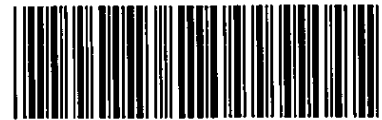


Support For Our Wounded

REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 30 SEPTEMBER 2008

SATURDAY



A4PGE8X2

A63

11/04/2009

136

COMPANIES HOUSE

www.helpforheroes.org.uk

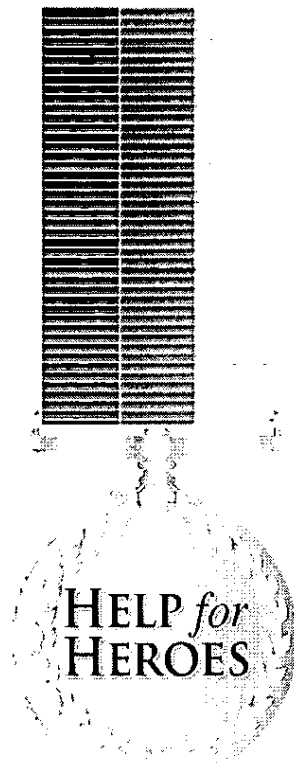


CLARENCE HOUSE

We would like to pass on our warmest congratulations to Bryn, Emma, Jeremy and Francie for this well deserved award. We have met so many inspirational Servicemen and women this past year who have benefited from the staggering amount of money Help for Heroes has raised in such a short time. Help for Heroes' efforts and the fantastic work of all Service charities, big and small, across the country are invaluable.

Harry

Lillie



PRACTICAL, DIRECT SUPPORT
FOR OUR WOUNDED

"You have certainly changed the Armed Forces charities landscape. The achievements of Help for Heroes in its first year are extremely impressive... There is no doubt in my mind that H4H has drawn in new money which would otherwise not have been available to benefit the Armed Forces community."

Harvey Grenville of the Charity Commission

CONTENTS

3	CHAIRMAN'S REPORT
5	CO-FOUNDERS' LETTER
7	CHIEF EXECUTIVE'S REPORT
11	TRUSTEES' REPORT
18	INDEPENDENT AUDITOR'S REPORT
20	CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
21	CONSOLIDATED AND CHARITY BALANCE SHEET
22	CONSOLIDATED CASH FLOW STATEMENT
23	NOTES TO THE FINANCIAL STATEMENTS
31	LEGAL AND ADMINISTRATIVE DETAILS
33	TRUSTEES
34	COUNTY COORDINATORS
35	PATRONS
37	HOW TO FIND OUT MORE

FINANCIAL HIGHLIGHTS

TOTAL INCOMING
RESOURCES OF
£14.6 MILLION

DONATIONS RANGING
FROM A WEEK'S POCKET
MONEY TO
£1.6 MILLION
(BOTH JUST AS
GRATEFULLY RECEIVED)

PERCENTAGE OF
DONATIONS AVAILABLE
FOR GRANT MAKING 98%

TOTAL GRANTS MADE
DURING THE PERIOD
OF £6.5 MILLION

TOTAL GRANTS MADE
SINCE THE PERIOD END
OF £5.5 MILLION

CHAIRMAN'S REPORT

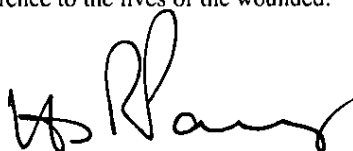
Welcome to Help for Heroes first Annual Report. It has been a remarkable first year. Help for Heroes was launched in October 2007 out of a desire to help members of the Armed Forces who have been injured in the course of serving their country. It was borne out of an immense respect and awe for the courage, humour and professionalism of the men and women of the Armed Forces who put their lives in danger, on a regular basis, on our behalf. What was started by a small group of friends with a desire to help, quickly ignited support across the entire country. Within weeks, celebrities, politicians, sportsmen and women, and people in all walks of life were wearing wristbands to demonstrate their support for the injured, embarking on fundraising events and making donations.

As a result of this cascade of support, Help for Heroes has raised, on average, over £1 million per month to help our wounded. The majority of the money raised has been designated to build much needed rehabilitation facilities. Much of the money raised comes from events initiated not by the Help for Heroes team itself but from people across the country who, spurred on by the desire to help, have undertaken fundraising events. The events have ranged from the large to the small. But every event continues to raise money that goes to support the wounded and every event makes another statement to servicemen and women that they are appreciated and that we care.

As you read this report I hope you will get a sense of the spirit and passion that lies within all of those who have, during the course of the year, given their time to work for Help for Heroes. As the publicity grew within the year so did the demands on all of those working for the cause. The effort and hours put in by the team have been quite remarkable and I would like to take this opportunity to thank everyone associated with the charity for their remarkable dedication and determination.

Help for Heroes is a vehicle through which the public can express their gratitude and respect for members of the Armed Forces who risk everything on our behalf. Through your support we have been able to commit, or otherwise designate, over £12 million to support the wounded. However, long-term injuries need long-term solutions. Going forward, Help for Heroes aims to supplement the available facilities and care so that those in rehabilitation get the very best facilities and treatment in order to recover from their injuries and rebuild their careers. With your continued support I am confident we will make a huge difference to the lives of the wounded.

Hadyn Parry
Chairman



“It’s about the blokes, our men and women of the Armed Forces. It’s about **Derek**, a rugby player who has lost both his legs, it about **Carl** whose jaw is wired up so he has been drinking through a straw. It’s about **Richard** who was handed a mobile phone as he lay on the stretcher so he could say goodbye to his wife. It’s about **Ben**, it’s about **Steven** and **Andy** and **Mark**, it’s about them all. They are just blokes but they are our blokes; they are our heroes. We want to help our heroes.”

CO-FOUNDERS' LETTER

In the summer of 2007 Emma and I, like thousands of others, were hearing the reports of servicemen and women being killed in Iraq and Afghanistan. My short military experience told me that for every soldier killed, there were likely to be several others wounded and, with a son about to go to the Royal Military Academy at Sandhurst, we felt a sense of frustration at not being able to help.

A charity bike ride from London to Paris, on behalf of Macmillan Cancer Support, inspired us to do our own ride, this time to help the wounded. A profoundly humbling visit to Selly Oak hospital followed and consequently we determined to 'just do something'. A meeting with the professional head of the British Army, General Sir Richard Dannatt, led to Headley Court being suggested as somewhere that needed a swimming pool and we were off on the roller coaster that has become Help for Heroes.

There was no master plan beyond a simple desire to do our bit; that desire was communicated to friends and relatives and we discovered that everyone we talked to felt the same but had no outlet for their feelings. The word, with the help of Jeremy and Francie Clarkson, spread to the media, then to the Royal family, and finally, to the public who embraced the idea of 'doing their bit'.

It has been a quite extraordinary year and has renewed our faith in the kindness and generosity of people from all walks of life. We have had huge donations as well as hard-earned pocket money and we have benefited from cake sales as well as the RFU rugby challenge match; the key has been people taking part or 'doing their bit for the blokes', however massive or modest.

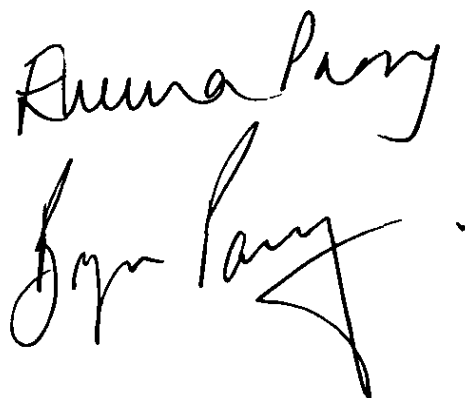
We have tried to keep this very simple; it is not about politics or the rights and wrongs of any particular conflict, it is about doing something to raise money to support 'the blokes', our servicemen and women who risk their lives on our behalf.

Once we raised the money, much faster and much more than we ever anticipated, we have ensured that, in the words of General Sir Richard, we have directed it 'like a hose' at where it can be best put to use. We have been able to fund capital projects as well as support existing initiatives that have benefited from our extra funding.

We hope that you will take the time to read this report and then, inspired, go out to help us to raise more money to support our heroes.

Bryn and Emma Parry

Co-founders

The image shows two handwritten signatures in black ink. The top signature is 'Emma Parry' and the bottom signature is 'Bryn Parry'. Both are written in a cursive, flowing style.

INITIAL KEY DECISIONS

TO BE STRICTLY NON-POLITICAL AND NON-CRITICAL

TO TARGET SPECIFIC FUNDRAISING PROJECTS

TO USE THE INTERNET AS THE PREFERRED
METHOD OF COMMUNICATION

TO ASK JEREMY AND FRANCIE CLARKSON
TO BECOME FOUNDER PATRONS

TO KEEP COSTS TO A MINIMUM
AND BE AS 'LIGHT' AS POSSIBLE

CHIEF EXECUTIVE'S REPORT

KEY DECISIONS

Help for Heroes ("H4H") was launched in October 2007 and right from the start made five key decisions that have served it well ever since.

First, H4H was to be strictly non-political and non-critical. As the motivation was simply to help, it was better to concentrate on that simple message than question the rights and wrongs of particular conflicts. This means that H4H gives everyone an opportunity to show support for the Armed Forces without having to comment on the conflicts in which they fight.

Second, the funds raised would be used to target specific projects. The initial project was to be the Rehabilitation Centre at Headley Court, to be followed by other projects as suggested by the services themselves. H4H would not be a benevolent fund, as there were already a number of excellent charities providing that service, and so the intention was to provide direct support to the servicemen and women injured in the 'post 9/11 conflicts'. H4H would then help support other service charities and Combat Stress, in particular, was mentioned as a possible beneficiary to follow the Headley Court Trust.

Third, the Internet was to be used as the preferred method of communication and an innovative and interactive website was launched, which has been developing ever since. In addition to the obvious cost benefits, this was identified as the best way to appeal to a 'new' audience, who are not traditional supporters of service charities and in particular to the younger generation; the generation whose peers are fighting.

Fourth, was to ask Jeremy and Francie Clarkson to become founder patrons. Jeremy's articles in both *The Sunday Times* and *The Sun* had been vigorously supportive of the serviceman and we felt that his 'blokish' approach was ideal to lead the appeal. Francie is the daughter of a Victoria Cross winner, Major Robert Cain VC, and together the Clarksons had been visiting the wounded and were able to invite other celebrities to support the cause. The involvement of the Clarksons and General Sir Richard Dannatt, as well as a summer of reports about the wounded, meant that the launch of H4H was well covered and crystallised the feeling that 'something should be done and now'.

Fifth, was to keep costs to a minimum and be as 'light' as possible. So, whilst the Army Benevolent Fund kindly lent the 'seed corn' money it was never needed and was subsequently repaid in full. The offices, telephones, computers, furniture and first 500,000 leaflets were 'blagged' and the volunteer staff, mostly service relatives, began to work for 'passion not pay'. A subsidiary company, Help for Heroes Trading Limited, was established with the intention of making profits through the sale of gift products to offset the costs within the charity and maximise the amount of each donation available as grants.

THE LAUNCH

Support from articles within *The Sunday Times*, by Ed Caesar, and *The Mail on Sunday* by Kitty Dimbleby, helped ensure that the reaction to the launch on 1 October 2007 was considerable and the new office at Tidworth was almost overwhelmed with telephone calls, donations and offers of help; it had clearly struck a chord with the general public. By the end of October, Tom Newton-Dunn of *The Sun*, took up the cause and gave H4H two front cover stories, one of which showed HRH Prince William wearing the new tricolour silicone wristband; the new charity was well and truly launched.

With Christmas appeals in both *The Sun* and *The Sunday Times*, H4H rode a wave of publicity and had raised half its initial declared target of £5.0 million by the start of 2008. There were many who said that the appeal would fade away after Christmas, particularly as the bad news of the credit crunch became ever more topical, but this was not to be the case.

CHIEF EXECUTIVE'S REPORT CONTINUED

The decision to remain light meant that the charity could not fundraise in the traditional way with hundreds of volunteers shaking tins. Nor could it hope to tap the major corporate donors as they were mostly already committed to supporting the other service charities and H4H did not want to poach on their territory. Instead, supporters were asked to 'do their bit', to participate in fundraising events themselves and in so doing, to raise money that they could donate to the charity.

THE MAIN EVENTS OF THE PERIOD

The call to 'do your bit for the wounded' was heard loud and clear and all over the country people dreamt up fundraising events. Before long, over 1,400 events were registered as people ran marathons, climbed mountains, shaved their legs, jumped out of aeroplanes, baked cakes, held balls and generally did their bit; as long as it was legal, decent and safe, anything went and millions were raised.

On 7 May 2008, at the request of His Royal Highness (HRH) Prince William and HRH Prince Harry, a major fundraising event, City Salute, was held in St Paul's Cathedral's Paternoster Square. The event was televised and helped raise the awareness of the work of the Armed Forces as well as a significant sum for H4H and SSAFA Forces Help.

Later in May, H4H embarked on its signature event, the Big Battlefield Bike Ride; a cycle through Northern France to link the servicemen of the past with those serving today. 276 riders, including a team of wounded from Headley Court, rode from Pegasus Bridge in Normandy to Dunkirk, were 'evacuated' by the Royal Navy and finished at a ceremony at the Cenotaph in Whitehall. Each rider was a fundraiser and by the end of the 350 miles, they had raised over £1.6 million.

Rather than drying up, the support for H4H increased during the summer as thousands of events took place across the country and each helped spread the word. A ball at the Hurlingham Club, organised by a determined and highly professional team led by George Hewson, broke all records when the Chairman of Hesco Bastion, Jimi Heselden, bid £1.5 million for nine seats in a Red Arrows flying display, taking the total raised at the ball to an incredible £1.6 million.

Mark Souster of *The Times*, together with former England Rugby Captain, Simon Halliday and HAC Trooper, Adam Cocks, suggested an H4H charity rugby match at Twickenham. The RFU enthusiastically embraced the idea and on 20 September over 52,000 supporters cheered Lawrence Dallaglio's H4H team to victory over Scott Gibb's International select team and raised over £1.4 million.

The result of all the above meant that the original target of £5.0 million had been almost tripled by the year end with total income of £14.6 million.

GRANTS MADE DURING THE YEAR AND SINCE THE PERIOD END

During the period, the charity made a grant of £6.0 million to the Headley Court Trust to go towards the Rehabilitation Centre. The grant has subsequently been increased to £8.0 million and heads of terms relating to the payment of the money should soon be signed.

Also during the year, £0.5 million was granted to SSAFA Forces Help to complete their Home from Homes appeal to enable it to provide proximate accommodation to friends and family visiting the wounded in Selly Oak or Headley Court.

Since the year end, £50,000 has been granted to Battle Back for adaptive adventure training for the wounded as well as other projects that will directly benefit those injured in the service of our country such as £50,000 to Troop Aid to provide

grab bags for the wounded when first they arrive in hospital. Finally, a grant of £3.5 million will build a much-needed extension and expansion to the facilities at Combat Stress allowing them to treat more sufferers of Post Traumatic Stress Disorder, the 'unseen wound'.

SINCE THE PERIOD END

Following *The Sun's* introduction of H4H to Simon Cowell, the X-Factor finalists recorded *Hero* by Mariah Carey on 25 October. The single went straight to number one and became the fastest selling charity record of the decade. So far, helped by Mariah Carey's kind offer to waive some of her royalties and The Prime Minister, Gordon Brown's, offer to waive the VAT, *Hero* has raised about £1.0 million, to be shared equally with the Poppy Appeal, at H4H's request.

Three days later, the Royal Premier of the new Bond film, *Quantum of Solace*, was held at Leicester Square with HRH Prince William and HRH Prince Harry attending. The proceeds of over £0.5 million have also been shared equally with the Poppy Appeal.

On the Saturday of Remembrance Weekend, HRH Prince William again showed his support for the two charities and asked that donations to a bucket collection at the Wales vs South Africa match at the Millennium Stadium be divided equally. Members of the three services and volunteers from H4H donned jointly branded sweatshirts and collected some £27,000 from a hugely supportive crowd.

On 11 December 2008, the Secretary of State for Defence, The Rt Hon John Hutton MP, took part in a turf-cutting ceremony to mark the symbolic start of the building of the Rehabilitation Complex at Headley Court and his personal commitment to the project. The facility is promised to be a state-of-the-art gymnasium and pool complex with treatment rooms and a research centre; a 'legacy to the nation' given by the people of this country who wish to show their admiration, affection and support for the wounded. It was particularly appropriate to see Ben Parkinson and Derek Derelelangi at the ceremony, Ben as the most wounded soldier ever to survive and Derek as the first of the wounded that Emma and I met in Selly Oak in August 2007.

The year was topped off by being awarded a 'Millie' at *The Sun's* Military Awards, a newly introduced, celebrity studded, ceremony at Hampton Court on 16 December 2008. The awards were created at the suggestion of HRH The Prince of Wales to celebrate and recognise the role of the Armed Forces with categories including Best Unit and Top Recruit. H4H won the category for Best Support to the Armed Forces. The citation mentioned Jeremy and Francie Clarkson's role in the success of the charity but they modestly chose not to come up on stage to collect it; their major contribution however should be noted and is greatly valued.

CHIEF EXECUTIVE'S REPORT CONTINUED

WORKING WITH OTHER SERVICE CHARITIES

H4H must not detract from the other service charities, either by taking away from their fundraising or seeking to duplicate their activities. H4H must, and does, have its own fundraising support base and be an addition to the service charity sector; it should be seen as an asset, not a rival. Indeed, after a visit to the Tidworth office during November 2008, Harvey Grenville of the Charity Commission, confirmed:

"You have certainly changed the Armed Forces charities landscape. The achievements of Help for Heroes in its first year are extremely impressive ... There is no doubt in my mind that H4H has drawn in new money which would otherwise not have been available to benefit the Armed Forces community."

In recognition of what H4H is trying to achieve, it has been invited by the Confederation of British Service and Ex Service Organisations ("COBSEO") to apply for membership and I have been asked to join the executive committee as a co-opted member.

THE FUTURE

As we start 2009, the economic forecast is dire and the media is filled with stories of failed businesses, redundancies and the recession. The British involvement in Iraq appears to be coming to an end but the war in Afghanistan is increasing in violence and the numbers of troops deployed looks set to increase.

H4H has tapped into a vein of support and is now part of the national scene. The Headley Court and Combat Stress projects are underway and H4H is involved with its strategic partners delivering practical and direct support to our wounded. Additionally, the Armed Forces themselves have embraced H4H as a tremendous boost to morale and recognise it as an opportunity for the public to demonstrate their support for the services.

So, now we must identify the next 'big thing', something that captures the imagination in the same way as Headley Court has done and encourages people to organise and participate in fundraising events or simply to keep donating. In the meantime, we should continue to make every effort to spread the word, to encourage the people of this country to show their support for those who fight on their behalf and, if they are injured while doing so, to help them recover.

It has, without doubt, been the most extraordinary sixteen months since H4H was launched. It has achieved so much more than anyone ever dreamt and yet it is now facing as great a challenge: to build on what has been started and to deliver something quite exceptional. H4H should only exist while it is needed but while it is, it should seek to achieve the very best for 'the blokes' who so inspire everyone at H4H. It is, after all – and this must not be forgotten, all about the blokes.

Bryn Parry
Chief executive



TRUSTEES' REPORT

OUR OBJECTS

Our objects are to assist persons who are currently serving or who have served in the Armed Forces, and their dependants, by advancing any lawful charitable purpose at the discretion of the trustees and in particular but not exclusively:

- To promote and protect the health of those that have been wounded or injured whilst serving in the Armed Forces through provision of facilities, equipment or services for their rehabilitation; and
- To make grants to other charities who assist members of the Armed Forces and their dependents.

OUR AIMS

Our initial aim for the period ended 30 September 2008 was to raise £2.5 million towards building a swimming pool for the Rehabilitation Centre at Headley Court. The target was later increased to £8.0 million as we aimed to improve significantly the planned facilities and to incorporate a gym. The new target was achieved well before the end of the year.

Our aims for the year ended 30 September 2009 are to:

- Complete the steps required to pay across the grant of £8.0 million to Headley Court Trust towards the building of a rehabilitation centre.
- Complete the steps required to pay across the grant of £3.5 million to Combat Stress towards the building of a new wing at their treatment centre in Surrey.
- Identify a new priority project of similar scale and benefit to the wounded as the rehabilitation centre for the Headley Court Trust.
- Set out on a three year plan for the charity.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity was incorporated on 6 September, registered with the Charity Commission on 20 September and launched on 1 October 2007. It has grown rapidly since it was launched, both in terms of income and the sources of that income. Consequently, suitable governance policies have had to develop since inception and have been put in place progressively throughout the financial period being reported on. The detail below sets out the current position.

STRUCTURE

The charity has a board of seven trustees, all of whom are members of the charity. The board aims to meet six times a year and is chaired by the chairman of the charity. Suitable papers, including an agenda and prior minutes, are circulated before each meeting and formal minutes are taken.

The board also makes use of committees, of which there are four:

- | | |
|-------------------------------|------------------|
| ○ Audit, financial and legal; | ○ Remuneration; |
| ○ Grants; and | ○ Headley Court. |

Each committee has an appointed chairman and written terms of reference. Greater detail on the committees is provided in the Legal and administrative section on page 31.

TRUSTEES' REPORT CONTINUED

Management, of both the charity and the trading company, meet weekly as a means of ensuring good communication and suitable allocation of resources.

TRUSTEES

The charity aims to appoint trustees with a broad range of skills and backgrounds and, as a minimum, would expect representation from the services and the professions. All trustees are issued with an induction pack covering their roles and responsibilities and relevant courses are available as and when required.

SUBSIDIARIES AND RELATED PARTIES

Help for Heroes Trading Limited ("H4H Trading") is a wholly owned subsidiary that generates income principally from the sale of cause related merchandise. The subsidiary aims to cover the support costs of the charity by gifting up all of its available profits.

Bryn and Emma Parry began working to establish the charity from 14 July 2007. From that point, they worked as volunteers until 1 October 2007 when they became consultants. The expectation had been that their services could be provided part time when their existing business, Bryn Parry Studios Limited ('BPS'), allowed it. In reality, the success, and consequent demands, of the charity so far exceeded expectations that their services have been required full time and their previous business, BPS, has effectively had to become dormant. In recognition of the charity's ongoing requirements and the demands it continues to place on Bryn and Emma Parry's time they agreed to become employees from 1 October 2008. Also during his time as a volunteer, Bryn Parry created the logo, the strap line and the image of the stretcher bearers, all of which he has gifted to the charity.

Consistent with the charity's policy on volunteers, no amounts have been included within the statement of financial affairs for the considerable time given by Bryn and Emma Parry or for the artwork discussed above.

As discussed above and as part of its commitment to maximise the ratio of donations available for grant making, the charity decided to form a trading company, H4H Trading. The time and costs normally associated with setting up a trading company were minimised by providing a base, along with all of the related infrastructure, at the existing site of BPS. BPS has charged, at cost, H4H Trading for any additional expense incurred and further disclosure is made in note 17 to the accounts. The opportunity cost from the business interruption to BPS has not been charged or recognised within the statement of financial affairs.

EMPLOYEES

Everybody started as a volunteer but, as the charity grew, it became apparent that it was in the charity's interest to convert a number of the key volunteers into employees. Consistent with the group's desire to behave as a responsible employer, in December 2008 it commissioned an external review to benchmark salary levels throughout the group and to ensure compliance with all related employment and health & safety legislation. Action has been taken to manage the areas highlighted.

VOLUNTEERS

Volunteers are vital to the success of the charity and form an integral part of what we do both from within the charity's Tidworth office and across the nation. Our volunteers in the charity's Tidworth office have always been on hand to ensure that well wishers have been able to get through to someone that shares their passion and commitment. Nationally, volunteers provide help and information at a local level to anyone looking to donate, or fundraise and this network is the responsibility of an employed volunteer coordinator whose role includes ensuring that each county has at least one county coordinator.

GRANTS POLICY

Our grants policy is to look for strategic partners that are developing the rehabilitation infrastructure required by those servicemen and women injured in the line of duty. Whilst we would hope that all in need might benefit, we do have a particular emphasis on those injured since the events of 9/11 as we acknowledge the work already being played by other established service charities. Mindful of our duty to monitor the proper application of each grant we make, we believe we can be most effective by making a small number of high value grants to specific projects with a tangible outcome. Potential projects will originate from within the Armed Forces and other experts that provide facilities and care and allow us to augment projects with the enhanced facilities and services that we would like to provide for our wounded.

Grants are only made to registered charities or institutions providing care and never to individuals. All amounts granted are for capped amounts, though there is no restriction on further applications by successful applicants. As a minimum, all applicants are requested to complete a basic questionnaire provided by the charity at the start of the application process.

The grant authorisation procedure depends on whether the amount requested is considered to be small or large. A small grant requires the written authority of the grants committee and would be ratified at the subsequent trustees' board meeting. A large grant requires the written consent of the full board of trustees.

RESERVES POLICY

The general reserve at the period end stood at £0.8 million. The policy is to hold a general reserve of no less than the eighteen months of anticipated operating costs, based on the charity's income and expenditure forecast. The selected time period is based on the twelve-month going concern requirements of any company. As all grants are capped, this approach is considered adequate.

INVESTMENT POLICY

The policy needs to reflect the grants and reserves policies. The grants policy anticipates making large but infrequent payments, the exact timing of which is not always within the charity's control as they will often be contingent on, say, completing a key stage of a building project. Consequently, the key need is to maintain a high degree of liquidity, stability and security.

In practice the policy means that the group would not expect to invest in anything more volatile than fixed deposits and would seldom do so for periods beyond three months. The group maintains a panel of at least two banks, both of whom are guaranteed by the British Government, and holds no more than two thirds of its cash and deposits with any single institution.

TRUSTEES' REPORT CONTINUED

Based on the relatively short time the charity expects to hold the money donated to it and the limited instruments in which it plans to invest that money, there is considered to be no need to appoint an investment manager.

RISK MANAGEMENT

Whilst risk management is the responsibility of the whole board, it is advised on matters of governance and risk management by an independent consultant with proven experience in this area. The trustees aim to conduct a specific review of group risk at least annually and, during November 2008, an independent risk management report was commissioned and presented to the board. Action has been taken to manage the few areas deemed as 'priority' within the report. On going areas of risk are considered to include:

- reputation;
- counterparty; and
- public liability;

Reputation risk: is the risk that adverse publicity might lead to a reduction in future donations. The area of particular sensitivity is considered to be the use of funds received. This particularly encompasses the proportion of charitable activities spent on support costs as opposed to the making of grants and the subsequent diligence required to ensure the grants are used as intended.

To ensure the best possible ratio of receipts available for the making of grants, costs are tightly controlled and H4H Trading was established with the aim that it made sufficient profits to offset the charity's support costs.

To ensure that grants are made properly and within the objects of the charity, there is an agreed written process and a grants committee, with written terms of reference, to review all recommendations and ensure compliance with internal procedures.

To ensure that grants are used as intended, all large grants require a written contract that has been drafted or reviewed by the charity's solicitor and all applicants are asked to appoint a specific liaison whose role it is to communicate with the charity in relation to the subsequent application of the grant for as long as required.

Counterparty risk: is the risk that the group suffers financial loss through the default of any of the institutions holding cash or deposits on its behalf. The group mitigates this risk by only holding accounts with major UK high street banks that have the backing of the British Government and never holding more than two thirds of its cash and deposits with any one institution.

Public liability risk: is the risk that a third party, or their representative, participating in an event either promoted by the charity or organised in support of it may bring suit following death or serious injury as a result of their participation.

In the case of events promoted by the charity, of which there are very few, those that it does promote are of an adventurous nature and, whilst the running of all events are sub-contracted, a duty of care remains. Managing this risk is achieved by clear communication as to the limit of the charity's liability and the purchase of insurance to cover those areas that cannot be disclaimed.

In the case of events organised in support of the charity, risk is managed by communicating clear disclaimers both on the website and in correspondence that may take place.

FINANCIAL REVIEW OF THE PERIOD ENDED 30 SEPTEMBER 2008

During the year under review the group earned income of £14.6 million, made grants of £6.5 million and incurred costs of £1.2 million, of which £0.3 million relate to support costs. Greater detail on the activities during the period and the grants made, both during the period and since the period end, has already been provided within the chief executive's report beginning on page 7. Greater analysis of the income and expenditure during the year is provided below.

INCOME

Voluntary income contributed £12.1 million of the total £14.6 million. The key constituents of the voluntary income were the grant received from ITV of £0.6 million, major donations of £4.6 million, other donations of £6.2 million and gift aid of £0.7 million. Major donations included the Hurlingham Ball that raised £1.6 million and the RFU challenge match at Twickenham that raised £1.4 million.

The balance of the income was £2.5 million and came from the Big Battlefields Bike Ride that raised £1.6 million, trading income of £0.7 million and investment income of £0.2 million.

The chart below shows the monthly receipts for the first fifteen months of activity. The major donations for the months of October and December 2008 include the Hurlingham Ball and the RFU challenge match respectively. The grant relates to the ITV grant. By their nature, major donations are hard to repeat and hard to project. However, the level of underlying donations remains strong and the receipts for the first quarter of the next financial year exceeded both the first quarter of the year under review and the previous quarter, and demonstrates the continued level of support.

CHART REMOVED

COSTS OF GENERATING FUNDS

Total costs for the year were £0.9 million. The constituents parts of this were £0.3 million from generating voluntary income, £0.2 million of costs for the bike ride and £0.4 million of trading costs.

TRUSTEES' REPORT CONTINUED

COSTS OF CHARITABLE ACTIVITIES

Grants: these totalled £6.5 million and comprised a £6.0 million grant to Headley Court, that has since been increased to £8.0 million, a £0.5 million grant to SSAFA Forces Help and a £10,000 grant to the Selly Oak Patients Welfare Fund.

Allocated support costs: were more than offset by the profit from the trading subsidiary, see below. Of the support costs themselves, the largest items were employee costs of £0.1 million and consultancy of £0.1 million. Consultancy fees are predominantly the costs of Bryn and Emma Parry, see note 6. The charity has tried to keep operating costs to a minimum to maximise the ratio of the funds available as grants. The ratio for the year of donations receivable to income available for grant making was 98%, see table below:

	£'000
Voluntary income	12,090
Activities for generating funds	1,661
Total donations	13,751
Interest earned	195
Cost of generating voluntary income	(281)
Cost of activities for generating funds	(239)
Cost of charitable activities: allocated support costs	(254)
Profit from trading subsidiary	341
Governance costs	(22)
Net income available for grant making	13,491
Percentage of donations available for grant making	98%

FINANCIAL OUTLOOK

The current economic downturn is a serious concern and it will be a significant achievement just to maintain donations at their current level. It is particularly hard to forecast the coming year as whilst our approach of asking the public to 'do their bit' has served us well thus far, it does make it difficult to predict future earnings.

Whilst the chart above demonstrates that underlying donations are holding up well, there is uncertainty about the future level of major donations. For the year under review, major donations were £4.6 million, or 38% of voluntary income. We identify single donations above £50,000 as major and analyse them separately because they are both hard to repeat and hard to predict. The £4.6 million was made up of the proceeds from the Hurlingham Ball (£1.6 million), the RFU challenge match (£1.4 million), *The Sun's* wristband campaign (£0.4 million) and other, largely corporate, donations (£1.2 million).

Donations from the Quantum of Solace premier and the X-Factor single have been two new sources of receipts and will both go some way to filling the gap. The challenge will be to stimulate almost £4.0 million of additional earnings if we are to remain at the same level as the period under review. To that end, we are giving considerable thought internally to the next big project that will help focus our fundraising efforts, and in early February 2009, employed a dedicated resource to investigate new sources of funds such as trusts and endowments. In the meantime we have received income from our first legacies, enquiries about potential endowments (the largest of which could exceed £1.0 million) and also had a number of approaches from potential commercial participators.

Expenses, and particularly salary costs, will increase next year as the group builds a stable core of employees to deal with the increasing demands of a growing charity in a highly regulated environment. This means that the donations ratio of 98% discussed above will also be hard to repeat. That said, costs are still very tightly controlled and H4H Trading, which aims to offset the charity's operating costs enjoyed a very successful first quarter, exceeding its sales for the entire first year.

TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and the group, as well as the income and application of resources, including the income and expenditure, of the group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

PROVISION OF INFORMATION TO AUDITORS

All of the current trustees (who are also the directors of the company) have taken all the steps that they ought to have taken to make themselves aware of any information needed by the charity's auditors for the purposes of their audit and to establish that the auditors are aware of that information. The trustees are not aware of any relevant audit information of which the auditors are unaware.

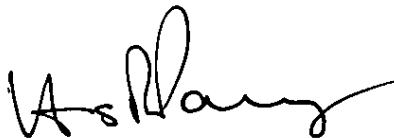
APPOINTMENT OF AUDITORS

BDO Stoy Hayward LLP were appointed as auditors during the year and have expressed their willingness to continue in office. A resolution to re-appoint them will be proposed at the annual general meeting.

APPROVAL

This report was approved by the board of trustees on 10 February 2009 and signed on its behalf by:

Hadyn Parry
Chairman



INDEPENDENT AUDITOR'S REPORT

We have audited the group and parent charitable company financial statements (the "financial statements") of Help for Heroes for the period ended 30 September 2008 which comprise the consolidated statement of financial activities, the consolidated and charitable company balance sheets, the consolidated cashflow statement and the related notes. These financial statements have been prepared under the accounting policies set out therein.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

The trustees' responsibilities (who are also the directors of Help for Heroes for the purposes of company law) for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and have been properly prepared in accordance with the Companies Act 1985 and whether the information given in the Trustees' Report is consistent with those financial statements. The information given in the Trustees' Report includes that specific information presented in the Chairman's Report, Co-founders' letter, Chief Executive's Report and legal and administrative details. We also report to you if, in our opinion, the charitable company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' and trustees' remuneration and other transactions is not disclosed.

We read other information contained in the Annual Report and consider whether it is consistent with the audited financial statements. This other information comprises only the Chairman's Report, Co-founders' letter, Chief Executive's Report and legal and administrative details. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements. Our responsibilities do not extend to any other information.

Our report has been prepared pursuant to the requirements of the Companies Act 1985 and for no other purpose. No person is entitled to rely on this report unless such a person is a person entitled to rely upon this report by virtue of and for the purpose of the Companies Act 1985 or has been expressly authorised to do so by our prior written consent. Save as above, we do not accept responsibility for this report to any other person or for any other purpose and we hereby expressly disclaim any and all such liability.

BASIS OF AUDIT OPINION

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the group's and charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

OPINION

In our opinion:

- the group financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the group's affairs as at 30 September 2008 and of its incoming resources and application of resources, including its income and expenditure, for the period then ended;
- the parent charitable company financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the parent charitable company's affairs as at 30 September 2008;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Trustees' Report is consistent with the financial statements.

BDO Stoy Hayward LLP

BDO Stoy Hayward LLP

Chartered accountants and registered auditors

Epsom, Surrey

10 February 2009

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE PERIOD ENDED 30 SEPTEMBER 2008 (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

	Notes	Unrestricted funds £'000	Restricted funds £'000	Total funds £'000
Incoming resources				
Incoming resources from generated funds				
Voluntary income	2	10,456	1,634	12,090
Activities for generating funds		—	1,661	1,661
Trading activities	4	702	—	702
Interest earned		195	—	195
Total incoming resources		11,353	3,295	14,648
Resources expended				
Cost of generating funds				
Cost of generating voluntary income	5	281	—	281
Cost of activities for generating funds		—	239	239
Cost of trading activities	4	361	—	361
Total costs of generating funds		642	239	881
Net incoming resources available for charitable application		10,711	3,056	13,767
Cost of charitable activities				
Grants made	9	3,454	3,056	6,510
Allocated support costs	7	254	—	254
		3,708	3,056	6,764
Governance costs	10	22	—	22
Total resources expended		3,730	3,056	6,786
Net incoming resources		6,981	—	6,981
Net movement in funds		6,981	—	6,981
Funds brought forward		—	—	—
Funds carried forward		6,981	—	6,981

CONSOLIDATED AND CHARITY BALANCE SHEETS

AS AT 30 SEPTEMBER 2008

	Notes	2008 Group £'000	2008 Charity £'000
Fixed assets			
Tangible fixed assets	11	75	72
Intangible fixed assets	4	—	—
		75	72
Current assets			
Stock		74	—
Debtors and prepayments	12	3,696	3,596
Cash and short-term fixed deposits	13	9,492	9,134
		13,262	12,730
Creditors: falling due within one year	14	(6,356)	(6,162)
Net current assets		6,906	6,568
Net assets		6,981	6,640
Funds			
General funds	15	1,091	750
Designated funds for rehabilitation facilities	15	5,890	5,890
Unrestricted funds	15	6,981	6,640

The financial statements were approved by the trustees on 10 February 2009 and signed on their behalf by:

Hadyn Parry

Chairman



Alex Scott-Barrett

Treasurer

CONSOLIDATED CASH FLOW STATEMENTS

FOR THE PERIOD ENDED 30 SEPTEMBER 2008

	2008 Group £'000	2008 Charity £'000
Net cash flow from incoming activities		
Net incoming resources	6,981	6,640
Adjustments for non-cash items		
Gifts in kind	(33)	(33)
Interest earned	(195)	(195)
Depreciation	12	12
(Increase) in stock	(74)	–
(Increase) in debtors	(3,686)	(3,586)
Increase in creditors	6,356	6,162
Net cash flow from operating activities	9,361	9,000
Capital expenditure and interest received		
Purchase of fixed assets	(54)	(51)
Interest received	185	185
Inflow/(outflow) from financing		
Receipt of loan	50	50
Repayment of loan	(50)	(50)
Increase in cash and fixed term deposits	9,492	9,134
Cash and fixed term deposits brought forward	–	–
Cash and fixed term deposits carried forward	9,492	9,134

NOTES TO THE FINANCIAL STATEMENTS

1. Principal accounting policies

Accounting convention

These accounts have been prepared under the historical cost convention. They comply with the Statement of Recommended Practice 'Accounting and Reporting by Charities' as revised in 2005 ('the SORP'), together with the reporting requirements of the Companies Act 1985 and applicable accounting standards.

Basis of consolidation

The consolidated accounts incorporate the results of Help for Heroes ('the charity') and its subsidiary undertaking Help for Heroes Trading Limited. The consolidated entity is referred to as 'the group'. No separate company Statement of Financial Activities ('SOFA') has been prepared for the charity as permitted by section 230 of the Companies Act 1985 and paragraph 397 of the SORP.

Fund accounting

Unrestricted funds represent funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity.

Restricted funds represent donations which are allocated by the donor for a specific purpose.

Incoming resources

Incoming resources are included in the SOFA and are recognised when the group has entitlement, measurability and sufficient certainty. No amounts are included for services donated by volunteers.

Incoming resources comprise:

Grants receivable		Recognised on notification
Major donations		Donations are considered major if they have a value of £50,000 or more. Donations from events organised in support of the charity are recognised at the date the event occurs.
Voluntary income	Other donations:	Are accounted for as received
	Gifts in kind:	Recognised on notification
	Gift aid:	Amounts recoverable
Activities for generating funds	Events organised by the charity:	Recognised in the period in which the events take place
	Merchandise:	Accounted for when the transaction occurs

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Gifts in kind and donated services and facilities

Incoming resources in the form of gifts in kind are included in the SOFA when they are seen as having a value in excess of £1,000. Assets given for use by the group are recognised as incoming resources and within the relevant fixed asset category of the balance sheet when receivable.

Donated services and facilities recognised in the financial statements include those usually provided by an individual or entity as part of their trade or profession for a fee. In contrast, the contribution of volunteers is excluded from the SOFA as the value of their contribution to the charity cannot be reasonably quantified in financial terms. Commercial discounts are not recognised as incoming resource except where they clearly represent a donation.

Where donated services or facilities are recognised, an equivalent amount is included as expenditure under the appropriate heading in the SOFA.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Cost of generating voluntary income includes all the costs directly attributable to raising voluntary income.

Cost of fundraising event includes all the costs directly attributable to that event, specifically the fees paid to event organisers.

Support costs are allocated on the basis of staff time.

Trading costs include all the costs directly attributable to the trading subsidiary.

Grants payable are payments made to third parties in the furtherance of the charitable objectives of the charity. Single or multi-year grants are accounted for when the recipient receives the conditional offer of the grant unless it cannot be determined with certainty that the recipient will meet these conditions.

Governance costs include costs associated with the governance arrangements of the charity including external audit and costs of complying with constitutional and statutory requirements, such as professional fees and trustees liability insurance.

Stock

Stock is measured at the lower of cost or net realisable value.

Fixed assets

Items with a cost in excess of £250 are capitalised and written off evenly over their useful economic life. The following rates have been applied:

Charitable equipment	— Collecting boxes	3 years
	— Promotional banners	2 years
Office equipment	— Computers etc	3 years

2. Voluntary income

	Unrestricted 2008 £'000	Restricted 2008 £'000	Total 2008 £'000
Grant received	616	—	616
Major donations	3,130	1,513	4,643
Other donations	6,012	121	6,133
Gifts in kind	33	—	33
Gift aid receivable	665	—	665
	10,456	1,634	12,090

The grant received was from ITV. On 14 March 2008 the charity received notification that it was to receive a grant from ITV for £616,234. The grant had two conditions, the first being that 'an acknowledgement of the grant must appear in your annual report' and the second that 'the grant should be fully used within one year of the date of this letter'. On 14 May 2008 the grant was received by the charity and on 8 December 2008 the grant was agreed by a representative of ITV as having been fully used, thereby satisfying the second condition. As the grant is discussed within these accounts, both the conditions are considered to have been satisfied.

Gifts in kind relate to office equipment provided by Dell and Lenovo. These have been capitalised within fixed assets, see note 11.

3. Major donations with analysis of those above £250,000

	Unrestricted 2008 £'000	Restricted 2008 £'000	Total 2008 £'000
Hurlingham Ball	1,568	—	1,568
RFU rugby challenge match	—	1,420	1,420
<i>The Sun's</i> wristband campaign	404	—	404
Other major donations	1,158	93	1,251
	3,130	1,513	4,643

The Sun's wristband campaign was part of their larger campaign to raise awareness of the charity and to stimulate donations. *The Sunday Times* and *The Mail on Sunday* also mounted successful campaigns stimulating considerable additional donations for the charity. These additional donations have been recorded within other major donations, where single donations exceeded £50,000, and other donations, where they did not.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

4. Results of the consolidated entity – H4H Trading

	2008 £'000
Turnover	702
Direct costs	(264)
Overheads	(97)
Net income	341
Assets	600
Liabilities	(259)
Net assets	341

H4H Trading has an authorised share capital of 1,000 ordinary £1 shares and an issued share capital of £1. The issued share is held by the charity.

5. Cost of generating voluntary income

	Note	2008 £'000
Bank charges		110
Consultancy fees		62
Other direct costs		45
Allocated support costs	7	64
		281

The bank charges are commission deducted at source on donations and gift aid paid through the justgiving website. Consultancy fees relate to the design and maintenance of the H4H Website. Other direct costs include depreciation of capitalised fundraising assets and the cost of promotional items produced for certain events.

6. Support costs – allocated per note 7

	Notes	2008 £'000
Employee costs	8	90
Social security costs		7
Consultancy fees		96
Professional fees		9
Travel and subsistence		26
VAT written off		48
Depreciation		6
Other costs		36
		318

In expectation of their part-time and temporary status within the group, both Bryn and Emma Parry charged their time as consultants on a daily basis. Neither was paid in excess of £60,000 and the total of their combined pay of £77,000 charged to the charity is included within consultancy fees. In addition, Emma Parry charged £13,000 to H4H Trading. In recognition of the group's recent decision to continue for the foreseeable future, both Bryn and Emma Parry became employees from

1 October 2008. Bryn Parry is now employed by the charity as its chief executive officer and Emma Parry is employed by H4H Trading as its managing director.

7. Allocation of support costs

	%	2008 £'000
Allocated to cost of generating voluntary income	20	64
Allocated to cost of charitable activities	80	254
	100	318

All support costs relate to unrestricted expenditure and are allocated on the basis of staff time.

8. Employee costs

	Charity 2008 £'000	Trading 2008 £'000	Total 2008 £'000
Wages and salaries	90	53	143
Social security	7	—	7
	97	53	150

None of the trustees were paid during the period and none were reimbursed for expenses. No employee earned more than £60,000 during the year.

The average number of employees during the year were 3 at the charity and 4 for the group.

9. Cost of charitable activities – grants made

	Unrestricted 2008 £'000	Restricted 2008 £'000	Total 2008 £'000
Headley Court Trust	2,944	3,056	6,000
SSAFA Forces Help	500	—	500
Selly Oak Patients Welfare Fund	10	—	10
	3,454	3,056	6,510

All grants are considered to be within the charity's objects, objectives and trustees' policies. The Headley Court Trust will provide rehabilitation facilities for the wounded, SSAFA Forces Help will provide accommodation close to Selly Oak or Headley Court for the relatives of the wounded and the Selly Oak Patients Welfare Fund provides a means for patients or their relatives taking their first steps back into public life.

The charity does not make grants to individuals and all grants were made to recognised charities or institutions providing care.

No support costs have been charged to grants made as the grant making policy is to identify partners that are able to provide the administration and on-going maintenance. Direct legal fees relating to the making of a grant would be expected to be covered within the amount granted.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

10. Governance costs

	Total 2008 £'000
Audit	16
Accounts printing and distribution	2
Other	4
	22

All the design and related studio costs of the report and financial statements have been donated free of charge by Salisbury Printing. Other costs include trustees liability insurance.

11. Fixed assets

GROUP	Charitable equipment 2008 £'000	Office equipment 2008 £'000	Total 2008 £'000
Cost or valuation			
At the beginning of the year	—	—	—
Additions	49	38	87
At the end of the year	49	38	87
Depreciation			
At the beginning of the year	—	—	—
Provided during the year	6	6	12
At the end of the year	6	6	12
Net book value at the end of the year	43	32	75

All but £3,000 of the fixed assets are held within the charity. Only £1,000 of the depreciation charge does not relate to the charity. £33,000 of the £38,000 of additions relates to office equipment provided as a gift in kind by Dell and Lenovo.

12. Debtors and prepayments

	Group 2008 £'000	Charity 2008 £'000
Due from major donations	3,444	3,444
Gift aid receivable	87	87
Trade debtors	42	—
Other debtors	50	—
Intercompany	—	55
Accrued interest	10	10
Prepayments	39	—
	3,672	3,596

A number of major donations, all of which have been received since, arose from events that took place just before the period end. These included the two biggest events, the Hurlingham Ball and the RFU rugby challenge match.

13. Cash and short-term fixed deposits

	Group 2008 £'000	Charity 2008 £'000
Short-term fixed deposits	8,646	8,646
Cash	846	488
	9,492	9,134

14. Creditors due within one year

	Group 2008 £'000	Charity 2008 £'000
Grants payable	6,000	6,000
Trade creditors	225	37
Other creditors	15	14
Other taxes and social security	81	18
Intercompany	—	65
Accruals	31	28
	6,352	6,162

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

15. Funds, all of which are unrestricted

	Group 2008 £'000	Charity 2008 £'000
General funds at the beginning of the year	—	—
Net income from charitable activities	6,640	6,640
Net income from trading activities	341	—
Designated during the year	(5,890)	(5,890)
General funds at the end of the year	1,091	750
Designated funds at the beginning of the year	—	—
Designated during the year for rehabilitation facilities	5,890	5,890
Designated funds at the end of the year	5,890	5,890
	6,981	6,640

16. Post balance sheet events

Following the year end the charity has made two material grants by increasing the grant to Headley Court Trust by £2 million to a total of £8 million, and by the making of a grant of £3.5 million to Combat Stress.

17. Related party transactions

During the period, H4H Trading bought stock from BPS at cost for £14,319. BPS made available its credit card payment facility until H4H Trading had its own. The total value of sales received by H4H Trading via the BPS facility was £8,258. In addition, BPS recharged administrative costs, net of VAT, of £83,064 to the company. Other minor transactions between the companies totalled £1,069. At 30 September 2008, the company owed BPS £88,533 which is included in creditors.

Stephen Oxley, a trustee, is also the senior partner of Wilsons Solicitors LLP who provide legal services to the charity. During the year the charity was charged £4,749 and the group was charged £13,078 for the services of Wilsons. £382 was outstanding by the charity and £626 by the group at the year end.

LEGAL AND ADMINISTRATIVE DETAILS

TRUSTEES

The trustees, who are also directors under company law, who served during the year ended 30 September 2008 and up to the date of this report were as follows:

Hadyn Parry	Chairman
Alex Scott-Barrett	Treasurer
Richard Benyon MP	
Richard Constant	
General Sir Richard Dannatt	
Surgeon General Michael Farquharson Roberts	Resigned July 2008
Air Vice Marshall John Ponsonby	
Sarah Jane Shirreff	Resigned July 2008
Stephen Oxley	Appointed August 2008

Biographies on each of the current trustees can be found on page 33. Unless stated otherwise, all trustees were appointed at the creation of the charity.

SUB-COMMITTEES

Audit, Finance and Legal:	Alex Scott-Barrett Stephen Oxley Hadyn Parry	Chairman
Remuneration:	Richard Constant Stephen Oxley	Chairman
Grants:	John Ponsonby Stephen Oxley	Chairman
Headly Court:	Stephen Oxley Richard Constant Alex Scott-Barrett	Chairman
Trustees meetings are also attended by the:	Chief executive officer Managing director of H4H Trading Chief financial officer	Bryn Parry Emma Parry Peter Dixon-Clarke
Other senior management positions are:	Chief of staff National volunteer coordinator Donations manager Events manager	Mark Elliott Belinda Mitchell Amanda Davies Ruth Farrell

LEGAL AND ADMINISTRATIVE DETAILS CONTINUED

FINANCIAL STATEMENTS

The financial statements comply with the Statement of Recommended Practice (SORP) – accounting and Reporting by Charities as revised in 2005, the Charities Act (1993) and the Companies Act (1985).

CHARITY STATUS

Help for Heroes is registered in England and Wales as a charity, number 1120920, and as a company limited by guarantee, number 6363256. The Charity has no maximum permitted membership and membership is open to any individual interested in promoting the objects of the charity. There are currently seven members, all of whom are trustees. Each member guarantees to contribute up to one pound sterling (£1) to the charity's debts, liabilities and costs in the event of the charity being wound up and for one year after ceasing to be a member. Help for Heroes is governed by its Memorandum and Articles of Association.

CHARITY OBJECTS

The charity's objects are to assist persons who are currently serving or who have served in the Armed Forces, and their dependants, by advancing any lawful charitable purpose at the discretion of the trustees and in particular but not exclusively:

- to promote and protect the health of those that have been wounded whilst serving in the Armed Forces by making grants to purchase equipment for their rehabilitation; and
- to make grants to other charities who assist members of the Armed Forces and their dependents.

Registered office and Company Secretary

Wilsons Solicitors LLP, Steynings House, Summerlock Approach, Salisbury SP2 7RJ

Auditors

BDO Stoy Hayward LLP, Epsom, Surrey KT17 1HS

Bankers

Lloyds TSB, 25 Gresham Street, London EC2V 7HN

Royal Bank of Scotland plc, 36 St Andrew Square, Edinburgh EH2 2YB

Solicitors

Wilsons Solicitors LLP, Steynings House, Summerlock Approach, Salisbury SP2 7RJ

Governance and Risk Management

Baker Tilly UK Audit LLP, Hartwell House, 55-61 Victoria Street, Bristol BS1 6AD

TRUSTEES

Hadyn Parry is an entrepreneur in the life science sector. He was General Manager of Zeneca Plant Science and more recently CEO of MNL pharma, an early stage biotechnology company developing a novel cancer therapy. Over the last 15 years Hadyn has been the Chief Executive of a number of businesses in the UK and overseas.

Alex Scott-Barrett qualified as a chartered accountant after leaving university and then worked for over 20 years at Cazenove, the City investment bank. He is currently a non-executive director of a range of companies, both quoted and private, and a trustee of a number of charities in London and East Anglia.

The Rt. Hon Richard Benyon MP is the Conservative Member of Parliament for Newbury. He was commissioned into the Royal Green Jackets in 1981 and served in Northern Ireland and the Far East. On leaving the Army he qualified as a Chartered Surveyor. As well as being a farmer he ran a property business. In Parliament he is the Shadow Minister for the Department for the Environment, Food and Rural Affairs and has taken a great interest in Defence and Security issues. He is married to Zoe and has five sons.

Air Vice-Marshal John Ponsonby OBE FRAeS

John Ponsonby spent nine years in the British Army, before transferring to the Royal Air Force to pursue his love of flying. He spent most of his time flying support helicopters in the UK (including Northern Ireland), Germany, Hong Kong, the Falkland Islands and the Former Republic of Yugoslavia. His time behind a desk was spent in the Ministry of Defence and Command HQs working at all levels from being a PSO in CDS' office in General Guthrie's time, to commanding 22 Group RAF as an Air Vice-Marshal. He recently joined AugustaWestland, a helicopter company, as Senior Vice-President Training.

Richard Constant MBE was an officer in the Royal Green Jackets for 13 years. He is now the CEO of Gavin Anderson, a Global Communications Consulting Firm advising companies around the world on their communications issues. Both his brother and his son have served in the army.

General Sir Richard Dannatt KCB CBE MC ADC Gen – Chief of the General Staff

General Sir Richard Dannatt was commissioned into The Green Howards in 1971. He has served with the 1st Battalion in Northern Ireland, Cyprus and Germany and commanded the Battalion in the Airmobile role from 1989 to 1991. From 1994 to 1996 he commanded 4th Armoured Brigade in Germany and Bosnia. He took command of 3rd (United Kingdom) Division in January 1999, and also served in Kosovo that year as Commander British Forces. In 2000 he returned to Bosnia as the Deputy Commander Operations of the Stabilisation Force (SFOR). From 2001 to 2002 he was the Assistant Chief of the General Staff in the Ministry of Defence before taking command of NATO's Allied Rapid Reaction Corps (ARRC). In March 2005 he took over as Commander-in-Chief Land Command, and assumed the appointment of Chief of the General Staff in August 2006.

Stephen Oxley is the Senior Partner of Wilsons solicitors LLP and the head of its employment department. He qualified as a solicitor at Withers in London. He joined Wilsons in 1985 and was the Managing Partner for seven years. He specialises in advising schools, charities and businesses on all aspects of employment regulation. He is a trustee of a number of charities and the Chairman of Odstock Private Care Limited.

COUNTY COORDINATORS

All county coordinators are volunteers with the exception of the charity's national volunteer coordinator, Belinda Mitchell.

Avon	Tabitha MacCurrach	Middlesex	James Gill
Bedfordshire	Yvonne Russon	Merseyside	Dave Roberts
Buckinghamshire	Steve Smith	Norfolk	Richard Wyndham Sara Lock
Berkshire	Max Belbin Amanda Belbin	Northamptonshire	Jo Winterton Richard Plumb
Cambridgeshire	Robert Altham	Northern Ireland	Sarah Woodward
Cheshire	Angela Gray	Northumberland	Vacant
Cornwall	David Gammell	Nottinghamshire	Alex Nall
Cumbria	Ros Jones Stuart Jones	Oxfordshire	Andrew Dent
Derbyshire	Lorna Stevens	Rutland	Janie Martin
Devon (South)	Lisa De-Lar	Scotland (East)	Julian James
Devon (West)	Carrye Day Richard Day	Scotland (the Borders)	Kay Burry
Devon (North)	Tony Cross	Scotland (West)	Kim Wardner
Devon (East)	Jessica Colson	Scotland (Perthshire)	Mike Dickinson
Dorset (South West)	Billy Hughes	Scotland (Aberdeenshire)	Catherine Ross
Durham	Barbara Chambers	Scotland (Ayrshire)	David Gardiner
Essex	Marianne West	Shropshire	Ian Sawers
Gloucestershire	Anne Norman Tabitha MacCurrach	Somerset (West)	Richard Lupton
Greater Manchester	Angela Gray	Somerset (East)	Russ Laye
Hampshire (Mid)	Judy Horne Carolyn Balfour	Suffolk	Vacant
Hampshire (South West)	Geoff Tilston	Surrey	Mary Firth Nigel Jones
Hampshire	Suzanne Gandy	Sussex	Sarah Lydiard-Wilson
Hampshire (North)	Noreen Hamnett	Staffordshire	Jeremy Hobbs
Herefordshire	Sophie Butler	Tyne & Wear	Vacant
Hertfordshire	Tanya Maunder Taylor	Wales (North)	Pip Hughes
Isle of Wight	Margaret Plumley	Wales (East)	Bob Purvis
Kent	Sarah Turnbull Steven Craddock	Wales (South)	Tim Swift
Lancashire	Arthur Roe Katherine O'Connor	Warwickshire	Sue Sanders
Leicestershire	Janie Martin	Wiltshire (West)	Bernice Brady Richard Kellett
Lincolnshire	Tarnia Venning-Heyhoe Helen Gripton	Worcestershire	Ian Baldry Peter Elcock
Lincolnshire	Steph Smith	West Mercia	David Panting
London	Sarah Walker	West Midlands	Sue Sanders
		Yorkshire (North)	Allie Stocker David Morgan
		Yorkshire (East)	Andy Batty

PATRONS

Hero patron: Johnson Beharry VC of the Princess of Wales's Royal Regiment is a British soldier who, on 18 March 2005, was awarded the Victoria Cross, the highest military decoration for valour in the British and Commonwealth Armed Forces, for twice saving members of his unit from ambushes on 1 May and 11 June 2004 at Al-Amarah, Iraq. He sustained serious head injuries in the latter engagement.

Hero patron: Captain Peter North GC is now completing his thesis for a MSc degree in Explosive Ordnance Engineering (EOE) with Cranfield University at the Defence College of Management and Technology, Defence Academy of the United Kingdom. Following this he will remain at Shrivenham as an associate lecturer to lecture on future Ammunition Technical Officers', Ammunition Technicians' and EOE MSc courses.

Founder patrons: Jeremy and Francie Clarkson have been involved with helping and supporting wounded servicemen and their families for the last year both at Selly Oak and Headley Court.

Sergeant Mark Sutcliffe The Royal Anglian Regiment 'The Poachers'. He lost his left leg in Basra in July 2006 after being hit by a rocket propelled grenade. He has made a successful recovery and is now a Military Liaison Officer at Selly Oak hospital.

Warrant Officer Class 2 Andy Newell PARA is serving in 16 Air Assault Brigade. In July 2006 his right arm was shattered in the bitter and prolonged fighting at Musa Qua'leh in Helmand province, Afghanistan. He has undergone extensive surgery including bone grafts but expects to make a full recovery and hopes to extend his service in the Army.

Peta Todd is a model from Essex whose work has included appearing as a page three girl for *The Sun* and an *FHM* 2008 Calendar girl as well as her work in television. In December 2007 she visited Headley Court to deliver Christmas stockings to the injured servicemen and was inspired to do something to help, including completing the Big Battlefield Bike Ride through France.

The nurses at Selly Oak who collectively go far beyond their job requirements to ensure that the patients in their hospital get as much in the way of care and attention as is humanly possible.

HMS Bulwark is the Royal Navy's FLEET Amphibious Flagship capable of Commanding a Brigade level Amphibious Assault. Launched in November 2001 she has a ship's company of 390, a quarter of whom are made up from 4 Assault Squadron Royal Marines (4 ASRM). BULWARK's fundraising efforts and involvement with the Big Battlefield Big Ride has led to her being described as 'Help for Heroes favourite ship'.

Chris Holmes MBE MA is Britain's most successful Paralympic swimmer ever winning nine gold medals, six at a single games. Despite losing his sight overnight aged only fourteen, Chris gained straight A's at A-level and a place at Cambridge University to read politics. While still at University, Chris won six gold medals at the Barcelona Games in 1992. He is now an international lawyer and sits on the board at UK Sport, the Disability Rights commission and was an Ambassador to the London 2012 Olympic bid.

Andy Stockton, served with 32 Regiment Royal Artillery for 19 and 1/2 years reaching the rank of Warrant Officer Class 2. Andy, originally from Chester, has served three tours of Northern Ireland, three tours in Iraq and more recently Afghanistan. Andy lost his arm during an ambush by the Taliban in Sangin, Helmand Province, Afghanistan on 11 June 2006. Andy was medically discharged from the Army on 23 September 2008 and lives with his wife in Wiltshire.

PATRONS CONTINUED

James Blunt was commissioned an officer in the Life Guards regiment, a unit of the Household Cavalry of the British Army. He rose to the rank of Captain and served as an armoured reconnaissance officer in the NATO peacekeeping force in Kosovo. He was put in charge of leading 30,000 troops into Pristina as the first British officer to enter the Kosovan capital. It was while on duty in Kosovo that he wrote the song 'No Bravery'.

Viscount Brookeborough was involved with the Security Forces in Northern Ireland for 30 years and is only too aware of the vital part Headley Court has played in the recovery of the hundreds of servicemen and women wounded in that time. Now that the conflict in Northern Ireland is resolved, the need for our world-class rehabilitation centre continues and he is delighted to offer his support to Help for Heroes fundraising appeal to enhance the facilities at this wonderful example of such excellence.

Lady Victoria Leatham was Honorary Colonel of 158 Royal Anglian TA from 1996 until 2003. She managed her family home, Burghley House, home of the International Burghley Horse Trials, until this year when she retired. She is a member of the Court of Drapers Company and one of the experts on *Antiques Road Show*. She is a keen supporter of the Armed Forces.

Monty Halls is a high profile figure in the worlds of diving and adventure. This ex-Royal Marines Officer has led numerous expeditions and projects throughout the world, and is a marine biologist, travel writer, television presenter and public speaker of note. Monty's work, undertaking all manner of unusual projects, has taken him around the world to a huge variety of environments.

David McDonough OBE is a trustee and honorary advisor to a number of charities and has particularly close links with The Royal Hospital Chelsea where he is a member of the Executive Committee of the Chelsea Pensioners' Appeal. He runs a communications consultancy in St. James's.

Andy McNab: After being abandoned as a baby he was adopted and was brought up in the Peckham area of South London. A life of minor crime followed until he joined the infantry with the Royal Green Jackets in 1976 progressing to the SAS. In the Gulf War, McNab commanded the Bravo Two Zero patrol, given the task of destroying underground communication links in Iraq and mobile Scud launchers. Three of the eight-man patrol were killed, one escaped and four were taken prisoner by the Iraqis and tortured over a six-week period. He's been awarded the Distinguished Conduct Medal and the Military Medal and was the British Army's most highly decorated serving soldier when he left the SAS in 1993.

Anneka Rice has worked with the forces for over 20 years. Memorable projects include becoming an Honorary Sapper in the Royal Engineers and getting stuck half way down a death slide; landing a helicopter on top of a submarine during 'Treasure Hunt', and presenting 'Combat' for ITV, where regiments competed in gruelling physical challenges. The forces have helped her on numerous 'Challenge Annekas' and she is delighted to be involved with Help for Heroes.

HOW TO FIND OUT MORE

OUR WEBSITE

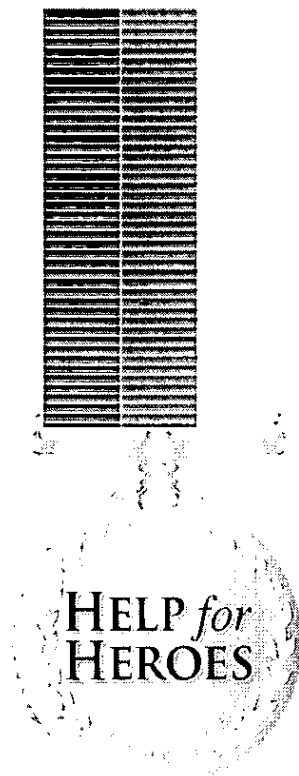
You can reach our homepage at www.helpforheroes.org.uk

BY TELEPHONE

If you would like to get involved in supporting Help for Heroes fundraising activities in your local area, or would like to support our work by making a donation, you can call 01980 846459 to be put through our fundraising office.

"Long-term injuries need long-term solutions. Going forward, Help for Heroes aims to supplement the available facilities and care so that those in rehabilitation get the very best facilities and treatment in order to recover from their injuries and rebuild their careers."

Hadyn Parry, Chairman



IT'S ABOUT THE BLOKES

www.helpforheroes.org.uk

Registered Charity No. 1120920