

Electrical Industries Charity

Annual Review

2013/14



electrical
industries
charity

www.electricalcharity.org

President's message

Supporting our people through life's challenges

Thinking back on my first year as President, I see 2013-14 as a monumental year for the charity. We are in good shape financially, a major achievement given the longest recession in modern times.

However, the single most significant event of 2013-14 was the charity's rebrand. The Council felt there was a clear case for change based on market research conducted in 2012. It showed that the Electrical Industries Charity name and visual image did little to convey the charity's purpose. We needed something that people would understand instantly and an image that says we are an energising force that connects with people.

The rebrand project started in February 2013 but we were determined to take our time and get it right. Leading charity branding agency Spencer du Bois was appointed in April 2013 following a rigorous tendering process. Workshops and a web survey involving key supporters and members of our Regional Committees ensured the process was inclusive. The new name and logo were approved by the Council in October

2013 and the new brand was launched on 31st January 2014.

The rebrand was the first part of a wider strategic plan to build our position at the heart of helping the industries support their own people.

Looking ahead, we are implementing plans for an Employee & Family Support Programme. I encourage every employer of every size to promote this excellent programme to their staff.

I would like to thank all our supporters and most especially our network of Regional Committees. Made up exclusively of volunteers, these committees raised £150k net in 2013-14 and we owe them a huge debt of gratitude for freely contributing their time and resources.

Pauline Cooke
President and Chairman of Council

Our mission

To look after all people from the electrical, electronics and energy industries whenever they or their families need help with life's challenges, whether big or small, at every stage of their lives.

Our vision

Our vision is a future where all people from the electrical, electronics and energy industries have satisfying and assured lives at work, at home, in retirement and in their community.

Key achievements against strategic plan - 2013/14

Increasing the range of services

Successful pilot with The Debt Advice Network (TDAN). Seven cases were referred to TDAN in the year.

Increasing the number of people accessing our services

Helpline calls increased from 1,399 in 2012-13 to 1,494 in 2013-14.

To work collaboratively with other benevolent societies and charities

207 case referrals were received via Age UK, Citizen Advice Bureaux, Home Improvement Agencies, Health through Warmth, PATH (homeless), Royal British Legion, SSAFA, Turn2Us and other charities.

Increasing industry support through professionally managed partnerships with companies and trade bodies

Balfour Beatty renewed its support for a further year with a donation of £6,900 from their annual golf day and employee fundraising. Over £20k was raised through raffles at industry events run by EDA, EDA Scottish Forum, ECA, BEAMA, HEA-HEMSA and The Electrical Times.

Increasing expenditure on charitable services as a proportion of total spend

Expenditure on charitable services increased by nearly 10%. The proportion of charitable expenditure against total charity expenditure remained the same at 35%.

Investing in quality service development

Investment agreed to extend Confidential Helpline hours to evenings and weekends and to provide counselling and legal advice. New services to launch in 2014-15.

Relocate the Head Office to better premises in central London without increasing costs.

In December 2013 the Head Office team moved to leased offices in the London Bridge area at a favourable rent.

Charitable Services Report

For nearly 110 years the Electrical Industries Charity has looked after people from the electrical, electronics and energy industries. At some point in life, people face challenges:

- Family or relationship troubles
- Financial or legal worries
- Workplace health issues
- Emotional or mental health problems
- Ill health or disability

When a challenge becomes overwhelming, whether personal or work related, the impact can be devastating for the individual and for their family. The Electrical Industries Charity delivers the practical support people need to get back on their feet.

Confidential Helpline 0800 652 1618

Our Confidential Helpline has been operating since 2000 offering independent advice and information on any issue. During 2013-14, the helpline team handled nearly 1,500 calls. An analysis showed that nearly three-quarters related to financial and debt problems.

Financial Assistance

When unforeseen circumstances arise or life deals a blow, a little extra help can make all the difference. For those who can demonstrate a serious financial need, the Electrical Industries Charity can provide a grant for a wide range of needs from the everyday to the exceptional – disability adaptations, mobility equipment, home repairs and also basic essentials like heating and food. In 2013-14, the charity provided financial assistance totalling over £378k.

Free Debt Advice

Getting into debt can happen to anyone. If not dealt with sensibly, debt can spiral out of control, leaving people feeling extremely anxious or depressed. The Electrical Industries Charity has teamed up with the Debt Advice Network (TDAN), a charitable organisation providing individual solutions to debt problems. TDAN has a nationwide team of advisors who are ready to help get people on the road to financial recovery.

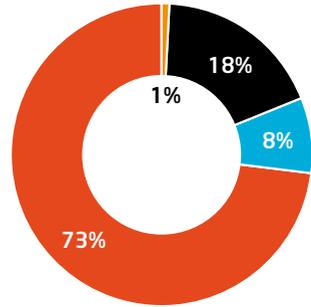
Careers Advice and Outplacement

The Electrical Industries Charity works with a leading provider of interactive online career management through a 'work friend' portal. This has a wealth of audio, video and written material and tools supplemented by access to an individual telephone career coach for three months.

Key statistics

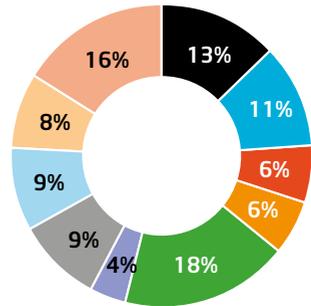
Requests for support

- Advice
- Mobility & disability issues
- House repairs & household items
- Financial & debt problems



Grants by region

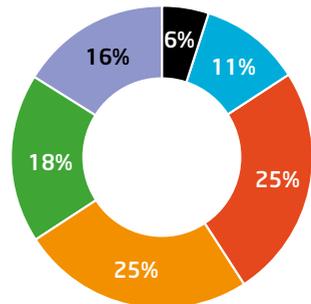
- West Midlands
- East Midlands
- East of England
- London
- South East
- North East
- North West
- South West
- Yorkshire & The Humber
- Scotland, Wales, Northern Ireland



Age profile of beneficiaries

- 20-35
- 56-65
- 36-45
- 66-75
- 46-55
- 76 and older

Two-thirds of the people we support are of working age, between age 20 and 65. However, the majority are not in work due to redundancy, illness, injury, or caring for a sick or disabled child, partner or parent.



New services launching in 2014-15

Our ambition is to reach more working people who may be experiencing challenges in their lives.

Our industry supporters told us that our Helpline needs to be accessible at times convenient to working people. We have listened, so towards the end of 2014, the Confidential Helpline will have new opening hours:

Confidential Helpline

0800 652 1618

8am to 8pm Monday to Friday

8am to 1pm Saturday and Sunday

Telephone Counselling

Counselling (often called talking therapy) is for anyone who is going through a tough time or who has emotional problems they can't sort out on their own. Sometimes it is easier to talk to a stranger than to relatives or friends. Some people say that counselling doesn't make their problems go away, but they find it easier to cope. Telephone counselling is well researched and has been shown to be preferred by many people. We will be able to make referrals for up to 6 sessions with a telephone Counsellor accredited by the British Association of Counselling and Psychotherapy.

Legal Advice

We will be working with a leading provider of telephone legal advice for most personal legal matters:

- Family law, wills and probate
- Taxation, state pension and pension credits
- Consumer law, motoring and road traffic accidents
- Personal injury, clinical negligence, loss of earnings

General legal advice can be provided, however our partner will not take on legal case work.

Respite Breaks for Carers

One in seven of the working population has caring responsibilities. Carers trying to juggle their work and caring roles can often lead to ill-health. Sometimes a short break can help carers to recharge. We can provide advice and information, and in certain cases we may be able to provide financial assistance for a respite break.

Employee & Family Support Programme

In research undertaken by Management Today (www.managementtoday.com/go/unum), half of managers felt that healthy employees mean healthy business. More than a third thought it's good for recruitment and retention, too. The research results pointed to companies that look after the wellbeing of their employees will see a return in greater commitment and higher productivity.

But right now, one in six workers experience depression, anxiety or

stress. 70 million working days are lost each year, costing the UK economy £26 billion. Prevention is better than cure and that is where our **Employee & Family Support Programme** comes in.

All of our new and existing services will be available at no cost whatsoever to the employee, their family, or their employer. To find out how to enrol your employees in the programme, contact our Business Development Team on **0203 696 1717** or email business@electricalcharity.org



Supporting people through life's challenges

Helping people is at the very heart of our work. As these stories show, the Electrical Industries Charity offers practical support to people from the electrical, electronics and energy industries at every stage of their lives.

Keeping the lights on

Mrs P is a 59 year old lady living in the North West, who has coped with a multitude of serious health problems. She is registered as severely sight impaired and was medically retired in 1991. Her husband, who had served in our industry for 17 years was forced to retire to become Mrs P's full-time carer. Sadly, he passed away very suddenly in December last year and Mrs P was left alone and devastated.

Earlier this year all the lights went out in her home and she called an electrician expecting a simple repair. Unfortunately, it transpired that the electrics were unsafe and the whole house was in need of re-wiring. Mrs P had no savings and there were no council grants available. She turned to us for help with the huge cost of £3,120.

We were able to contact the Printers Charity and ABTA Lifeline, both charities connected to Mrs P's former employment, and agreed to share the cost with us. Mrs P was delighted and felt that a big weight had been lifted from her shoulders.

Getting life back on track

Steve had been an electrician for over 10 years when he was diagnosed with throat cancer. Although the treatments were successful, complications followed. He was hospitalised for six weeks for aspiration pneumonia, where stomach contents leak into the lungs causing a serious infection. Steve became so thin and wasted that he felt the cold and had to keep the heating on 24 hours a day.

During his prolonged illness, Steve built up massive debts and was advised to contact our Confidential Helpline by the Turn2Us charity. We paid one priority debt to clear his gas bill so he could keep warm. However, it was clear that he needed further help.

We referred Steve to our charity partner, the Debt Advice Network, and they took him through all his options. Although it wasn't an easy decision, the best option for Steve was bankruptcy. The Debt Advice Network helped him through the process, and he was declared bankrupt in November 2013. As Steve had no money, we assisted by paying the £525 fee.

Steve was hugely relieved, and is now able to manage most of his bills without the stress and anxiety caused by the debts. He was very grateful for our help, and he is hoping to return to work later this year.

Dinosaurs and dragons

Fourteen year old Cameron (Cam) has progressive muscle wasting Duchenne Muscular Dystrophy. Cam was in need of a special Dragon Powerchair at a cost of £24,000 which was far beyond the means of the family. This chair would give Cam the best chance of living life to the full, whatever DMD brings.

Cam lives in Gravesend with his mum and dad in a bungalow which they have adapted to meet Cam's needs. In spite of his DMD, Cam always has a big sunny smile and an upbeat personality. So much so that he has won an award in the "Brave and Inspiring" category at the Ward & Partner's Children's Awards.

His mum, Lisa, had set up a Facebook page and started the long process of fundraising for Cam's new chair. Cam, who loves drawing, also wanted to help and decided to sell his sketches of dinosaurs to raise money for his chair.

His dad, Rob, has been an electrician since leaving school and was told about the Electrical Industries Charity by DragonMobility. Lisa contacted us and our

caseworker set to work contacting other charities for assistance. With the help of the Retail Trust, ABTA Lifeline, Florence Nightingale Aid in Sickness Trust, R L Glasspool, the Bruce Wake Charity, the Joseph Patrick Trust and Children's Variety our fundraising was so successful that not only did we raise sufficient funds for the Dragon Powerchair, we were also able to provide Cam with a much needed specialised bed which would allow for easier turning and more independence for Cam.



There are many more stories like these on our website



Images clockwise from top left:

1. powerBall 2013 Silent Auction
2. Two of our intrepid runners at the finish of the Virgin Money London Marathon 2013
3. Stewart Gregory and Butch Rai with guest speaker Ron Atkinson at Midland's Sportsmen's Dinner, Aston Villa Football Club
4. Operations Manager with Ian Lawson, Chairman of the Southern Region, at their 2013 Annual Spring Ball in Brighton
5. One of the many Golf Days held in 2013
6. One of several Fishing Days held in 2013
7. powerBall 2013
8. The President accepting a cheque for £36,000 from Tony Mills and Andy Spurr at Gloucestershire's Annual Ball

The industries supporting their own

The Electrical Industries Charity does not receive any funding from government or statutory sources. Our principle sources of funds are:

- the proceeds of functions and events organised by the charity and its volunteer Regional Committees
- voluntary donations from companies and individuals, collections at various events, legacies and donations in memoriam

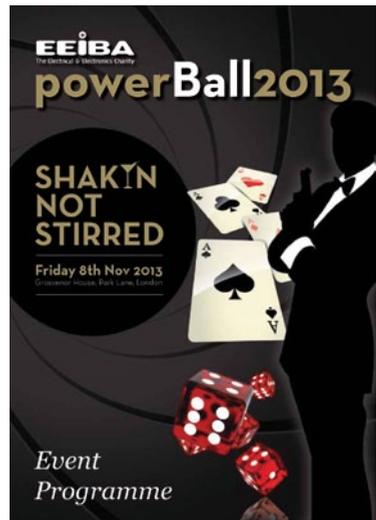
- powerLottery, payroll-giving and other employee fundraising schemes
- income from investments

Thanks to our industry supporters and hard-working volunteers, 2013-14 was an outstanding year for fundraising, ensuring that the charity remains at the heart of helping the industries support their own people.

Fundraising Events

Our Regional Committees organised and hosted 30 events throughout the year. From golf days to dinners, and fishing days to glamorous balls, the variety and quality of events provided much needed support for the charity, and generating £150k. powerBall 2013 reached the heights of glamour with a James Bond themed evening. Thanks to our sponsors and guests, the event raised £175k.

For our fitter supporters, running events proved to be a challenge too good to miss. Our own Claire Paton joined a team of runners from WF Senate to complete the Bupa Great Manchester Run to raise over £3,300. Not to be outdone, 5 runners completed the 2013 Virgin Money London Marathon and raised just over £2,300.



Industry Organisations and Media

The Electrical Industries Charity is fortunate to have close ties with many industry organisations. They generously provide a platform at their events to raise money and awareness of the charity. Events in 2013-14 included:

| | |
|-------------------------------------|---------------------------------------|
| EDA Annual Dinner | The Electrical Industry Awards |
| ECA Gala Dinner & Awards | BEAMA Annual Lunch |
| EDA Scottish Forum Dinner | HEA/HEMSA Annual Conference |

We are also very fortunate to have strong links with the trade media who have provided editorial and free advertising in print and online.

| | |
|----------------------------|--------------------------------------|
| CableTalk (Scotland) | Electrical Review |
| Electrical Contractor News | Electrical Wholesaler |
| Electrical (NI) | Professional Electrician & Installer |
| Electrical Times | Voltimum |

Business Connections

Being at the heart of our industries means being connected to the companies and businesses that make up the electrical, electronics and energy industries. Through their support and generosity, we can continue to provide the practical support people need to get back on their feet.

| | |
|-----------------------------------|-----------------------------|
| ABB | MK Honeywell |
| Aird Walker & Ralston Ltd | National Grid |
| Aslec | Newey and Eyre |
| Awebb | Rexel UK Ltd |
| B.I. Electrical Services (NI) Ltd | Ross Electrical |
| Balfour Beatty | RWE npower |
| Brother | Schneider Electric |
| Dimplex GDC Group | Select |
| E.on UK Plc | Scott Coppola |
| Eaton | Scottish Power |
| EDF Energy | SPG Security Systems |
| Edmundson Electrical Ltd | SPG Scotland |
| Electric Centre | Stearn |
| Electrium | Sutton Bridge Power Station |
| FMS Fire and Security | Thorn Lighting |
| Hager Group | Twelve Electric Club |
| JIB | Weir & McQuiston (Scotland) |
| Magnox | Western Power Distribution |
| MEF Ltd | WF Senate |

Financial Summary

The financial summary shows the income raised, the cost of fundraising and the amounts spent on our charitable activities. The information is taken from the full financial statements for 2013-14. The full audited financial statements, trustees' annual report and auditors' report should be consulted.

Copies can be downloaded from Electrical Industries Charity's website www.electricalcharity.org.

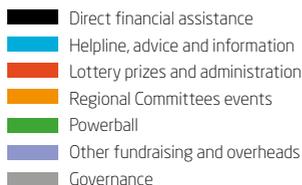
Where the money came from

| | |
|----------------------------|-------------------|
| Investments | 293,000 |
| Donations & legacies | 123,000 |
| Lottery proceeds | 492,000 |
| Regional Committees events | 405,000 |
| PowerBall | 411,000 |
| Other fundraising | 73,000 |
| Total | £1,797,000 |



How we spent the money

| | |
|-----------------------------------|-------------------|
| Direct financial assistance | 378,000 |
| Helpline, advice and information | 234,000 |
| Lottery prizes and administration | 347,000 |
| Regional Committees events | 255,000 |
| PowerBall | 235,000 |
| Other fundraising and overheads | 241,000 |
| Governance | 69,000 |
| Total | £1,759,000 |



Our people

Patron

Her Majesty The Queen

Electrical Industries Charity Council

Council comprises the following Members, who are Trustees and Directors, and held office during 2013-14:

| | |
|---|-------------------------------------|
| Rafe Bateson (Vice President) | W T Parker Ltd |
| Catherine Connolly | Schneider Electric |
| Pauline Cooke (President and Chair) | RWE npower |
| David Elliott | Ronbar Ltd |
| Margaret Fitzsimons (appointed December 2013) | Electrical Distributors Association |
| David Gardiner (appointed June 2013) | Aon Hewitt |
| Charles Gordon | What Vacuum Ltd |
| Stewart Gregory (Vice President) | Schneider Electric |
| Ray Hall | Retired |
| John Hogan | Rexel |
| Ian Humphreys | BI Electrical Services |
| Ian Lawson (appointed February 2014) | Havells Sylvania |
| Paul Loke | Edmundson Electrical Ltd |
| Jim McArthur (Past President) | Weir & McQuiston (Scotland) Ltd |
| Stuart Mackenzie | Glen Dimplex |
| Jim Speirs | BI Electrical Services |

Welfare Audit Group

This group of volunteers provides an independent assessment of the quality and effectiveness of Electrical Industries Charity's charitable services. The Council wishes to express its thanks for their support during 2013-14.

| | |
|------------------------------|---------------------|
| Allan Boldero (Chair) | Mick Sullivan |
| John Leggott | Brian Venables |
| John Ong | Mrs Beryl Whitfield |
| Robert Radford | |

| Regional Committees | | Chairman |
|-------------------------|------------------|----------------------------------|
| Eastern | Rafe Bateson | W T Parker Ltd |
| Gloucester | Eugene Camper | |
| London | David Fielder | Edmundson Electrical Ltd |
| Midlands | Butch Rai | IDS Electric Ltd |
| Southern | Ian Lawson | Havells Sylvania Europe Ltd |
| Tyne & Wear | Fred Dickinson | CP Electronics |
| Yorkshire | Andy Roach | Morgan Sindall |
| Northern Ireland | Mervyn Knox | Hager Group |
| Scotland Committees | | Members |
| Glasgow | Jim McArthur | Weir & McQuinston (Scotland) Ltd |
| | John McCole | |
| | Barry McInally | Schneider Electric Ltd |
| | Ken McQuaker | |
| | Isabel Smith | Edmundson Electrical Ltd |
| Edinburgh | Scott Cuncliffe | Mechanical & Electrical Fixings |
| | David Deehan | Zumtobel |
| | Alistair Maltman | Tofco CPP Ltd |
| | Gary Mitchell | MFS Fire & Security |
| | Derick Ramsay | Thorn Lighting |
| Aberdeen | Alex Barclay | |
| | Ricky James | |
| | Andy Milne | |
| | Grant Stott | R.STAHL |
| | Mike Tweed | |





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Supporting our people
through life's challenges

Confidential Helpline
0800 652 1618

Mon-Fri 8am to 8pm Sat-Sun 8am to 1pm

www.electricalcharity.org

 [@electriccharity](https://twitter.com/electriccharity)

 facebook.com/electricalcharity