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"A MAN WHO IS GOOD ENOUGH TO SHED HIS BLOOD FOR HIS
COUNTRY IS GOOD ENOUGH TO BE GIVEN A FAIR DEAL AFTERWARDS
MORE THAN THAT NO MAN IS ENTITLED TO, AND LESS THAN THAT
NO MAN SHALL HAVE"

THEODORE ROOSEVELT 4TH JULY 1903

THURSDAY



LD4 "L5PWGW0N" 66
21/07/2011
COMPANIES HOUSE



www.helpforheroes.org.uk

"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'S 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 "

THURSDAY



L5PWFWM

LD4

21/07/2011

67

COMPANIES HOUSE



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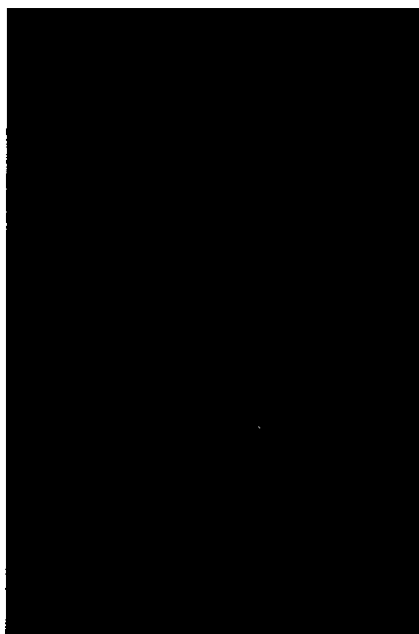


We are extremely grateful to the following organisations who have allowed us to use some of the images in this report: MoD Crown, IHS, Battle Back and various other individuals and organisations.



**HELP for
HEROES**
Support For Our Wounded

CHAIRMAN'S REPORT



2009/10 was the third year of operation for Help for Heroes and it was no less remarkable than the previous two. Despite the economic crisis the British public showed their amazing generosity towards the forces allowing us to raise a staggering £46m during the year. This was double the previous year which itself was double the first. It was a year when the first projects that were the initial vision for fundraising were actually delivered to the forces. The new gym and swimming pool complex at Headley Court is now fully operational providing a rehabilitation centre of which the nation can be proud. Further critical support was provided through grants to Combat Stress, St Dunstan's and via the new Quick Reaction Fund. In addition, many tailored grants were made against specific needs.

Vision is all important. It is too easy to accept the status quo. Since its inception Help for Heroes has had a powerful belief that those injured in the course of serving their country deserve the very best support. Second best or 'making do' is not

acceptable. Those who risk everything in the service of their country need their country to support them in times of need. But for how long should that support be provided and what level of assistance is needed?

Quite simply, our vision is that the support needs to be 'the best' and it should be there for as long as it is required. An injury takes a second, but the consequences can affect a lifetime. Losing a limb or incurring another ongoing disability will bring enduring consequences that can change over time.

Improving rehabilitation facilities is only a first step. Help should be there not only to adapt to life with a physical impediment but to readjust an entire life plan. New ambitions need to be nurtured, new skills learnt and new careers put in place. As the wounded grapple with their changed lives we need to be there for them. We need to ensure that this support is there for a lifetime.



CHAIRMAN'S REPORT

To deliver this bold ambition we need to continue to be entrepreneurial and innovative. From the start of the call to 'do your bit' those donating to Help for Heroes have literally climbed mountains, swum lakes and engaged in an extraordinary range of events and challenges in order to raise money. For our part we have sought to match this spirit with innovations of our own, not just in what we do but also in how we do it and in how we are organised. For example, the Help for Heroes shop strives to cover the cost of running the Charity. This means that to date one hundred percent of all monies donated can go to help the wounded.



Further, BmyCharity allows website donations to go straight to Help for Heroes without the deductions or commission charged by other donation portals. The courage and strength shown by the wounded is our inspiration. It sets our goal of not only to provide them with what they need but to do this in the most entrepreneurial and efficient way we can.



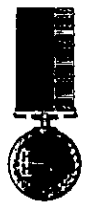
The challenge is that there is so much more to do. More rehabilitation centres are needed that are local to the servicemen and women and their families. We need to do more to equip the wounded with new skills and help them secure fulfilling new careers. We need to do more for the close families of those wounded on whom so much burden often falls. Whilst the challenge is daunting the need is self evident. To achieve this we need not only to keep to our vision, to increase the level of innovation and determination but also to drive a greater community of effort across the Charity sector,

harnessing the specialist expertise of specific charities to provide comprehensive, coordinated programmes for our wounded. Together, we can achieve great things.

Above all, I would like to thank all those who have donated to Help for Heroes, worked within the Charity or worked with us to crystallise our ambition and bring the support to our wounded servicemen and women. You are all heroes.

Hadyn Parry
Chairman
Help for Heroes





HELP for HEROES

Support For Our Wounded

CO-FOUNDERS' LETTER



Emma and I were being interviewed about the 'success' of Help for Heroes and asked to identify the 'best' day of this astonishing H4H story. Was it the first Big Battlefield Bike Ride, that moment as hundreds of us rode past the Cenotaph having raised £1.5m, the ball that raised £1.65m, the rugby match that raised £1.44m, the Royal opening of the £8m Headley Court H4H Rehab complex or seeing 60,000 people sing along with Robbie Williams and Gary Barlow at the H4H Twickenham concert?

The answer, after some reflection, was that none of the events described was the 'best'; all were extraordinary, unreal and wonderful but none could be singled out as better than the others. Instead, the day that really stands out for us was the day we walked around the completed Rehab complex days before the official opening and saw one of 'the blokes' swimming in the pool, a man that we had first met in The Peter Long Unit at Selly Oak. He had lost his legs but had now swum in the pool, was grinning and pronounced it 'gleaming'

People talk about the success of H4H as if it is a business, the millions of funds raised, the high public profile, the celebrity support, as a measure of that success. We don't see it like that, we measure success by what we deliver. We and our wonderful team of employees and volunteers, are driven by a simple desire to improve the lives of those injured in the line of duty. The events, the appeals, the profile, the numbers, are a means to that end, they can be fun but we must never lose sight of why we exist and that is to deliver practical, direct support to 'the blokes'.

The opening of the Headley Court complex was wonderful as it began the process of delivering a series of projects that will inspire our wounded, injured and sick and returning veterans to lead active, independent and fulfilling lives that enable them to reach their full potential and to support them and their families, when needed, for life.

We will continue to fundraise as efficiently as possible and to deliver, in partnership with the Armed Forces and other Service Charities, a comprehensive and holistic route to recovery. In the year ahead we will see our plans for the Recovery Centres become a reality and by the summer of 2011 we will see the first centres open their interim capability with all five centres at Edinburgh, Colchester, Tidworth, Catterick and Plymouth becoming fully operational during 2012.

We have a great deal to do. We need to raise more millions but we are at least some way along the long road and, best of all, we have begun to deliver. That is wonderful.

Bryn and Emma Parry OBE
Co-Founders
Help for Heroes

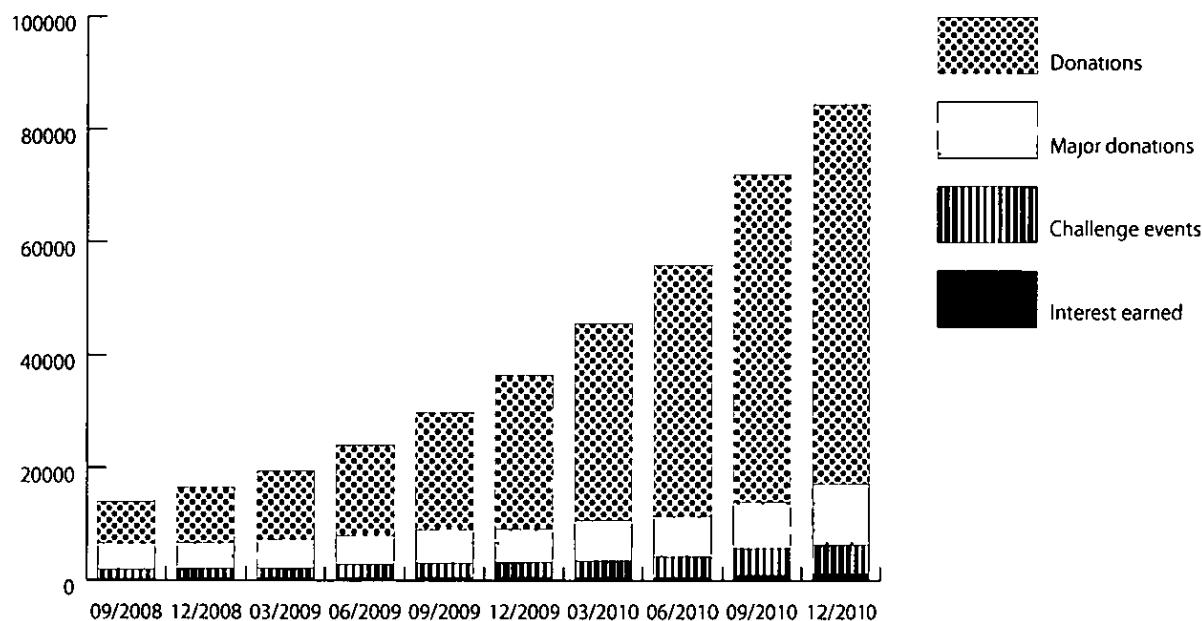




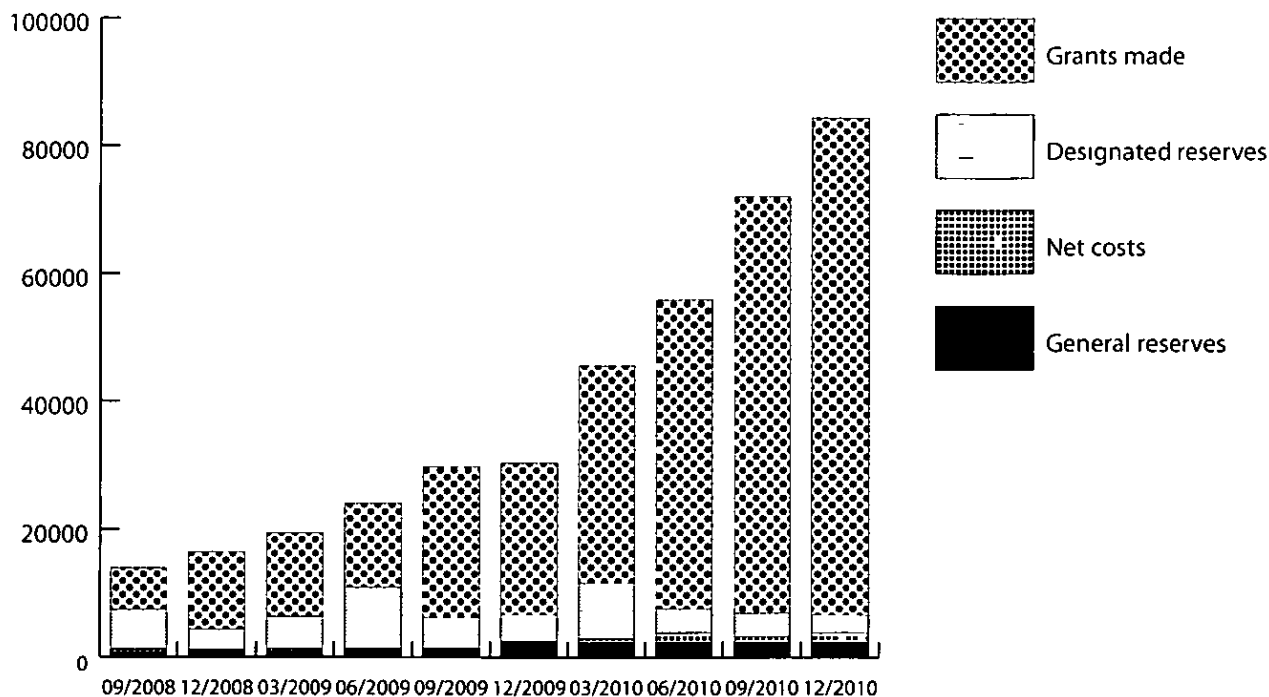
**HELP for
HEROES**
Support For Our Wounded

MONEY IN / MONEY OUT

MONEY IN



MONEY OUT



Note All previously designated reserves have now been granted. Costs include the cost of generating funds and are shown net of profit generated by the Trading Company. All figures shown are cumulative.

CHIEF EXECUTIVE'S REPORT

CHIEF EXECUTIVE'S REPORT

CHIEF EXECUTIVE'S REPORT
FOR THE YEAR ENDING 30 SEPTEMBER 2010

As we entered the autumn of 2009, the fighting in Afghanistan continued to be bloody with the winter tour proving to be as hard as that of the summer. The war was in the forefront of the news and as a result people increased their efforts to fund raise in support of those injured. Much of H4H's income derives from fund raising events so a focus on the fighting led to a long 'meteor tail' of income, stretching over months, as the funds raised became donations and consequently, 2009/10 was our busiest year to date both in terms of income and delivery.

THIS YEAR

During our third year, H4H had to deal with an extraordinary period of expansion, to restructure and reorganize in order to meet the challenge of raising more than twice the amount raised since our launch. We expanded our volunteer national network, provided more support to events, increased our challenges and upped our corporate support team. The majority of our employees now operate out of our industrial estate base at Downton but we maintain the original Tin Hut in Tidworth as our Volunteer Centre and External Operations' office. The Tin Hut, the walls plastered with photos of our events, team members and newspaper cuttings, is close to all our hearts and is a wonderful cache of our history as well as providing a warm welcome for visitors.



The funds that we raise are put to use as quickly as is practicable. In keeping with our 'Money In and Money Out' policy we had to ensure that our funds were being delivered both swiftly, cost effectively and in accordance with an overall plan.

Our funds are put to use as soon as they are received and we currently have a long waiting list of projects awaiting funding. We do, of course, keep a small operating reserve but our supporters can look at our shopping list of projects and know that every penny they raise is needed and will be used on identified projects.



The 'Money In' comes from the support from the general public which has been extraordinary with a vast spread of events from the simple pub quiz to the massive Twickenham concert, all raising different sums but all equally valuable. Companies supported us with their Charity of the Year (COTY) programmes and various Commercial Partnerships (CPs), both supported by our newly formed and very active Commercial Relationships' team. Of many such partners, particular note should be drawn to the support provided by Hesco Bastion, Deloitte, Iceland Foods, Vauxhall (pictured left), GMG Radio, Livenation, B&Q, The Sun and The Mail on Sunday.





THIS YEAR (CONT.)

Where we can, we get support for free, the huge pro bono support given to us by Deloitte is a good example of this in practice. Not only have they raised huge sums through fund raising but they have provided us with IT and management consultancy advice as well as providing several embedded key personnel to help us in our projects.

Bmycharity In order to make our fund raising more efficient, we acquired the on-line donations website BMyCharity so that we could offer commission free donations and thus save up to 5% on funds donated on-line. Our business model was to be able to ask 30% of our H4H donors to use this service but to date Bmycharity have exceeded this forecast and now we have improved the usability of the site; this trend looks set to increase.

We look to sponsors where we can and all our Recovery Centres will provide great opportunities for our supporters to sponsor rooms and provide equipment either gratis or at cost. Our volunteers continue to play a key role with many of them working extraordinary hours to support the team effort. Our events are sponsored or organised by others, ensuring that our donors' money is not at risk.

The H4H Trading Company continues to expand its operation in its ongoing role as an additional income source to the Charity and during 2010/11 we will be launching our first mail order catalogue to enhance our on-line shop. The Trading Company's donations to date have ensured that all our operating costs are covered so that 100% of each donation goes to the cause.



The year's 'Money Out' began with the delivery of the £8m H4H Rehabilitation Complex at Headley Court. The complex was our main delivery focus during the year and it was a wonderful moment when His Royal Highness Prince William of Wales opened it on the 4th of June. Having played a very personal part in generating funds for the complex, Prince William was ideally placed to officially open the building.

The H4H Rehabilitation Complex was our first task. Initially we intended to raise enough to fund a swimming pool but the complex is much more than that. The pool is superb, a full size, five lane facility with a moving floor, underwater jets and an aqua jogger, it certainly has the desired 'wow' factor. The complex has, in addition, two gyms, treatment rooms and a Gait Analysis Laboratory that allows research into the support of prosthetic limbs. In true H4H style, the approach to the Complex is paved with 154 paving stones that describe a cross section of some of the fund raising efforts that went towards the costs. They remind everyone who enters that this is very much a demonstration of support for the members of our Armed Forces by the people of this country.



CHIEF EXECUTIVE'S REPORT

THIS YEAR (CONT.)

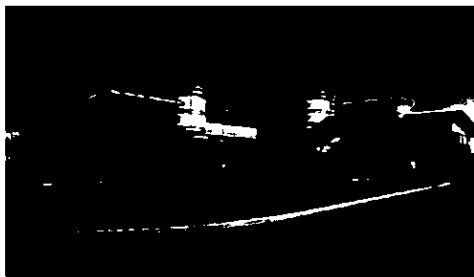
In the light of what was to happen later, it is particularly poignant to remember that just before the ceremony, we were passed a plain white envelope with a cheque for £1m from Jimi Heselden. There was no fuss, just a simple contribution from a very good man on a very special day. It was particularly sad therefore to hear of Jimi Heselden's death. Jimi was our greatest benefactor and in the words of his grandchildren, 'a hero to the heroes'. He was an ordinary man who made an extraordinary impact and his support to H4H will provide a lasting legacy.

The 'Money Out' policy continued through the year with the funding of a new £3.5m wing at Combat Stress' headquarters in Leatherhead, a new £1m gym for St Dunstan's in North Wales, continued support for the Battle Back programme, the new Queen Elizabeth Hospital and other projects aimed to provide support to the wounded.

Of particular note was the establishment of the £6m Quick Reaction Fund (QRF). This facility is available to all three Services through their benevolent charities and is used to provide swift financial support, within 72 hours, where there is need. The QRF is designed to operate with minimum administration and has been used to provide a wide range of services and funding to make life easier for both those injured in the line of duty and their loved ones.

THE IMMEDIATE FUTURE

Our plans to support the Defence Recovery Capability (DRC) continue apace. The DRC is a tri-service capability that provides for a third phase of recovery to follow the Queen Elizabeth Hospital and Headley Court rehabilitation and allows the wounded serviceman or woman time to adjust and retrain for his or her future. We are working closely with the Armed Forces notably The Royal British Legion, SSAFA, BLESMA, ABF The Soldiers' Charity, The Royal Navy & Royal Marines Charity and other Service Charities.



In the last Annual Review we announced that our support to this Capability had been raised to £20m but during the year the overall ambition has increased. We now plan to support the MoD with up to £100m. That will cover Recovery Centres at Colchester, Tidworth, Catterick and Plymouth in addition to the Pathfinder centre at Edinburgh, which we opened in partnership with the MoD and Erskine in the summer of 2009. The capital funding will be backed up by both our QRF fund and the £15m Individual Recovery Programme fund. The programme for the delivery of the centres has been delayed, somewhat frustratingly, but we have been able to surmount the various obstacles and will have both Tidworth and Catterick offering an interim capability before the year-end and then Colchester and Plymouth becoming operational during 2012.





**HELP for
HEROES**
Support For Our Wounded

CHIEF EXECUTIVE'S REPORT

THE LONGER TERM

We are often asked what will happen to H4H once we withdraw from Afghanistan, surely there will be no further need for H4H? On the contrary, history tells us that there is likely to be a need for as long as we have Armed Forces. There has only been one year since 1945 when a Serviceman has not been killed in action and that was 1969, the year we began our involvement in Northern Ireland.

Even if we were to see a period of prolonged peace, we will be busy. Firstly we will have the thousands of wounded and injured since 9/11 to support as they move along their individual roads to recovery. Our experience tells us that the wounded take three or four years post injury to achieve a level where they are truly ready to accept their new state and move on. We see 'the blokes' returning to hospital and then Headley Court, many times; twenty is not unusual. Then, as they move on into civilian life, we need to be there to offer



support for those who need it. They will need physical, financial, emotional, medical and mental support. Our Recovery Centres are intended to offer that, a 'one stop welfare shop' with all the support charities and agencies grouped together to help.

The nature of military service, even in peacetime, means that men and women are injured or become sick and they will need our Recovery Pathway just as much as those wounded in action, so will their families. We need to put in place a comprehensive network of support that ensures that those whose lives are affected by their service get the best support we can provide, for life.

We are in a race to raise funds and to use them to deliver those facilities and that network of support, in partnership with other Service Charities and the MoD. Once in place we will need to maintain and support them long into an uncertain future. Peace would be wonderful but sadly, it is unlikely. We must plan for the worst and hope for the best.

Bryn Parry OBE
Co-Founder and Chief Executive
Help for Heroes



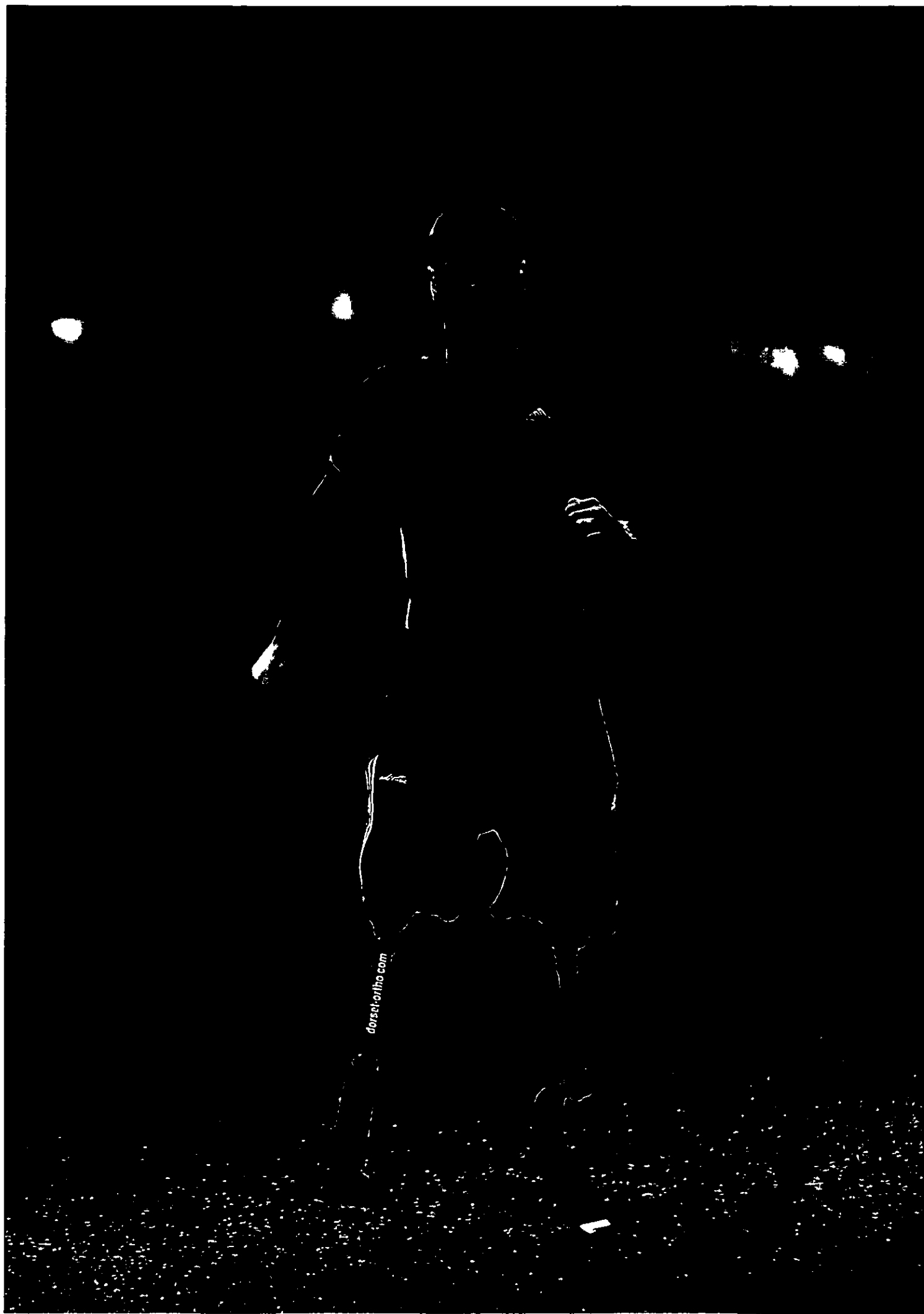
"Very occasionally - perhaps once or twice in a generation - something or someone pops up to change the entire landscape. Help for Heroes is one such phenomenon. What it has achieved here at Headley Court is, in truth, but the tip of the iceberg.

Help for Heroes has galvanised the entire British people. Always supportive of its men and women in uniform, this country has been elevated by Help for Heroes to a state of realisation and proactive support for our military that has made me, personally, very, very proud to be British and a member of our Armed Forces."

HRH PRINCE WILLIAM OF WALES KG



A FEMALE SUPPORTER RECENTLY BOUGHT TWO H4H WRISTBANDS. ONE FOR HERSELF AND ONE TO USE AS A DRIVE BELT FOR HER VACUUM CLEANER!



INSPIRATIONAL PEOPLE - NEIL HERITAGE

Neil Heritage, 30, was injured in November 2004 in Iraq when he was clearing a route of IEDs and a suicide bomber got through the cordon and detonated his explosive waistcoat. Neil, a Corporal in the Royal Signals, had to have both of his legs amputated above the knee and was told he would probably never walk again

Once he was medically discharged, Neil was no longer under MoD prosthetics care and moved into the NHS system. After a year, due to funding problems, the NHS was unable to provide Neil with suitable prosthetic legs

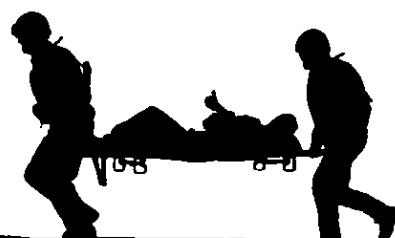
When Neil first got involved with Help for Heroes through the H4H Band of Brothers (a group of wounded personnel who act as a support network for each other), he explained some of the problems he was having and Help for Heroes, through the Quick Reaction Fund, were able to fund the new sockets of his prosthetic legs in partnership with ABF The Soldiers' Charity and BLESMA.

These new sockets meant that Neil could be more mobile, do more things with his young children, get back into his running and continue to lead a normal life. Neil is currently working as a PE Teacher at a local school.

Neil also took part in the Help for Heroes Bridge Too Far Bike Ride in September 2010, where he rode 350 miles on a hand powered bike from Brussels to Arnhem. Neil said "Doing the ride was a great experience, meeting people who have given up their time to help and support us gave me a real boost and showed how much the public cared. It was also a big challenge on a hand bike

The H4H team have been keen to find out about any problems or difficulties myself and my family have faced since my injuries and are looking at ways to solve these problems for me and other servicemen and women further down the line "

NEIL IS CURRENTLY WORKING AS A PE TEACHER AT A LOCAL SCHOOL





INSPIRATIONAL PEOPLE - BEN MCBEAN

Ben McBean, who served in the Royal Marines, was injured five months into his first tour of Afghanistan in February 2007. It was a boiling-hot day as they started their routine foot patrol. An hour into their task the group had to run across 60 metres of open ground. "I was running as fast as I could, following the guy in front, before I knew it, I was upside down and my face was burning" recalls Ben.

Ben was put on a transport plane back to England. He woke up in the Royal Centre for Defence Medicine at Selly Oak Hospital, Birmingham, to discover that his right leg and left arm had been amputated. Ben says "The leg's fine but not having two arms, man, it's annoying. I've learnt to do everything I did before - laces, buttons, making a cup of tea - but it takes five times longer." His new arm, complete with hairs and "veins", is beautifully made but heavy and, he admits, not very useful. "You go into a shop, drop your change, struggle to open a bag. you can see people thinking, 'Why's he not using it?'"

Despite these injuries Ben soon made plans to run the London Marathon in 2008 in support of Help for Heroes. Doctors told him not to think about it, but nothing was going to stop him and he finished it in 6 hours 15 minutes. He managed all of this despite the fact his prosthetic leg was cutting into his stump causing it to swell to twice the size.

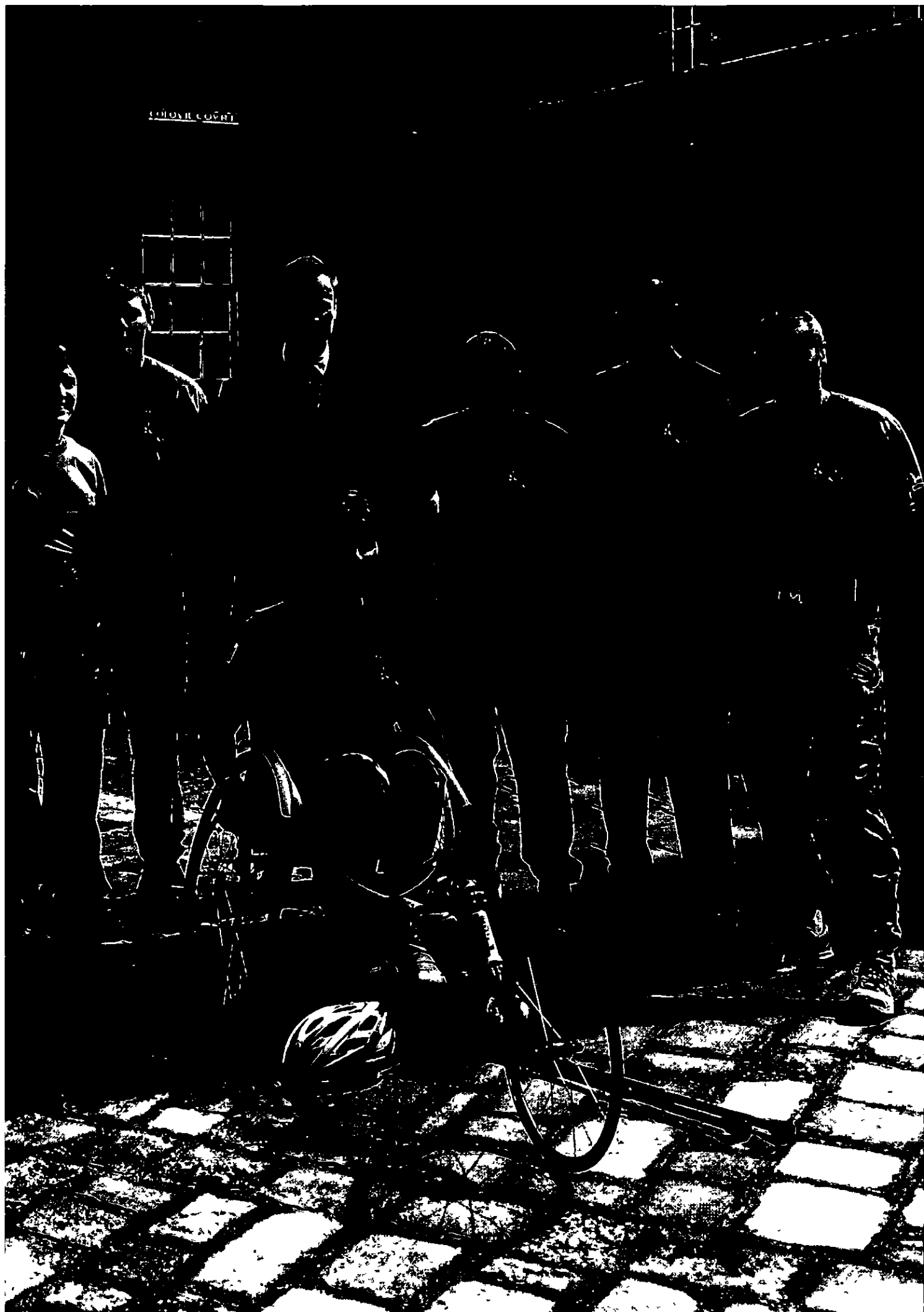
Ben said "So many people were supporting me and I kept thinking of my mates serving in Afghanistan on the front line and that's what kept me going."

Ben dreamt of being a Marine from the age of 10, and despite only having recently turned 21 has no regrets: "If I'd lost my limbs because I'd got drunk and fallen in front of a car I'd feel differently, but I was doing a job I love. We all knew the risks and we took them in good faith. In many ways it was the best time of my life."

Ben said he was "much moved" by the support that was given to him by Help for Heroes. He told his mother when he was in his hospital bed that when he left he was going to start running and raising money for Help for Heroes, which his mother says is now the family charity.

"NOT HAVING TWO ARMS, MAN, IT'S ANNOYING."





INSPIRATIONAL PEOPLE - JENNIFER WARREN

Jennifer Warren was injured in a skiing accident in 2007, where she lost her mobility, her independence and most importantly for her, was prevented from doing the job she loved. Jen joined the Army for adventure and a touch of teenage rebellion - her father is ex-RAF. Having worked as a Regimental Medical Officer in Germany and completed a tour of Afghanistan, she had returned home to start professional anaesthetic training when the accident happened.

"Life is what happens when you're making other plans." says Jen when talking about her injury but she has not let her injuries hold her back and this year she became the first person ever to complete the Lewa Safari half-marathon, one of the 10 most difficult courses in the world, in a racing wheelchair. Jennifer was also raising funds for TUSK, the event organisers and leading animal conservation charity.

It was the H4H funded Battle Back, a military adventurous sport rehabilitation programme, that suggested to Jen that she could take part in the challenging marathon. Based in the Lewa Wildlife Conservancy in Kenya, the course had never been attempted in a wheelchair before. Seeing the course, Jen began to worry that she had taken on an impossible challenge but with the support of the other injured service personnel in her team she made it to the finish line.

"Crossing the finish line was an incredibly emotional experience as I finally felt something I had been searching for since my injury - a sense of achievement," she recalls. "I now feel much more confident and ready to face up to the many problems my injuries present. Although I can't change what has happened to me, I can choose how I tackle the problems my injuries present."

During Jen's rehab she has also experienced the H4H swimming pool and gym complex at Headley Court. She says "The first class facilities are complemented with personal touches like the engraved paving stones leading to the door detailing some of the many fundraising activities which made the building possible and the walls decorated with photos with stories of servicemen and women who have had rehabilitation at Headley Court. There can be no doubt about who made this building possible and who it was intended for."

She continues, "H4H have provided the core funding for this Battle Back project, making it accessible for all. I cannot thank H4H enough for their part in this."

**"LIFE IS WHAT HAPPENS WHEN
WHEN YOU'RE MAKING OTHER
PLANS..."**





HELP for HEROES

Support For Our Wounded

A LIFELINE FOR THE FORCES

A LIFELINE FOR THE FORCES

BY ELA DREWETT - CHALLENGES COMMUNICATION ASSISTANT AT HELP for HEROES

HELP for HEROES

Help for Heroes was founded by Bryn and Emma Parry after a profoundly moving visit to Birmingham's Selly Oak Hospital in the summer of 2007. Bryn, who comes from a long line of soldiers and served in the Royal Green Jackets, and Emma, a soldier's daughter, met some extraordinarily brave young people who had been badly wounded and they just wanted to do something to help. Their son, Tom, is a serving army officer and has spent time in Afghanistan. Bryn has recalled how making money for Help for Heroes helped to distract him from worrying about his son. "You spend the whole day dreading someone walking up and knocking on the door. There are thousands of parents, grandparents, girlfriends and wives who feel the same," he said.

Their original idea was to go on a bike ride from Caen to Cannes to raise £10,000, but following a suggestion from General Sir Richard Dannatt, now Lord Dannatt, Chief of the General Staff, the professional head of the army, the idea grew. Emma and Bryn took on the challenge to raise £8m to build a new Rehabilitation Complex at Headley Court.



The 'Big Battlefield Bike Ride' took place in May 2008. Emma and Bryn rode 350 miles through France alongside 300 cyclists from all walks of life including Generals and Corporals, housewives and businessmen and even a Page 3 girl, to raise a staggering £1.5m. Within eight months, Help for Heroes had achieved its initial aim to raise £8m. As the money poured in it became clear that Help for Heroes had touched a nerve with the British public and was fast becoming a national phenomenon.

Help for Heroes asked people to do 'their bit' and the Charity found that the response was extraordinary. All over the country people organised fundraising events to raise money for the country's wounded service personnel. With events ranging from leg waxes to window cleaning and sky-dives to dance-athons, the public got behind Help for Heroes 100 per cent. Thanks to their dedication and generosity, Help for Heroes has been able to fund a variety of projects including the £8m Rehabilitation Complex at Headley Court, a new £3.5m treatment centre for Combat Stress, adaptive adventure training through the Battle Back programme and the creation of a £6m Quick Reaction Fund to support individuals or their families in need.



Their latest project is the creation of five regional Personnel Recovery Centres (PRCs) and Personnel Recovery and Assessment Centres (PRACs) that provide, in partnership with the MoD, The Royal British Legion and other Service Charities, ongoing training and support for the wounded after they leave Headley Court.

The young men and women of the Armed Forces will say that they are not heroes, they will tell you that they are just doing their job. It is Help for Heroes' belief that anyone who volunteers to serve in a 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.

A LIFELINE FOR THE FORCES

HELP for HEROES (CONT)

Help for Heroes sees the recovery and rehabilitation process as a journey along a road, the Pathway to Recovery. Often injured when they are at their physical peak, these inspirational men and women embark upon the Pathway with a determination and courage that can only be admired. Help for Heroes walks beside each individual, and aims to make that Pathway as smooth as possible.



The first step on the Pathway to Recovery, and the point at which Help for Heroes first become involved, is when the wounded are flown to Birmingham's Queen Elizabeth Hospital (QEHB). During the Aeromed flight they get an H4H Air Essentials bag, which contains nice-to-haves, such as toiletries, hoodies and an MP3 player to make their flight and stay in hospital just that little bit more comfortable. When they reach QEHB, the help comes through the Patient Welfare Fund, which is supported by Help for Heroes, and pays for CDs, books and magazines to keep them entertained and also meals, once they are able to get up and about. The time immediately after injury is often extremely worrying for the wounded's relatives, and the SSAFA Norton House, which is part-funded by Help for Heroes, is a place where they can stay for free, and extremely close to the hospital.

HEADLEY COURT

Once Selly Oak has discharged an individual they are sent to Defence Medical Rehabilitation Centre Headley Court to begin their rehabilitation and adapt to life as a wounded soldier. As Lance Corporal Jon Le Galloudec, who was shot through the spine in Iraq in 2007, says, "The beauty of Headley Court was that no matter how badly your day was going you would see someone who had no legs or who was badly burnt and you'd realise that everyone is struggling, ultimately, we'd give each other hope."



Headley Court was the initial focus for the Charity's fundraising initiatives as it had become clear that the existing facilities were not as good as they could be. Jon remembers, "The gym seemed adequate at the time, but looking back now and comparing it to the Help for Heroes' gym, it is easy to see just how inadequate it actually was. There wasn't a pool we could use at Headley, so we'd be taken on a minibus once a week to a local pool. The new gym and pool safeguards our privacy, while allowing us to really reach our potential thanks to all the specialist equipment that has been provided." Help for Heroes stays in touch with the wounded while they are at Headley Court through a group called the Band of Brothers, which is a support network that enables the Charity to share the generous opportunities they receive from the British public. In addition, Battle Back runs out of Headley Court and is the wounded's next step on the Pathway to Recovery.





HELP for HEROES

Support For Our Wounded

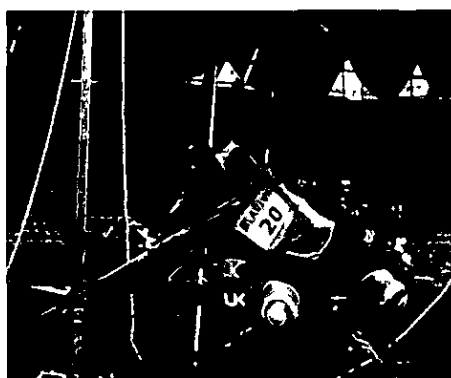
A LIFELINE FOR THE FORCES

BATTLE BACK

The Battle Back Project, which is funded by Help for Heroes, uses Adaptive Adventure Training and Sports Rehabilitation to help those who have been seriously wounded gain confidence and return to an active life. Since 2008 Battle Back has already made a phenomenal difference to the lives of many wounded servicemen and women. It encourages them to play sports and try new activities in a sociable atmosphere, with the team working hard to prove that disability need not spell the end of participation in physical challenges.



Battle Back also has close links with the British Paralympics team and works to identify wounded personnel who show a talent for a particular sport and who may benefit from inclusion in Paralympics development programmes. Lance Corporal Rory Mackenzie, who was injured in a roadside bomb attack in Iraq, explains how the scheme has made a difference to his life: "After seven months at Headley Court I had made a full physical recovery but I became aggressive, angry and upset at the hand that had been dealt to me. I had created in my mind a long list of things I would never do again. It was at this time that I received an invitation via Help for Heroes to go adaptive skiing in Bavaria under a new military initiative called Battle Back. I didn't waste a second and jumped at the opportunity! Within five minutes of the initial brief I knew this was going to be healing. It gave me freedom like I never thought I would feel again, I came off those slopes with a completely different frame of mind towards my life and my future. I no longer had a list of all the things I couldn't do, I now had a long list of the things I could potentially do! Anything is possible!"



Like Rory, Private Derek Derenalagi has found a new lease of life since being introduced to sit volleyball as well as javelin, discus and shot-put through Battle Back. He admits that his life has taken a different course from the one he anticipated but as one of the first British soldiers to benefit from Help for Heroes, he is now destined for Paralympic glory. Derek has already broken two British records in shot-put and is attempting the same for the javelin. He explains, "I am one of the products of Battle Back and I am now a full-time disabled athlete specialising in shot-put, javelin and discus. I was injured doing something I loved. I'm alive and I'm grateful for that."

CHALLENGES

As well as a way for Help for Heroes' supporters to raise money, the opportunity to take part in a Help for Heroes Challenge is seen by many as a crucial part of an individual's rehabilitation, and is an extension of the work done by Battle Back. It allows a wounded individual the opportunity to push themselves, mentally and physically, often with astonishing outcomes.

CHALLENGES (CONT)

In October 2009, Jon Le Galloudec was among five wounded soldiers who took on the challenge of climbing Mount Kilimanjaro to raise money for Help for Heroes. After an arduous seven days, he and his fellow climbers reached the summit. He says: "The conditions were freezing, with temperatures around 17 degrees below. It was such an emotional moment for me, as I realised that in so many ways I had been able to overcome my disability."

"I thought learning to walk again was hard, but getting to the summit was so much harder! It was painful, tough and at times I wanted to quit, but ultimately the challenge gave me a new lease of life and a thirst to do more to help other soldiers in my position."

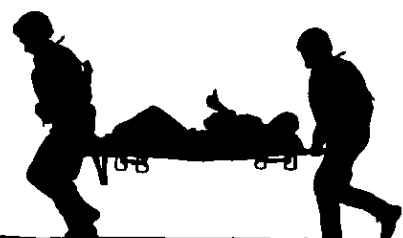
**THE QUICK REACTION FUND**

The next point of contact on the Pathway to Recovery is the Quick Reaction Fund, which provides help and support for the wounded and their families when it is most needed and, for the urgent cases, within 72 hours. Help for Heroes have committed £6m for the Quick Reaction Fund to be administered by ABF The Soldiers' Charity, The Royal Navy & Royal Marines Charity, RAF Association, SBS Association and the SAS (Clocktower).

For example, if a wounded Serviceman needs his home upgraded to enable him to live there, and there were no other funds available, Help for Heroes' Quick Reaction Fund would pay for the upgrade. Similarly, if a relative has run into financial difficulty through being beside their loved one's hospital bed, the Quick Reaction Fund can be used to help. Staff Sergeant Michael Yule Royal Engineers, a double amputee who was injured in 2010, was admitted to Salisbury hospital early in 2011. His mother, Jennifer, lives in Edinburgh and, unable to get further funding to visit her son, turned to Help for Heroes. Through their Quick Reaction Fund, the Charity paid her train fare and meals during her trip to Salisbury so she could be with Michael as he underwent further operations on his stumps. Afterwards, she wrote to Help for Heroes, saying "There is absolutely no way I would ever have had the chance to see Michael if it hadn't been for Help for Heroes. The fact that you were there to meet me at the train station and take me to hospital, then book me into a B&B, and you were always on the other end of the phone if I needed you meant so much to me, especially as Michael was so very poorly in the first few days."

PERSONNEL RECOVERY CENTRES

Help for Heroes is now engaged in its next big project, one that will take the wounded on their next step along the Pathway to Recovery to Personnel Recovery Centres. The Charity is working with the MoD, The Royal British Legion and key Service Charities to deliver a comprehensive pathway to help launch wounded, injured and sick servicemen and women back into the next phase of their lives.





HELP for HEROES

Support For Our Wounded

A LIFELINE FOR THE FORCES

HOW IS IT ALL POSSIBLE?

The success of Help for Heroes is down to the hard work and dedication of the small team of staff, an army of volunteers and of course the great British public who have 'done their bit' to raise funds. It is these people who are the lifeblood of the Charity. Help for Heroes strives towards 100 per cent effectiveness and all of the Charity's running costs are covered by the sale of Help for Heroes merchandise. Every t-shirt, mug, wristband and calendar sold ensures that for every £1 donated, £1 will go directly to helping wounded servicemen and women and not be spent on office bills.



LOOKING TO THE FUTURE

Some might think that Help for Heroes has done the job, raised enough money and no longer needs support. That is far from the truth. In reality, Help for Heroes has already identified a wish list of support for our country's wounded; the cost of which is more than £40m and is growing daily.



Therefore, the need for continued support is self evident. It is only with the support of the public that Help for Heroes will be able to continue its great task. As Bryn Parry says, "We may not be able to prevent our blokes and girls being hurt, but together we are helping them get better. Thank you all for all you are doing and keep it up!"





HELP for HEROES

Support For Our Wounded

THANK YOU TO ALL OUR SUPPORTERS!

THANK YOU!

Help for Heroes would like to thank everyone who has helped us help our Heroes this year. There are literally millions of people who have done their bit and we value them all equally. There is no way we can list all who have helped but here are some of the individuals and companies who have played a part in this year's activities.

To you all, whether listed or not, thank you!

A Turner and Sons
Accent Press Ltd
Advent Tools Ltd
Air Partner
Alesha Dixon
Alexandra Burke
All the staff at Salisbury Printing
Aon UK Charitable Trust Foundation
Arc Legal Assistance Ltd
Art in Design
Ascot
Aspiration Training Ltd
Aston Wood Golf Club
Atomic Weapons Establishment
Austin Reed
AXA Life
B&Q
BAA Heathrow - Airside Ops
Barclays Commercial Bank
Barratt Homes
BBC
BFBS
Blue Falcons
Blyth & Co
Brabners Chaffe Street
Brand Alley
British Gas
Brook Hotels
Burgess Salmon
Cayleys of Norwich
CC A Occasions
Choc Lit Ltd
Churchside Financial Planning Ltd
Club & Country Shirts
Co Op Retail Logistics
Co operative Travel
Connect Vending Ltd
Costcutter
Cotton Traders
Deloitte
Discover Adventure
Dixon Stewart Solicitors
Enrique Iglesias
ES Pipelines Ltd
EST Marketing
Experian
George Jones & Son Ltd
Gieves & Hawkes
Gill Shaw
GMG Radio
Grosvenor House Publishing Ltd
Guoman Hotels
Halcyon Days (London) Ltd
Hallmark
Harper Collins
Heart FM

Hesco Bastion
Hi-Ho Silver
Horizon Leisure Ltd
Hornby Hobbies Limited
Iceland Foods Ltd
In Spire Stitchers
Inturn Trading - Phones for Heroes
ITV Studios
Jack Dee
JAM Recruitment
James Blunt
Jason Manford
JCB
Jeremy & Francie Clarkson
Jersey Plants
John Bishop
Jollis, House of Fraser, Bath
K2 Business Rescue
Kane Kane and Cowin
Karma Beauty Salon
Katherine Jenkins
Keep Britain Tidy
Kenyon Communications
Kevin Bridges
Langley Solutions Ltd
Lester Aldridge LLP
Lincoln Golf Club
Live Nation
London Irish
Luxform BV
M&G Cards, Museum & Galleries
M&M direct
Mail on Sunday
Manpower UK
Master Locksmiths Association
Masteroast Coffee Co Ltd
Melksham Flower Club
Michael McIntyre
Milford Haven Round Table
Mobilerota
Mr Fothergills Seeds Ltd
Naafi
National Trainers Federation
New Scotland Yard
Nikki Shepherd
Noble Macmillan
Norcross Adhesives
One Stop Promotions
Peta Todd
Peter Kay
PHS Skypower
Pixie Lott
Plan B
Princes William and Harry
Prova
Provident Personal Credit

Quiller Publishing Ltd
Rathbones
RBS Southampton
Reading Buses
Red Devils
RFU
Rhod Gilbert
Richard Horsfield
Rileys
Robbie Williams
Romans Estate Agents
Ross Kemp
Rossetts Commericals
Rothschild
Scribbler Cards
Shoosmiths
Simon Dyer
Sir Ian Botham
Sir Tom Jones
SMS Ltd
Sony
Spelbound
Spinnaker
Sports Fever
Syco and Simon Cowell
Take That
The London Mint Office
The Rifles
The Saturdays
The Sun
The Wanted
The X Factor participants
Thorndon Park Golf Club
Topps Tiles
Tregothnan
Twickenham Stadium
UK Air Cargo Club
Union Jack Club
Universal Music Operations Ltd
Vauxhall
Ward Gethin
Warner Music
Warners Midlands plc
Watertrace
Waterworld, Staffs
West Wickham Social Club
Westminster
Williams & Griffin Ltd
Wiltshire Gazette & Herald
Woodfield Publishing
Wren Letting Co
Wright Hassall LLP
Yardley Wood Bus Garage
Yates
York Yanks American Car Club
Your Green Office Ltd

JIMI HESELDEN



Jimi Heselden OBE, 62, was Chairman of Hesco Bastion Ltd, the world-leading manufacturer of protective barriers used to protect British and coalition troops around the world. Jimi is perhaps best known for his charity work with Help for Heroes and the Leeds Community Foundation.

H4H's first contact with Jimi and Hesco Bastion came in early September 2008. He was the sponsor of a fundraising ball. One of the lots at the auction was a flight in one of the Red Arrows aircraft and the bidding was fast and

furious for this unique prize. No one could have anticipated that the eventual winner of not just one seat, but nine, would be Jimi Heselden who paid £1.5m, determined to raise funds for H4H. He wanted no publicity, that was not his style and, when eventually the flight took place, he gave all the seats to his staff as a treat.

When we opened the Help for Heroes Rehabilitation Complex on 4th June this year, Jimi was unable to attend the opening. Instead, completely without any fanfare, he arranged for a cheque for £1m to be presented, quietly and privately, to me before the ceremony.

Jimi and Hesco Bastion was the main sponsor of the Heroes Concert, again, no fuss, no demands, just a simple desire to see the blokes, the wounded, have a good time. He went backstage and met many of those wounded in the line of duty and made sure that they were enjoying themselves. They were his priority and that says so much about the man.

All of us at H4H are deeply saddened at the tragic death of an unassuming but inspirational man who did so much good. His invention of the Hesco Bastion Concertainer blast wall will have saved countless lives, the walls surround every base in Afghanistan and Iraq and protect against bullets and bombs. His charitable giving will have contributed to the care of many of those who he was not able to protect with his walls. The money he has given to H4H will continue to provide services and facilities to ordinary 'blokes', the men and women of the armed forces wounded in the line of duty and, while we will mourn his untimely death, his family and friends will at least have the comfort of knowing he did his bit, and how.

We will be naming the new wing at Tedworth House 'Jimi's Wing' in his memory.



TRUSTEES' REPORT

TRUSTEES' REPORT

This report is for the year ended 30 September 2010 and makes reference to the prior year, being the twelve months ended 30 September 2009

OUR OBJECTS FOR THE PUBLIC BENEFIT

Our Charitable Objects have been modified since year ended 30 September 2010 to allow us to help those currently serving under the command of our armed services including non-service personnel. Our Objects are

1 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 the 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

2 To promote and protect the health of those that have been wounded or injured whilst providing services to, or in conjunction with, and in either case under the direction of the commander of, the armed forces, in an area of conflict or war and to provide benefits to the dependants of such persons who are in need.

For the purposes of clause 2, a reference to the commander of the armed forces means the Commander of Her Majesty's Armed Forces, and his officers, or, where relevant, of any allied military body with whom Her Majesty's Armed Forces is working during combined operations.

AIMS AND ACHIEVEMENTS FOR THE YEAR

In our previous report and accounts we set out our aims for the year ending 30 September 2010 as being to.

Aims	Achievements
Complete the building of the rehabilitation complex at Headley Court	Operational and opened to the wounded May 2010 Official opening by Prince William in June 2010 Further requirements such as Gait Analysis equipment being evaluated and agreed in early 2011
Complete the steps required to pay across to the MoD the PRCs grant	Colchester PRC Deed of Grant agreed December 2010 Catterick PRC rescoping as a PRAC for 50 residents with interim facility in situ for September 2011 Tedworth House commitment made to invest £17m in capital works Agreement to lease subject to planning agreed 18 February 2011 Hasler requirements identified with Phase 1 accommodation unit funded by Quarter 1, 2010/ 2011
Raise an additional £10m to be able to grant the balance of the target £20m for the Personnel Recovery Centres	Initial funding secured
Identify a new main task	Defence recovery requirement now re-scoped with funding achieved during the year ended 30 September 2010 of £50.6m - £33.0m capital funding and £17.6m support funding Further funding of £42.0m has been recognised as being required to meet needs so far identified and H4H will aim to raise these funds in the year ending 30 September 2011

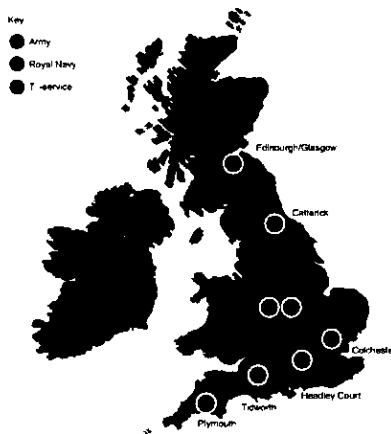
TRUSTEES' REPORT

DEFENCE MEDICAL REHABILITATION CENTRE, HEADLEY COURT

The Rehabilitation Complex was opened to the wounded in May 2010 and subsequently officially opened on June 4 by Prince William. Supported by an £8m Help for Heroes grant, it represents a state of the art facility and has been welcomed by both the wounded and staff.

DEFENCE RECOVERY CAPABILITY

Help for Heroes (H4H), The Royal British Legion (TRBL) and other Service Charities are working in partnership with the MoD to deliver the Defence Recovery Capability (DRC) - a comprehensive pathway to help wounded, injured and sick personnel launch back into the next phase of their lives.



Part of this will be the provision of support to the Army and the Royal Navy/Royal Marines in delivering the proposed Recovery Centres in Edinburgh, Colchester, Catterick, Tidworth (Tedworth House) and Plymouth as well as the associated Individual Recovery Plans (IRPs). The Defence Adaptive Sport and Adventurous Training Centre (funded by TRBL) also forms part of this capability.

The objective is to ensure that a comprehensive solution is in place to help the wounded benefit from both new skills/qualifications and work experience - to ensure successful transition either back into the armed services or civilian employment, whilst also providing the support that meets their ongoing psychological, financial, vocational, physical and social needs.

H4H is seeking to raise up to £100m to support the DRC, in support of the recovery pathway and in line with the grants policy will grant funds to DRC projects as funds become available. More than half of these funds were granted during the year ended 30 September 2010 (including £20m of funds committed at the balance sheet date 2008/2009). £50.6m of grants have been awarded at year ended 30 September 2010 - £33m capital funding (£25m for Tidworth and Catterick PRACs and £8m for the Colchester PRC) and £17.6m support funding (£5.85m for the QRF, £11m for IRPs and 0.75m for the Edinburgh PRC). Further funding of £42m has so far been recognised as being required to meet the needs identified and H4H will aim to raise these funds in the year ending 30 September 2011.

PERSONNEL RECOVERY CENTRES GRANT

There has been significant progress on the PRC related grant. It was anticipated in line with the announcement in February 2010 that the grant would cover 4 PRCs at a cost of £5m each at Edinburgh, Catterick, Colchester, and Tidworth. It was subsequently agreed during the year that the Edinburgh Pathfinder trial would continue for the foreseeable future (at least until the end of 2012) with the consequent deferral of any capital project spend. Furthermore each of the three remaining PRCs have been rescope. Colchester has increased from 20 to 30 beds and construction work has accordingly commenced in January 2011, with an estimated completion date of Q1 2012 and at a revised cost of circa £6m.





HELP for HEROES

Support For Our Wounded

TRUSTEES' REPORT

PERSONNEL RECOVERY CENTRES GRANT (CONT)

Both Catterick and Tidworth have been significantly rescoped and reassessed as PRACs (Personnel Recovery and Assessment Centres) including an assessment element and increasing the number of beds (residents) to 50 and increasing capital costs to circa £17m for Tidworth to be delivered through a 99 year lease with the MoD for Tidworth House and circa £10m for Catterick. Both Catterick and Tidworth House will deliver capability with interim, temporary facilities accommodating between 20 and 30 residents by September 2011.

IDENTIFY A NEW MAIN TASK

In practical terms the fantastic fundraising achieved during the year has enabled us to extend our support of the Defence Recovery programme. We have helped facilitate and financially support a robust scaling up of the delivery programme both in terms of the capital projects and the underlying programmes.

We have introduced the support of Individual Recovery Programmes for the wounded (and funded £11m with a further £4m to raise). This will result in an agreed commitment to £3.75m per annum over four years. This will cover a range of identified training needs arising out of the individual assessments (from supporting for example GCSE Maths study programme, training to be a locksmith and progressing to further education courses).

We have also introduced the Quick Reaction Fund across the tri services during the year, led by a developing relationship with ABF The Soldiers' Charity but subsequently rolled out with Naval, RAF and Special Forces Charities. The Quick Reaction Fund looks to agree funding within 72 hours of notification in urgent cases. It is very much a "sticking plaster" approach in some cases whilst further assessments can be made. We have committed £6m across all the charities. The smallest amount funded via a QRF grant is £40 and in total £550K has been awarded via the QRF in the period.

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: (see table)

	2010 £'000	2009 £'000
Voluntary income (donations) earned	36,439	14,657
Cost of generating voluntary income	2,025	866
Fundraising ratio	6%	6%

TRUSTEES' REPORT

THE FUNDRAISING RATIO (CONT)

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 externally owned donation sites such as JustGiving and these services charge a commission on the donations processed. The acquisition of BMyCharity in April 2010 has resulted in a positive increase in on-line giving and a reduction in commission charges.

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 H4H support and governance costs through profits made elsewhere within the group is being achieved. The ratio is arrived at on the following basis:

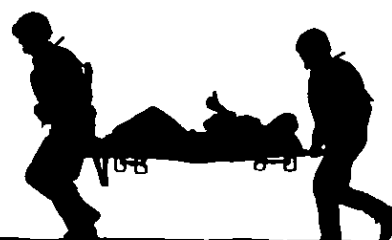
	2010 £ 000	2009 £ 000
Voluntary income (donations) earned	36,439	14,657
Surplus available for grant making (see note 10)	37,768	16,147
H4H ratio	104%	110%

Note: The year on year reduction in the H4H rate reflects substantial growth in the Charity (£40m 2010 vs £16m 2009 Incoming resources net of Trading Company income) outstripping the growth in the Trading Company.

FUNDS

The tremendous support of fundraisers enabled the Charity to grant £41.7m (2009: £17.0m) during the year. With net funds generated of £38.0m (2009: £16.1m) the funds movement during the year was negative £3.9m (2009: negative £0.9m), remaining consistent with the 'money in, money out' philosophy of the Charity, all possible funds having been committed to grantees.

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 but £37,000 (restricted for Selly Oak/Queen Elizabeth Hospital) of the Charity's funds are unrestricted and those held as general reserves are only those required to meet the Charity's reserves policy. At the end of the current year all designated funds had been granted to the PRC's leaving reserves of £2.2m (2009: £1.3m). See note 16.





HELP for HEROES

Support For Our Wounded

TRUSTEES' REPORT

FINANCIAL REVIEW OF THE YEAR

During the year under review the group earned income of £45.7m (2009: £19.6m), made grants of £41.7m (2009: £17.0m) and incurred costs, other than grants, of £7.9m (2009: £3.5m). Further analysis of the income and expenditure during the year is provided below.

INCOME

Voluntary income contributed £36.4m (2009: £14.7m) of the total £45.7m. The key constituents of the voluntary income were major donations of £2.0m, other donations of £31.2m, legacies of £0.9m and gift aid of £2.2m.

The balance of the income was £9.3m (2009: £4.9m) and came from the H4H Bike Rides that raised £1.5m (2009: £0.9m), other H4H and Open Challenges raising £0.8m (2009: £0.1m); trading income of £6.5m (2009: £3.8m) and investment income of £0.5m (2009: £0.2m).

COSTS OF GENERATING FUNDS

Total costs for the year were £6.7m (2009: £2.8m). The constituent parts of this were £2.0m (2009: £0.9m) from generating voluntary income, £0.8m (2009: £0.3m) of costs for bike rides and challenges and £3.9m (2009: £1.6m) of Trading Company 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 £0.6m (2009: £0.4m). The year on year increase reflecting the additional staff resource to meet Charity and group growth during the year, in particular the implementation of a Directorate style management structure providing robust management and governance alongside supporting the growth of the Charity.

The cost of generating voluntary income increased significantly in the year, in line with the growth in voluntary income but in part reflecting previously capitalised charitable equipment that has been written down in the year and the Charity issuing over 2 million wristbands as promotional items, these having been previously sold by the Trading Company.

Grants these totalled £41.7m (2009: £17.0m) and included a £22.8m grant for the PRCs; £11m for IRP's, £6m for QRF, a £1m grant to St Dunstan's and smaller grants amounting to £0.9m.

HELP FOR HEROES TRADING

Created to generate profits to help offset the support costs of the group, for the year ended 30 September 2010 H4H Trading has grown substantially. During the year, turnover has increased year on year from £3.8m to £6.5m. Profitability has also increased and has risen from £2.1m to £2.7m meaning that it has more than achieved its aim of offsetting the support and governance costs (£1.3m) of the Charity and generating a substantial surplus.



TRUSTEES' REPORT

HELP FOR HEROES TRADING (CONT)

	2010 £'000	2009 £'000
Donation by H4H Trading due to the Charity	2,705	2,132
Allocated support costs	(1,260)	(679)
Governance costs	(27)	(20)
Surplus donation from Trading Activities	1,418	1,433

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 focus on Corporate Participation arrangements, most noticeably the Livenation Heroes Concert at Twickenham on 12 September 2010.

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/June each year. 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.



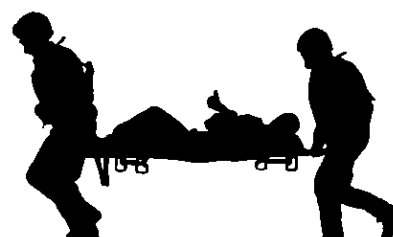
From a few promotional items at its inception, H4H Trading now offers over 300 products to the buying public and is innovating and developing all the time in response to the feedback it constantly receives. We have been broadening the way we distribute merchandise. In previous years approximately half of the company's sales were made by county coordinators and supporters by way of sale or return, this has reduced to a quarter in the year to 30 September 2010 with merchandising van/pop up shops sales increasing.



Since October 2009, as discussed under Cost of Charitable Activities, wristbands have no longer been treated as a sale item for sale or return customers but instead purchased by the Charity as promotional items and issued to supporters in return for a suggested donation. This change has resulted in a decrease in sale or return turnover and associated profit for the Trading Company.

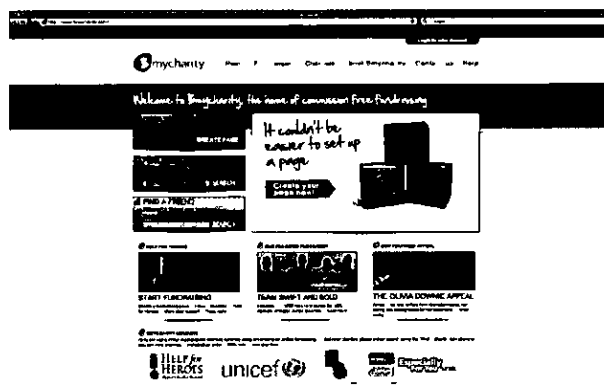
The enthusiasm of the coordinators and supporters of H4H, combined with their national coverage, means that word continues to spread throughout the country and is backed up by products that are accessible, current and desirable.

However loyal a supporter, they expect delivery of their purchases within a reasonable timescale. In recognition of this, continued work and recruitment throughout the year has ensured H4H Trading met their target of delivery within three working days.



BMYHERO LTD (TRADING AS BMYCHARITY)

Help for Heroes Trading Ltd acquired the assets including intellectual property rights to BMyCharity (from BMY Ltd) on 8 April 2010 and accordingly incorporated BMyHero Ltd (trading as Bmycharity). BMyCharity was a well established brand in the on-line giving market and had moved to an innovative Commission-free model in Autumn 2009. However, in March 2010 it announced its decision to close down operations. On-line giving is an important fundraising method for H4H and our supporters and the commission free model is very attractive ensuring that all funds go to the Charity. We have been able to retain this proposition and at the same time work to improve the functionality and ease of use of the website. The first year result (£87k loss) reflects one off acquisition costs and transition costs into H4H. The directors are confident that profits will emerge in future years.



The major benefit for Help for Heroes is control over on-line giving costs; traditionally H4H along with other charities, have paid as much as 5% of each on-line donation and associated Gift Aid to the on-line giving provider, the 5% will be saved as we encourage supporters to transition from other on-line giving businesses to Bmycharity.

OUR AIMS FOR THE NEXT FINANCIAL YEAR

- Establish interim operational capabilities effectively supporting the wounded at both Tedworth House and Catterick for PRAC South and North respectively
- Funding the Hasler Company personnel recovery centre, Phase 1, Accommodation Unit, Phase 2, the rehabilitation complex costing an estimated £21m in particular. Continue to support the tri service Defence Recovery Capability requirements
- Raise an additional £15m so as to be able to establish an externally managed fund to meet the running costs of Tedworth House for the next 10 years
- Continue to fund smaller grants as appropriate in particular to meet the outreach costs as part of the Combat Stress "Enemy Within" Programme, to support the Special Forces and to continue to support a number of smaller charities that offer invaluable assistance to the wounded
- Manage the shopping list of projects that are considered by the Board's Grants Committee and then graded as either 'Granted with Funding', projects that have been approved and we have the funds available to undertake; or 'Projects under consideration', potential projects that are awaiting full evaluation
- Further develop a strategic vision for 2012/2013

TRUSTEES' REPORT

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. 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 2010 show a very encouraging trend with 8,277 (2009 6,017) events registered against 6,267 (2009 3,230) for the previous four months. Equally encouraging is the 7,512 (2009, 6,907) events registered in the first four months of 2010/11.

The challenge team are fielding new events alongside our now traditional Big Battlefield Bike Ride, such as Sahara Trek; Mongolia Horse Trek; Nepal Trek; New Forest Bike Rides, and the Hero Walk, and these are expected to generate increased income. The challenge team also look after supporters who rather than join the H4H events opt to join an Open Challenge (run by many adventure providers for participants from multiple charities), increasing the opportunities for participation by supporters and increasing revenue.

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 the challenge for the current year is to ensure that the business structure will support continued expansion, moving into new premises and strengthening the management team. The first six months of trading in 2010/2011 have been slower than expected but in line with general retail trends. Development and marketing of the product range is key to continued income growth, maximising revenue from our extensive supporter base as well as attracting new customers to the product range.

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.

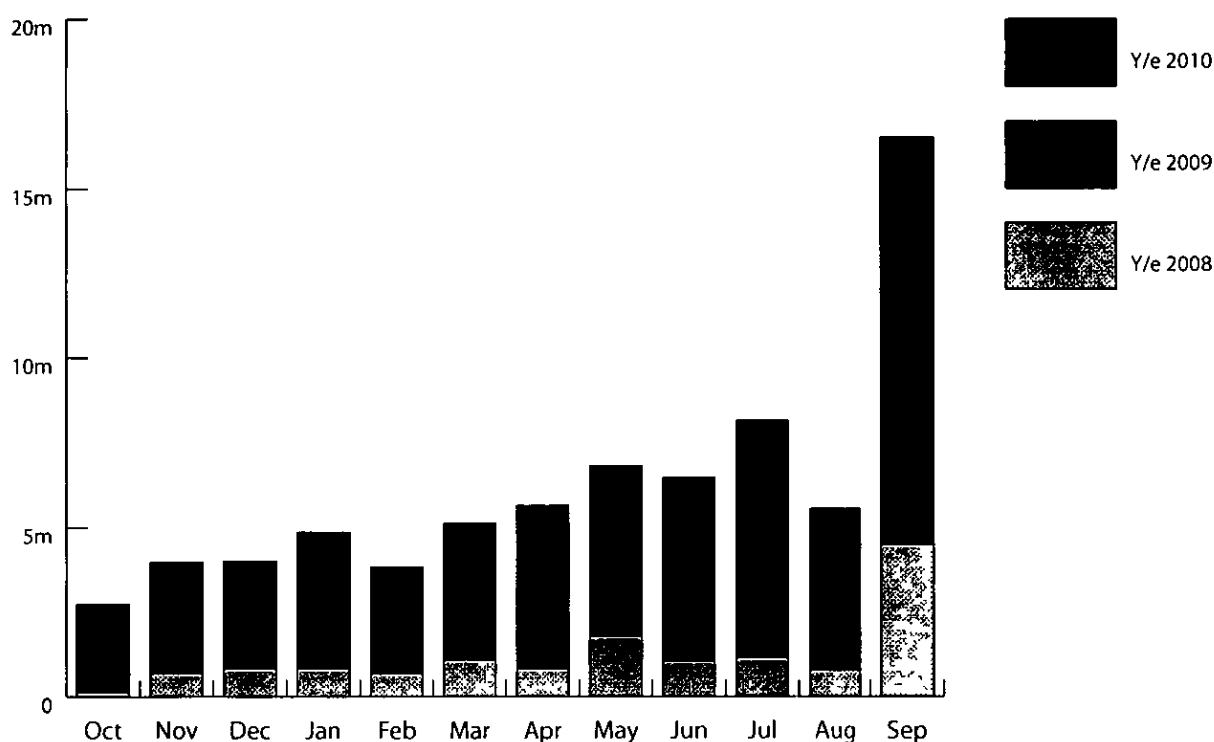




**HELP for
HEROES**
Support For Our Wounded

TRUSTEES' REPORT

INCOME OF THE CHARITY BY MONTH



Notes The peak for the year ended 2008 was due to the RFU Rugby Challenge Match and the Hurlingham Ball. The peaks for the years ending 2009 and 2010 were due to the donation by H4H Trading, £2.1m and £2.7m respectively.

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 five trustees, all of whom are members of the Charity. The board aims to meet a minimum of four times a year and is chaired by the chairman of the Charity. Suitable papers, including an agenda, prior meeting minutes, latest monthly management accounts and comprehensive governance and risk updates, are circulated before each meeting and formal minutes are taken.

TRUSTEES' REPORT

STRUCTURE (CONT)

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

- Audit, Finance and Legal
- Remuneration
- Grants
- Personnel Recovery Centres

We have also established a Tedworth House advisory panel to oversee the Construction project from January 2011

Each committee has an appointed chairman and written terms of reference. Greater detail on the committees is provided in the Legal and administrative section (page 56)

The senior management teams of both the Charity and the Trading Company meet weekly (the directorate heads produce weekly bullet points of achievements/issues in advance) as a means of facilitating good communication, managing key projects and ensuring suitable allocation of resources. These meetings are fully minuted. We have taken external advice during the year on structure and have implemented a clearly defined directorate structure which we believe best meets the operational, governance and growth requirements of the Charity

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. Appropriate due diligence is carried out, including using external parties, before appointing a new Trustee. Before taking up responsibilities we would ensure that suitable training has been undertaken. All trustees are issued with an induction pack covering their roles and responsibilities and relevant governance updates and training are available as and when required, including incorporation into trustee meetings.

RELATED PARTIES

From 22 February 2010, 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.

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.

EMPLOYEES

As the Charity has grown we have taken on board a range of professional support including an HR manager. Consistent with the group's desire to behave as a responsible employer, we have periodically commissioned external reviews 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 alongside the growth of the Charity and we are carefully managing emerging requirements.





HELP for HEROES

Support For Our Wounded

TRUSTEES' REPORT

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 together with a number of grants to smaller Service Charities that may otherwise find fundraising difficult. We have also introduced a Quick Reaction Fund during the year and committed £6m initial funding to provide speedy (within 72 hours in urgent cases) grant making through various Service Charities to individuals.

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 small 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 £2.2m, consistent with the policy to hold within it at least twelve months of the Charity's anticipated fixed support costs (£1.7m wages, £0.5m premises and other fixed 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 is consistent with continuing confidence over future income and the continued policy to make only capped grants.

RESERVES POLICY (CONT)

	2010 £'000	2009 £'000
Funds at the start of the year	6,096	6,981
Net funds generated during the year	37,768	16,147
Grants made during the year	(41,658)	(17,032)
Surplus funds	2,206	6,096
Required to be held as reserves	(2,200)	(1,269)
Balance of target outstanding	—	(10,000)
	6	(5,173)

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 (which has been externally reviewed during the year) means that the group would not expect to invest in anything more volatile than fixed deposits and would seldom do so for periods beyond nine months. The group maintains a panel of at least 3 banks, 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 by the end of 2009/10. However, with the entering of a lease in respect of Tedworth in February 2011 fund managers are being selected to manage funds ring fenced for Tedworth House.

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.

Management conduct a specific external review of group risk every 6 months which is presented to the trustees and these are supplemented with the maintenance of an internal risk register which is updated quarterly. Ongoing 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.





HELP for HEROES

Support For Our Wounded

TRUSTEES' REPORT

REPUTATION RISK (CONT)

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 an internal grants committee that meets fortnightly to review applications. The Trustees operate with written terms of reference, take legal opinion and review all recommendations and ensure compliance with internal procedures

To ensure that grants are used as intended, all large grants require a deed of grant that has been drafted or reviewed by the Charity's solicitor and all applicants are asked to appoint a specific liaison person 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, holding funds across several such institutions and never holding more than two thirds of its cash and deposits with any one institution. We externally review holdings against strict "Standard and Poor" ratings on a monthly basis.

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 2011, 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. We have carried out a full review of the Challenge Organiser arrangements and organisation during the year.

In the case of events organised in support of the Charity, risk is managed by communicating clear disclaimers both on the website and in related correspondence

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 several 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 external service provision of both technical support and website hosting has been formalised with a service level agreement and clearly defined areas of responsibility and expected performance levels. Furthermore we have carried out a full external review of our IT capability during the year, improved resilience particularly across our Downton locations and from August 2010 have had in place an experienced Head of IT

TRUSTEES' REPORT

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 Charity'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 Charity'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.

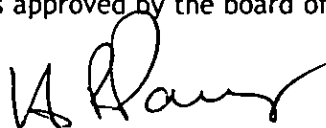
APPOINTMENT OF AUDITORS

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 23 May 2011 and signed on its behalf by:

Hadyn Parry
Chairman






HELP for HEROES

Support For Our Wounded

INDEPENDENT AUDITOR'S REPORT

INDEPENDENT AUDITOR'S REPORT

We have audited the financial statements of Help for Heroes for the year ended 30 September 2010 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 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 AUDITOR

As explained more fully in the Trustees' Responsibilities Statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

A description of the scope of an audit of financial statements is provided on the APB's website at www.frc.org.uk/apb/scope/private.cfm

OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements.

- Give a true and fair view of the state of the group's and the parent charitable company's affairs as at 30 September 2010, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended,
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- Have been prepared in accordance with the requirements of the Companies Act 2006.

INDEPENDENT AUDITOR'S REPORT

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

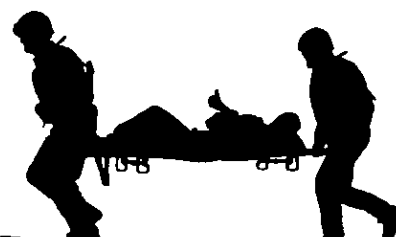
- The parent charitable company has not kept adequate accounting records, or returns adequate for our audit have not been received from branches not visited by us, or
- The parent charitable company financial statements are not in agreement with the accounting records and returns, or
- Certain disclosures of trustees' remuneration specified by law are not made, or
- We have not received all the information and explanations we require for our audit.

BDO LLP

Andrew Stickland,
Senior Statutory Auditor
for and on behalf of,
BDO LLP
Statutory Auditor
Epsom
United Kingdom

Date: 23rd May 2011

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 2010 (incorporating an income and expenditure account)

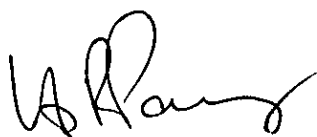
	Notes	2010 Unrestricted funds £'000	2010 Restricted funds £'000	2010 Total funds £'000	2009 Total funds £'000
Incoming resources					
Incoming resources from generated funds					
Voluntary income	2	36,361	78	36,439	14,657
Activities for generating funds	3	2,329	—	2,329	942
Trading activities	4	6,496	—	6,496	3,778
Interest earned		459	—	459	236
Total Incoming resources		45,645	78	45,723	19,613
Resources expended					
Cost of generating funds					
Cost of generating voluntary income	5	2,025	—	2,025	866
Cost of activities for generating funds	6	765	—	765	256
Cost of trading activities	4	3,878	—	3,878	1,645
Total cost of generating funds		6,668	—	6,668	2,767
Net Incoming resources available for charitable application		38,977	78	39,055	16,846
Cost of charitable activities					
Grants made	9	41,617	41	41,658	17,032
Allocated support costs	7	1,260	—	1,260	679
		42,877	41	42,918	17,711
Governance costs	11	27	—	27	20
Total resources expended		42,904	41	42,945	17,731
Net Outgoing resources		(3,927)	37	(3,890)	(885)
Net movement in funds		(3,927)	37	(3,890)	(855)
Funds brought forward		6,096	—	6,096	6,981
Funds carried forward		2,169	37	2,206	6,096

CONSOLIDATED AND CHARITY BALANCE SHEETS

As at 30 September 2010

	Notes	2010 Group £'000	2010 Charity £'000	2009 Group £'000	2009 Charity £'000
Fixed assets	12	197	25	183	157
Current assets					
Stock		1085	26	497	—
Debtors and prepayments	13	3,782	4,958	1,049	2,863
Cash and short-term fixed deposits	14	51,546	49,680	25,681	24,174
		56,413	54,664	27,227	27,037
Creditors falling due within one year	15	(54,404)	(52,399)	(21,314)	(21,100)
Net current assets		2,009	2,265	5,913	5,937
Net assets		2,206	2,290	6,096	6,094
Funds					
General funds		2,169	2,253	1,271	1,269
Designated funds		—	—	4,825	4,825
Restricted funds		37	37	—	—
Unrestricted funds	16	2,206	2,290	6,096	6,094

The financial statements were approved by the trustees on 23 May 2011 and signed on their behalf by:



Hadyn Parry
Chairman



CONSOLIDATED CASH FLOW STATEMENTS

For the year ended 30 September 2010

	Notes	2010 Group £'000	2010 Charity £'000	2009 Group £'000	2009 Charity £'000
Net cash flow from incoming activities					
Net outgoing resources		(3,890)	(6,508)	(885)	(3,018)
Adjustments for non-cash items					
Gifts in kind		-	-	(66)	(66)
Interest earned		(459)	(459)	(236)	(236)
Depreciation		63	20	71	61
Donation due from Trading Company		-	2,705	-	2,132
Other non-cash items		-	-	56	63
Acquisition of BMyCharity		30	30	-	-
Loss on write down of fixed assets		125	125	-	-
(Increase) in stock		(588)	(26)	(423)	-
(Increase)/decrease in debtors		(2,733)	(2,095)	2,647	1,008
Increase in creditors		33,090	31,299	14,958	14,993
Net cash inflow from operating activities		25,638	25,091	16,122	14,937
Capital expenditure and interest received					
Purchase of fixed assets		(202)	(14)	(179)	(143)
Interest received		459	459	246	246
Acquisitions and disposals					
Goodwill written off		(30)	(30)	-	-
Management of liquid resources					
Cash invested on short term deposit	19	(42,010)	(42,010)	-	-
Inflow/(outflow) from financing					
Receipt of loan		-	-	-	-
Repayment of loan		-	-	-	-
(Decrease)/Increase in cash		(16,145)	(16,504)	16,189	15,040
Cash brought forward		25,681	24,174	9,492	9,134
Cash carried forward	19/20	9,536	7,670	25,681	24,174

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 undertakings Help for Heroes Trading Limited (H4H Trading) and BMyHero Ltd (BMyHero) trading as Bmycharity. 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.

On acquisition of subsidiaries all of their assets and liabilities that exist at the date of acquisition are recorded at their fair values reflecting their condition at that date. All changes to those assets and liabilities and the resulting surpluses or deficits that arise after the group has gained control of the subsidiary are charged to the post-acquisition Statement of Financial Activities.

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.

Designated funds are those unrestricted funds that have been allocated by the Trustees for particular purposes.

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		Accounted for as received or if, before receipt, there is sufficient evidence as to the certainty of the receipt and value of the grant.
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, provided entitlement, measurement and certainty of receipt can be provided.
Voluntary income	Other donations	Accounted for as received.
	Gifts in kind	Recognised on receipt of goods or services.
	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.
Generating funds	Charity	Recognised in the period in which the events take place.
	Merchandise	Accounted for when the transaction occurs.



HELP for HEROES

Support For Our Wounded

NOTES TO THE FINANCIAL STATEMENTS

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 activities for generating funds 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 subsidiaries.

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.

Office equipment	– Computers etc	3 years
Leasehold improvements	– Downton premises	10 years
Vehicles	– Trading	10 years

We have revisited the economic life of collecting boxes and promotional banners and have in 2010 written down the cost to nil including the resultant cost in Costs of Generating Voluntary Income.

2 VOLUNTARY INCOME

	2010 Unrestricted funds £'000	2010 Restricted funds £'000	2010 Total funds £'000	2009 Total funds £'000
Grant received	3	—	3	100
Major donations	2,059	—	2,059	1,283
Other donations	31,092	78	31,170	11,985
Legacies	851	—	851	104
Donated services	150	—	150	66
Gift aid receivable	2,206	—	2,206	1,119
	36,361	78	36,439	14,657

The 2009 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. The grant of £3k received in the year was from the Vodafone Foundation. Major donations include £1m donated by Hesco Bastion, and £0.5m raised by Iceland Foods Ltd as part of the Charity of the Year Programme.

3 ACTIVITIES FOR GENERATING FUNDS

	2010 Unrestricted funds £'000	2010 Restricted funds £'000	2010 Total funds £'000	2009 Total funds £'000
Bike Rides - Big Battlefield & A Bridge Too Far	1,497	—	1,497	880
Kilimanjaro Challenge	558	—	558	—
Sahara Challenge	198	—	198	—
Land's End to John O'Groats Bike Ride	36	—	36	62
Other Challenges	40	—	40	—
	2,329	—	2,329	942

See note 6 for the related costs of the activities



4 RESULTS OF THE CONSOLIDATED TRADING ENTITIES

	2010 £'000	H4H Trading £'000	BMyHero from 08/04/2010 £'000	2009 £'000
Turnover	6,496	6,356	140	3,778
Direct costs	(2,336)	(2,280)	(56)	(1,049)
Employee costs	(866)	(830)	(36)	(364)
Overheads	(676)	(541)	(135)	(232)
Net income before donation to the Charity	2,618	2,705	(87)	2,133
Donated to the Charity	(2,705)	(2,705)	—	(2,132)
	(87)	—	(87)	1

Turnover includes £700,000 of income from a commercial participation with Livenation relating to a concert held at Twickenham Stadium on 12 September 2010

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

The results of 6 months trading for BMyHero Limited acquired by Help for Heroes Trading Limited on the 8th April 2010 have been consolidated into the results of the Trading Company resulting in the loss carried forward of £87k. The full cost of acquisition of £30,000, relating to goodwill, has been expensed in the year of purchase.

BMyHero Ltd has an authorised share capital of 1 ordinary £1 share and an issued share capital of £1. The issued share is held by H4H Trading. Both H4H Trading and BMyHero are companies registered in England and Wales

BALANCE SHEET OF THE CONSOLIDATED TRADING ENTITIES

	2010 £'000	H4H Trading £'000	BMyHero £'000	2009 £'000
Fixed assets	171	169	2	26
Stock	1,059	1,059	—	497
Debtors	1,280	1,278	2	121
Inter-company debtors	576	487	89	422
Other assets	249	218	31	197
Cash	1,866	627	1,239	1,507
	5,201	3,838	1,363	2,770
Liabilities	2,385	1,133	1,252	638
Donation due to the Charity	2,705	2,705	—	2,132
Inter-company creditors	198	—	198	—
Loss carried forward in BMyHero Ltd	(87)	—	(87)	—
	5,201	3,838	1,363	2,770

5 COST OF GENERATING VOLUNTARY INCOME

	Note	2010 £'000	2009 £'000
Intermediary charges		314	209
Consultancy fees		301	178
Other direct costs		1,201	309
Allocated support costs	7	209	170
		2,025	866

The intermediary charges are commission deducted at source on donations paid through, predominantly, the JustGiving website (charges have not increased in line with donations as a result of the increased use of Bmycharity by our supporters since the acquisition of BMyCharity in April 2010). Consultancy fees relate to the outsourced information and technology ('IT') function, particularly the design and maintenance of the H4H Website. Other direct costs include the write down of capitalised fundraising assets; purchase of fundraising materials such as collection tins, collection buckets and wristbands, distribution of materials to event organisers, and the cost of promotional items produced for certain events.

6 COST OF ACTIVITIES FOR GENERATING FUNDS

	2010 £'000	2009 £'000
Bike Rides - Big Battlefield & A Bridge Too Far	411	244
Kilimanjaro Challenge	284	—
Sahara Challenge	50	—
Land's End to John O'Groats Bike Ride	—	12
Other Challenges	20	—
	765	256





**HELP for
HEROES**
Support For Our Wounded

NOTES TO THE FINANCIAL STATEMENTS

7 ALLOCATED SUPPORT COSTS

	2010 £'000	2009 £'000
Employee costs	647	333
Social security costs	62	29
Consultancy fees	171	64
Professional fees	61	96
Travel and subsistence	19	32
Software	17	78
Irrecoverable VAT	292	125
Depreciation	20	15
Other costs	180	77
	1,469	849
Allocated to cost of generating voluntary income	(209)	(170)
	1,260	679

£18,000 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. Consultancy fees includes £150,000 donated services from Deloitte. (See note 2 for corresponding income)

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

8 EMPLOYEE COSTS

	2010 Charity £'000	2010 Group Consolidated £'000	2009 Charity £'000	2009 Group Consolidated £'000
Wages and salaries	647	1,468	333	678
Social security	62	107	29	48
	709	1,575	362	726

None of the trustees were paid during the period and none were reimbursed for expenses. Only three employees in the group earned more than £60,000 during the year as below:

£80,001 - £90,000	2
£60,001 - £70,000	1

The average number of employees during the year was 26 (2009: 14) for the Charity and 51 (2009: 28) for the group.

9 GRANTS MADE

	2010 Unrestricted funds £'000	2010 Restricted funds £'000	2010 Total funds £'000	2009 Total funds £'000
Personnel Recovery Centres (PRC's)	22,819	—	22,819	10,000
Individual Recovery Plans (IRP's)	10,966	—	10,966	—
Quick Reaction Fund (QRF)	5,850	—	5,850	—
St Dunstons	1,000	—	1,000	—
Combat Stress	—	—	—	3,500
Headley Court Trust	—	—	—	2,000
Erskine	—	—	—	750
Battle Back	144	5	149	298
Skill Force	—	—	—	224
BLESMA	—	—	—	100
SSAFA Forces Help	—	—	—	20
Other	838	36	874	140
	41,617	41	41,658	17,032

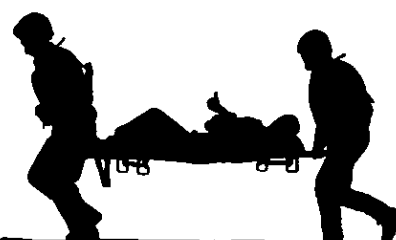
All grants are considered to be within the Charity's objects and trustees' policies

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

10 SURPLUS AVAILABLE FOR GRANT MAKING

	2010 £'000	2009 £'000
Voluntary income earned	36,439	14,657
Profit from activities for generating funds	1,564	686
Profit from trading activities	2,618	2,133
All other costs, net of interest earned	(2,853)	(1,329)
	37,768	16,147



11 GOVERNANCE COSTS

	2010 total £'000	2009 total £'000
Audit	14	8
Risk review	3	2
Accounts printing and distribution	5	6
Trustees' liability insurance	5	4
	27	20

12 FIXED ASSETS

	Leasehold improvements £'000	Charitable equipment £'000	Office equipment £'000	Vehicles £'000	Total £'000
GROUP Cost or valuation					
At 30 September 2009	16	177	73	—	266
Additions during the year	56	—	105	41	202
Disposals during the year	—	(177)	—	—	(177)
At the end of the year	72	—	178	41	291

Depreciation					
At 30 September 2009	3	52	28	—	83
Charge for the year	15	—	44	4	63
Disposals for the year	—	(52)	—	—	(52)
At the end of the year	18	—	72	4	94
Net book value at 30 September 2009	13	125	45	—	183
Net book value at 30 September 2010	54	—	106	37	197

The Leasehold improvements relate to H4H Trading. A vehicle was acquired in the year by H4H Trading. The only class of asset held by the Charity is Office Equipment valued at £67,000 with Depreciation of £41,000 resulting in Net Book Value of £26,000. Remaining assets relate to the Trading Companies (H4H Trading and BMyHero).

13 DEBTORS AND PREPAYMENTS

	2010 Group £'000	2010 Charity £'000	2009 Group £'000	2009 Charity £'000
Due from major donations	694	694	—	—
Due from grants	100	100	100	100
Gift aid receivable	1,223	1,223	395	395
Donation due from H4H Trading	—	2,705	—	2,132
Trade debtors	1,280	—	121	—
Other debtors	174	—	73	—
Accrued interest	154	154	—	—
Prepayments	157	82	360	236
	3,782	4,958	1,049	2,863

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

14 CASH AND SHORT-TERM FIXED DEPOSITS

	2010 Group £'000	2010 Charity £'000	2009 Group £'000	2009 Charity £'000
Short-term fixed deposits	42,010	42,010	—	—
Same day deposit account	5,229	5,229	14,061	14,061
Cash	4,307	2,441	11,620	10,113
	51,546	49,680	25,681	24,174

The same day deposit accounts were held with RBS and were earning interest at a rate of 0.8% at the year end. The balance of the funds were held with Lloyds TSB, Co-operative Bank and HSBC (BMyHero)

Short term fixed deposits were held with RBS, Lloyds TSB and AIB. This is consistent with the policy not to hold more than two-thirds with any one institution.



15 CREDITORS DUE WITHIN ONE YEAR

	2010 Group £'000	2010 Charity £'000	2009 Group £'000	2009 Charity £'000
Grant payable re Personnel Recovery Centres (PRCs)	32,819	32,819	10,000	10,000
Grant payable re Individual Recovery Plans (IRPs)	10,966	10,966	—	—
Grant payable re Quick Recovery Plan (QRFs)	4,700	4,700	—	—
Grant payable re Combat Stress	960	960	2,893	2,893
Grant payable re St Dunstons	748	748	—	—
Grant payable re Headley Court	4	4	6,406	6,406
Other grants payable	1,308	1,308	811	811
Trade creditors	597	356	596	237
Other creditors	1,584	6	308	298
Other taxes and social security	548	23	271	11
Intercompany	—	374	—	422
Accruals	170	135	29	22
	54,404	52,399	21,314	21,100

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

	2010 Group £'000	2010 Charity £'000	2009 Group £'000	2009 Charity £'000
General funds brought forward	1,271	1,269	751	750
Net income from the charity	(6,509)	(6,509)	(3,018)	(3,018)
Donated by the Trading Company	—	2,705	—	2,132
Net income from the trading companies	2,619	—	2,133	—
Designated during the year	4,788	4,788	(1,405)	(1,405)
	2,169	2,253	1,271	1,269
Designated Funds brought forward	4,825	4,825	6,230	6,230
Designated during the year	(4,825)	(4,825)	(1,405)	(1,405)
	—	—	4,825	4,825
Restricted funds	37	37	—	—
	2,206	2,290	6,096	6,094

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 Ltd ('BPS') a company owned by Bryn and Emma Parry, recharged administrative costs, net of VAT, of £18,430 (2009 £270,612) to H4H Trading. These costs related to rent and administrative charge up to 22nd February 2010. At 30 September 2010, the company owed BPS £Nil (2009 £80,338).

A lease for 14 Parker's Close, Downton was agreed between Help for Heroes Trading and Bryn Parry Properties Limited ('BPP') a company owned by Bryn Parry on 22nd February 2010. Rent paid to BPP during the period amounted to £10,208. At 30 September 2010, the company owed BPP £Nil (2009 Nil).

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 £46,205 (2009 £20,951) and the group was charged £92,808 (2009 £24,112) for the services of Wilsons. £3,290 (2009 £3,764) was outstanding by the Charity and £3,628 (2009 £3,764) by the group at the year end.

18 POST BALANCE SHEET EVENTS

On 8 December 2010 the Charity established Help for Heroes Development Company Limited ("Dev Co") to undertake the development work for Tedworth House as a PRAC.

Significant progress has been made since the year end in respect of the major capital projects that Help for Heroes is funding as part of the Defence Recovery Capability. In December a deed of grant was signed in respect of the Colchester PRC. Subsequently in February following the setting up of "Dev Co" (see above) Help for Heroes Development Company Limited entered into an agreement to lease from the MoD (subject to planning consent being granted) Tedworth House.

Since the 30 September 2010 Help for Heroes has been able to grant £15.3m towards the Hasler recovery capability in Plymouth and has designated £9m towards meeting ongoing Tedworth House running costs (and has established two investment funds to be managed by the Trustees with advice from L J Athene Investment Advisers Limited with Newton Investment Management Limited and Ruffer LLP). There has also been a material reduction in the anticipated capital costs of the Colchester PRC from £8m to £5.5m reflecting the outcome of competitive construction tendering and the finalisation of the VAT treatment.

We note the resignation of John Ponsonby from the Board of Trustees from the 16 March 2011.





19 RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET CASH FUNDS

	2010 Group £'000	2010 Group £'000	2010 Charity £'000	2010 Charity £'000
Net funds at beginning of the year	—	25,681	—	24,174
Increase in cash on fixed term deposit	42,010	—	42,010	—
Change in net funds during the year	(16,145)	—	(16,504)	—
Net funds at the end of the year	—	51,546	—	49,680

20 ANALYSIS OF NET FUNDS - GROUP

	At 1 October 2009 £'000	Cashflow £'000	At 30 September 2010 £'000
Cash	25,681	(16,145)	9,536
Cash on fixed term deposit	—	42,010	42,010
Cash and fixed term deposits	25,681	25,865	51,546

21 ACQUISITIONS

Help for Heroes Trading Ltd acquired the assets and intellectual property rights of BMyCharity Ltd on 8 April 2010 for a purchase consideration of £30,000. H4H Trading passed the assets to BMyHero Ltd (a company incorporated in England and Wales on 17 March 2010).

Prior to acquisition the most recently published accounts disclosed trading profits as follows -

	£'000
12 months to 31 October 2008	40

At the date of acquisition the net assets acquired were as follows -

	Book value £'000	Fair value £'000
Assets	12	—
Software	—	30
Intangible assets	—	30
Goodwill	—	—
Total	12	30

On acquisition the goodwill was written off through the Statement of Financial Activities.

LEGAL AND ADMINISTRATIVE DETAILS

TRUSTEES

The trustees, who are also directors under company law, who served during the year ended 30 September 2010 and up to the date of this report were as follows

Hadyn Parry	Chairman
Alex Scott-Barrett	Treasurer
Richard Constant	
Air Vice Marshal John Ponsonby	Resigned 16 March 2011
Stephen Oxley	
Lieutenant General Sir Robert Fry	

Biographies on each of the current trustees can be found in the section titled 'Trustees' All trustees were appointed at the creation of the Charity other than Lieutenant General Sir Robert Fry who was appointed 8 June 2009

SUB-COMMITTEES

AUDIT, FINANCE AND LEGAL

Alex Scott-Barrett	Chairman
Stephen Oxley	
Hadyn Parry	

REMUNERATION

Richard Constant	Chairman
Stephen Oxley	
Alex Scott-Barrett	

GRANTS

Hadyn Parry	Chairman
Stephen Oxley	

TEDWORTH HOUSE ADVISORY PANEL

Chris Davies (Drivers Jonas Deloitte)	Chairman
Warren Glaister (Bovis Lend Lease)	
Alex Scott-Barrett	
David Dickinson (Gardiner & Theobald)	
Jonathan Ballin	

DEFENCE RECOVERY CAPABILITY

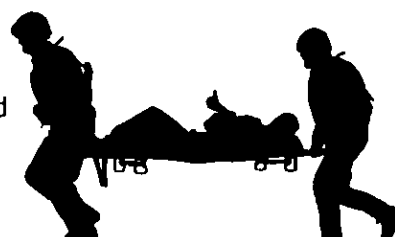
Alex Scott-Barrett	Chairman
Stephen Oxley	
Bryn Parry	

TRUSTEES MEETINGS ARE ALSO ATTENDED BY THE

Chief Executive Officer	Bryn Parry
Managing Director of H4H Trading	Emma Parry
Chief Financial Officer	Jonathan Ballin

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).





HELP for HEROES

Support For Our Wounded

NOTES TO THE FINANCIAL STATEMENTS

CHARITY STATUS

Help for Heroes (H4H) 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 five 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. H4H is governed by its Memorandum and Articles of Association.

CHARITY OBJECTS

The Objects are:

1. 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 the 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

2. To promote and protect the health of those that have been wounded or injured whilst providing services to, or in conjunction with, and in either case under the direction of the commander of, the armed forces, in an area of conflict or war and to provide benefits to the dependants of such persons who are in need.

For the purposes of clause 2, a reference to the commander of the armed forces means the Commander of Her Majesty's Armed Forces, and his officers, or, where relevant, of any allied military body with whom Her Majesty's Armed Forces is working during combined operations.

REGISTERED OFFICE AND COMPANY SECRETARY

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

AUDITORS

BDO LLP, Epsom, Surrey KT17 1HS

BANKERS

Lloyds TSB Bank plc, 25 Gresham Street, London EC2V 7HN

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

Barclays Bank PLC, 1 Churchill Place, London E14 5HP

HSBC Bank plc, Harry Weston Road, Binley, Coventry CV3 2TQ

Co-operative Banking plc, P O Box 101, 1 Balloon Street, Manchester, M60 4EP

AIB Group (UK) plc, 4 Queens Square, Belfast BT1 3DJ

Coutts & Co, 440 Strand, London WC2R 0QS

N M Rothschild & Sons Ltd, New Court, St Swithin's Lane, London EC4P 4DU

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 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.

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. His brother was in the army and his son is currently serving.

STEPHEN OXLEY is the senior partner of Wilsons Solicitors LLP. He heads the firm's Employment and Education department. He acts for a wide range of businesses, charities and schools. He is the chairman of Odstock Private Care and a trustee and director of several charities in the education and healthcare sectors.

LIEUTENANT GENERAL SIR ROBERT FRY KCB CBE

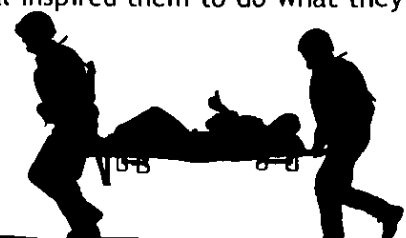
Sir Robert is executive chairman of the McKinney Rogers Group, he is also a director of companies in Abu Dhabi, Qatar and New York. During his military career he held a variety of posts including Director of Operations in the MoD and Commandant General of the Royal Marines, his final operational post 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.

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 future Ammunition Technical Officers', Ammunition Technicians' and EOE MSc courses.

FOUNDER PATRONS JEREMY AND FRANCIE CLARKSON were key figures in the launch of Help for Heroes. Jeremy's interest in the Armed Forces and Francie's family connections, her father was Maj Robert Cain VC, linked them to the young men and women fighting today. An early visit to the hospital at Selly Oak Hospital inspired them to do what they could to help the wounded. Both have helped fundraise at numerous events and Francie has cycled hundreds of miles alongside our Battle Back riders to Arnhem on the Bridge Too Far ride and continue to be closely involved in the development of the Charity.





HELP for HEROES

Support For Our Wounded

HERO AND FOUNDER PATRONS

HERO AND FOUNDER PATRONS (CONT.)

FOUNDER PATRON GENERAL THE LORD RICHARD DANNATT GCB CBE MC DL 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 2009 to become Constable of The Tower of London. In October 2009 he stepped down from the role of Trustee of Help for Heroes (H4H) 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 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. He is a 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. In January 2010 he stepped down from the role of Trustee of H4H but will continue to support the Charity in his non executive role as a Founder Patron.

FOUNDER PATRON AIR VICE-MARSHAL JOHN PONSONBY (RETD) 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 AgustaWestland, a helicopter company, as Senior Vice-President, Training. In March 2011 he stepped down from the role of Trustee of H4H but will continue to support the Charity in his non executive role as a Founder Patron.

PATRONS

MARK SUTCLIFFE The Royal Anglian Regiment 'The Poachers', currently serving as an Military Liaison Officer at DMRC Selly Oak/Queen Elizabeth Hospital, Birmingham. Mark lost his left leg in Basra in July 2006 after being hit by a rocket propelled grenade. He has made an incredible recovery and is now using his experiences and inspiration to help other wounded servicemen/women and their families.

ANDY NEWELL served in the Parachute Regiment for over 25 years reaching the rank of Warrant Officer Class 2 (WO2). He began his career as a private soldier in 1 Para but spent most of his career with the Pathfinders as part of 5 Airborne Brigade and finally 16 Air Assault Brigade. He has been on many operational deployments around the world including Northern Ireland, Kosovo, Sierra Leone, Iraq and Afghanistan. In July 2006 during OP HERRICK 4 in Afghanistan he was the WO2 of the Pathfinder Group when his right arm was totally shattered during the bitter and prolonged fighting at Musa Qaleh in Helmand province. Since then he has undergone extensive surgery eight times to repair his arm, been a regular customer at Headley Court and is still undergoing treatment at Kings College Hospital in London. He is an ardent supporter of H4H and has sold merchandise, completed bike rides and ran the London marathon to raise funds for H4H. Andy currently lives in Fleet, Hampshire.

PATRONS (CONT.)

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 Bike 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 1/2 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 in September 2008 and works in the insurance industry.

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, Ross 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.

SIR IAN BOTHAM OBE is a former England cricketer and Test team captain, and current cricket commentator He was a genuine all-rounder with 14 centuries and 383 wickets in Test cricket, and remains well known by his nickname "Beefy" While a controversial player both on and off the field at times, Sir Ian also held a number of Test cricket records, and still holds the record for the highest number of wickets taken by an England bowler On 8 August 2009, he was inducted into the ICC Cricket Hall of Fame



HELP for HEROES

Support For Our Wounded

HELP FOR HEROES PATRONS

PATRONS (CONT.)

SIR IAN BOTHAM OBE (CONT)

Sir Ian has also been a prominent fundraiser for charity undertaking a total of 11 long-distance charity walks. His first, in 1985, was a 900-mile trek from John O' Groats to Land's End. His efforts were inspired after a visit to Taunton's Musgrove Park Hospital for treatment on a broken toe, when he took a wrong turn into a children's ward and was shocked to learn that some of the children had only weeks to live. He has since raised more than ten million pounds, with the charity Leukaemia Research among the causes to benefit.

CHRIS MOON MBE 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 but despite being told that he would never walk again, 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 they 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 H4H 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.

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.

PATRONS (CONT.)

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

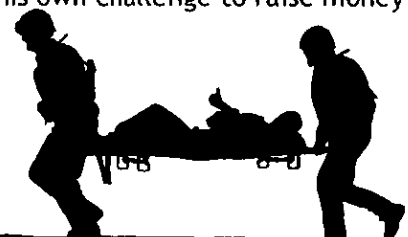
COLONEL DAVID RICHMOND has deployed to NI, Iraq in 1991 (OP GRANBY), Bosnia, Iraq (OP TELIC) and Afghanistan. He commanded The Argylls, 5 SCOTS during OP HERRICK 8 and was seriously wounded during a Battle Group operation near Musa Qaleh. He is still undergoing treatment and remains a regular customer at Headley Court. In his honorary role as the 'senior casualty' he was a member of the Independent Scrutiny Committee of the Armed Forces Compensation Scheme Review which reported its findings on 10 Feb 10. He is currently the Chief of Staff of the Land Warfare Centre

ANDY MCNAB DCM, MM 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 H4H.

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 H4H and is planning his own challenge to raise money and awareness.





HELP for HEROES

Support For Our Wounded

COUNTY COORDINATORS

COUNTY COORDINATORS

All county co-ordinators are volunteers

ENGLAND

Bedfordshire
Berkshire
Bristol and Avon
Buckinghamshire
Cambridgeshire
Cheshire
Cornwall
Cumbria
Derbyshire
Devon
Dorset
Essex
Gloucestershire
Hampshire
Herefordshire
Hertfordshire
Isle of Wight
Isle of Man
Kent
Lancashire
Leicestershire
Lincolnshire
London
Manchester
Merseyside
Middlesex
Norfolk
Northamptonshire
Northumberland
Nottinghamshire
Oxfordshire
Rutland
Shropshire
Somerset
Staffordshire
Suffolk
Surrey

Sussex
Tyne and Wear
Warwickshire

West Midlands
Wiltshire
Worcestershire
Yorkshire (North)
Yorkshire (South)
Yorkshire (West)
Yorkshire (East)

Mark Fairclough
Peter Davies
David Brown
Steve Smith
Robert Altham
Kathryn Cronin
David Gammell
Barbara Keen
Tony Cowley
David Gammell
Mandy Swadel
Marianne West
Anne Norman
Deborah Rogers
Andy Trickett
Paul Readings
Margaret Plumley
Bill Lawrence
Edward Prentice
Arthur Roe
Janie Martin
Katie Wilson
Joanna Armandias
Denise Mellor
Dave Roberts
Katie Bennett
Jacqui Blades
Jane Bowley
Tim Mayland
Tony Eaton
Dave Lewis
Carol Roome
Ian Sawers
Richard Lupton
Jeremy Hobbs
Audrey McCune
Tony Vlasto and
Nicole Vlasto
Sarah Lydiard-Wilson
Alan Saddler
Alec Murray and
Margaret Murray
Dawn Turner
Fiona Gilbert
Ian Baldry
David Morgan
Kevin Mitchell
Kevin Mitchell
Kath Pincott

SCOTLAND

Fife, Angus and
Clackmannanshire
Dumfries and Galloway
Argyll and Bute
Morayshire and The Highlands
The Highlands and Islands
Perthshire
Aberdeenshire
Edinburgh and the Lothians
Kinrosshire
The Western Isles
Glasgow and Strathkelvin
Isle of Mull

Tim Grantham
Tom McGaw
Terry Markwick
Dianne McLeish
Susan Somerset
Mike Dickinson
Catherine Ross
Dan Walker
George Aitken
Ann Evans
John Kerr
Linda McLaren

NORTHERN IRELAND

Neal Somerville

WALES

North
Bridgend
Monmouthshire
Powys

Swansea
Caerphilly

Philip Hughes
Rhys Phillips
Diana McCrea
Clive Duce
Cynthia Duce
Lucy Cook
David Gatward
Pauline Gatward

CHANNEL ISLANDS

Ben Remfrey

OVERSEAS COORDINATORS

Germany
France
Gibraltar
USA (Washington)
Belgium (SHAPE)

Alison Rattray
John Hill
Carla Pullen
Elona Macintosh
Lt Col Richard Stocks



HOW TO FIND OUT MORE

ON-LINE

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

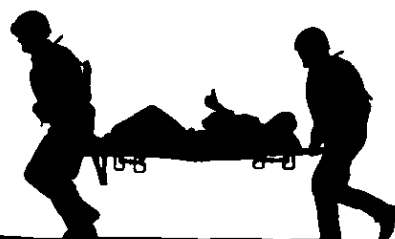
You can also follow us on Facebook and Twitter

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 to our Tidworth office

BY POST

Write to us at
14 Parker's Close
Downton Business Centre
Salisbury
Wiltshire
SP5 3RB



 HELP *for*
HEROES
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