



# WE ARE SSAFA

**ssafa** | the  
Armed Forces  
charity

[ssafa.org.uk](http://ssafa.org.uk)

# WE ARE THE ARMED FORCES CHARITY

**SSAFA provides lifelong support to men and women in the Royal Navy, the Royal Marines, the British Army and the Royal Air Force – and their families. We also work with veterans of all ages to help them settle into life and work outside the Forces.**

## **Our promise**

Founded in 1885, we are the oldest national charity supporting the three Armed Forces, and we are immensely proud of our history. But we know that times are changing, along with the needs of our beneficiaries.

As needs change, we will adapt and improve our services to make sure the people we support get the help they need, now and in the future.

**“Without SSAFA I might have been angry about being injured. But because of this amazing charity, I’ve got a good feeling about life.”**

**ANDY, EX-ROYAL MARINE**

We supported  
more than  
**67,000**  
people in the Forces  
family in 2016





**SERVING**



**VETERANS**



**FAMILIES**

# WHAT MAKES SSAFA UNIQUE?

**We've been supporting the Armed Forces for more than 130 years. We support thousands of people in the UK and on military bases around the world. But it's not just this that makes us unique.**

The needs of serving men and women and of veterans, are becoming more diverse as the world and military landscape changes. So we work hard to make sure our services are flexible. We constantly adapt them to fit with the people we support, and what they need. This means we can offer everyone we work with a range of tailored services to help them navigate life in and beyond the military.



**We spend 92p out of every  
£1 donated on support for  
our beneficiaries**

Within the 92p per £1 calculation, we include money from benevolent funds and other charitable organisations that goes straight to the people we support.



## **The right support at the right time**

We understand that the demands of service life are unique. So we conduct research, gather feedback and measure our impact to understand the changing needs of our beneficiaries, and provide effective support.

### **More support for working-age veterans**

Our recent research shows that service leavers aged 25-64 need more specialised support. The challenges they face are complex - from low income to life-changing injuries or hidden wounds, like depression or post-traumatic stress disorder.

Armed with this information, we are improving our services for younger, working-age veterans, and we will make sure they know we're here when they need us.

### **Early intervention and prevention**

Traditionally, we respond to the existing needs of our beneficiaries. But as our economic environment changes, we're moving towards proactive early intervention. With this new approach, we will prevent problems before they arise, and help people tap into their potential more quickly.



# SPREADING THE WORD ABOUT SSAFA

**To support more people, we need to spread the word about SSAFA and our work.**

We constantly look for new ways to grow our presence online. This includes social media campaigns and microsites for local volunteers to promote their work. We also generate media coverage about our beneficiaries, fundraising, and campaigns – like ‘Got Your Back’.

## **Raising more money**

We need to provide consistent support for our beneficiaries for as long as they need it. We secure money from charitable trusts and donors to fund our work. We create new fundraising events to attract new supporters. And we continue to explore innovative ways to raise money and keep our supporters engaged – like our direct response TV advert in 2016.

## **RAISE MONEY FOR SSAFA**

To find out about our many events and how to get involved, go to [ssafa.org.uk/teamssafa](https://ssafa.org.uk/teamssafa)



In 2016, our social  
media engagement  
rose by

**102%**



# SSAFA'S HEART AND SOUL

**Our volunteers generously give their time and effort to support our beneficiaries. Without them, we would not be able to help so many thousands of people every year.**

## **Safeguarding the future**

We have the largest network of trained volunteers of any military charity. Their hard work allows us to give personalised support to the Armed Forces community through a range of services. We rely on them to help us provide consistent support – and will do for years to come. So we're already investing in them, and the future of SSAFA.

We will continue to develop our volunteer network so we can support more people in their homes and communities, and on military bases around the world. This means recruiting more volunteers, and giving them the training and skills they need to help us target our support.

## **BE A VOLUNTEER**

Sign up at [ssafa.org.uk/volunteer](https://ssafa.org.uk/volunteer)



We have more than

**6,000**

**volunteers in the UK  
and around the world**



**ssafa.org.uk**

# WELFARE ADVICE AND SUPPORT

**Addiction, relationship breakdown, debt or homelessness. Whatever challenges they're facing, the Armed Forces community can rely on SSAFA and our volunteers to help them through it.**

Our trained caseworkers visit the Armed Forces community to see how we can help. They also work with other organisations to access vital support and funding for our beneficiaries.

Our worldwide community volunteers help families adjust to military life, from supporting those in need to helping them settle in to life on the base.

Our specialist volunteers help us tailor our support to the ever-changing needs of the Armed Forces family, from our specialist training in mentoring to Prison In-reach support.

Our volunteers  
handled more than

**38,000**

cases and visits  
in 2016

Our volunteers helped  
us access more than

**£16m**

from benevolent  
funds and grants  
in 2016

Our volunteers  
raised more than

**£2m**

in their communities  
in 2016

# FORCESLINE AT THE FRONTLINE

**SSAFA Forcesline is our free helpline for our Armed Forces and their families. It's the first port of call for many people – whether they are still serving, transitioning to civilian life or a veteran who left the Forces several years ago.**

Our welfare advisors and volunteers help people deal with anything from unemployment to mental health problems. We help them receive emotional, practical and financial support, so they can get their lives back on track. In some cases, callers just need someone to listen.

## **Need to talk?**

Forcesline is outside the chain of command so everything is confidential.

If you could do with some support, call free on **0800 731 4880** or go to **[ssafa.org.uk/forcesline](http://ssafa.org.uk/forcesline)**

## **SUPPORT OUR WORK**

Make a donation at **[ssafa.org.uk/give](http://ssafa.org.uk/give)**



We handled  
more than  
**25,000**  
calls, emails and  
letters to Forcesline  
in 2016



**[ssafa.org.uk](http://ssafa.org.uk)**

# SPECIALIST SUPPORT WHERE IT'S NEEDED MOST

As well as Forcesline and welfare support, we offer a range of other services. These include care homes and temporary housing, as well as health and social care services. For example we help the RAF community with everything from childcare issues to relationship breakdown, through our Personal Support and Social Work service.

We also offer more specialised support to meet specific needs flagged by beneficiaries, volunteers, the Ministry of Defence and other charities. Many of our specialist volunteers have served, so they understand the pressures of military life and can offer relevant support.



We supported  
more than  
**25,000**  
people with our  
health and social care  
services in 2016

We supported  
more than  
**3,000**  
people through our  
RAF Personal  
Support and Social  
Work Service in 2016

**“If it hadn’t been for Matt at SSAFA I would  
have lost a lot of things in my life.”**

**MARK, EX-ROYAL AIR FORCE**



**“My mentor has given me the confidence to start my own business. He’s made me feel like I’m someone again.”**

**LEE, EX-BRITISH ARMY**

## **Our specialist services**

Here are just some of the specialist services we offer our Forces, veterans and their families.

### **Mentoring people when they leave the Forces**

Our mentoring scheme helps injured, wounded or sick service men and women transition to civilian life. We empower every person we mentor to reach their full potential in their new lives and careers outside the military.

We provide long-term, face-to-face support during and after transition. Our mentoring partnerships are also independent to the chain of command, so they complement the support people receive from their military unit.

### **Supporting veterans in the criminal justice system**

Our specially trained Prison In-reach volunteers support ex-service men and women in custody, in prison or on probation – as well as their families.

We work closely with prison staff to support people in prison and at the end of their sentence, when they need help getting back on their feet. Our volunteers help them find accommodation, training and employment opportunities – and with anything else they need to get settled.



## Helping military families adopt

SSAFA is the only military charity with a professionally registered adoption service specifically for military families. We understand the challenges of military family life - including the difficulties people face if they want to adopt a child.

We support families when they may be posted to a new base, so they don't have to start the adoption process again if they move. We also promote equality, and welcome adoption applications from all members of the serving community.



**“The local authority just didn’t appreciate the challenges of military life, but SSAFA understood.”**

**CATHERINE, MUM SUPPORTED BY  
OUR ADOPTION SERVICE**



**SSAFA, the Armed Forces charity provides lifelong support to our Armed Forces, veterans and their families. We began our work in 1885. This year our staff and teams of volunteers helped over 67,000 people - from World War Two veterans to those involved in more recent conflicts and their families.**

### **NEED TO TALK?**

Call Forcesline – our free, confidential helpline for the Armed Forces community.

■ Freephone **0800 731 4880** Lines open 9.00 to 17.30 weekdays

■ Go to **ssafa.org.uk/forcesline**

### **CAN YOU HELP?**

By volunteering or helping us raise money, you can support SSAFA's vital work.

■ Sign up to volunteer at **ssafa.org.uk/volunteer**

■ Take on a fundraising challenge at **ssafa.org.uk/fundraise**

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