



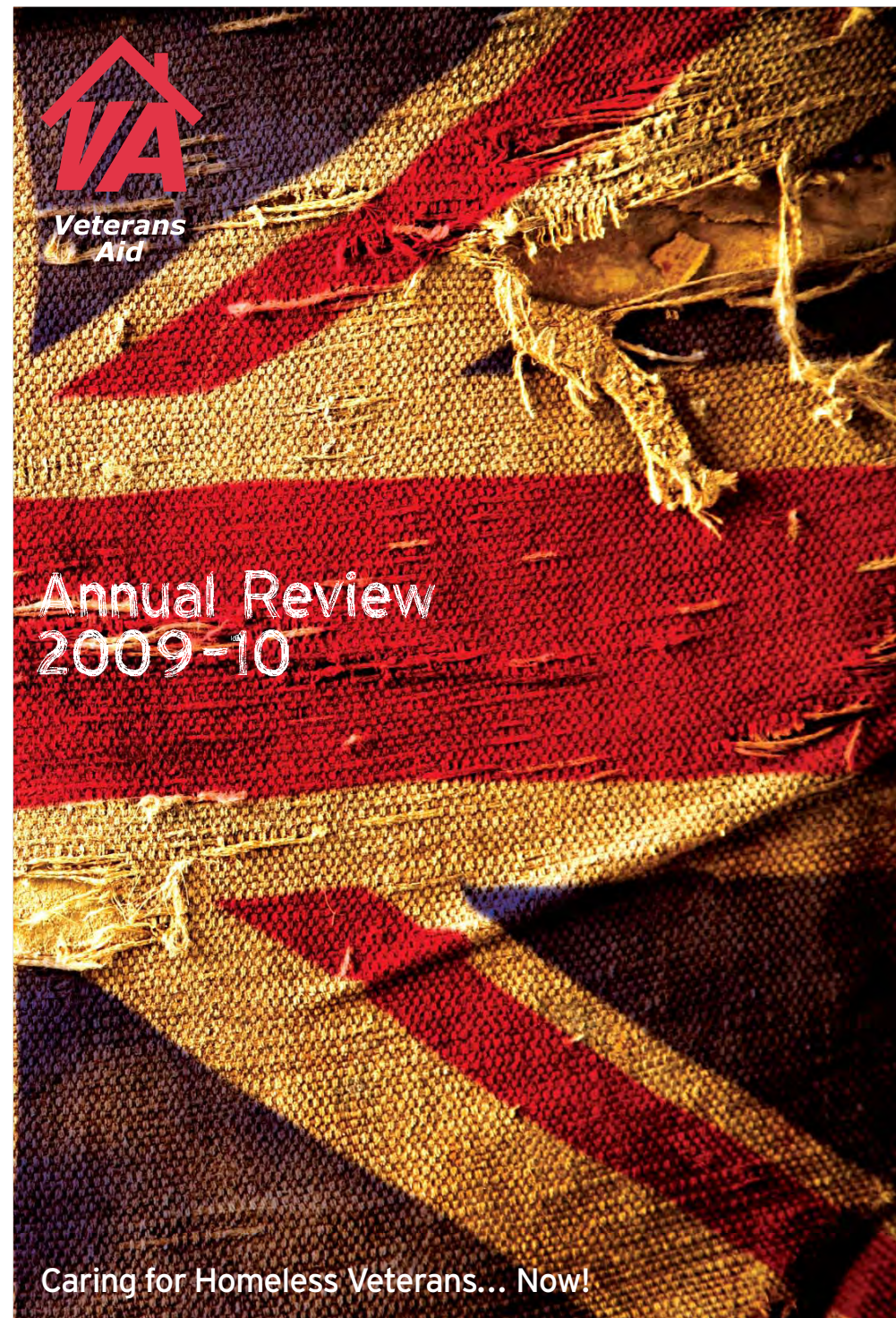
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London SW1W 0RE

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E-mail: info@veterans-aid.net

Web: www.veterans-aid.net



Annual Review 2009-10

Caring for Homeless Veterans... Now!

40 Buckingham Palace Road,
London SW1W 0RE

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Facsimile: 020 7630 6784

E-mail: info@veterans-aid.net

Web: www.veterans-aid.net

Registered charity: 1095308

Charitable Company Limited

by guarantee no. 4544532.

**President and Chairman
Council**

Brigadier Johnny Rickett CBE
Hon Treasurer: Robert Clinton
Hon Surveyor: Ray Evans
Group Captain Martin Armstrong (retired 6 October 2009)
Mr Michael Berry (retires 22 April 2010)
Lieutenant Colonel Eric Kohn TD
Captain Ian Sutherland RN (retires 22 April 2010)
Wing Commander Anne Smith (retired 16 April 2009)
Mrs Margaret Mervis
Colonel Paul Cummings
Wing Commander Stuart Cairns

Chief Executive Wing Commander Dr Hugh Milroy PhD
Multimedia and Publicity Glyn Strong/TTV

London Relief Centre Colonel Geoffrey Cardozo MBE
Colonel Guy Sayle OBE
Flight Lieutenant John Smith
Richard Greenhough ACMA
John Boyle (SSAFA Forces Help - Central London)
Debbie Langdon
Phil Rogers
Mike Lynn (SSAFA Forces Help - Central London)
Our own volunteers

**New Belvedere House
Manager** Pat O'Connor MBE
Alice Mary Servina
Yemie Omomowo, Anna Maria Waylen,
Leslie Macdonald, Ann James,
Garry Roberts and Sandy Ulrich.

Finance and Legal Ashurst, Solicitors
Saffery Champness, Chartered Accountants
Savoy Investment Management Limited
Close Brothers Limited, Clydesdale Bank Plc,
HSBC Bank Plc, Lloyds TSB Bank Plc



**Trustees and
operational staff**



Chairman's message

We have had another full and highly successful year with a huge amount of background action going on to keep us pushing forward. It is easy to say that, but I can tell you that this required an enormous effort on the part of all of our staff and volunteers who battle daily to save Veterans who have fallen on hard times.

During the year we dealt with nearly 2000 requests for help. One can wryly observe that if we are busier, the situation must be getting worse, forcing more Veterans to our door. However, I am pleased to be able to tell you that reports from external agencies indicate that the numbers of homeless people in London (which is the centre for homelessness in the Country) claiming a military background has now dropped to 4%. This is the lowest figure that has been reported for many years. I feel sure that this will be reflected across the Country and am confident that the Charity and other Ex-Service Action Group members are largely responsible for the decrease. There is more to be done, but the progress has been significant.

While it is difficult to predict the future in a recession, two aspects of our activity have really helped us move to the forefront of this effort; one concerning the profile of the Charity and the other about the quality of the outcome.

It is self-evident that the higher the profile of the Charity within the media and the charity world, then the more likely it is that Veterans in trouble will know how to get in touch. Equally, it has allowed us to attract many more donations, which enabled us to expand the types of support given.

With regard to outcomes, a great deal of effort has gone into embracing the Supporting People process with London Borough of Tower Hamlets. We did so for three reasons; to ensure that we were seen to be operating to the nationally agreed standards, to make certain that, as far as possible, we could achieve the maximum benefit from the public funding system and most importantly, to give our ex-Servicemen and women the best possible chance of breaking their cycle of homelessness.

During the reporting year we placed 150 Veterans into some form of accommodation and had less than a handful of failures. Our work in the area of substance misuse has helped enormously in this process.

In closing, I want to mention all of our supporters, old and new, who have thrown themselves so wholeheartedly behind our work. I know I can speak for everyone involved in the Charity when I give you my heartfelt thanks for this support ...without you we simply would not be able to function as effectively as we do.

I know that the work carried out by us can be difficult and frustrating, but knowing that your dedicated support is behind us helps enormously. We have an exciting year ahead as we face the next phase of our development. I hope I can count on your support to help us achieve our goals.

During the year we dealt with
nearly 2000 requests for help...
we placed 150 Veterans into some
form of accommodation and had
less than a handful of failures

Brigadier J F Rickett CBE - Chairman



Guards Museum Curator Andrew Wallis (left) welcomes CEO Hugh Milroy into his kitchen after cooking a fundraising curry lunch for Veterans Aid.

Chief Executive's thoughts...

Reflecting on the last 12 months has been quite a sobering activity. It is hard to believe that one year of operations for a small charity could contain so much! Not surprisingly, it is difficult to highlight any area, but the single biggest manifestation of change within the Charity has been our work in homelessness prevention. This has been on both the national and international stage - our media profile has helped enormously.

Everyone at Veterans Aid would much rather be involved in prevention than in trying to pick up the pieces after a disaster has happened. Ironically, the preventative work is often a great deal more complicated and time consuming than that experienced when dealing with those who are street homeless. Our HQ staff have taken to this work like demons and the support we have had from our Ex-Service Action Group partners and Scottish Veterans Residences has been critical to the success of this development.

At the same time, a great deal of time and money has gone into developing our team and this has clearly paid off. Our ethos of 'hand-up, not hand-out' has grown out of this maturation process. The flexibility and coherence of our approach is effective time after time; despite the infinite variety of problems faced when dealing with our Veterans, staff know that they can - and do - make a difference to people's lives. This has to be a healthy backdrop to our work.

We have many visits and media enquiries and those who are lucky enough to be taken to New Belvedere House are always impressed by the dynamism and hope that emanates from every corner of the building. They also come to understand that there are no magic answers or quick fixes - sustained change is not about a sprint but more about a marathon that can last for years.

As we move forward into our next phase of development, we face many challenges e.g. our recent work with Gurkhas who are trying to settle in the Country has proven to be complex. However, I am confident that for the few who find themselves in difficulty, we will be able to provide high-quality support at a critical time in their lives. At the same time, we must push forward with our plans to find premises that can accommodate our work in central London and provide a great deal more dignity to those who seek our help than we can currently afford.

'there are no magic answers or quick fixes - sustained change is not about a sprint but more about a marathon that can last for years'

Wing Commander, Dr Hugh Milroy PhD
Chief Executive



The story so far

Yesterday

In some ways ours is a never ending story, because as long as there have been fighting forces there have been Veterans in distress.

The poor have always been with us and among them have been Veterans. For example, in 1593 the Elizabethans created an 'Act for the Necessary Relief of Soldiers and Mariners' in which each parish was charged with a weekly sum towards the relief of sick, hurt and maimed soldiers and mariners. This was particularly necessary after major conflicts such as the Napoleonic Wars. In times when there was no Welfare State, injured and poverty stricken Veterans frequently ended up begging. This painting by Sir Luke Fildes points out eloquently that the only person begging outside the workhouse is the soldier on the far right, in his ragged red coat.



Extracts from 'Smith' - a film ahead of its time.

The story so far

While the painting was done in 1874, the problem continued to be of concern on a national basis.

In 1896, 'of the 4,050 persons who passed through the vagrant wards of the Nottingham Poor Law Union during the three months ended 31st March last, no less than 535 were discharged soldiers, of whom 436 had served in the Army more than seven years and only 65 more than twelve years...' Rudyard Kipling's poem 'Last of the Light Brigade' also helped launch the issue of poverty stricken Veterans on the national stage.

Our Charity came into being in 1932, more than 78 years ago. It was born of an act of kindness by a woman who nearly drowned in Malta's Grand Harbour. Determined to make tangible recompense for her miraculous escape, officer's wife Mrs Gilbert Huggins returned to London in pursuit of a cause.

She didn't have to look far. The Thames Embankment was littered with homeless ex-Servicemen. The Embankment Fellowship Centre (EFC) was born.

Just before WW2, in a remarkably far-sighted piece of PR, the EFC commissioned a film about its work. Made by the later legendary director Michael Powell it starred two unknown actors, Ralph Richardson and Flora Robeson. The result was 'Smith'.

It was produced on a 'cost only' basis for £400 and was formally launched in June 1939 at a House of Commons luncheon. The distribution was to be undertaken through cinemas throughout the country in September 1939 - unfortunately world events intervened and the film was never distributed.

This classic PR 'case study' gathered dust in the EFC's offices for years until a film buff who was searching for the 'lost' Michael Powell film contacted us. It rose like a phoenix and is still shown at film festivals around the world.



The story so far Today

Today the spirit of 'Smith' is alive and well and the iconic film lives on, on our website, to remind everyone that veteran helping veteran is not a new phenomena.

Some things have changed though. The EFC is now known as Veterans Aid. It has a new logo - a symbol of shelter - and a strapline that explains exactly what it does.

The spirit of 'Smith' is alive in other ways as well.

VA needs money to survive and to continue its work. Soon after the rebrand in 2008 we made a conscious decision to 'show' rather than 'tell' - and the Charity's first post-modern publicity film - 'Roy's Story' - was made.

'Roy's Story' achieved something remarkable. It did what 'Smith' had aspired to do nearly 80 years ago. It told a homeless ex-Serviceman's story through the eyes of an individual. In veteran's terms 'Roy' became 'Everyman'.

Today VA is positioned as the leading charity for homelessness in the Veterans community. Its website is referenced worldwide, its CEO sought after as an expert whose combination of

practical and academic provenance makes him unique in the Veterans charity world. VA's prescience in identifying trends and flagging up the unforeseen consequences of events have resulted in agenda setting contributions to the BBC Radio 4 'Today' programme and our charity is on the radar of every major news outlet.

Our lack of recidivism among those who move on from our Hostel, New Belvedere House, our success in the Supporting People process and our efforts to tackle substance misuse among those who seek our help are really defining us as a highly effective national charity. It is also interesting, and bearing in mind our clear focus on remaining as the A&E of the veterans' world, that we are increasingly attracting requests for help from people who are vulnerable to homelessness - this has taken us very firmly into the realms of homelessness prevention. We welcome this development with open arms - much better to prevent the problem in the first place!

We still make films. Not to exploit, but to illustrate - and never without the informed consent of those taking part.

Today VA is positioned as the leading charity for homelessness in the Veterans community



The story so far Tomorrow

As long as wars are waged and defence forces are needed there will be Veterans - and some of them will always need help. VA has come a long way since 1938, but it is, perhaps more so than at any other time in its history, also forward looking.

This year we have been picked up by two significant donors:

- The Worshipful Company of Vintners
- The London Season

The Vintners have pledged the proceeds of their annual Champagne Walk through Epernay to us. It will take place in June 2010 and is expected to raise a significant amount of money.

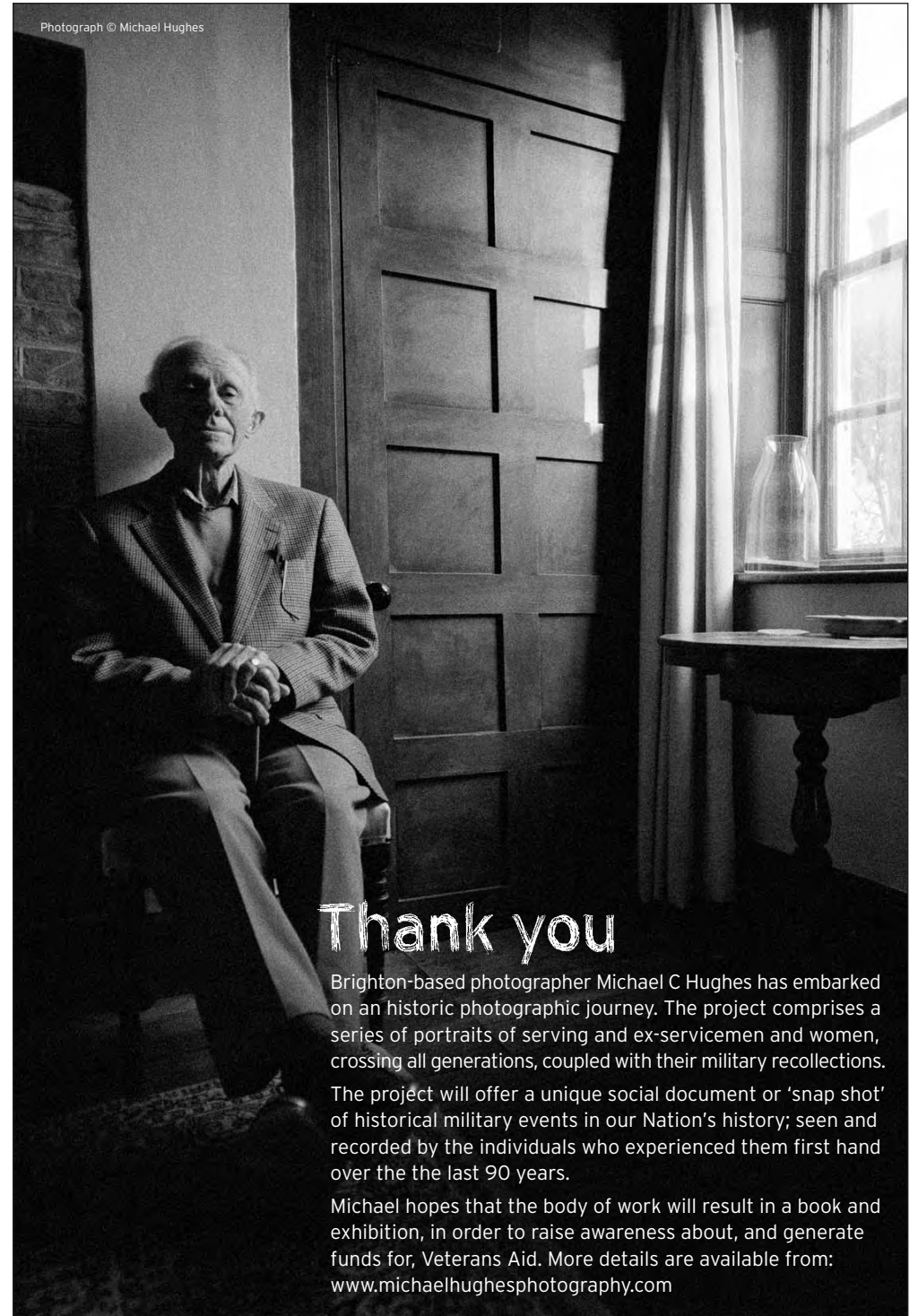
The London Season's first event for VA - the Berkeley Dress Show - takes place on 23rd April 2010. An internationally renowned photojournalist has offered to shoot a bespoke set of pictures from the Season for VA at no cost.

All this is wonderful. But income without vision is not enough. Happily, VA has a vision.

The lease on our Buckingham Palace Road HQ and drop-in centre has expired and for some time VA has been actively seeking new premises; not to replace the facility we have, but to create something infinitely better.

'Our vision is the creation of a National Centre for Homeless Veterans, a dynamic, operational powerhouse that will enable us to do everything we do at the moment - but faster, better and more efficiently'.

Photograph © Michael Hughes



Thank you

Brighton-based photographer Michael C Hughes has embarked on an historic photographic journey. The project comprises a series of portraits of serving and ex-servicemen and women, crossing all generations, coupled with their military recollections.

The project will offer a unique social document or 'snap shot' of historical military events in our Nation's history; seen and recorded by the individuals who experienced them first hand over the the last 90 years.

Michael hopes that the body of work will result in a book and exhibition, in order to raise awareness about, and generate funds for, Veterans Aid. More details are available from: www.michaelhughesphotography.com

Thank you

Donations for general assistance

Allied Facilities
 Anne Duchess of Westminster's Charity
 Anonymous Donors
 Anonymous Charitable Trusts
 Archdeacon to the Royal Air Force
 Army Benevolent Fund
 BAE Systems, Head Office
 Belgravia Traders Association
 Blythe Sappers
 Chaplain General (Army), RACD and many
 Forces churches and chaplaincies
 Compass Group UK & Ireland Ltd
 Compton Housing Association Ltd
 Daily Telegraph
 Dulverton Trust
 Ebury Wine Bar
 ESS Support Services Worldwide
 Fellfoot Charitable Trust
 Fitton Trust
 Grocers' Company
 Guards Museum
 Hedley Foundation
 HQ Arborfield Garrison
 Honourable Artillery Company
 London District TA & Army Boxing Club
 Lloyd's Patriotic Fund
 Marakon
 McKinsey & Company
 Merchant Taylors' Company
 Mitcham Parish Church of St Peter & St Paul
 Noon Products (Sir Gulam Noon)
 Palmer Capital Partners
 Pearson Family Trust
 Queen Mary's Roehampton Trust
 RAF Benevolent Fund
 REME Association, South London
 Roger & Jean Jefcoate Trust
 Royal Artillery Charitable Fund
 Royal British Legion
 Royal Engineers Association
 Royal Hospital Chelsea, Chaplaincy
 Royal Military Academy Sandhurst
 Royal Regiment of Fusiliers Aid Society
 Royal Warwickshire Regiment Charitable Fund
 Rufford Maurice Laing Foundation
 Savoy Investment Management Ltd.
 Scientific Instrument Makers' Company
 SEAFARERS UK
 Soldiers' Charity (ABF)
 Sodexo Defence Services Ltd
 SSVC
 Tom Hall Charitable Trust
 Towergate Wilsons
 Vintners' Company
 West Coast Trains Limited
 Westminster Foundation
 Worshipful Company of
 Scientific Instrument Makers
 Members of the public, relatives of
 homeless Veterans, friends and associates
 of Veterans Aid
 IT & website - Horizon Telecom & Kevin Wright

**And special thanks to headline sponsor
 Artemis for helping to make the FTSE
 Dinner and Boxing Night such a success**

Thank you

Specific grants for individual projects

Supporting People funding to hostel
 Emergency Fund for immediate operations
 Alcohol & Drugs treatment work
 Assistance with rent deposits & furniture
 & Hostel Professional Support Worker
 Assistance with tri-service cases
 Relief Centre Outreach work
 RN and RM homeless Veterans
 Outreach work & Army homeless Veterans
 RAF homeless Veterans
 Ex-Merchant Navy homeless seafarers
 Hostel heat and hot water system
 New Belvedere House - Hostel maintenance
 New Belvedere House - Hostel IT Room
 New Belvedere House - Hostel move on items
 Advertising in The Big Issue
 Clothes, shoes & bedding
 Aid in kind: household goods, cutlery etc.
 Sustained help and encouragement from
 London Borough of Tower Hamlets
 Dulverton Trust
 Rufford Maurice Laing Foundation
 The Worshipful Company of Merchant Taylors
 The Royal British Legion
 The Royal British Legion
 SSAFA Forces Help & Officers Association
 SSAFA Forces Help (Central London)
 SEAFARERS UK & RN Benevolent Trust (RNBT)
 The Soldiers' Charity (ABF) & Corps and
 Regimental Associations
 RAFBF
 Merchant Navy Welfare Board
 RBL Attendants Company Trust
 Compton Housing Association
 United Way Worldwide and Royal Engineers
 Vitol Group
 Palmer Capital Partners
 Hedley Foundation
 Queen Mary's Clothing Guild
 Countless thoughtful people
 including John Lewis and Womens'
 Institute Ox & Bucks.
 Royal Hospital Chelsea, Victory Services Club
 Union Jack Club, London Scottish Regiment,
 HQ London District

Financial Summary

Financial Summary for the year ended 30th September 2009

Income £973,672 (2008: £885,159)

	2009 £	2008 £
Local Authority payments	447,979	380,797
Charges to hostel residents	42,134	33,603
Retirement home rents	47,312	55,561
Grants	152,285	140,396
Donations and legacies	170,076	146,786
Fundraising and sundry	60,040	44,508
Investment income	53,845	83,508
	973,672	885,159

Expenditure £1,071,276 (2008: £968,479)

	2009 £	2008 £
Hostel & Retirement home	551,841	557,901
running costs		
London Relief Centre	425,219	315,619
Governance costs	58,384	63,296
Fundraising and event costs	35,832	31,663
	1,071,276	968,479

Net decrease in funds £97,604 (2008: £83,320 decrease)

Excluding:

- unrealised gain on investments of £34,697 (2008: loss of £214,064)
- unrealised gain on revaluation of freehold premises £1,184,832 (2008: nil)
- realised gain on disposal of fixed assets £791,680 (2008: nil)

Reserves at 30th September 2009

	2009 £	2008 £
Hollenden House		
Endowment Reserve	1,885,407	1,524,819
Restricted Funds	2,104,851	945,368
Designated Reserves	498,351	154,817
General Reserve	500,000	450,000
	4,988,609	3,075,004

Permanent endowment reserve
Funds donated for specified purposes
Funds for the development of the
National Centre for Homeless Veterans
Represents six months operating costs

Trustees' statement

This financial summary has been prepared to illustrate the main areas of ongoing expenditure by Veterans Aid, the principal sources of its income and the funds available.

The Board of Trustees confirms that this financial summary is taken from the draft accounts for the year and is subject to audit. The summary does not contain all the information necessary to allow a full understanding of the financial affairs of Veterans Aid. Copies of the full accounts, once the audit is complete, will be filed with the Charities Commission and may be obtained from: Veterans Aid, 40 Buckingham Palace Road, London, SW1 0RE.

Signed



Robert Clinton, Honorary Treasurer

Please help

If you would like to make a donation by Cheque or Standing Order, please complete the appropriate sections of the form below and return to Veterans Aid at 40, Buckingham Palace Road, London, SW1W 0RE.

1. Personal details

Title	Forename
Surname	
Address	
	Postcode
Telephone (home)	Telephone (mobile)
Email address	

2. Bank details

Bank name	
Branch	
Sort code	Account number
Name(s) on account (if different from above)	

3. Details of your standing order

Please pay the sum of		
Amount in words		
Frequency every week ☐ month ☐ quarter ☐ half year ☐ year ☐		
Commencing on _____ and continuing until further notice to the Veterans Aid Account at _____		
Bank	Sort code	Account no.

4. Your agreement

I authorise you to debit my/our account, in accordance with the details in Section 3	
Date	Signature

You can cancel this order at any time by notifying your bank

If you prefer to make a donation by Credit Card or Direct Debit please visit our website: www.veterans-aid.net

Thank you for your support.



giftaid it

Please claim Gift Aid on my donations.

I confirm that I am a UK tax payer and have paid income and/or capital gains tax at least equal to the tax to be reclaimed in this tax year by the Charity. I agree that Gift Aid can be claimed on all donations that I have made in the last six tax years, and all donations that I will make from this date until I notify you otherwise. I understand that I must pay an amount of income tax and/or capital gains tax in each year at least equal to the tax that the Charity will reclaim from the HMRC on my gift aid donations.

Please tick here

☐

Your personal details supplied will be used to process the payment and will not be passed on to any third party except for the sole purpose of facilitating this payment. Additionally, from time to time we may wish to contact you to update you on our work and activities. If you do not wish to receive these mailings, please tick the boxes below.

☐

Spare change...
Thank you

