



**THE
AMBULANCE
STAFF
CHARITY**



**An unprecedented
year of growth and
challenges**

Our Impact 2019 | 2020

Caring for those who care for us

Our mission

Ambulance staff represent the very best of us, and in return, we exist to provide a vital lifeline during their time of need. We're passionate about caring for those who care for us—and we strive to ensure the UK's lifesaving ambulance community is strong, healthy and ready to be there for us when we need them.

Find out more about TASC and how you can help support us at: www.theasc.org.uk



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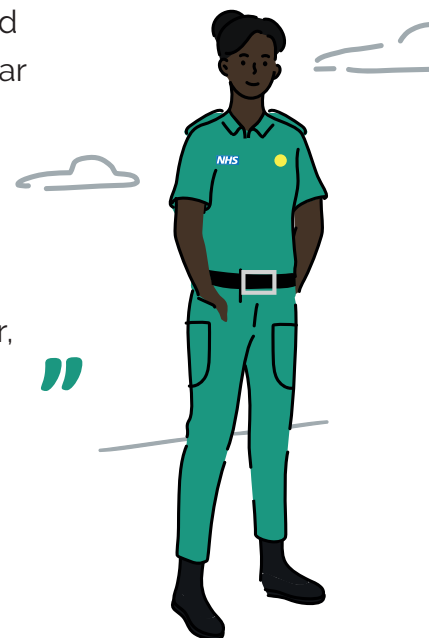
I injured my back only two months after I had qualified and I was gutted that I couldn't be out on the road practising my skills. The longer it went on, the worse I felt. I did everything I could to aid my recovery and nothing worked. My mental wellbeing was suffering and at a particularly low point I decided I had to do alternative duties.

My Clinical Mentor told me that TASC may be able to help; so I got in contact with the team and they offered to send me to a treatment centre to aid my recovery. I'm so glad they did! The facilities were first class and the staff were wonderful. The other patients at the centre also had similar injuries and it was so nice to have people to talk to who knew exactly where you were at.

Since returning home I am the best, physically, I have ever been since my injury. I am more confident than ever that I will eventually be able to return to my frontline duties rather than looking for an alternative career, and it's all thanks to TASC.

**Charlotte, Associate Ambulance Practitioner,
Buckinghamshire**

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A year in review

“I am very pleased to introduce The Ambulance Staff Charity (TASC) 2019/20 Impact Report, and my first as Chair of the Board of Trustees.”

2019/20 has been a defining year for TASC. We launched new services, adapted our current provision, welcomed new team members, trustees and volunteers and even changed our constitution to ensure we can support everyone in the UK's ambulance community. As a result, we have continued to build and grow on our achievements from last year to reach, engage with, and support more people than ever before.

Mental wellbeing continues to be our most in-demand service, and Post Traumatic Stress Disorder (PTSD) remains a significant concern for our beneficiaries with 1 in 2 people coming to us for mental health support. To provide the best support for ambulance staff after trauma, we continually develop our approach and treatment pathways, including engaging a registered in-house counsellor to assess the best treatment for each individual.

I would like to take this opportunity to say a big thank you to the Department for Digital, Culture, Media and Sport (DCMS), and to all of our volunteers, fundraisers, donors, trusts, corporate supporters and partners who support, take on challenges and raise funds for us. It is through their generosity and effort that we have been able to achieve so much in 2019/20.

I would also like to say a special thank you to TASC's previous Chair, Sue Noyes who we said goodbye to in March. Over the previous three years, Sue's leadership has helped steer TASC into a strong position and provide the platform we need to take TASC to the next level, for which we are grateful. Finally, in 2019 we said farewell to Mik Webb after he passed away. Mik had been TASC's Treasurer since we formed and he is remembered not only for his work but also for his passion and commitment to TASC. Mik is sadly missed by his TASC colleagues and friends.

This introduction cannot end without a mention of Coronavirus. The world changed at the end of February as the impact of the pandemic became apparent.

At TASC, we would like to thank every single member of the UK's ambulance community, and all those in the NHS and care sector, for their commitment and sacrifices during this unprecedented time. The ambulance sector has lost friends and colleagues to the Coronavirus during this time and our thoughts are with each one and their families.

It is more important than ever that TASC is here to care and support those who care for us.

Diane Scott QAM
TASC Chair



Wayne's story



“

I received an urgent callout to a road collision and when my partner and I arrived at the scene we were met with carnage and chaos; there were bodies strewn all over the road.

My first thought was what do I do, and who do I treat first? We quickly contacted control but it was about 15 mins before help arrived. During the entire call out I was in 'work mode' and got the job done and it wasn't until I got home that the gravity of what I experienced hit me, and I broke down. I began to second guess myself— was there something else I could have done? I also started to have nightmares and relive the events of the day in detail.

I became distant, irritable and short-tempered. It got to the point that my wife ordered me to go and see my GP and as soon as I started to talk I broke down in floods of tears. I was recommended EMDR therapy for PTSD but this wasn't provided on the NHS in my area so I contacted TASC and within a couple of days, they gave me funding for my therapy and a list of local therapists who could help me.

Without TASC's help I would still be suffering with my PTSD and on medication to control my moods. My family and I are so grateful to TASC, we can't thank them enough! Help is there; don't suffer in silence, just ask.

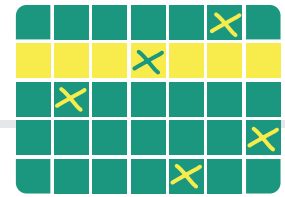
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**Wayne, Ambulance Technician,
Scotland**

Our year at a glance

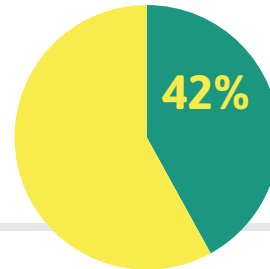
621

interventions provided



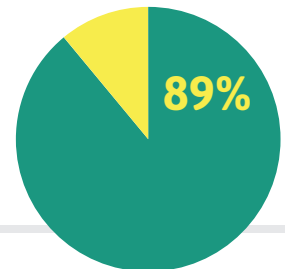
42%

year on year increase in the number of beneficiaries receiving mental health support



89%

of people would recommend TASC to their friends and colleagues



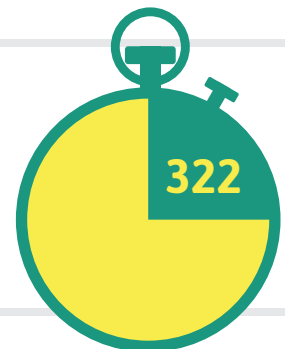
£557

average financial grant given to people in extreme need



322

hours of physical rehabilitation support provided



Supporting more people than ever before

We have continued to build our support services, raise funds, create partnerships and promote our work to help meet the growing need for our support. Our hard work enabled us to deal with this demand, which saw our **number of beneficiaries grow by 12%** on the previous year.

Now supporting ambulance volunteers

To support the UK's entire ambulance community, we changed our charitable constitution to offer support to active UK ambulance service volunteers, such as Community First Responders (CFRs) and patient transport service volunteers.



Expanding physical rehabilitation support

To make our physical rehabilitation services more accessible, we have begun offering ten sessions of physiotherapy with a licenced professional in the beneficiary's local area. This tailored service has been well received and saw us provide **three times more interventions** than the previous year.

Boosting support with peer support volunteers

Many of our volunteers are serving ambulance staff and last year, we provided almost **50** hours of training to give them the knowledge and skills they needed to support their colleagues during their time of need. So far, **1 in 3 of our volunteers** have been specially trained in peer support, and we have plans to further expand and develop our training in 2020/21.

A new look for the future

To better reflect who we are as an organisation, in 2019 we worked with beneficiaries, volunteers, stakeholders and local design agency RAWWW to develop a new brand, which we launched alongside a new website. We have continued the development of our site and we also launched an online shop in January 2020.

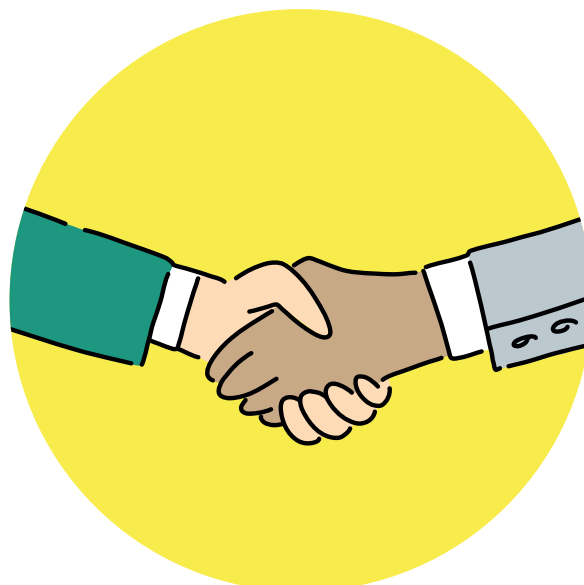


Providing better value for money

To strengthen our service offering while reducing costs, we have employed a Money Advisor and a registered counsellor to bring a significant portion of our services in-house. By doing this and streamlining our processes, we have **reduced the average cost of a mental health or financial wellbeing session by 17%** while offering more and better support to our beneficiaries.

More online support

We began working with Rightsteps to offer free online advice and information on a range of wellbeing topics. Since its launch, our portal has been **viewed over 500 times**, with topics on anxiety and stress at work being the most popular.

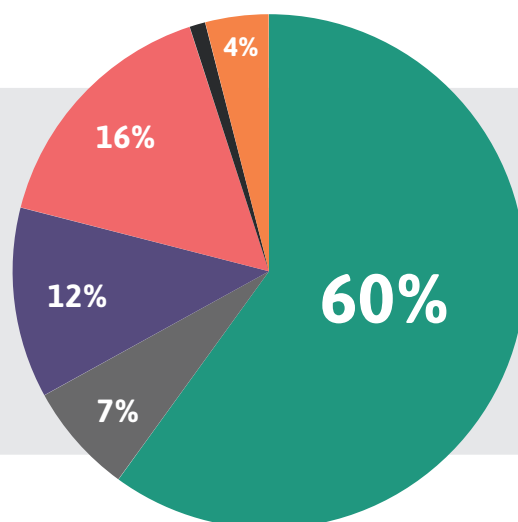


Year in numbers

3,000

support
sessions
provided

Mental health — 60%
Physical rehabilitation — 7%
Debt advice — 12%
Financial grant — 16%
Bereavement — 1%
Online wellbeing — 4%



56%

increase in
interventions on
the previous year

61%

of people
accessing our
financial wellbeing
support were men

89%

of people would
recommend
TASC to their
friends and families

72%

growth in income
from our supporters
in 2019/20

1 in 3

of our volunteers
have received
Peer Support
Training

2 in 5

people accessing
our services were
experiencing PTSD
symptoms

4 in 5

of the people we
support say we
changed their
circumstances

Over half

of our one-off
donations were
in memory
of someone

1.6

million social
media impressions

**Over
2,100**

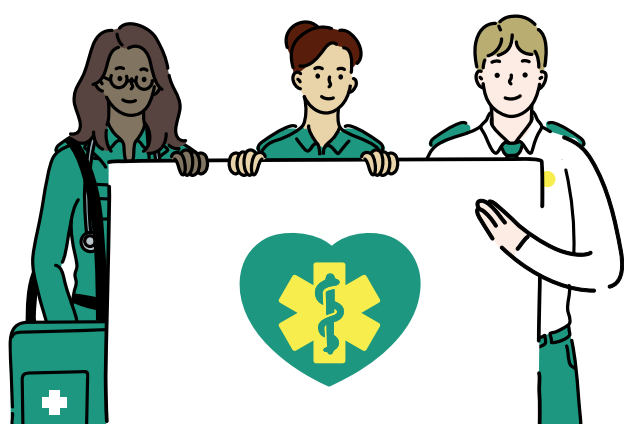
hours given by
TASC volunteers

**Over
£36,000**

raised by our
community
fundraisers

**Over
£40,000**

more annualised
income awards
received by our
beneficiaries since
our Money Advisor
joined our team



How to get involved

£50

can provide five people with online addiction and wellbeing support.

£300

can provide someone with six hours of mental health support, including PTSD.

£680

can pay bankruptcy fees for someone in extreme financial difficulties.

£1,040

can provide two people with 10 sessions of local physiotherapy after they've been injured in the line of duty.

Help us change lives for the better

Demand for our services is growing rapidly and we're dedicated to caring for the people who care for us, but we can't do it alone. The impact of Coronavirus will be felt by the ambulance community for months to come—and we need your help to continue supporting ambulance staff, their family members and ambulance service volunteers during and after this crisis.

Your support has never been more important.



Make a monthly donation

Visit www.theasc.org.uk/donate to sign up to become one of our regular donors or make a one-off donation. Don't forget to Gift Aid your donation so we can claim an extra 25p for every £1 you donate at no extra cost to you!



Sign up for payroll giving and donate through your salary

Sign up to payroll giving and make a monthly donation to TASC through your salary. Learn more about payroll giving at: www.theasc.org.uk/payrollgiving



Get fundraising

Fundraising is a fun way to give back. There are so many ways to raise money—the possibilities are endless. Learn more about fundraising for TASC at: www.theasc.org.uk/fundraising



Become a TASC Volunteer

Donate your time and help promote our services, raise awareness and funds and encourage others to get involved. Sign up to be a volunteer at: www.theasc.org.uk/volunteer

Supporting the UK's ambulance community during the Coronavirus crisis and beyond



Karl Demian, Chief Executive Officer

At last years' AGM our Board of Trustees and senior management team spent a long-time developing strategies to meet the growing demand for our services, offer more with our existing resources and increase our income. Less than six months later, Coronavirus has caused our plans to come to a grinding halt, and in some cases, go out the window altogether!

Our first challenge was safeguarding our team members while still delivering our services, and prior to the government shutdown, we took the proactive decision for TASC employees to work from home. This meant our team could get up to speed and iron out any kinks in our processes before the worst of the pandemic struck so that we were able to continue offering our support almost seamlessly.

Immediately following the government's announcement, we were unfortunately forced to put our physical rehabilitation services on hold as the Police and Firefighter's treatment centres, as well as most physiotherapy practices, closed. We continue to accept referrals to our wait-list which we will action as soon as we're able.



“TASC was here before the pandemic, we were here during, and we'll be here after.”

We have continued to provide mental health support, including referrals to counsellors offering telephone or video sessions, but most of our beneficiaries have postponed their sessions until a later date, most likely due to the increased pressures they're currently experiencing. At the same time, we've also seen a growth in the demand for financial advice, guidance and grants due to the number of people experiencing difficulties as a result of someone in their household being furloughed or dealing with a general loss of income.

As the impact on the NHS became clear, the UK's lifesavers buckled down to tackle the challenge ahead of them, and for many people in the ambulance services, this meant putting the job ahead of their own wellbeing and personal needs – something in our experience that ambulance staff do time and again. This means our support services have been a bit quieter recently, so we've been focusing on offering additional support during these uncertain times which has included:

- Joining up with Cruse Bereavement Care to train our Peer Support Volunteers on how to help someone coping with grief after a loss
- Working with the Association of Ambulance Chief Executives and others to develop a host of information and advice which is available in a download pack
- Developing a financial wellbeing clinic to provide beneficiaries with a benefits check and advice on other support that may be available to them
- Launching our Talk With TASC service to offer a regular social phone call from a TASC volunteer to people who are struggling while self-isolating
- Working with the Royal Foundation to promote the current issues in the ambulance community and support the development of OurFrontline, a new mental health support service for frontline key workers

I am very proud of what my TASC team has achieved over the last year, and the last few months in particular. When facing the challenges of the pandemic, we were able to carry on and provide support as normal. The numbers of people from the ambulance community and the general public that have stepped forward to raise funds in many wild, wacky and innovative ways, and to donate to our cause has been incredible and we cannot thank them enough!

Karl Demian,
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Karl', with a stylized, cursive script.



Moving forwards from the initial crisis

Karl Demian, Chief Executive Officer

The impact of Coronavirus has been profound, and the UK's road to recovery will heavily depend on whether we see additional waves and how quickly effective treatments can be developed. Myself and my senior management team have been thinking hard about how we need to respond to the changes in the service landscape, and have already started building on what we have learnt, as well as visualising how we will need to change our services and the way we provide them.

Innovation, both in what we do and how we do it, will be vital in the post-pandemic world and money will be in short supply, so we need to make every penny count. The use of technology will only grow and accelerate as social distancing continues, but not at expense of what we all need - personal contact. We are already looking at options to help people access our services digitally and safely. We're also planning on offering more online services and making greater use of video technology, and we will be engaging with our beneficiaries to help design how this will look.

A dam about to burst?

Right now, we're beginning to cautiously emerge from lockdown, and our Wellbeing Support Team is already becoming busier as the pressures and stresses of the last few months are beginning to be felt by ambulance staff and volunteers.

Pre-Coronavirus, 2 in 5 people we saw were experiencing PTSD symptoms as a result of their job; the impact of the pandemic is likely to add to these numbers.

This is so much more than the job, it will be associated impacts such as the loss of colleagues and loved ones, the worry of going home to your family not knowing whether you are infectious, or the strain of not being able to go home at all. We believe all these impacts will result in an increase in those experiencing PTSD symptoms, which will have serious consequences for the individual, their loved ones, and their employers. On top of this, ambulance staff are exhausted, and when people are exhausted, the risk of physical injury increases and we are expecting to see greater numbers of people contacting TASC for support with their physical recovery after injury.

The aftermath of the pandemic will be felt by ambulance staff, their loved ones and ambulance service volunteers for a long time to come. In short, the consequences of Coronavirus on their mental health, the physical exhaustion over the previous months and the impact of loss of income means that as we come out the other side of this pandemic, we're expecting to see an explosion in demand for support from ambulance staff. It is vital that we build a long-lasting network of support that needs to be about the whole picture of mental, physical and financial wellbeing.

Once we are through this stage of the pandemic, we cannot assume that everything will go back to how it was. As a nation we will be changed, and as individuals we will act and think differently about many things. Support provision needs to tackle the problems that existed for the ambulance community before Coronavirus, but also change and grow to respond to the needs that will flow from all our experiences and the way that society has changed.

This is a time that has stress-tested all our networks and relationships; for many these will have been strengthened but for others, they will have been stretched to breaking point. One of the greatest dangers is that without those relationships, people will be left alone and perhaps driven to despair; we need to be there to help with timely interventions and longer-term support.

Together we are stronger, together we are better

TASC cannot do it all, but we will work with the NHS ambulance trusts, private services, and the colleges and universities training the paramedics of the future to strive to help everyone meet the challenges of life as a member of the UK's lifesaving ambulance community. If we have learnt anything during the pandemic, it is that we need each other. At TASC, we strive to improve the way that we work in partnership, get the best out of our resources, share, and collaborate to ensure that our ambulance people get the best support that they can.

TASC was here before the pandemic, we are here during, and we will be here afterwards to care for those that care for us. Join us and get involved at: www.theasc.org.uk/business



Income and expenditure

Income

Total: £1,084,000

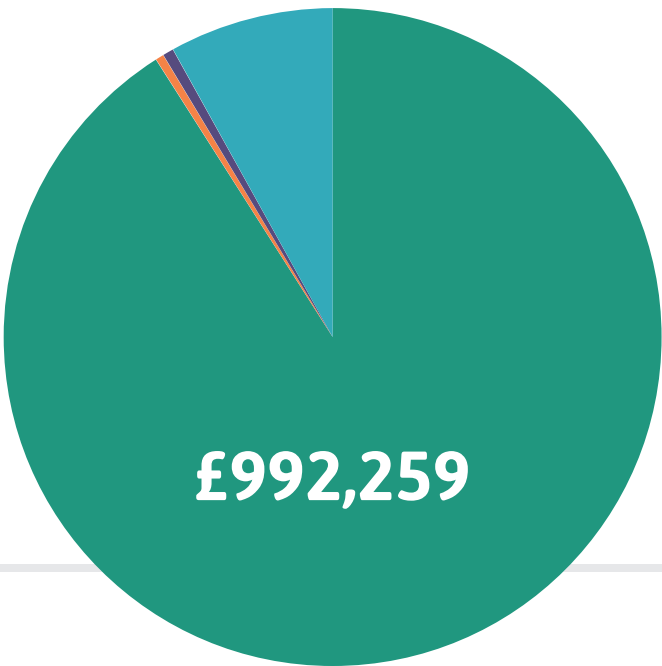
Donations and legacies: £992,259

Charitable activities: £4,202

Trading activities: £5,541

Investments: £81,279

Other income: £400

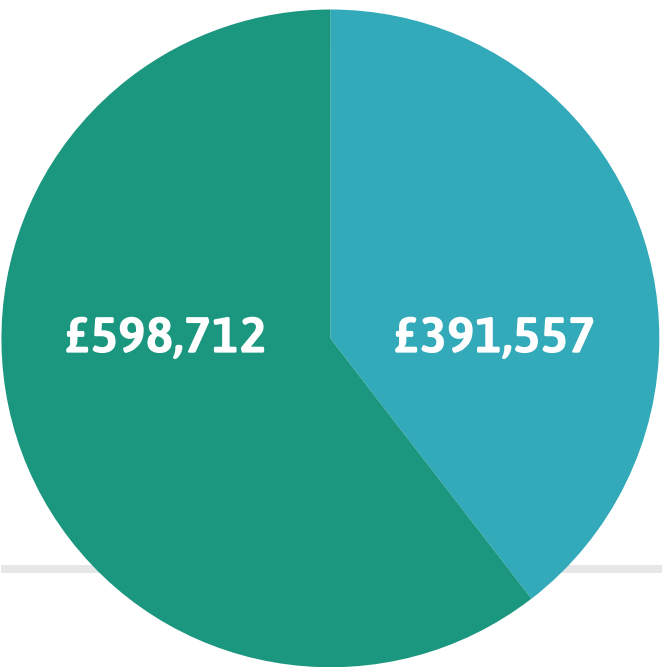


Expenditure

Total: £990,000

Charitable activities: £598,712

Raising funds: £391,557



Chair

Diane Scott

– *joined January 2020*

– *became Chair March 2020*

Sue Noyes – *left March 2020*

Gordon Enstone – *Vice Chair*



Trustees

Gerry Brown

Edward Weiss

Carl Ledbury

Roger Diggle

Kulvinder Naga

Tony Arrowsmith

Helen Poole

– *joined March 2020*

Reverend Kevin Charles

– *joined March 2020*

Mark Sanderson

– *left October 2019*

Dinesh Visavadia

– *left March 2020*

Leadership

Karl Demian,
Chief Executive Officer
@TASCharityCEO

Daniel Squibb,
Director of Operations
@TASCDirectorOps

Jasmin Rana,
Director of Income
Generation and
Supporter Engagement
@TASCFundraising

Tony Fossey,
Interim Head of Finance
and Governance

Angie Crashley,
Wellbeing Support
Manager
@TASCsupport

Marieanne Curtis,
Volunteering Manager
@TASCvolunteer

Emilly Fallen,
Communications and
Marketing Manager

Get in touch

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Westwood Way, Coventry,
CV4 8JA

Tel: **02477 987 922 (office)**
Email: **enquiries@theasc.org.uk**
Web: **www.theasc.org.uk**



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TASCharity



TASCharity



www.linkedin.com/company/TASCharity



Wellbeing Support Team

Tel: **0800 1032 999 (freephone)**
Email: **support@theasc.org.uk**

Volunteering Team

Email: **volunteering@theasc.org.uk**

Fundraising Team

Email: **fundraising@theasc.org.uk**

Communications

Email: **communication@theasc.org.uk**

“

I wanted to say a massive thank you for all your help in changing my life! You may never know how much all the support I've had has benefited my family and I. This journey is soon to end, with a new one beginning—and my future is much brighter. I will never forget your kindness as I enjoy the rest of my life to the max. ”

TASC beneficiary



Department for
Digital, Culture
Media & Sport

A big thank you to all the trusts involved for providing us with their photography.

TASC is a registered UK charity: 1163538 / SC046384