporting Wounded Veterans Ltd
- Team Endeavour Racing 2023 (UK) CIC
- Team Endeavour Wheelchair Rugby Club
- The Block, Armed Forces Foundation CIO
- The Bridge for Heroes
- The British Forces Foundation
- The Cart Shed Charity
- The Contact Group
- The Ely Centre
- The Gwennili Trust
- The Icarus Charity
- The Leeds United Foundation
- The Leegate Centre C.I.C.

- The Military Wives Choirs Foundation
- The Old Bank Wellbeing Trust
- The Open University
- The Ripple Pond
- The Royal Alfred Seafarers' Society
- The Royal British Legion Poppy Factory Ltd
- The Royal Tank Regiment Association
- The St. John and Red Cross Defence Medical Welfare Service (DMWS)
- The Veterans Charity
- The Veterans Hub Weymouth & Portland CIC
- The Viking Boat Company CIC
- The Warrior Programme
- Tom Harrison House
- Trafford Veterans CIC
- UK Veterans Hearing Foundation
- Ulysses Trust
- University Hospitals Birmingham Charity (aka Fisher House)
- Veterans Chaplaincy Scotland
- Veterans Community Network
- Veterans in Crisis
- Veterans in Sefton CIO
- Veterans into Logistics
- Veterans Living History Museum CIC
- Veterans Outdoors
- Veterans Outreach Support
- Veterans Skills Academy
- Veterans Tribe CIC
- Veterans' Growth
- Voluntary Action Swindon
- Walking With The Wounded
- War Widows Association
- Waterloo Uncovered
- Who Dares Cares
- Wings for Warriors
- Withernsea Armed Forces Veterans Breakfast Club
- Woodland Xperiences
- Woody's Lodge

We've scooped silver in employer awards

We were thrilled to be awarded a prestigious silver award in the **Employer Recognition Scheme** in Scotland.

It is the second-highest badge of honour available to organisations that employ and support reservists, veterans, Cadet Force adult volunteers and their families.

The **Veterans' Foundation**, along with 20 other silver award winners, have signed the Armed Forces Covenant, which is a commitment to supporting defence through services, policy and projects.

"Helping veterans, serving personnel and their families is fundamental to our existence," said retired Major General, David Shaw. "We are proud that our work and our commitment to the armed forces community has been recognised with this award."

Employers are considered to have gone above and beyond with their support through engagement with initiatives such as employing service leavers, supporting individuals transitioning out of the armed forces into a new career and providing flexibility for reservists, for example by offering additional paid training leave and supporting them through the mobilisation process.

The **Veterans' Foundation** is one of only 21 businesses and organisations to achieve the prestigious accolade, which was presented by Naval Regional Commander for Scotland and Northern Ireland, Brigadier Andrew Muddiman ADC at an awards ceremony hosted by Lowland Reserve Forces' and Cadets' Association at the City of Glasgow College in autumn 2024.






VETERANS' FOUNDATION

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veteransfoundation.org.uk



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Charity Commission Charity No. 1166953, OSCR Charity No. SC046571

