

Support For Our Wounded

REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 30 SEPTEMBER 2009



CHAIRMAN'S REPORT

Joining the Armed Forces is, for many, an ambition sparked in childhood and nurtured through teenage years. Becoming a sailor, soldier, airman or marine is the fulfilment of an ambition, a dream. These men and women often just 'know' what career they want to follow from an early age. The benefit for the rest of us is a highly motivated and professional service that helps protect us at home and abroad. Sadly, the nature of current conflict means that several will be seriously injured and for them the years of ambition and dreams can come to an abrupt end. A major injury affects not only current but also future abilities. Physical recovery is only the first part of a process of rehabilitation that also requires adaptation and rebuilding. Full rehabilitation comes in many forms and over a long time. Futures that seem to have been settled for so long need to be recast. New ambitions need to be formed, new dreams nurtured and new goals set and achieved.

When Help for Heroes was launched on 1 October 2007 the first priority was to improve the physical recovery facilities available to the wounded. In our first year, thanks to the generosity of the British public, £14.6m was raised. In this, our second year, a further £19.6m was raised and now this money is being put to work. The immediate priority was to build a state of the art gym and swimming pool complex at Headley Court. We were also able to help Combat Stress improve their facilities and supported many other initiatives to help the wounded. On 5 March 2009 we launched a new appeal to help raise £20.0m of funds to put in place several tri-service Personnel Recovery Centres across the country. These centres, to be located at existing bases, will provide a site from which the recovering wounded can rejoin their units, and can adapt to their new lives surrounded by the facilities they need. This money has now been raised and we are working to get going on construction as soon as possible.

Despite the support we have been able to give, the need does not stop here. As long as our Armed Forces are committed then there will be an ongoing need for the highest quality facilities. But just as rehabilitation involves phases of physical recovery, adaptation and rebuilding so we now want to increase our capability to assist the creation of new careers, the fulfilment of new dreams and goals. Some will stay within the forces, but some will need to transition into civilian life. We want to support the wounded by giving them the best opportunity to rebuild in whichever direction they choose.

To be able to help is a privilege. These men and women are astonishing in their enthusiasm, drive and ability to adapt to new circumstances. They do not want sympathy, but they need our direct practical support, and with this, great achievements lie ahead of all of them.

Your generosity is a reflection of the appreciation and esteem in which we hold our armed forces and we need it to continue. Generosity comes in the form not just of money but also in the time given by all those helping to raise funds. I would therefore like to thank all supporters of H4H for their unfailing enthusiasm and energy.

I would also like to thank both General Sir Richard Dannatt GCB, CBE, MC and Richard Benyon MP who stepped down from the board of trustees during the year due to other commitments. Both have been inspirational in their support for the charity since the beginning. Lieutenant General Sir Robert Fry joined the board as a trustee during the year. Sir Robert has had a distinguished career in the Royal Marines and is a most welcome addition to our board.

Every fundraising event, every donation, provides much needed funds for our wounded. Equally, every Help for Heroes shirt, every wristband and every car sticker is a display of support for our Servicemen and women. Such public expressions inspire not just the wounded, but all those in the Services and their families and unite all those who want to demonstrate their help for heroes.

Hadyn Parry
Chairman

CO-FOUNDER'S LETTER

It is now more than two and a half years since Emma suggested that we should 'do something to help the wounded'. We launched Help for Heroes on 1 October 2007 with the intention of raising some money to help build a swimming pool at Headley Court. A simple appeal but it was heard across the country and millions of people have joined us in this extraordinary effort to support our Armed Forces.

The swimming pool has become a superb rehabilitation complex, which will be operational in April this year, but our tasks did not end there. Millions have been raised and millions spent on the direct, practical support of our wounded and at the same time, the public has openly demonstrated its support for the men and women of our Armed Forces, it has been inspirational.

As parents of a young Rifles Officer, Emma and I know what it is like to hear on the news that another soldier has been killed. Each time we hear that, we know that there will be others wounded, some with life changing injuries, some of them friends.

Visiting the badly wounded at Selly Oak and Headley Court is very hard, war is brutal and many of the injuries are horrific. A mother told me she was 'fine', it's not true, her son has lost his legs, so how can she be 'fine'? She means she is coping, grateful that he is alive and very grateful for the care he is getting but there is no getting away from the fact that his, and her life, has changed for ever.

It is not fine, it is grim and we feel desperate when we have these conversations, desperate to do something to help. With H4H we are helping and there is hope. It is two and a half years since we first went to Selly Oak and we are seeing those who we first met there get back on their feet, both on prosthetics and metaphorically.

We are seeing blokes who had no hope, running, climbing, skiing and swimming, looking to the future and most importantly, smiling and laughing. We, all of us who have been a part of the H4H phenomenon, share a little part of that, we have helped put those smiles back and that gives us hope.

We understand that these dreadful injuries occur, we can't stop that but we can do our bit to ensure that those injured get the very best chance at a good future. The wounded boys and girls don't want our pity, they want opportunity, they want to get on with their lives and we want to enable that.

We are working closely with the Armed Forces, other Service Charities and organisations to create a recovery pathway, a process where the wounded Servicemen or women follow a programme that equips them with skills and opportunities for life. We will be funding the tri-service Personnel Recovery Centres and other initiatives along the pathway to give them the very best chance to launch back into the rest of their lives. They deserve the very best and we will do all in our power to ensure they get it.

Bryn and Emma Parry
Co-founders

CHIEF EXECUTIVE'S REPORT

FOR THE YEAR ENDED 30 SEPTEMBER 2009

We are a 'money in, money out' charity. For the first year, our focus was almost entirely on 'money in' and the country responded better than we could ever have hoped. For this, our second, year whilst 'money in' has again far exceeded expectations, we have increased the proportion of our time spent on 'money out', both in terms of delivering the grants made and scoping the next main effort.

Money in

At the start of the financial year, with the war in Iraq coming to an end and the country in economic crisis, it seemed a fair assumption that the extraordinary support would begin to tail off. In fact, the opposite has happened with group income for the year increasing from £14.6m to £19.8m. Income from major donations, such as last year's Hurlingham Ball and RFU Rugby Challenge Match, has reduced but been more than replaced by a huge increase in smaller events as more and more people have heeded the call to 'do their bit'.

What started in 2007 as a simple appeal to help support those members of the Armed Forces injured in the service of our country has continued to catch the zeitgeist of the moment and the nation has continued to respond. All across the country, people have done their bit by taking part in fund raising events such as cake sales, bike rides, runs, swims, sponsored tattoos, leg shaving, anything in fact, that is legal, safe and decent.

The simple idea of setting a target and communicating it to the public by all means available has continued to reap dividends. Added to that, support from The Royal Family, The Sun and Simon Cowell's X Factor have built the brand into one of the most recognised of the national charities so that anyone feeling helpless at the reports of casualties in Iraq and Afghanistan has an accessible, and usually fun, way to show their support for the Armed Forces, regardless of their political views.

The money raised is 'new money' coming from a group of people who had not previously been donors but the increased awareness of the military also greatly increased the support for the existing and traditional, service charities.

Money out

During the year we made grants of £17.0m, taking the total at 30 September 2009 to £23.5m. Each of the large grants has required a grant deed and considerable thought and communication to ensure that they are delivered as intended. The hard work is paying off and the superb H4H Rehabilitation Complex at DMRC Headley Court, our main effort last year, is ahead of schedule and will be open by the summer of 2010. Elsewhere, the initial stages of the build project at Combat Stress are already in use, the SSAFA Forces Help Relatives' Houses at Selly Oak and Headley Court are providing excellent support for loved ones and Battle Back has provided a year of superb adaptive adventure training and sporting opportunities for those in rehabilitation. The Personnel Recovery Centre in Edinburgh, the pathfinder for this year's main effort, opened in August 2009 and is providing a base from where the recovering wounded and injured can move on to the next phase of their lives.

Whilst our grants are focused on the infrastructure of rehabilitation, it is the progress of those that use that infrastructure by which we really measure whether we are 'doing our bit'. Derek, the first double amputee we met at Selly Oak hospital, is now ranked fifth in the world at shot put. Arthur has learnt to fly and will become a flying instructor, even if he can't walk. Craig climbed Kilimanjaro with us but did not enjoy the view, as he is blind. His sport is blind football and he is in the England squad as well as being a property developer, hanging his own wallpaper with the help of a speaking spirit level. Marty is Captain of the Combined Services Downhill Disabled Ski Team. Ben, Prince Harry's Hero, ran the London Marathon with Mark, our Chief of Staff, and climbed to Everest Base Camp. Frenchie climbed Kilimanjaro despite a spinal injury that means he can't feel his lower legs. He says he can stand alongside any fully able person in terms of achievement, and he certainly can, indeed they all can.

CHIEF EXECUTIVE'S' REPORT CONTINUED

At the Annual Review on 5 March 2009, we announced our intention to raise a further £20 0m to help fund the creation of several tri-service Personnel Recovery Centres to be a part of the Service's Personnel Recovery Capability. That took half the anticipated time to reach and plans are already underway to provide Centres at Colchester, Tidworth, and Catterick. Our funds will be used to provide the buildings, the MoD will provide the staff and military environment, while The Royal British Legion has committed £20 0m to run the Centres for the first 10 years. We hope that Colchester will open in early 2011 with the others all operating by early 2012.

Annual income continues to grow and with it the costs. We are still in the original tin hut in Tidworth but have had to take on other buildings and employed additional staff to cope with the considerable workload. However, the profits from our challenge events and our trading company, Help for Heroes Trading, have more than covered our operating costs so that all the donations received, and more, are available as grants.

The future

Just as we have to accept that members of the Armed Forces get injured in the course of their duty, we have to accept that if they are unable to carry out their duties, they may have to leave the Services. While that may be inevitable, we wish to ensure that they leave at the right time for them and are properly equipped and prepared for the next, successful and fulfilling, stage of their lives. Everyone should leave when they are ready and looking forward, H4H has a role to ensure that happens.

H4H has grown, the fund raising has accelerated and we have delivered all that we hoped we would last year. We set ourselves a £20 0m target over two years and have achieved it in one year. We have a shopping list of projects that we want to deliver. H4H is a focus for people who wish to show practical, direct support for our Armed Forces and in particular for those who are wounded while serving. The money, when raised, must be put to use in providing direct practical support for 'our blokes'.

During 2010 we plan to build on the foundations of our early work, to continue to lay down paving stones on the path to recovery. Our next major project is to create a fund or foundation that will enable those leaving the Services due to their injuries to be fully prepared with the right skills and education or training so that they have the very best chance of fulfilling their ambitions.

We see recovery as being part of a pathway that begins with the medical treatment received on the battlefield, progresses through Selly Oak and Headley Court and then onto the individual recovery programme as part of the Personnel Recovery Capability. Many will recover fully and go back to their jobs but for those whose injuries mean they can no longer do their military job to their fullest satisfaction, they will transit out onto Civvie Street. For those, many of whom have had no other adult life apart from the military, the transit will be the last thing they would have wanted and we need to ensure that they have every opportunity to make that move successfully.

Our young men and women are fighting and being wounded in the service of our country. We can neither prevent wars nor stop our boys and girls being hurt but we can do our bit to help them get better by the provision of the very best facilities and support, whilst they are doing that, we will continue to do our very best for the blokes.

Bryn Parry
CEO and Co-founder

TRUSTEES' REPORT

This report is for the year ended 30 September 2009 and makes reference to the prior period, being the thirteen months ended 30 September 2008

OUR OBJECTS FOR THE PUBLIC BENEFIT

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 dependants

AIMS AND ACHIEVEMENTS FOR THE YEAR

In our previous report and accounts we set out our aims and achievements for the year ending 30 September 2009 as being to

<i>AIMS</i>	<i>ACHIEVEMENTS</i>
Complete the steps required to pay across the grant of £8.0m to the Headley Court Trust towards the building of the Help for Heroes rehabilitation complex	Ground broken on 11 December 2008 Topping out ceremony on 12 November 2009 Work continues apace with every indication that it will be completed ahead of schedule
Complete the steps required to pay across the grant of £3.5m to Combat Stress towards the building of a new wing at their treatment centre in Surrey	Work begun in May 2009 Phases 1 and 2, of a 4 phase project, already completed and phase 3 well advanced Topping out ceremony on 9 February 2009
Identify a new priority project of similar scale and benefit to the wounded as the rehabilitation centre for the Headley Court Trust	Project announced on 5 March 2009 to support a network of tri-service Personnel Recovery Centres, Ambition to raise a target of £20m also announced on 5 March 2009 First £10.0m granted and balance now raised Grant of £0.8m made to Erskine Hospital to host a pathfinder centre in Edinburgh Joint Announcement on 11 February 2010 between H4H, the MoD and The Royal British Legion
Set out a three year plan for the charity	The centrepiece of the three year plan has become the delivery of the Personnel Recovery Centres and continues to be so With the money raised in half the time anticipated, the emphasis is now very much on delivery

Defence Medical Rehabilitation Centre, Headley Court

Raising £8.0m to build The Help for Heroes Rehabilitation Complex at Headley Court in Surrey, where those seriously wounded on active duty are sent, was the very first challenge that the charity set itself

TRUSTEES' REPORT CONTINUED

As well as a superb 5 lane 25 metre swimming pool, the complex will contain a huge sports hall with sprung floor and a cardio vascular gym filled with state of the art fitness machines. There are also treatment rooms, a gait analysis centre and a Regional Rehabilitation Unit.

Work began officially on 11 December 2008 when John Hutton, the then Secretary of State for Defence, and Bryn Parry dug the first turf. On 12 November 2009, a team from the charity, along with members of Headley Court and the building contractors attended the Topping Out ceremony, and Emma Parry cemented the first tile to the inside of the pool.

The builders, Pride Interserve, Defence Estates, the Headley Court Trust, Joint Medical Command and all who are working on this project, have entered into the spirit of H4H, so much so that it looks like the project will come in ahead of schedule and the pool and gyms will be operating in the Spring.

The building is very clear evidence that the people of this country truly care for our wounded young men and women and we heartily thank them for it.

Combat Stress

With the money raised for Headley Court, the charity then identified Combat Stress, the mental health charity, and made to it a £3.5m grant, the biggest in its history. Combat Stress has provided specialist care to Veterans suffering from psychological wounds since 1919 and its experience in this field is second to none. The charity currently has over 3,000 ex-Servicemen and women in its care, including those from conflicts in both Iraq and Afghanistan.

The money will be used for the much needed expansion, modernisation and reorganisation of the specialist treatment centre at Tyrwhitt House in Surrey, in order to accommodate more Veterans and their carers, and to provide uprated clinical and welfare working space. The building programme will be completed in 2011 and is being rolled out in four phases, being,

- 1 The refurbishment and extension of the welfare block,
- 2 The extension of the activity block,
- 3 The extension of Tyrwhitt House, and
- 4 The reorganisation of the ground floor of Tyrwhitt House.

At the time of writing, phases 1 and 2 are complete and, having had its topping out ceremony on 9 February 2009, phase 3 is well underway.

The Tri-Service Personnel Recovery Centres

The Centres were identified during the year as the next priority project and announced as such at the annual review on 5 March 2009. Our intention is that they will provide a launch pad to life for the seriously wounded or long term sick, as they make the transition back to their units or into civilian life.

Wounded Service personnel already receive excellent medical care, notably at the Royal Centre for Defence Medicine and the Defence Medical Rehabilitation Centre, Headley Court. However, once the Serviceman or woman has stopped being an 'inpatient' further problems can arise and, whilst most of the wounded are able to return to their homes, not all families can provide the level of support, supervision and care needed. There will be many who leave the Services and it is important that they receive assistance and guidance, enabling a smooth transition to a skilled and supported civilian life.

The Centres will be attached to a unit so that the wounded can stay within a structured military environment close to friends and family, and can take advantage of the unit's facilities. In addition to offering medical support, the Centres will provide the wounded service personnel with an individual recovery programme, including career management and counseling, as well as assistance with resettlement.

The first Centre, named The Mark Wright GC House, was made possible by a grant of £750,000 to Erskine Hospital and was opened in Edinburgh on 17 August 2009 in a dedicated wing of the Erskine Home in Edinburgh. It is a partnership between the MoD, Erskine, and H4H.

The creation of further Centres in Colchester, Catterick, Tidworth and a more permanent solution in Edinburgh is now an absolute priority for H4H and the MoD well advanced in producing a suitable project specification.

The Centres will be a key asset available to, all three services and in particular the Army Recovery Capability. The capability has been created to provide comprehensive ownership of the wounded through the creation of twelve Personnel Recovery Units across the nation and was formally announced on 11 February 2010.

The intention of the Service Chiefs is that these Centres will be made available to members of all the Services on a case by case basis. Indeed, there are plans to change the title to reflect that capability.

KEY PERFORMANCE INDICATORS

As discussed above, the charity has sought since inception to maximise the proportion of voluntary income, (donations), available for making grants and for this reason it has identified two key ratios, being the fundraising ratio and the H4H ratio.

The fundraising ratio

The fundraising ratio is a widely used indicator within the sector and this means that it is possible to make comparisons against other charities. The ratio shows the expenditure required to raise each £1 of voluntary income and is arrived at on the following basis:

	2009	2008
	£'000	£'000
Voluntary income (donations) earned	14,657	12,090
Cost of generating voluntary income	866	281
Fundraising ratio	6%	2%

The cost of generating voluntary income covers the direct costs associated with the voluntary income earned plus an allocation of the charity's support costs. The charity does not engage professional fundraisers but its supporters do use donation sites such as JustGiving and Bymycharity and these services charge a commission on the donations processed.

The H4H ratio

The H4H ratio is not a sector benchmark but is considered a key indicator because it looks at all expenditure for the group prior to the making of grants and is therefore, a good test as to whether the original aim of offsetting all group costs through profits made elsewhere within the group is being achieved. The ratio is arrived at on the following basis:

TRUSTEES' REPORT CONTINUED

	2009	2008
	£'000	£'000
Voluntary income (donations) earned	14,657	12,090
Surplus available for grant making (see note 10)	16,147	13,491
H4H ratio	110%	112%

FUNDS

Consistent with its 'money in, money out' philosophy, the charity had no surplus funds at the year end because all the available funds had either been committed or designated to potential grantees. Indeed, because grants made during the year of £17.0m (2008: £6.5m) exceeded the net funds generated of £16.1m (2008: £13.2m) the funds movement during the year was negative £0.9m.

The level of funds, rather than cash held, indicates the level of grants that can be made by the charity at a given time. Funds can be general or designated, restricted or unrestricted. All of the charity's funds are unrestricted and those held as general are only those required to meet the charity's reserves policy. For both this and the prior year, all funds in excess of those required to be held as reserves have been designated to meet the £20.0m target announced on 5 March 2009 to support the building of the Personnel Recovery Centres.

	2009	2008
	£'000	£'000
Funds at the start of the year	6,981	—
Net funds generated during the year	16,147	13,491
Grants made during the year	(17,032)	(6,510)
	6,096	6,981
Required to be held as reserves	(1,269)	(750)
Balance of target outstanding	(10,000)	(20,000)
	(5,173)	(13,769)

The totals show the element of the target still to be met. At the time of writing, this target has now been met.

FINANCIAL REVIEW OF THE YEAR

During the year under review the group earned income of £19.6m (2008: £14.6m), made grants of £17.0m (2008: £6.5m) and incurred costs, other than grants, of £3.5m (2008: £1.1m). Greater detail on the activities during the year and the grants made, has already been provided. Greater analysis of the income and expenditure during the year is provided below.

Income

Voluntary income contributed £14.7m (2008: £12.1m) of the total £19.6m. The key constituents of the voluntary income were other donations of £12.0m, major donations of £1.3m and gift aid of £1.1m.

The balance of the income was £4.9m (2008: £2.5m) and came from the Big Battlefield Bike Ride that raised £0.9m (2008: £1.6m), trading income of £3.8m (2008: £0.7m) and investment income of £0.2m (2008: £0.2m).

Costs of generating funds

Total costs for the year were £2.8m (2008: £0.9m). The constituent parts of this were £0.9m (2008: £0.3m) from generating voluntary income, £0.3m (2008: £0.2m) of costs for the bike ride and £1.6m (2008: £0.4m) of trading costs.

Costs of charitable activities

Allocated support costs were more than offset by the profit from the trading subsidiary, see below. Of the support costs, the largest item was employee costs of £0.4m (2008: £0.1m) reflecting the policy to continue converting key staff from a volunteer to an employee basis.

Grants: these totalled £17.0m (2008: £6.5m) and included a £10.0m grant for the Personnel Recovery Centres, a £3.5m grant to Combat Stress and a further £2.0m to DMRC Headley Court.

HELP FOR HEROES TRADING

Created to generate profits to offset the support costs of the group, for the year ended 30 September 2009 H4H Trading has become the fastest growth area within the group. During the year, income has more than quintupled from £0.7m last year to £3.8m this year. Profitability has more than tracked income growth and has risen from £0.3m to £2.1m meaning that it has more than achieved its aim of offsetting the operating costs of the charity.

	2009 £'000	2008 £'000
Donation by H4H Trading due to the charity	2,132	340
Costs of generating voluntary income	(866)	(281)
Allocated support costs	(679)	(254)
Governance costs	(20)	(22)
	567	(217)

The success is due to five factors, each of which has complemented and fed into the other. These factors are the continued growth of the charity's brand, the increasing number of products on offer, the continued dedication and reach of the county coordinators, the improvements in customer service and the success of the single 'Hero' performed by the 2008 'X-Factor' contestants.

The strength of the brand has continued to be fed by a supportive media, an accessible and informative website and the popularity of the challenge events run by the charity, such as the Big Battlefield Bike Ride that takes place in May. H4H Trading has contributed to, and benefited from, this by producing branded clothes and products that supporters, both young and old, want to wear and use in everyday life.

From a few promotional items at its inception, H4H Trading now offers almost 200 products to the buying public and is innovating and developing all the time in response to the feedback it constantly receives. Top selling items include the wristbands, T-shirts, car stickers and bears, with the H4H Hoodies rapidly heading for the top five.

Half of the company's sales are made by the county coordinators by way of sale or return. The enthusiasm of the coordinators, combined with their national coverage, means that as the word continues to spread throughout the country it is backed up by products that are accessible, current and desirable.

However loyal a supporter, they expect delivery of their purchases within a reasonable timescale. In recognition of this, continued work and careful recruitment throughout the year has cut the order fulfilment time from over seven to five days, with three days the target for the coming year.

As part of the Remembrance Tide of November 2008, Simon Cowell's production company, Syco, recorded the Mana Carey hit 'Hero' and performed it live on his show, the 'X-Factor'. The song became the fastest selling charity single of

TRUSTEES' REPORT CONTINUED

the decade, achieving platinum status with sales in excess of 600,000. Proceeds were split evenly with The Royal British Legion and contributed £0.4m to both the turnover and profit of the company.

OUR AIMS FOR THE NEXT FINANCIAL YEAR

- Complete the building of the rehabilitation complex at Headley Court
- Complete the steps required to pay across to the MoD for the Personnel Recovery Centres grant
- Raise an additional £10m to be able to grant the balance of the target £20m for the Personnel Recovery Centres
- Identify a new main task

FINANCIAL OUTLOOK

The generosity of the British public bucked the economic trend for the year under review and there is every reason to believe that it will do so again for the coming year. The best internal indicator for the year ahead is the events registered per month data that we keep and this also gives every reason to be confident.

The events registered per month data gives an immediate indication of trends and responses to certain key campaigns, such as that of 'The Sun' launched on 31 March 2009. There is almost always a lag between an event being registered and the related donations being received and on the basis that this lag is about four months, then the last four months of the year ended 30 September 2009 show a very encouraging trend with 6,017 events registered against 3,230 for the previous four months. Equally encouraging is the 6,907 events registered in the first four months of the coming year.

Whilst voluntary income, is expected to be by far the largest income stream, H4H Trading and the challenge events run by the charity will also make a material contribution. At H4H Trading, another record Christmas combined with the continued development of popular products is suggesting continued income growth throughout the coming year. The challenge events, such as the Big Battlefield Bike Ride, are also expected to generate increased income and additional events have been added so that supporters will have access to three bike rides, of varying distance and character, ascents of Kilimajaro and a trek across the Sahara.

So long as H4H can continue to identify and communicate clear targets to the public that provide direct, practical support to our current wounded and be seen to be delivering on those targets once met then there is every reason for optimism about the financial outlook of H4H.

PUBLIC BENEFIT STATEMENT

The charity works to provide practical, direct support for wounded service personnel. The trustees have considered the Charity Commission's general guidance on public benefit and have taken it into account when reviewing the charity's aims and objectives and in planning its future activities.

The trustees are satisfied that the aims of the charity are carried out wholly in pursuit of its charitable aims for the public benefit.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity was incorporated on 6 September 2007, registered with the Charity Commission on 20 September 2007 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.

Suitable governance policies were put in place progressively throughout the first financial period and continue to be reviewed as the charity continues to grow. The detail below sets out the current position.

Structure

The charity currently has a board of six 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 makes use of committees, of which there are five:

- Audit, financial and legal,
- Remuneration,
- Small grants,
- Headley Court and
- Personnel Recovery Centres

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

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.

RELATED PARTIES

From 1 August 2009, H4H Trading leased offices owned by Bryn Parry Properties Limited. The lease agreement is for 3 years at a rent based on arms length valuations by three independent surveyors.

Prior to the signing of the lease agreement, H4H Trading reimbursed Bryn Parry Studios Limited ('BPS') on a cost incurred basis for the existing infrastructure that it was able to utilise without having to bear the related set up costs. This continued until BPS was sold on 31 July 2009 and a final statement of account was drawn up by an independent chartered accountant. See also note 17.

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 gifted to, and have subsequently become registered trademarks of, the charity. The charity also makes use, at no cost, of various images of 'Hero the Bear' under a license agreement with Bryn Parry.

TRUSTEES' REPORT CONTINUED

EMPLOYEES

Everybody started as a volunteer but, as the charity grew, it became apparent that it was in the charity's interest to begin converting 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. This is an area that develops all the time and action is being taken to manage the requirements.

VOLUNTEERS

Volunteers are vital to the success of the charity and form an integral part of what it does both from within the charity's Tidworth office and across the nation. The 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, for £150,000 or less, requires the written authority of the grants committee and would be ratified at the subsequent trustees' board meeting. A large grant requires the consent of the full board of trustees and a deed of grant reviewed by the charity's solicitor.

RESERVES POLICY

The general reserve at the period end stood at £1.3m. The policy is to hold a general reserve of no less than twelve months of the charity's anticipated support costs, based on the forecast for the coming year. The selected time period is based on the twelve-month going concern requirements of any company and has been reduced from eighteen months last year to

twelve months this year due to the greater confidence over future income and the continued policy to make only capped grants

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 which are currently part owned by the British Government, and aims to hold no more than two thirds of its cash and deposits with any single institution.

The charity aims to operate on a 'money in, money out' basis and so plans to hold the money for a short period of time. Based on this and the limited instruments in which it plans to invest that money, there has not yet been considered the need to appoint an investment manager, however, with the length of time required to deliver capital projects and the subsequent build up of funds, this policy may yet change.

RISK MANAGEMENT

Whilst risk management is the responsibility of the whole board, who receive an updated internal report for each meeting, 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 January 2010, an updated independent risk management report was commissioned for presentation to the board. Action has been taken during the year to manage the few areas deemed as 'priority' within the previous report. On going areas of risk are considered to include reputation, counterparty, public liability and business continuity.

Reputation risk

This 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 voluntary income 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 voluntary income available for the making of grants, costs are tightly controlled, a number of activities for generating funds are promoted 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 small grants committee, with written terms of reference, to review all recommendations and ensure compliance with internal procedures.

TRUSTEES' REPORT CONTINUED

To ensure that grants are used as intended, all large grants require deed of grant 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

This 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 aiming to hold accounts only with major UK high street banks, both of which are currently part owned by the British Government and never holding more than two thirds of its cash and deposits with any one institution.

Public liability risk

This 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, also known as challenge events, of which there will be several in 2010, those that it does promote are of an adventurous nature and, whilst the running of all events is sub-contracted, a duty of care remains. Managing this risk is achieved by careful selection of the challenge event organiser, 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.

Business continuity risk

This is the risk that an event such as a fire or failure of the computer network causes financial loss, most likely due to the inability of staff to communicate with potential donors to the charity or potential purchasers from the trading company.

The fire risk is not considered high given that the group operates from six different buildings across two different sites, although a fire at one of the three warehouses containing the merchandise for H4H Trading would cause disruption.

Of equal, if not greater concern, is a failure of the computer network particularly as electronic communication is such a cornerstone of the charity. For this reason, the service provision of both technical support and website hosting has been formalised into a service level agreement with clearly defined areas of responsibility and expected performance levels.

STATEMENT OF TRUSTEES RESPONSIBILITIES

The Trustees are responsible for preparing the Annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees (who are the directors for the purposes of company law) to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the group and charity financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and charity and of the profit or loss 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 judgments 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 group will continue in business

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the group's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the ongoing integrity of the financial statements contained therein.

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 LLP have indicated their willingness to continue in office and 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 11 February 2010 and signed on its behalf by

Hadyn Parry
Chairman

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF HELP FOR HEROES

We have audited the financial statements of Help for Heroes for the year ended 30 September 2009 which comprise the Consolidated Statement of Financial Activities, Consolidated and Charity Balance Sheets, the Cash Flow Statement and the related notes. The financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the charity's members, as a body, in accordance with sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

The trustees (who are also the directors of the company for the purposes of company law) responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view 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 have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, have been prepared in accordance with the Companies Act 2006, and give a true and fair view. We also report to you whether in our opinion the information given in the Trustees' Annual Report is consistent with those financial statements.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if we have not received all the information and explanations we require for our audit, or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it.

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 judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the group's and the charitable parent 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 of the state of the group's affairs as at 30 September 2009, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended,
- the parent charitable company financial statements give a true and fair view of the state of the parent charitable company's affairs as at 30 September 2009,
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice,
- the financial statements have been properly prepared in accordance with the Companies Act 2006, and
- the information given in the Trustees Annual Report is consistent with the financial statements

 BDO LLP

Andrew Stuckland, Senior Statutory Auditor
for and on behalf of BDO LLP, Statutory Auditor
Epsom
United Kingdom
Date 16 February 2010

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127)

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 30 SEPTEMBER 2009 AND THE THIRTEEN MONTHS ENDED 30 SEPTEMBER 2008
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

	Notes	2009 Unrestricted funds £'000	2009 Restricted funds £'000	2009 Total funds £'000	2008 Total funds £'000
Incoming resources					
Incoming resources from generated funds					
Voluntary income	2	14,447	210	14,657	12,090
Activities for generating funds	3	942	—	942	1,661
Trading activities	4	3,778	—	3,778	702
Interest earned		236	—	236	195
Total incoming resources		19,403	210	19,613	14,648
Resources expended					
Cost of generating funds					
Cost of generating voluntary income	5	866	—	866	281
Cost of activities for generating funds	6	256	—	256	239
Cost of trading activities	4	1,645	—	1,645	361
Total costs of generating funds		2,767	—	2,767	881
Net incoming resources available for charitable application		16,636	210	16,846	13,767
Cost of charitable activities					
Allocated support costs	7	679	—	679	254
Grants made	9	16,822	210	17,032	6,510
		17,501	210	17,711	6,764
Governance costs	11	20	—	20	22
Total resources expended		17,521	210	17,731	6,786
Net (outgoing)/incoming resources		(885)	—	(885)	6,981
Net movement in funds		(885)	—	(885)	6,981
Funds brought forward		6,981	—	6,981	—
Funds carried forward		6,096	—	6,096	6,981

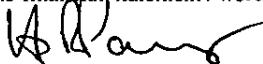
CONSOLIDATED AND CHARITY BALANCE SHEETS

AS AT 30 SEPTEMBER 2009

COMPANY NUMBER 6363256

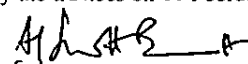
	Notes	2009 Group £'000	2009 Charity £'000	2008 Group £'000	2008 Charity £'000
Fixed assets					
Tangible fixed assets	12	183	157	75	72
Fixed asset investment	4	—	—	—	—
		183	157	75	72
Current assets					
Stock		497	—	74	—
Debtors and prepayments	13	1,049	2,863	3,696	3,881
Cash and short-term fixed deposits	14	25,681	24,174	9,492	9,134
		27,227	27,037	13,262	13,015
Creditors: falling due within one year	15	(21,314)	(21,100)	(6,356)	(6,107)
Net current assets		5,913	5,937	6,906	6,980
Net assets		6,096	6,094	6,981	6,980
Funds					
General funds	16	1,271	1,269	751	750
Designated funds for rehabilitation facilities	16	4,825	4,825	6,230	6,230
Unrestricted funds		6,096	6,094	6,981	6,980

The financial statements were approved by the trustees on 11 February 2010 and signed on their behalf by



Hadyn Parry

Chairman



Alex Scott-Barrett

Treasurer

CONSOLIDATED CASH FLOW STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2009 AND THE PERIOD ENDED 30 SEPTEMBER 2008

	2009 Group £'000	2009 Charity £'000	2008 Group £'000	2008 Charity £'000
Net cash flow from incoming activities				
Net (outgoing)/incoming resources	(885)	(3,018)	6,981	6,640
Adjustments for non-cash items				
Gifts in kind	(66)	(66)	(33)	(33)
Interest earned	(236)	(236)	(195)	(195)
Depreciation	71	61	12	12
Donation due from trading company	—	2,132	—	340
Other non-cash items	56	63	—	—
(Increase) in stock	(423)	—	(74)	—
Decrease/(increase) in debtors	2,647	2,800	(3,686)	(3,531)
Increase in creditors	14,958	14,993	6,356	6,107
Net cash flow from operating activities	16,122	14,937	9,361	9,000
Capital expenditure and interest received				
Purchase of fixed assets	(179)	(143)	(54)	(51)
Interest received	246	246	185	185
Inflow/(outflow) from financing				
Receipt of loan	—	—	50	50
Repayment of loan	—	—	(50)	(50)
Increase in cash and fixed term deposits	16,189	15,040	9,492	9,134
Cash and fixed term deposits brought forward	9,492	9,134	—	—
Cash and fixed term deposits carried forward	25,681	24,174	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 2006 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 the Companies Act 2006 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	Accounted for as received
	Gifts in kind	Recognised on notification
	Gift aid	Amounts recoverable
	Legacies	Accounted for as received or if, before receipt, there is sufficient evidence as to the certainty of the receipt and value of the legacy.
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
Leasehold improvements	— Downton office	10 years

2. Voluntary income

	2009 Unrestricted funds £'000	2009 Restricted funds £'000	2009 Total funds £'000	2008 Total funds £'000
Grant received	—	100	100	616
Major donations	1,274	9	1,283	4,643
Other donations	11,884	101	11,985	6,133
Legacies	104	—	104	—
Gifts in kind	66	—	66	33
Gift aid receivable	1,119	—	1,119	665
	14,447	210	14,657	12,090

The grant received was from the Army Central Fund and is to be used towards the provision of sports equipment at the Colchester Personnel Recovery Centre. Major donations includes £150,000 donated by HM Revenue & Customs in respect of the VAT levied and paid on sales of the single 'Hero'. It also includes £50,000 donated by HMV from the margin they made on that single. See also note 4.

3. Activities for generating funds

	2009 Unrestricted funds £'000	2009 Restricted funds £'000	2009 Total funds £'000	2008 Total funds £'000
Big Battlefield Bike Ride	880	—	880	1,661
Land's End to John O'Groats Bike Ride	62	—	62	—
	942	—	942	1,661

See note 6 for the related costs of the activities.

4. Results of the consolidated entity

	2009 £'000	2008 £'000
Turnover	3,778	702
Direct costs	(1,049)	(264)
Employee costs	(364)	(53)
Overheads	(232)	(44)
Net income before donation to the charity	2,133	341
Donated to the charity	(2,132)	(340)
	1	1

Turnover includes £388,000 of income from a commercial participation with Sony relating to the release of the single 'Hero' performed by the 2008 'X-Factor' contestants. See also note 2.

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.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

4. Results of the consolidated entity – continued

	2009	2008
	£'000	£'000
Fixed assets	26	3
Stock	497	74
Debtors	121	62
Inter-company debtor	422	10
Other assets	197	89
Cash	1,507	358
	2,770	596
Liabilities	638	256
Donation due to the charity	2,132	340
	2,770	596

5. Cost of generating voluntary income

	Note	2009	2008
		£'000	£'000
Intermediary charges		209	110
Consultancy fees		178	62
Other direct costs		309	45
Allocated support costs	7	170	64
		866	281

The intermediary charges are commission deducted at source on donations paid through, predominantly, the Justgiving website. Consultancy fees relate to the outsourced information and technology ('IT') function, particularly 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. Cost of activities for generating funds

	2009	2008
	£'000	£'000
Big Battlefield Bike Ride	244	225
Land's End to John O'Groats Bike Ride	12	—
	256	225

7. Allocated support costs

	2009 £'000	2008 £'000
Employee costs	333	90
Social security costs	29	7
Consultancy fees	64	96
Professional fees	96	9
Travel and subsistence	32	26
Software	78	—
Irrecoverable VAT	125	48
Depreciation	15	6
Other costs	77	36
	849	318
Allocated to cost of generating voluntary income	(170)	(64)
	679	254

£37,000 of the professional fees relates to fees for registration and advice in order to protect the intellectual property of the charity, including its word and device marks

All costs relate to unrestricted expenditure and, where required, are allocated on the basis of staff time

8. Employee costs

	2009 Charity £'000	2009 Trading £'000	2009 Total £'000	2008 Charity £'000	2008 Trading £'000	2008 Total £'000
Wages and salaries	333	345	678	90	53	143
Social security	29	19	48	7	—	7
	362	364	726	97	53	150

None of the trustees were paid during the period and none were reimbursed for expenses. Only the Chief Executive Officer earned more than £60,000 during the year and his annual salary was £80,000

The average number of employees during the year were 14 (2008: 3) at the charity and 28 (2008: 4) for the group

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

9. Grants made

	2009	2009	2009	2008
	Unrestricted	Restricted	Total	Total
	funds	funds	funds	funds
	£'000	£'000	£'000	£'000
Personnel Recovery Centres	10,000	—	10,000	—
Compat Stress	3,500	—	3,500	—
Headley Court Trust	1,910	90	2,000	6,000
Erskine House	750	—	750	—
Battle Back	298	—	298	—
Skill Force	224	—	224	—
BLESMA	100	—	100	—
SSAFA Forces Help	—	20	20	500
Other	140	—	140	10
	16,922	110	17,032	6,510

All grants are considered to be within the charity's objects, objectives and trustees' policies

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 ongoing maintenance. Direct legal fees relating to the making of a grant would be expected to be covered within the amount granted

10 Surplus available for grant making

	2009	2008
	£'000	£'000
Voluntary income earned	14,657	12,090
Profit from activities for generating funds	686	1,422
Profit from trading activities	2,133	341
All other costs, net of interest earned	(1,329)	(362)
	16,147	13,491

11. Governance costs

	2009	2008
	Total	Total
	£'000	£'000
Audit	8	16
Risk review	2	—
Accounts printing and distribution	6	2
Trustees' liability insurance	4	4
	20	22

All the typesetting and change control has been donated free of charge by Linkway CCP

All the design and related studio costs of the report and financial statements have been donated free of charge by Salisbury Printing

12. Fixed assets

GROUP	Leasehold improvements £'000	Charitable equipment £'000	Office equipment £'000	Total £'000
Cost or valuation				
At 1 October 2007	—	—	—	—
Additions during the year	—	49	38	87
At 30 September 2008	—	49	38	87
Additions during the year	16	128	35	179
	16	177	73	266
Depreciation				
At 1 October 2007	—	—	—	—
Provided during the year	—	6	6	12
At 30 September 2008	—	6	6	12
Provided during the year	3	48	20	71
At the end of the year	3	54	26	83
Net book value at 30 September 2008	—	43	32	75
Net book value at 30 September 2009	13	123	47	183

The leasehold improvements relate to the trading company. All but £26,000 of the net book value relates to the charity.

13. Debtors and prepayments

	2009 Group £'000	2009 Charity £'000	2008 Group £'000	2008 Charity £'000
Due from major donations	—	—	3,444	3,444
Due from grants	100	100	—	—
Gift aid receivable	395	395	87	87
Donation due from H4H trading	—	2,132	—	340
Trade debtors	121	—	62	—
Other debtors	73	—	54	—
Accrued interest	—	—	10	10
Prepayments	360	236	39	—
	1,049	2,863	3,696	3,881

The grant is due from the Army Central Fund and will not be payable until the expenditure has been incurred at the Colchester Personnel Recovery Centre.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

14 Cash and short-term fixed deposits

	2009 Group £'000	2009 Charity £'000	2008 Group £'000	2008 Charity £'000
Short-term fixed deposits	—	—	8,646	8,646
Same day deposit account	14,061	14,061	—	—
Cash	11,622	10,111	846	488
	25,683	24,172	9,492	9,134

The same day deposit accounts were held with RBS and were earning interest at a rate of 1.3% at the year end. The balance of the funds were held with Lloyds TSB.

Since the year end, the rate on the same day deposit account has reduced to 0.8% and so £10,000,000 has been placed on seven month fixed deposit with RBS at a rate of 1.2%.

Of the funds held, those on same day deposit were held with RBS plc with the balance held by Lloyds TSB plc. This is consistent with the policy not to hold more than two-thirds with any one institution.

15 Creditors due within one year

	2009 Group £'000	2009 Charity £'000	2008 Group £'000	2008 Charity £'000
Grant payable re Personnel Recovery Centres	10,000	10,000	—	—
Grant payable re Headley Court	6,406	6,406	6,000	6,000
Grant payable to Combat Stress	2,893	2,893	—	—
Other grants payable	811	811	—	—
Trade creditors	596	237	225	37
Other creditors	308	298	15	14
Other taxes and social security	271	11	81	18
Intercompany	—	422	—	65
Accruals	29	22	31	28
	21,314	21,100	6,356	6,162

Since the year end, a further £1,962,000 and £702,000 have been requested by, and paid to, Headley Court and Combat Stress respectively.

The payments in respect of capital related grants have been made as the grantee incurs the costs and so for longer projects there is an inevitable delay between the making and the payment of grants, hence the high value of the creditors to certain grantees.

16. Funds, all of which are unrestricted

	2009 Group £'000	2009 Charity £'000	2008 Group £'000	2008 Charity £'000
General funds at the beginning of the year	751	750	—	—
Net income from the charity	(3,018)	(3,018)	6,640	6,640
Donated by the trading company	—	2,132	—	340
Net income from the trading company	2,132	—	340	—
Designated during the year	1,405	1,405	(6,230)	(6,230)
General funds at the end of the year	1,271	1,269	751	750
Designated funds at the beginning of the year	6,230	6,230	—	—
Designated during the year for rehabilitation facilities	(1,405)	(1,405)	6,230	6,230
Designated funds at the end of the year	4,825	4,825	6,230	6,230
	6,096	6,094	6,981	6,980

All designated funds are in respect of the Personnel Recovery Centres

The note has been re-presented to reflect the prior year donation of £340,000 by the trading company

The small difference between the profit before donation and the donation itself relates to the difference between capital allowances and depreciation that is not considered to be an allowable expense for corporation tax purposes

17. Related party transactions

During the period, Bryn Parry Studios Limited ('BPS') a company owned by Bryn and Emma Parry, recharged administrative costs, net of VAT, of £270,612 (2008 £83,064) to H4H Trading. These administrative costs related to infrastructure created and funded by BPS that greatly helped H4HT establish itself without having to bear the set up costs. As H4HT has grown it has taken on more and more of this infrastructure, culminating in the sale of BPS on 31 July 2009. At 30 September 2009, the company owed BPS £80,338 (2008 £88,533) which is included within 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 £20,951 (2008 £4,749) and the group was charged £24,112 (2008 £13,078) for the services of Wilsons. £3,764 (2008 £382) was outstanding by the charity and £3,764 (2008 £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 2009 and up to the date of this report were as follows

Hadyn Parry	Chairman	
Alex Scott-Barrett	Treasurer	
Richard Benyon MP	Resigned	6 January 2010
Richard Constant		
General Sir Richard Dannatt	Resigned	7 October 2009
Air Vice Marshall John Ponsonby		
Stephen Oxley		
Lieutenant General Sir Robert Fry	Appointed	8 June 2009

Biographies on each of the current trustees can be found in the section titled 'Trustees' 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
Personnel Recovery Centres:	Alex Scott-Barrett Bryn Parry	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 Clare Browne

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 (2006)

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 six 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

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

Auditors

BDO 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

Wisons 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 the Chief Executive Officer of Oxitec Limited a company specialising in combating mosquito borne diseases. Hadyn has a financial and commercial background and has worked at board level in a number of life science businesses over the last twenty years both in the UK and abroad.

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.

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 has since 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 Kreab 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.

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.

Lieutenant General Sir Robert Fry KCB CBE

Sir Robert is a vice president of Hewlett Packard and the CEO of the company's Defence and Security business, he is also a director of companies in Abu Dhabi, Qatar and New York. During his military career he held a variety of posts including Director of Operations in the MoD and Commandant General of the Royal Marines, his final operational post was Deputy Commander of coalition forces in Iraq. He retains the role of Colonel, the Special Reconnaissance Regiment. He is also a Visiting Professor at the Politics and International Affairs Department of Reading University and a fellow at Oxford.

COUNTY COORDINATORS

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

England

<i>Bristol and Avon</i>	David Brown
<i>Bedfordshire</i>	Yvonne Russon
<i>Buckinghamshire</i>	David Blyth
<i>Berkshire</i>	Peter Davies
<i>Cambridgeshire</i>	Robert Altham
<i>Channel Islands</i>	Ben Remfrey
<i>Cheshire</i>	Angela Gray
<i>Cornwall</i>	David Gammell
<i>Cumbria</i>	Barbara Keen
<i>Derbyshire</i>	Jenny Whitby
<i>Devon</i>	David Gammell
<i>Dorset</i>	Di Emmings
<i>Essex</i>	Marianne West
<i>Gloucestershire</i>	Anne Norman
<i>Hampshire</i>	Judy Horne
<i>Herefordshire</i>	Andy Trickett
<i>Hertfordshire</i>	Debbie Harridge
<i>Isle of Wight</i>	Margaret Plumley
<i>Isle of Man</i>	Bill Lawrence
<i>Kent</i>	Graham Mentor-Morris
<i>Lancashire</i>	Arthur Roe
<i>Leicestershire</i>	Janie Martin
<i>Lincolnshire</i>	Tarnia Venning-Heyhoe
<i>London</i>	Sarah Walker
<i>Manchester</i>	Phil Caloe
<i>Merseyside</i>	Dave Roberts
<i>Middlesex</i>	Steve Pickston
<i>Norfolk</i>	Jacqui Blades
<i>Northamptonshire</i>	Jane Bowley
<i>Northern Ireland</i>	Neal Somerville
<i>Northumberland</i>	Vacant
<i>Nottinghamshire</i>	Tony Eaton
<i>Oxfordshire</i>	Bryan d'Arcy
<i>Rutland</i>	Janie Martin
<i>Shropshire</i>	Ian Sawers
<i>Somerset</i>	Russ Laye

Suffolk

<i>Surrey</i>	Roger Willison-Gray
<i>Sussex</i>	James Burns
<i>Staffordshire</i>	Sarah Lydiard-Wilson
<i>Tyne and Wear</i>	Jeremy Hobbs
<i>Warwickshire</i>	James Willcock
<i>West Midlands</i>	Liz Murray
<i>Wiltshire</i>	Dave Panting
<i>Worcestershire</i>	Fiona Gilbert
<i>Yorkshire North</i>	Ian Baldry
<i>Yorkshire West</i>	David Morgan
	Jill Allison

Scotland

<i>Aberdeenshire</i>	Catherine Ross
<i>Argyll and Bute</i>	Terry Markwick
<i>Ayrshire</i>	David Gardiner
<i>The Borders</i>	David Gardiner
<i>Edinburgh & the Lothians</i>	Cornelia Palmer
<i>Fife</i>	Dan Walker
<i>Glasgow & Strathkelvin</i>	Julian James
<i>The Highlands & Islands</i>	Terry McCourt
<i>Morayshire & The Highlands</i>	Sonya Diss-Evans
<i>Perthshire</i>	Ian Davis
<i>The Western Isles</i>	Mike Dickinson
	Ann Evans

Wales

<i>Caerphilly</i>	David Gatward
	Pauline Gatward
<i>Gwynedd & the Isle of Anglesey</i>	Mike Lax
<i>North</i>	Pip Hughes
<i>Pembrokeshire</i>	Andy Dale
<i>Swansea & Carmarthenshire</i>	Kevin Jury

HERO AND FOUNDER PATRONS

Hero patron: Lance Corporal 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: Major Peter Norton 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.

Founder patron: General Sir Richard Dannatt GCB CBE MC is the Constable of The Tower of London. He was commissioned into The Green Howards in 1971 and 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. He retired from the Army in August to become Constable of The Tower of London. In October 2009 he stepped down from the role of Trustee of Help for Heroes but will continue to support the charity in his non executive role as a Founder Patron.

Founder patron: 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.

PATRONS

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, climbing Kilimanjaro and many other inspirational challenges

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

Warrant Officer Class 2 Andy Stockton, served with 32 Regiment Royal Artillery for 19½ years. 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

RAF Lossiemouth, is the largest and busiest fast-jet base in the Royal Air Force. The Station is home to 3 operational squadrons of Tornado GR4s, the Tornado GR4 Operational Conversion unit, a Sea King Search & Rescue Flight, an RAF Regiment Field Squadron and an RAF Regiment Auxiliary Squadron, as well as an extensive range of operational, logistic and administrative support functions. Their day-to-day task is to train and prepare for the projection of air power on operations world-wide. Their commitment of people and aircraft to current operations is wide-ranging and continuous. Together with the rest of the RAF, they make a pivotal contribution to the defence and security interests of the UK. They are also a major and well-integrated part of the local community in Moray, an outstandingly beautiful part of Scotland

Ross Kemp is an actor, author and BAFTA winning documentary maker. He rose to prominence in the role of Grant Mitchell in the BBC soap opera, *EastEnders*. Since 2006, Kemp has received international recognition for his investigative documentaries, specialising in the area of gang culture. His latest endeavours have seen him on the front line with British Troops during OP HERRICKS 6, 7 and 9

PATRONS CONTINUED

Sir Ian Botham: 'These days the word HERO is used far too often! Over the years I have been inspired by many people, from the incredible young boys and girls with Leukaemia to our brave Servicemen and women, all of them REAL Heroes. I had the privilege of visiting Selly Oak Hospital some months ago where I met just some of the wounded heroes from our Armed Services. It was a humbling and inspirational visit.

Our young men and women of the Armed Forces will say that they are not heroes, they will tell you that they are just blokes doing their job. I think that anyone who volunteers to serve in time of war, knowing that they may risk all, is a hero. These are ordinary people doing extraordinary things and some of them are living with the consequences of their service for life. We may not be able to prevent Servicemen and women from being wounded, but together we can help them get better. I am delighted to be able to "do my bit" to help Real Heroes and ask that you do your bit, for only being united can we ensure these courageous young men and women get the very best, they deserve it!

I am delighted, honoured and very proud to become a Patron of Help For Heroes. Please join me and Help for Heroes, together we can make a difference.

Chris Moon. After leaving the army, Chris Moon worked for a charity clearing landmines and the debris of war in Asia and Africa and is one of the few westerners to have survived abduction by Khmer Rouge guerrillas. He was blown up walking in the cleared area of a minefield in remote East Africa in 1995. Less than a year after leaving hospital, Chris did the London Marathon and subsequently many of the world's toughest ultra marathons raising funds for charities assisting the disabled.

Shortly after being injured he enrolled on a Masters Degree in Security Management at Leicester University which he completed, wrote his autobiography *One Step Beyond* and went into business as a speaker and trainer on mindset, motivation and leadership.

Major Phil Packer was injured following a rocket attack in Basra on 19 February 2008. The incident left Phil without the use of his legs and he is now a paraplegic with what are classed as catastrophic injuries. Initially, he was told he would never walk again though there have been positive improvements, so much so that in April 2009 he completed the Flora London Marathon, walking 2 miles a day over a 2 week period on crutches. Phil visited Bryn and Emma Parry at H4H and having seen the work that them and their team do, he decided that until he was able to return to work in the Army, he would commit himself to assisting others and provide information on sports and events to the disabled community, both military and civilian. He pledged to raise £1 million for H4H and, to date, has achieved well beyond that target through a variety of amazing events.

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.

Ken Hames served in the British Army for 25 years. He started as a tank driver but was lucky enough to be selected for Sandhurst and spent most of his career as an officer with the Queens Regiment and the Princess of Wales's Royal Regiment. Life was never dull and he saw numerous tours of duty in Northern Ireland, the Falklands, (while on secondment to the Royal Marines) and eventually became an SAS Troop and Squadron Commander where as he puts it 'he got sent away to some very unsafe places and couldn't tell anybody anything about it'!

Ken's experiences in the Army led him to other careers in television, public speaking and leadership training. He recently made a moving and much acclaimed documentary on BBC1 that highlighted the plight of homeless servicemen and women. His series *Beyond Boundaries* on BBC2 has done a lot to change perceptions about disability and he is currently working on a new series to be filmed this year that will tell the story of injured soldiers from the Iraq and Afghanistan conflicts and their battle back to fitness. In what spare time he has Ken is mad about expeditions, climbing and rugby and lives in Bristol. Ken is passionate about the work of Help for Heroes and is planning his own challenge to raise money and awareness.

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