

www.firefighterscharity.org.uk

THERE FOR FIRE FIGHTERS AND THEIR FAMILIES



IMPACT REPORT 2012-13



Registered Office: The Fire Fighters Charity, Level 6, Belvedere, Basing View, Basingstoke, Hampshire, RG21 4HG.

Charity registered in England & Wales (1093387) and Scotland (SC040096)

Royal Patron
Her Majesty The Queen

WELCOME

FIRE FIGHTERS' EFFORTS IMPACT ON ALL OF US

The brave men and women of the fire service risk their lives to save ours. Twenty four hours a day, seven days a week, 365 days a year.

Whether putting out fires in our homes, rescuing us from road accidents or cleaning up dangerous chemical spills, fire fighters are there for every one of us in our greatest times of need. They put out more than 200,000 fires every year in the UK.

Fire fighting isn't an easy job. Fire fighters put their lives on the line every time they go on shift. They are sometimes injured as they save lives, sometimes leaving them unable to work. Emotional trauma and stress is common too – fire fighters have to deal with life or death situations every day, after all.

OUR SUPPORT ALSO IMPACTS ON FIRE FIGHTERS

The Fire Fighters Charity is there for every one of the UK's 200,000 serving fire fighters, retired fire fighters, fire service support staff - and their families. Our support makes a huge positive impact on their lives.

Our three rehabilitation centres are proven to help people in the fire community get back on their feet after injury, trauma and problems in their lives. Fire fighters can call the trained advisers on our helpline for support with any issues, from accessing benefit help to improving family relationships. Our staff can also visit fire fighters at home if solving their problem needs a more in-depth approach.

CHAIRMAN'S VIEWS

“ WE SUPPORTED 4,547 FIRE FIGHTERS, RETIRED FIRE FIGHTERS, SUPPORT STAFF AND THEIR FAMILY MEMBERS IN 2012-13 ”



The Fire Fighters Charity is proud to have made a huge impact on the lives of fire fighters, retired fire fighters, fire service support staff and their families in 2012-13

Fire fighters put their lives on the line for all of us, every day. We're so pleased to be able to give them and their families the support they need to stay healthy, stay happy, and do their jobs well. Yet again, we've been the leading support service for fire fighters in the UK.

No other organisation provides such a full package of high quality support, exactly tailored to the needs of our hard working, brave fire fighters. The massive impact of our rehabilitation centres has always been clear to us. But this year we have the clinical data to prove it. Thanks to an "Outcome Measures" project we commissioned, we know that our centres improve fire fighters' health and wellbeing enormously. See our amazing figures on page 15.

With our refurbished, bigger Marine Court rehabilitation centre having opened this year, our new psychological services and our new seven day services reducing waiting times and allowing more people in the fire community to use our centres, we're sure we will build on these fantastic achievements in the coming year.

We've had over 1,500 more calls to our helpline this year compared to last, showing that more and more people are hearing about the excellent support we provide. And we're reaching out with life-changing support and advice to an ever-increasing number of people on Twitter and Facebook.

IT'S BEEN A GREAT YEAR – THANKS SO MUCH TO EVERYONE WHO'S SUPPORTED US

But we need your help to continue our vital work. It now costs over £8 million a year to keep The Fire Fighters Charity running but to develop our services, we need to raise much more! With no government funding, we rely completely on the generosity and enthusiasm of our supporters.

Please help us keep fire fighters fit and healthy so they can continue saving lives.

“ PLEASE HELP US KEEP FIRE FIGHTERS FIT AND HEALTHY SO THEY CAN CONTINUE SAVING LIVES ”



John Parry Chief Executive
Ken Seager Chairman

OUR CENTRES

OUR REHABILITATION CENTRES ARE CHANGING LIVES

Fire fighters are turning their lives around at our state-of-the-art centres, recovering from physical and psychological injuries.

Fire fighters are hurt every day. Physical injuries, often serious, are a hazard of the job. And the stress and trauma they encounter in their work can leave mental scars too.

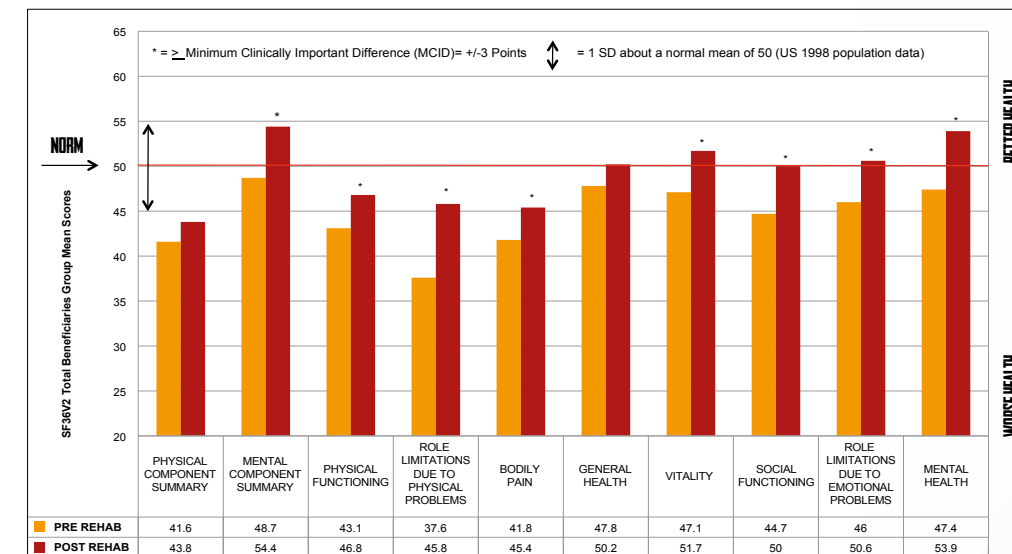
We run three rehabilitation and recuperation centres where fire fighters, retired fire fighters, fire service support staff and their families can return to health: Harcombe House, tucked away in the Devon countryside; Jubilee House in the heart of the Lake District; and Marine Court, by the beach in Littlehampton.

Every year, our centres improve the lives of thousands of fire fighters and their families – whether through physiotherapy, counselling, or just the chance to take time out in a tranquil setting.

Over the last couple of years, we've made big improvements to all three centres, meaning we can make an impact on the lives of even more people in the fire community.

OUR CENTRES IMPROVE HEALTH: THE PROOF

QUALITY OF LIFE (SF36v2) of Total Beneficiary Visits Pre & Post FFC Rehabilitation (n=961)



We've always known that our recovery and rehabilitation centres make a massive difference to fire fighters' health and wellbeing.

But now we've got the clinical data to prove it. This year, for the first time, we did a formal study into the effects our centres have on the health of fire fighters and their families.

The results were striking. We measured eight categories of physical and mental health before and after treatment for nearly 1,000 fire fighters using our rehabilitation services. Average scores improved in each category – and in seven out of eight this improvement was classified as "clinically significant".



NEW FACILITIES AT MARINE COURT

better services for our fire fighters

For nearly 50 years, serving and retired fire fighters and their families have enjoyed sunshine and sea air while recuperating at Marine Court in Littlehampton. Now, thanks to a £2.4million refurbishment, they can enjoy state-of-the-art rehabilitation facilities at the centre too, helping them recover more quickly. The refurbishment also means we're able to give more help to more people – up to 20 more clients a week.

After 18 months of work, the Marine Court rehabilitation wing was officially opened in the Spring, and already 226 fire fighters and their families have benefited from the improved facilities. The centre now boasts an ultramodern rehabilitation wing, complete with hydrotherapy pool and gym, 15 new bedrooms and a refurbished lounge.

LOWER WAITING TIMES

We've cut waiting times and allowed more people to come to our centres by offering our services seven days a week, and giving the option of more flexible stays. Since we started this in April, waiting times have fallen from 12-13 weeks to just five weeks for recuperation (relaxing breaks) and 3-4 weeks for rehabilitation (treatments including, for example, physiotherapy) – meaning fire fighters are able to return to their life-saving work much sooner.

And now that we offer a more flexible programme, including shorter four day stays over weekends, our services are much more accessible – particularly for on-call fire fighters who provide fire cover in rural areas and have primary employment outside of the fire service, who can't take a full week off work. We're already seeing more people using our services, which means more fire fighters are becoming healthier and happier.

OUR NEW PSYCHOLOGICAL SERVICE

Mental health can be a taboo subject – but we know it can be a vital part of someone's rehabilitation. That's why this year we introduced psychological services within our three centres. Already, 399 fire fighters and their families have benefited from our psychology workshops and one-to-one sessions.

People who might not otherwise seek help often find they can relate to issues in the workshops, prompting them to make follow-up one-to-one appointments. And they tell us, too, that it's great to have a place away from home or work where they can talk confidentially, offload and develop coping strategies.

“
**OUR CENTRES HELPED
 3,982 FIRE FIGHTERS
 RECOVER FROM
 PHYSICAL INJURIES,
 TRAUMA, STRESS AND
 EMOTIONAL PROBLEMS
 THIS YEAR**”



SAVING ON ENERGY, SPENDING ON SERVICES



PROTECTING VALUABLE RESOURCES

Rising energy prices can reduce the amount we spend on services – so we've secured new, good value gas and electricity supply contracts. Buying as a group has meant we can save £8,000 a year, and fix our prices for the next two years.

We're also getting much better at monitoring our energy use, educating staff about saving energy and using energy-efficient equipment. It's all part of our ongoing effort to use our resources as efficiently as possible, so we can spend our money where it's really needed. And of course it means we're doing our bit for the environment too: during last summer's heatwave, our major solar panel provided much of the energy for our Harcombe House centre in Devon. This has been a significant asset in generating excess electricity worth over £12,000 to the Charity.

THE NEXT GENERATION

SUPPORTING CHILDREN WITH BURNS

Alongside supporting fire fighters and others in the fire community, we also support child burn survivors.

We were delighted to welcome 22 children with burns injuries and their families to Jubilee House for two weekends of relaxation, recovery and fun this year. Families visited local attractions, enjoyed our pool and had visits from local entertainers including a circus group and a magician.

Parents were able to talk with medical professionals about everything from scar management to psychological support for their children. We held the weekends in conjunction with the Children's Burns Trust, the Royal Manchester Children's Hospital, Pinderfields Hospital, the Royal Victoria Infirmary, Alder Hey Children's Hospital and Sheffield Children's Hospital.

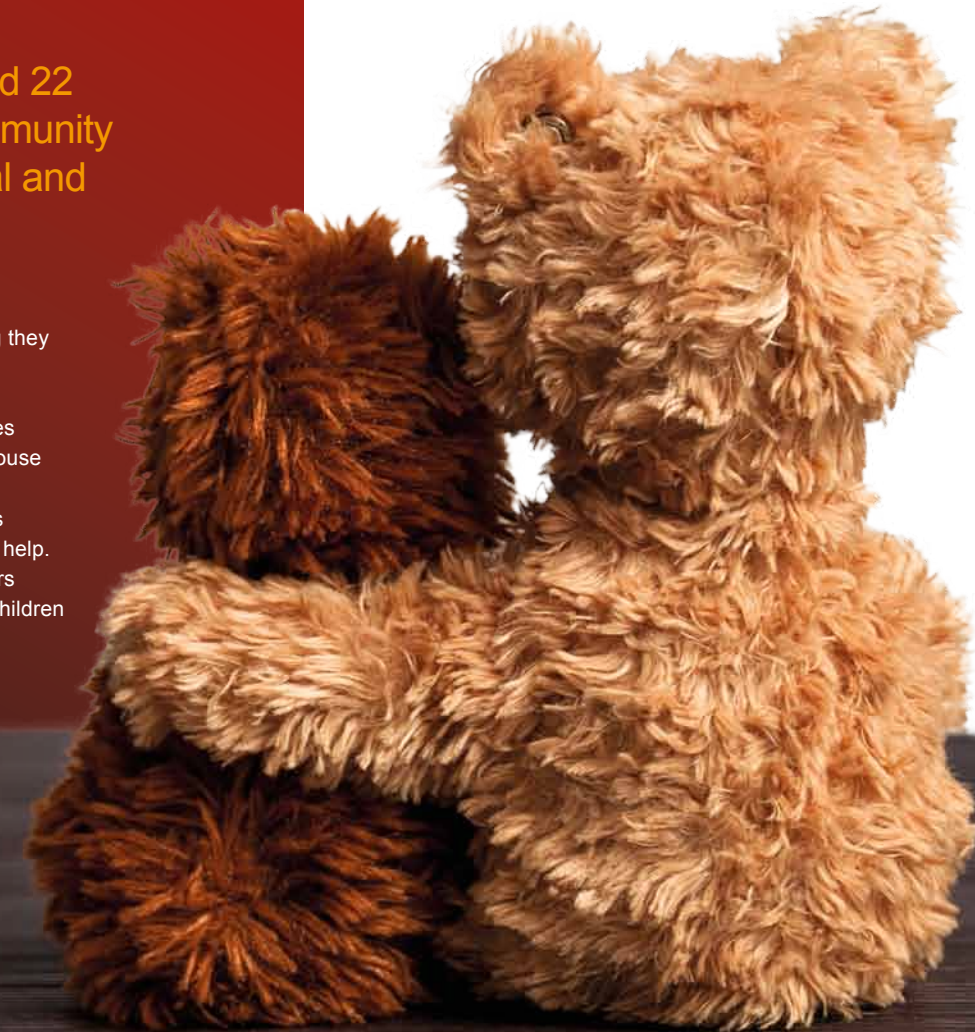
SUPPORTING THE FIRE COMMUNITY'S CHILDREN

This year we've supported 22 families from the fire community with children with physical and mental disabilities.

Providing a place to get away for a few days and spend quality time together – something they rarely have the opportunity to do.

Our Child and Family programme lets families come for a relaxing stay at our Harcombe House centre during the school holidays. They can use our swimming pool, visit local attractions and simply unwind, with our staff on hand to help. Everyone gets the chance to meet with others in similar situations, for mutual support. As children make friends, their confidence grows.

“
**OUR AIM IS TO PUT
 THE SMILE BACK ON
 THE CHILDREN'S FACES**”



GED'S STORY

“

I CAN HONESTLY SAY THAT IF I DIDN'T GO TO JUBILEE HOUSE, I DON'T KNOW WHERE I WOULD HAVE ENDED UP. I MIGHT HAVE DRAGGED MY PROBLEMS AROUND FOR YEARS.”

That's what Ged Phelan, Watch Manager at Merseyside Fire and Rescue Service, has to say about his stay at our Jubilee House rehabilitation centre.

When Ged was struck down by chronic back pain, he turned to The Fire Fighters Charity. "I was off on long-term sick and Occupational Health gave me the details for Jubilee House. I ended up going there for two weeks because of the pain in my back and knee," he explains.

Although he didn't realise it at the time, Ged was actually suffering from stress, which had manifested itself in physical pain. He says: "There was a nurse trained in counselling available for 'talks' and I thought I'd give it a go. At the end of the first session the nurse said it probably wasn't my back that was the problem, but stress instead. I was suffering from depression and didn't know."

Thanks to our help, Ged started to recover immediately. Ged explains: "Within the first six days my back and knee eased remarkably. The fact that I had made my first breakthrough and talked about my problems lifted a huge weight that allowed me to move forward. I was humbled by how superb the facilities were."

A year later, Ged was still having some problems with stress – and it was putting a strain on his family too. So we organised a relaxing stay for him and his wife and children at our Harcombe House centre in Devon.

Since then, Ged has managed to get back on track, and recently set up a support group for serving and retired fire fighters in his area to make sure they know what services The Fire Fighters Charity offers.



“

ALMOST 50% OF THE 87,623 PEOPLE WHO VISITED OUR WEBSITE WERE NEW VISITORS!”

INFORMATION/ADVICE

BEREAVEMENT MENTAL HEALTH PROBLEMS NEEDING ADVICE ON BENEFIT SUPPORT

When fire fighters are having hard times, they can come to us for the information and advice they need – so they can start to get their lives back on course.

Our helpline, staffed by expert advisers, is ready to take calls from fire fighters, retired fire fighters, fire service support staff and their families every weekday. Callers tell us just speaking to someone who understands – and knows what they're talking about – can be a huge help.

If someone needs more in-depth help, one of our staff or specially trained volunteers can visit them at home. We also have a huge range of factsheets and other information available on our website, plus we offer support via Twitter and Facebook.

OUR HELPLINE AND HOME VISITS:

Supporting more fire fighters and their families than ever before.

More than 7,500 people called our helpline in 2012-13 – up over 1,500 on last year. Our popularity reflects the growing reputation of our helpline as a vital resource for everyone in the fire community, providing excellent support that can make all the difference to people in need.

To help with more complex problems, we also visited nearly 500 people in the fire community in their homes.

“

THE NUMBER OF CALLS TO OUR HELPLINE INCREASED BY 1,500 THIS YEAR, SHOWING OUR GROWING REPUTATION FOR GIVING EXCELLENT ADVICE”



REACH NETWORKS:

Supporting more and more people in the fire community via social media

Twitter and Facebook are great ways to let fire fighters and their families know about the crucial services we offer. We have worked hard this year to increase our number of "likes" on Facebook from 10,611 to 12,430, attracting more people to look at the advice on our website, ring our helpline and use our centres to improve their lives. We also joined Twitter in September 2012, and already have more than 3,500 followers!

A STRONGER ORGANISATION

WE'VE WORKED HARD BEHIND THE SCENES TO IMPROVE OUR WORK

ENCOURAGING MORE PEOPLE TO USE OUR SERVICES

We want to develop our services to meet the needs of everyone who's entitled to them – but at the moment there are, we estimate, around 100,000 potential users not on our records.

It's important that we hear their views – and we need their support. So we've begun work to carry out a census of every fire and rescue service in the country, so we can tell as many people as possible what services we offer and how to access them.

ENGAGED STAFF = BETTER SERVICES

We know that engaged, motivated staff mean better support for fire fighters, and do our best to make sure this is the case within our organisation.

Once again, The Sunday Times recognised us in its annual "Best Companies to Work For" awards. It's a great achievement, and a testament to all the hard work and effort that our staff and volunteers put into helping the fire and rescue family. We really value everyone's contribution, and we're delighted that the Sunday Times list acknowledges this.



DAVE'S STORY

HOW WE HELPED PULL DAVE BACK FROM THE BRINK

When he was barely hanging on to life, we were there for Dave Fenton and his family.

In 2008 a horrific skiing accident in Switzerland left Dave, a fire fighter with Hereford and Worcester Fire and Rescue Service, in a deep coma with 12 broken bones and bleeding on the brain.

No one thought he would survive and doctors told his wife Louise to say goodbye. But Dave hung on. He made it out of immediate danger eight days later, although doctors said he was likely to stay in a vegetative state forever. "He'd been so fit and healthy, but he had to be strapped in to sit up, he couldn't control his head, he was dribbling and could hardly talk," says Louise.

That's where we stepped in. Louise was having trouble arranging a flight home for Dave, and contacted our helpline to see what support we could offer. We helped her with travel – and kept in touch throughout Dave's hospital stay.

"The Charity rang me every day Dave was in hospital to see how he was doing and help me make arrangements to get him home," says Louise. "It was fantastic to have someone impartial that I could talk to as I felt so isolated in a strange country and didn't want to worry our family and friends any more with my concerns."

But our support didn't stop there. Dave fought his way back to health, thanks in part to a stay at our Harcombe House rehabilitation centre.

Dave, now fully recovered, says: "I couldn't believe how I was when I left the centre compared to when I arrived – I was like a different person! The therapy was fantastic and my specific exercise programme really increased my movement."

"But it was all the other things you wouldn't even consider that helped me the most. Just having a daily structure, having to listen to others and process information, talking with other people, feeding and caring for myself – all this helped get my brain going again."

Defying the odds, Dave went back to work just eight months after his accident. He's done an Iron Man Challenge (2.4-mile swim, 11-mile bike ride plus 26-mile run) every year since.

"I wouldn't be where I am today without your help!"

“THE SUNDAY TIMES RECOGNISED US IN ITS ANNUAL BEST COMPANIES TO WORK FOR AWARDS”

A CHAPLAIN'S STORY

HOW WE HELPED BARBARA GET BACK ON HER FEET

Fire and rescue service chaplains and faith leaders do an amazing job – from attending emergencies, particularly where lives have been lost, to visiting fire fighters and their families in times of need.

This year, we've opened up our services to this important group for the first time. Reverend Barbara Johnson is just one chaplain already benefiting from what we have to offer.

At the end of 2011, Barbara felt her long-standing back problems were getting worse. She was struggling to walk, and becoming concerned that she wouldn't be able to continue with her chaplaincy. That's where we stepped in.

We arranged for Barbara to go to our Jubilee House rehabilitation centre. She was a little apprehensive at first. "I wasn't sure if they would be able to get rid of the pain, and I was also very concerned that I would be taking the place of a fire fighter who needed help more than me," Barbara says.

"But with one phone call, the team at Jubilee House immediately put my mind at rest. They were so helpful and dispelled all my worries. They made it clear that the Charity helps everybody in the fire community."

Barbara was impressed by our services. "The rehabilitation programme is very professional and absolutely first class, you are properly assessed, fully supported, and there is a good exercise programme which you can continue with when you return home. I don't honestly think you could get better treatment and care anywhere."



Barbara benefited from talking with one of our counselling team too.

"The programme at Jubilee House looks at the whole person, mentally and physically, which is a huge benefit. The counselling was excellent for me and I came away with such positive thoughts."

Since her stay Barbara has regained her mobility and is in much less pain. She's enrolled at a local gym too. "I want to keep up the exercises and make sure the seeds they've sown at Jubilee House bloom!" she says.

THE FUTURE

WHAT'S IN STORE FOR THE YEAR AHEAD?

We're continually striving to improve the quality of our services. We need to make sure we're able to support everyone in the fire community – whoever they are and whatever their needs, mental or physical.

GOING FORWARD, WE PLAN TO:

- Improve our whole person approach ensuring our services are shaped around our beneficiaries' physical and psychological needs
- Introduce a new system to manage the fire community's requests for help, so we can make sure the people who need our support the most get it as quickly as possible
- Recognising that our services can't cover everything, we will improve the way we refer people who come to us to other providers, so they can get support from those best qualified to help them
- Improve the way we measure the quality and outcomes of all our services and compare them to other health and social care services to continually develop
- Expand our psychological support services at each of our centres
- Carry out a pilot project to see how we can provide support within local communities, particularly involving older beneficiaries
- Progress our commitment to positive environmental management by installing large solar panel systems at all three centres
- In the last year we achieved £200,000 cost saving measures; we will continue to make efficiency savings whilst improving the quality of our services
- Increase the number of beneficiaries we reach by at least 20% over the next three years of our Business Plan

“ENSURING OUR SERVICES ARE SHAPED AROUND BENEFICIARIES' NEEDS”

THE FUTURE



FUNDRAISING SUCCESSES

With no government funding, we depend completely on our generous supporters for every penny that it costs each year to keep The Fire Fighters Charity running.



Thank you to everyone who has raised money for us in 2012-13. Here are just a few of our fundraising achievements this year...

SCRUB UP FOR CHARITY!

The Autoglym National Charity Car Wash provides an excellent opportunity for drivers to have their cars scrubbed whilst learning vital road safety tips. In March and September, fire fighters up and down the country made the nation's cars sparkle using specially-formulated car-care products donated by Autoglym, the UK's leading car care experts.

Talking to the public about how to prevent road deaths as part of the National Car Wash is just one way that the fire and rescue service helps make our communities safer. In September 2012, the car wash raised a staggering £179,585.97. We are immensely grateful to our sponsor Autoglym, the fire stations that take part each year in the car wash, and the public for their generous donations.

RAISING MONEY AND AWARENESS ON THE BBC



Our national BBC Lifeline appeal, hosted by Matt Allwright and broadcast on BBC1 in November 2012, helped raise awareness of the conditions and challenges fire fighters face. It was a great way to boost our profile, and the funds raised from the appeal will help us provide even better support to the fire service family.

LOTTERY TURNS TEN!



The Fire Fighters Lottery celebrated its 10th anniversary this year! Since our first draw in November 2002, our lottery has become a major source of income – helping the Charity to support even more members of the fire and rescue community. To celebrate the lottery's birthday, we held our first ever Super Draw with a top prize of £25,000!

CHRISTMAS CASH APPEAL



In November we sent out our first Christmas cash appeal, the appeal focused on the need for funding to develop and launch much needed Mental Health and Emotional Wellbeing Services. These services are needed to assist the many members of the fire service community suffering stress and trauma.

FINANCES

Income

£7,952,529

Voluntary income	£5,371,362
Activities for generating funds	£2,124,029
Investment income	£295,504
Incoming resources from charitable activities:	
Rehabilitation and recuperation centres	£74,751
Retirement homes	£86,883

Expenditure

8,355,806

Costs of generating voluntary income	£1,581,056
Fundraising trading costs	£1,201,297
Investment management costs	£84
Charitable activities	£5,523,369
Governance costs	£50,000

HELP US HELP THE UK'S FANTASTIC FIRE FIGHTERS

FUNDRAISING

It costs over £8 million a year to keep The Fire Fighters Charity running. With no government funding, we rely completely on the generosity and enthusiasm of our supporters.

Could you help us continue our vital work?

All you need to do to donate is visit...

WWW.FIREFIGHTERSCHARITY.ORG.UK/DONATE

WITH THANKS

The Fire Fighters Charity would like to thank the following organisations, our volunteers and all those in the fire community who so generously supported us during the 2012-13 financial year.

Alford Storage & Textile Company
Arco Ltd
Autoglym
Babcock International Group
Barclays Bank
Beaverbrooks Peterborough
Capita / The Fire Service College
Chelsea Building Society
Cirrus Communications
Clyde Recycling
D. Robinson & Co
Elmtree Ltd
Elvis and Kresse
HSBC Commercial Banking
Infographics
Lawrence M Barry & Co
Shoosmiths LLP
The AA
Tom W Beaumont Ltd
WH Tracey
The Albert Hunt Trust
The Ammco Trust
Annie Tranmer Charitable Trust
The Aylesford Family Charitable Trust
The Ballinger Charitable Trust
The Barbour Foundation
The Barker-Mill Foundation
Birthday House Trust
The Boshier-Hinton Foundation

Brownlie Charitable Trust
The Burghley Family Trust
The Carr-Ellison Family Charitable Trust
The Carr-Gregory Trust
The Castansa Trust
The Charles Littlewood Hill Trust
Chatsworth House Trust
The Chrimes Family Charitable Trust
The Christopher Laing Foundation
Constance Green Foundation
Coutts Charitable Trust
Davis-Rubens Charitable Trust
The Dorothy Howard Charitable Trust
The Ernest Kleinwort Charitable Trust
Florence Turner Trust
Gale Family Charity Trust
Gatwick Airport Community Trust
Gemmell Bequest Fund
The Guild of Freemen of the City of London Benevolent Fund
The Helianthus Charitable Trust
The Hospital Saturday Fund Charitable Trust
The Hull and East Riding Charitable Trust
The Lone Vassiliou Charitable Trust
The Isaacs Charitable Trust
The Isabel Blackman Foundation
The James Wise Charitable Trust
The Jeannine Vassiliou Charitable Trust
John James Bristol Foundation

Kintore Charitable Trust
The Lady Forester Trust
The Leng Charitable Trust
The Lord Belstead Charitable Settlement
The Lord Faringdon Charitable Trust
The M Foundation
The Mary Heap Charitable Trust
Maud Elkington Charitable Trust
The Mayor of Sefton's Charity Fund
The Michael and Anna Wix Charitable Trust
Mildred Duveen Charitable Trust
Miss E C Hendry Charitable Trust
New Orford Town Trust
The Nicka Vassiliou Charitable Trust
The Norman Family Charitable Trust
The P F Charitable Trust
The Paul Bassham Charitable Trust
Paycare Charity Trust
PC David Rathband's Blue Lamp Foundation
The Pharsalia Charitable Trust
The Princess Anne's Charities Trust
The Proven Family Trust
The Ratcliff Foundation
Reuben Brothers Foundation
The Ronald Cruickshanks' Foundation
The Rothley Trust
The Russell Trust
The Saddlers' Company

Scott (Eredine) Charitable Trust
Sheffield and District Hospital Services Charitable Fund
Sherburn House Charity
Sir James Miller Edinburgh Trust
The Sir James Reckitt Charity
Sir Julian Hodge Charitable Trust
The Smith (Haltwhistle and District) Charitable Trust
The Sobell Foundation
The Souter Charitable Trust
Sovereign Healthcare Charitable Trust
The Strasser Foundation
Swale Charitable Trust
Sylvia Aitken Charitable Trust
Tay Charitable Trust
Thoresby Charitable Trust
The Tory Family Foundation
The Trefoil Trust
The Walker Trust
The West Derby Wastelands Charity
W G Edwards Charitable Foundation
The Worshipful Company of Firefighters
The Worshipful Company of Innholders
The Wragge and Co. Charitable Trust
The Zochonis Charitable Trust

SUPPORT AND REHABILITATION
for fire fighters and their families

