



IMPACT REPORT 2018

PATRON'S MESSAGE

Veterans Aid, for me, is the very essence of compassion. In a world where we are bombarded by images of division, contention and societal desperation, the Charity stands out as a beacon of hope for those ex-servicemen and women in the UK who have fallen through the net.

Everyone involved in the frontline work of Veterans Aid is focussed, with a passionate commitment to save lives that is so powerful that you can almost feel it breathe. And that is why I am so honoured to be involved. I know, from the bottom of my heart, that every day this small, tenacious charity is making a genuine difference to the lives of those who have served the nation and found themselves abandoned and hurt.

Every year, at Veterans Aid, there are moments that make me smile and glow with pride. There are so many, but this year I will focus on just one. I cannot begin to explain how electric the

atmosphere was when the Mayor of London, Mr Sadiq Khan, came to "open" New Belvedere House.

I spoke at length with him and I know he was truly impressed; not only by New Belvedere House but by the overall work of Veterans Aid. It was amazing to hear the residents, past and present, explaining to him why the Charity's work was so vital and effective in a way that is simply unmatched.

The air of hope and dignity was palpable and no visitor would have guessed that nearly everyone present had been through so many struggles.

The occasion was testament to a model that truly works, and the achievement of an organisation that will not allow veterans to suffer the anguish of homelessness. Indifference to suffering has no place at Veterans Aid.

I am proud to be the Patron of this unique, complex and extraordinary charity.

"The air of hope and dignity was palpable and no visitor would have guessed that nearly everyone present had been through so many struggles."



The Dowager Viscountess Rothermere
Patron, Veterans Aid



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New Belvedere House

Manager New Belvedere House

Ms Pat O'Connor MBE

Deputy Manager - Mr Dennis Murphy

Assistant Managers - Ms Lesley McDonald,
Mr Garry Roberts, Ms Anna Waylen,
Mr Kaedon White, Mr Ian Hamlet,
Mr Wilson McMullan, Mr Peter Fanning

CHAIRMAN'S REPORT

This is my first report as Chairman of the Board of Trustees and I assure you it is an honour to serve in this role. I stand on the shoulders of previous chairmen, trustees, staff and advisors who have all contributed to making VA the outstanding success it is today. Although we were formed in 1932 and have delivered much good work I feel we have now truly 'come of age'. We are poised to assume the mantle of 'game-changers' in the fields of homelessness, poverty and social exclusion.

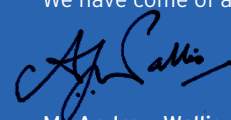
The redevelopment of New Belvedere House has been an unparalleled success and all involved are to be congratulated. I know of no other institution that could take on an £8.4m project, plan it, execute it and complete it on time, while remaining open and operational... and with no residual debt. The facilities are not only fit for purpose but they future-proof the Charity for the foreseeable future as a support centre for our clients.

Through the dogged determination and sure-footed leadership of the senior management team and trustees, the Charity now enjoys international recognition as an innovator in the sector. In addition, the recent independent research paper by US academics published in the European Journal of Homelessness and the Pro Bono Economics analysis of our data confirming our success rate, validate and underline my view that VA is setting the bar for work in the field.

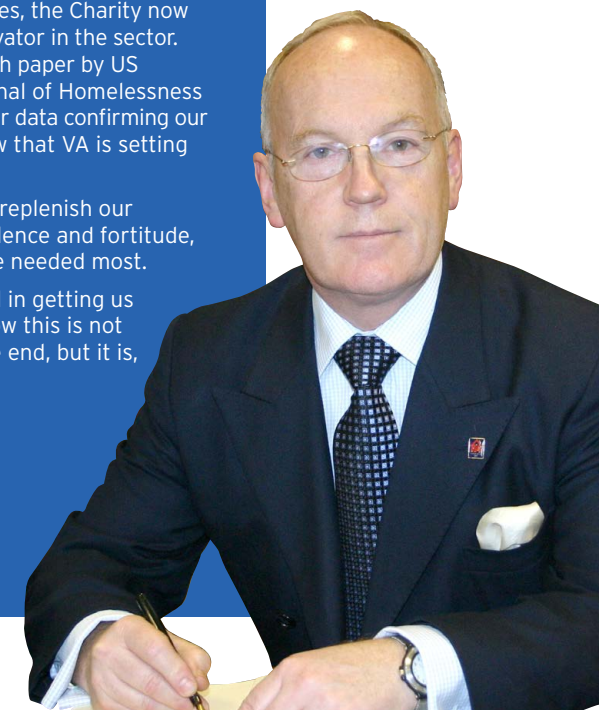
We now enter a period of consolidation to replenish our reserves and look to the future with confidence and fortitude, prepared to step up and help where we are needed most.

I offer sincere thanks to everyone involved in getting us to this point. As Churchill said in 1942, "Now this is not the end. It is not even the beginning of the end, but it is, perhaps, the end of the beginning!"

We have come of age.



Mr Andrew Wallis MBE OL DL
Chairman, Veterans Aid



CHIEF EXECUTIVE'S MESSAGE

"Thomas, a Foreign & Commonwealth veteran of the British Army, sat opposite me unashamedly crying with relief. And I'm not embarrassed to say that his plight hit me almost as hard."

This simple, fleeting, vignette has stayed with me as an enduring reminder of why Veterans Aid is so special.

Thomas was on the precipice of disaster. Despite his best efforts he was just about to discover what 'living on the streets' in Britain really means. Despair was overwhelming him. Luckily, a charity worker had asked him if he was a veteran and called us.

He arrived with nothing; not even his dignity. His day hadn't factored in a visit to Veterans Aid and he was braced for bad news.

Ironically his tears didn't come because he realised the enormity of his situation, but because I offered him one of the small bars of chocolate occasionally provided by our Patron, to give to clients. That simple act of humanity breached his defences and opened the emotional floodgates.

Thomas had forgotten about acts of kindness and that ordinary gesture both moved him and showed him that he could trust again. I can see his face now as I write this, and still find the moment profoundly moving. It also reminds me why our work is so critical. We took him in immediately and some three months later I can tell you that he is homed and working.

A bar of chocolate started his road to recovery. My amazing Board and Staff, both in the HQ/Ops Centre and at New Belvedere House, make such journeys possible every day.

In practical terms our unique working model, Welfare to Wellbeing®, is gaining recognition on a global scale. While this acknowledgement is truly gratifying, the real reward is the growing body of evidence that we are hitting the target.

Several years ago we chose to expose our data and methods to third party scrutiny. We gave unfettered access to Pro Bono Economics so that they could conduct an independent evaluation of our data and outcomes.

I am delighted to say that their study of 166 clients confirmed our stated average success rate of 90%. More importantly, and taking a conservative view, PBE indicated that our work with the sample group had saved the tax-payer nearly £1m.

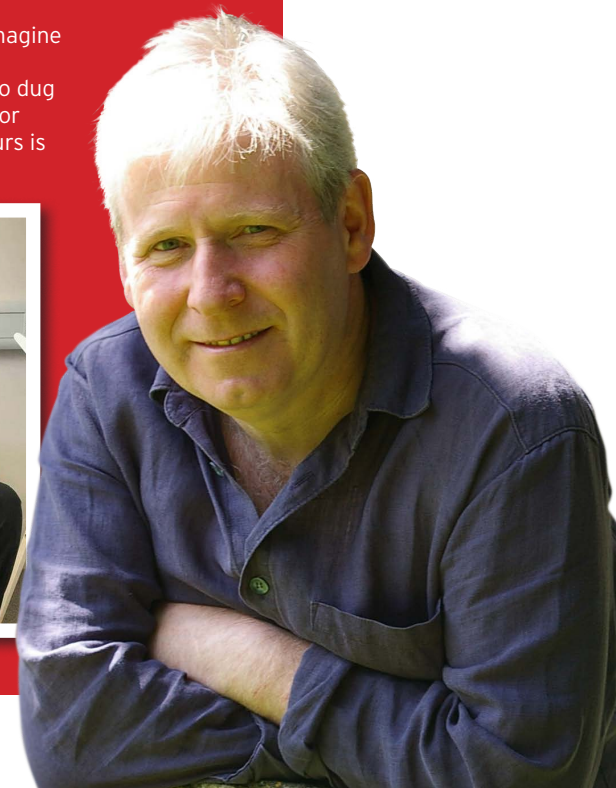
We also invited a group of US academics to look at our methodology. Stephanie Armes PhD, James Muruthi PhD and Professor Jay Mancini conducted a detailed investigation, the results of which further endorsed the viability of the VA model.

I mention these studies because, as time goes by, I believe that outcome transparency and validation will become increasingly important in the sector. In this area, as in so many others, Veterans Aid is prescient and ahead of the game.

Finally, we are so very grateful to all who have allowed us, through their generosity and relentless support over the years, to reimagine Veterans Aid. This includes our funders, contractors and the many individuals who dug deep to make our dream of a charity fit for purpose in the 21st Century, a reality. Yours is a gift that will keep on giving.




Wing Commander
Dr Hugh Milroy OBE PhD
CEO, Veterans Aid



ENDORSEMENTS

Historically much of Veterans Aid's activity has been effective but unsung. That is no longer the case. The past 12 months have brought unprecedented recognition, endorsement and support.

London Mayor Sadiq Khan's description of the transformed New Belvedere House as "an inspirational facility" was a wonderful boost to morale. Few will know that the GLA has invested a total of £1.8m in our facilities and our Welfare to Wellbeing® programme. This has cemented a London-wide collaboration and commitment to tackling homelessness among veterans that has existed in microcosm, through partnership with the Borough of Westminster, since 2016.

The ripple effect reached San Francisco earlier in the year, when the Associate Director of Housing and Residential Programs at US veterans charity Swords to Plowshares hailed it as "a model for a way of doing business that works."

Members of Police Now, a national programme for outstanding graduates, who spent time attached to the VA Operations Team, hailed the experience as invaluable. One said, "They were four of the most valuable weeks I have worked. I am now working on a project based on how police deal with veterans in crisis and how we can standardise this to ensure a consistently high level of support to ex-servicemen and women - all inspired by the work done at VA."

Equally gratifying endorsements have been received from around the world.



This peaceful space, which is overlooked by a sensory 'living wall', provides a safe haven and is a great sun trap.



In November the Big Issue reported that Veterans Aid was 'causing quite a stir in the homeless sector' - an assertion soon followed by publication of the independent Pro Bono Economics report that validated VA's annual success rate in delivering sustainable solutions to homelessness.

VETERAN FACTOIDS

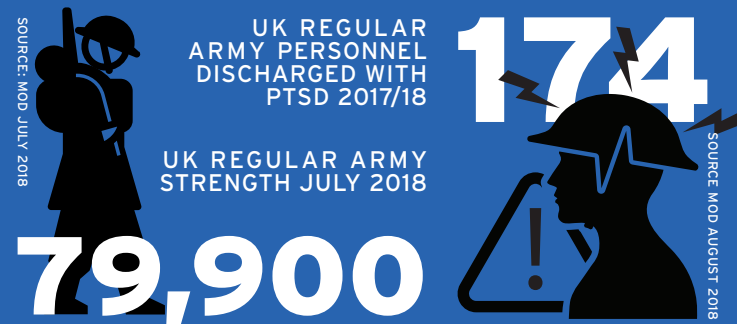
VETERANS

SOURCE: MOD JANUARY 2019



VETERANS

NON-VETERANS



VETERANS AID ACTIVITY 2018



WE DID IT!

2018 was a landmark year for Veterans Aid, because it featured the completion of the £8.4m refurbishment of New Belvedere House.

Already it is becoming hard to recall how the old 'hostel' used to look. For a charity with a turnover of under £2m, and a need to have constant access to unrestricted funds, the task of raising more than four times that in just as many years without impacting on core business, was daunting.

In time the magnitude of the achievement will be forgotten, but for those who were involved in the daily exercise of raising funds, balancing books and dealing with the inevitable unforeseen issues that any major construction project presents, it will remain something to reflect upon with pride - and a degree of wonder.

The formal 're-opening' of the transformed facility by London's Mayor was undoubtedly the high point, but the work didn't end then. It continued into the early months of 2019 when the TV lounge was completed and bespoke gymnasium fully equipped.

"The gymnasium/fitness suite is an integral delivery element of VA's holistic Welfare to Wellbeing® pathway. Monitoring and evaluation of its value factors in physical benefits as elements of an overall objective - i.e. to deliver formerly homeless or highly vulnerable individuals to a point where they have the skills and strengths to achieve sustainable, independent living. Fitness training has always been a part of that process and this superbly equipped facility takes our ability to deliver it to a new level."

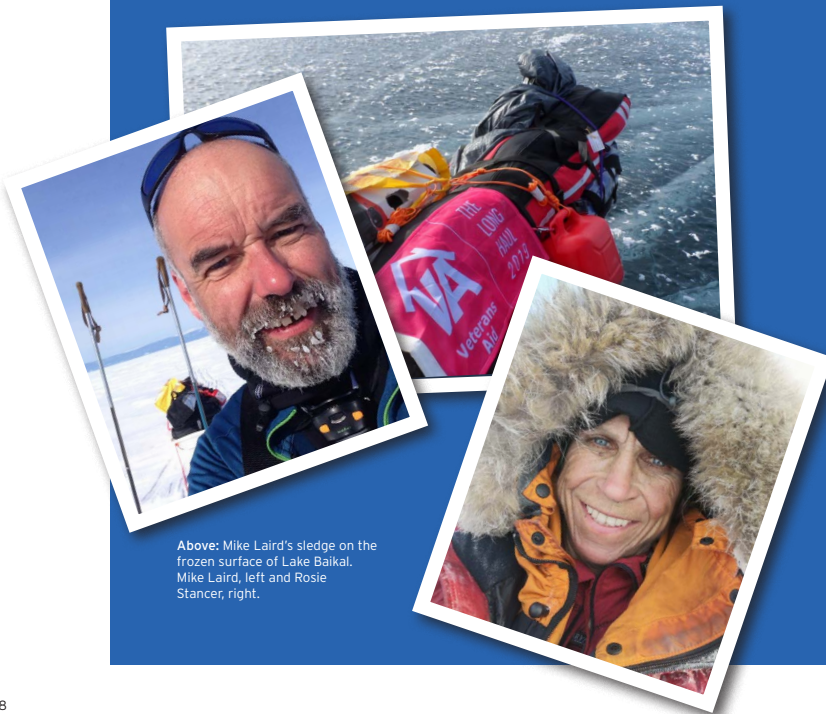


All equipment was donated, with major items coming from The Gym Group.

NEWS ROUND-UP

The annual review of news and events is always a salutary reminder of how much Veterans Aid owes to its supporters, who continue to go to incredible lengths on the Charity's behalf.

In terms of sheer distance the year's highlight was The Long Haul - a record breaking expedition by two renowned explorers who made a double solo crossing of Lake Baikal, the world's largest and deepest freshwater lake. Rosie Stancer and Mike Laird found room in their respective survival packs for VA flags and banners that they planned to spread on the ice at the half way point. Impeded by treacherous conditions, temperatures below 30 degrees, poor visibility, ice ridges and breaking ice, the pair passed by, but missed one another. Tracking devices later revealed that they had been only metres apart. However, they still raised the VA banner at the British Embassy in Moscow as well as funds through Just Giving - money probably more hard-earned than any single venture undertaken by a VA supporter.



Above: Mike Laird's sledge on the frozen surface of Lake Baikal. Mike Laird, left and Rosie Stancer, right.

Top Right: Visitors arrive in Soho Square for the opening of the 24Photography exhibition. A subsequent auction of selected photographs at the In and Out Naval and Military Club raised funds for the Charity.



Above: Tramecia Garner, Associate Director of Housing & Residential Programmes at US charity Swords to Plowshares, with staff at VA's Victoria HQ & Operations Centre.



Right: Veterans Aid CEO Dr Hugh Milroy is presented with a Certificate of Appreciation by Deputy Minister Wen-Chung Lee of the Veterans Affairs Council R.O.C.

Profile of a different kind came through 24 Photography whose annual exhibition and auction of New Year's Day images at The Army and Navy Club raised money and awareness of the Charity's lifesaving work.

Internationally Veterans Aid was once again referenced positively. Plaudits included a commendation from the Associate Director of Housing and Residential Programmes at US veterans' charity Swords to Plowshares who described the VA Welfare to Wellbeing® model as "A way of doing business that works". And looking East, Taiwan's Central News Agency recorded the presentation of a Certificate of Appreciation to CEO Veterans Aid for his "dedication to improving the mutual understanding of Veterans Affairs" between the Veterans Affairs Council (Taiwan) and VA.

NEWS ROUND-UP

In a unique and unforgettable artistic highlight an auction of works by royal portrait artist Alexander Talbot Rice raised more than £41k after an exclusive event generously hosted at the Cavalry and Guards Club. It followed a private performance by the Mariinsky Ballet's first British Principal Dancer, Xander Parish CBE, partnered by Evgeniya Gonzalez.



The auction of Alexander Talbot Rice's artwork at The Cavalry & Guards Club was preceded by a gala performance by the Mariinsky Ballet's first British Principal Dancer, Xander Parish, partnered by Evgeniya Gonzalez.

FINANCIAL SUMMARY

Financial Summary for the year ended 30th September 2018

Income £2,277,251 (2017: £2,020,178)			Expenditure £1,795,758 (2017: £1,852,826)		
	2018 £	2017 £		2018 £	2017 £
Local Authority payments	962,045	285,559	New Belvedere House	764,327	779,026
Charges to hostel residents	56,208	101,266	Operations Centre	899,409	913,840
Grants	588,016	1,123,988	Fundraising & Events	132,022	159,960
Donations & Legacies	488,994	301,585			
Donations in Kind	50,450	66,660			
Fundraising & Sundry	71,919	18,829			
Investment Income	59,618	122,292			
	£2,277,251	£2,020,178		£1,852,826	£1,928,761
Net increase in funds	481,493	167,352			
Unrealised gain on investments	15,466	189,189			
Unrealised loss on revaluation of premises	-3,106,128	-			
Total movement in funds	-£2,609,169	£356,541			

This is the fourth year that the £8.4m project to refurbish New Belvedere House (NBH) has had a significant impact on the Charity's accounts. During the development, sums expended on the project have been capitalised as Fixed Assets, and therefore excluded from the expenditure figures. Now that the project is complete, the premises have been independently valued and the fixed asset value reduced to the amount of that valuation.

Reserves	Balances at 30th Sept 2018 £	Movement in year £	
Hollenden House Endowment Reserve	2,512,053	7,626	Permanent Endowment Reserve
Restricted Funds	5,407,947	-3,207,834	New Belvedere House Reserve
	7,920,000	-3,200,208	
Reserve funds	8,580	-2,585	Funds donated for specific activities
General Reserve (Unrestricted Funds)	915,768	593,624	Represents seven months operating costs
	924,348	591,039	
	£8,844,348	-£2,609,169	

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 Charity Commission and may be obtained from: Veterans Aid, 27 Victoria Square, London, SW1W 0RB.

Signed

Robert Clinton, Honorary Treasurer

KEY FINANCIAL SUPPORTERS

Our heartfelt thanks go to all our supporters. There are now so many that we are unable to list them individually but every one is valued and a random selection appears below. Their overwhelming generosity inspires and touches us greatly. Without them we would not have been able to complete the vital redevelopment of New Belvedere House or fund our transformational and often life-saving work among veterans in crisis.

Airborne Forces Security Fund
Army & Navy Club
BAE Systems
Belstone Management Services Ltd
BFBS Big Salute (SSVC)
Bloomberg
Cassidy-Bergin Ltd
Cavalry and Guards Club
Chelsea and Westminster
Inner Wheel Club
Compton Housing Association
Davies Family Charitable Trust
Dixons Carphone Foundation
Dr and Mrs J D Olav Kerr
Charitable Trust
Dryburgh Abbey Hotel
Elise Pilkington Charitable Trust
Foxtons Group plc
Greater London Authority
Greenwich Hospital
Grenadier Guards Association
Guild of St Helena
Henderson Foundation
Horistic Lodge No. 2822
IPREO
ISS UK
J R Carpets Ltd
John Lewis & Partners
Lloyd's Patriotic Fund
Lonsdale Contracts
Lord Barnby's Foundation
Mr and Mrs H E Flight
Charitable Trust
Our Lady Queen of Heaven
Church, Frimley
Peter and Rachel Harrison
Charitable Trust
PJHQ

Queen Mary's Roehampton Trust
A Talbot Rice
R Talbot Rice
Relief Chest Scheme - Masonic
Charitable Foundation
Royal Air Force Benevolent Fund
Royal Air Forces Association
Royal Army Dental Corps
Association
Royal Artillery Charitable Fund
Royal Logistic Corps
Association Trust
Royal Naval Benevolent Trust
Rugby for Heroes
SAS Regimental Association
Share Gift, The Orr Mackintosh
Foundation
Sir Jules Thorn Charitable Trust
Spurdown Ltd
SSAFA Central London Branch
St. Mary's Parish Church,
Old Basing & Lychpit
St. Peter's Church, Ightham
The Albert Hunt Trust
The Charles Fairweather
Charitable Trust
The Coldstream Guards
Charitable Fund
The Duke and Duchess of Gloucester
Charitable Trust
The Duke of Lancaster's
Regiment Charity
The Ellis Campbell Charitable
Foundation
The Fusilier Aid Society
The Golden Bottle Trust
The Hedley Foundation
The Irish Guards Association
The Joan Mary Woodham
Hurrell Trust

The John Slater Foundation
The Lady R Foundation
The Leonard Laity Stoate
Charitable Trust
The Lockwood Charitable
Foundation
The Michael Uren Foundation
The Not Forgotten Association
The Parachute Regiment Charity
The Parachute Regimental
Association London Branch
The Parachute Regimental
Association Eltham and
Chislehurst Branch
The Patrick & Helena Frost
Foundation
The Poulter's Pelican Trust
The Rifles Benevolent Trust
The Ropner Centenary Trust
The Royal Navy and
Royal Marines Charity
The Royal Scots Dragoon Guards
Regimental Trust
The Royal Signals Benevolent Fund
The Sackler Trust
The Scots Guards Charity
The Tanner Trust
The TWM Steele Charitable Trust
The Westminster Foundation
The Worshipful Company of
Scientific Instrument Makers
The Yorkshire Regiment
Benevolent Trust
Tweed Challenge
Vitol Foundation
Waitrose
Worshipful Company of
Tylers & Bricklayers
WRA Charitable Trust

DONATION FORM (INCLUDING GIFT AID DECLARATION)

PLEASE COMPLETE IN CAPITAL LETTERS

YOUR HOME ADDRESS IS NEEDED TO IDENTIFY YOU AS A CURRENT UK TAX PAYER

Title	Forename	Surname
Address		
		Postcode
Telephone		Mobile
E-mail address		

BANK DETAILS (If you wish to set up a Standing Order)

Bank name	Branch name	
Branch address		Postcode
Sort Code		Account number
Name on account (if different from above)		

STANDING ORDER DETAILS

Please pay the sum of:	£	Amount in words
Frequency	Weekly ☐ Monthly ☐ Quarterly ☐ Biannual ☐ Annual ☐ One off ☐	
Commencing on	DATE and continuing until further notice to the Veterans Aid account at:	
Bank	Sort code	Account number
V E T E R A N S A I D T O C O M P L E T E		

YOUR AGREEMENT

I authorise you to debit my account in accordance with the Standing Order details above

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. In order to Gift Aid your donation you must tick the adjacent box: ☐ *giftaid it*

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify Veterans Aid if you want to cancel this declaration, change your name or home address, no longer pay sufficient tax on your income and/or capital gains. You can cancel this standing order at any time by notifying your bank.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

IMPORTANT: If you are unsure whether your donation(s) qualify for Gift Aid tax relief, ask Veterans Aid, or refer to the HMRC website: www.hmrc.gov.uk

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Twitter: [@veteransaiduk](https://twitter.com/veteransaiduk)

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