



**THE  
AMBULANCE  
STAFF  
CHARITY**

Caring for those who care for us

# Our Impact 2020 | 2021

# Letter from the Chair

**It is my great pleasure to introduce this year's Impact Report to accompany our Annual Accounts. I assumed the role of TASC Chair in May 2020 from my predecessor, Sue Noyes, to whom we are most grateful for her commitment and hard work for the charity.**

2020/21 has been an unprecedented year, and I am so proud of the way that our staff, volunteers, and trustees have adapted to become a virtual organisation since the beginning of the pandemic. We have continued to provide support, tailoring it to the changing needs of our ambulance colleagues, while improving the access and speed with which we provide vital help.

This report provides the detail on what we have achieved this year. What has been most remarkable throughout the year is the dedication and resilience shown by ambulance staff in helping the UK through these extraordinary times. We are particularly honoured to be a part of the support that helps these remarkable people and their families in their time of need. Sadly, this has been at a great cost to a large number of individuals and their families, with around 30 ambulance staff losing their lives to Covid 19.

Support for mental wellbeing is still the largest part of our work, however the number of people with trauma-based conditions and the complexity of the cases where we have provided support has increased. We have also seen a rise in the numbers of people seeking help with financial support as families have been hit by the economic impacts of Covid 19.

This has also been a year when the support we have received with fundraising has been astounding both from the public and the ambulance community. I would like to take this opportunity to personally thank all of those that have donated and raised funds for which we are so grateful.

I would also to thank the Department for Digital, Culture, Media and Sport (DCMS) for providing funding for TASC this year, the Covid-19 Healthcare Support Appeal (CHSA) who provided funds to support those whose mental health and financial circumstances have been impacted by the pandemic. Finally, the Royal Foundation whose generous grant has enabled us to fund more trauma-based support through extended opening hours of our phone lines, and to provide training on supporting bereavement to our peer support volunteers.

I would like to thank and acknowledge the work of my fellow trustees through this difficult year, and to Kulvinder Naga for her support and who stood down as a trustee in February.

Finally, I would like to thank the staff and volunteers who have worked tirelessly to provide support to our service users in this most difficult and unprecedented year.

**Please read the report and enjoy reading the information and the stories that demonstrate why we are needed, what we do, the impact we have, and celebrate all those that have contributed throughout the year.**

*Diane*

**Diane Scott QAM  
TASC Chair**



# Our mission

**The Ambulance Staff Charity's mission is to provide compassionate and independent support for the wellbeing of the ambulance community whenever they need it, whatever their role.**

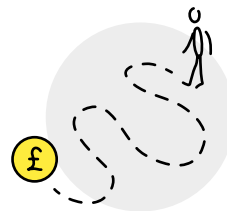


## Ambulance staff need TASC's support now more than ever



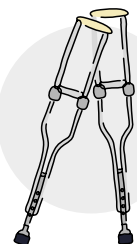
**400%**

more people contacting TASC for help than in 2017/18



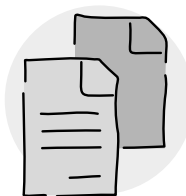
**160%**

increase in people receiving financial guidance from TASC since 2017/18



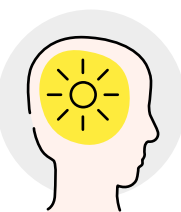
**47%**

increase in people receiving support with physical recovery from TASC since 2017/18



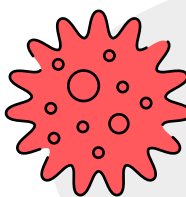
**54%**

increase in TASC's annual caseload since 2017/18



**71%**

increase in people receiving mental health support from TASC since 2017/18



**23%**

of people that came to TASC in 2020/21 were seeking support for the impacts of the pandemic

### Supporting more people than ever before

TASC is dedicated to caring for those who care for us and we want to be there for every ambulance person in their time of need. Our cause relies on donations and support from our partners and donors to ensure that we can continue to provide our lifechanging services.

To find out how you or your organisation can help support the UK's lifesavers during their time of need, **visit our website** or **email [fundraising@theasc.org.uk](mailto:fundraising@theasc.org.uk)**



## Paul's story



“ I have a daughter from a past relationship, but my ex-wife passed away suddenly and I became a full-time dad overnight. I decided to temporarily reduce my hours to care for her, however now I was only picking up three shifts at work every two weeks. I quickly noticed the change in my finances and I started to struggle. It really started to worry me.

I don't like asking for help but I decided to give TASC a call, and I'm so glad I did! I was blown away when TASC said they were giving me a grant of £1,000, it really took a weight off my shoulders! TASC's Money Advisor also gave me lots of tips on how to claim for Universal Credit.

I hadn't even considered benefits, let alone knew where to start! Julie told me everything I needed to know to make it as easy as possible. She really went above and beyond to help me and saved me a lifetime of effort and hassle.

Before I came to TASC I felt really isolated and I think it's brilliant that the charity were there to support me. I'm already making long-term plans, but in the short term TASC really saved my bacon financially. I'm so grateful to Julie and the entire TASC Team. ”

**Paul, Ambulance Technician, Nottinghamshire**



# Here before, during, and after the pandemic

## Preparing for flexible working

Technology has been vital over the last 12 months and investing in our systems is TASC's standard practice.

Prior to the government announcing the first lockdown, we made the proactive decision for all staff to work from home for the foreseeable future. This helped us stress-test our systems and sort out any issues before the worst of the pandemic struck. The outcome has resulted in TASC continuing a seamless provision for our service users over the last year.

**Learn more about TASC's services**

## Dealing with the restrictions of lockdown

Mental health continues to be our most in-demand service, accounting for almost 1 in every 2 interventions we provided last year.

With many counsellors not offering face-to-face sessions, we offered our service users video or telephone sessions instead. We began looking at other ways of working to help get people the help they needed as quickly as possible. For service users in particular need, we also offered sessions with our in-house counsellor to discuss coping mechanisms and techniques.

**Learn more about our mental health services**

## Providing extra support during a difficult time

On top of the usual stresses of the job and everyday life, ambulance staff had to deal with a number of new concerns in 2020/21, such as not seeing loved ones, isolating, PPE, and new rules to keep them safe.

To support them, we worked with the Association of Ambulance Chief Executives (AACE) and a number of other organisations and experts to develop free information packs full of advice, information, and wellbeing guidance. In 2020 we also established 'Talk With TASC', a new service where people who were experiencing loneliness could have a social call with a TASC volunteer.

**Download our Coronavirus Information pack**

## Helping get finances back on track

Every year around 30% of our total interventions are to support the financial wellbeing of the ambulance community. To better help our service users, in April 2020 we employed a money expert to offer financial guidance and information on benefits, HMRC, and maximising income.

Since bringing this resource in-house, our Money Advisor has helped our service users achieve over £333,000 of extra income in benefits and helped secure over £9,000 from external grants.

**Learn more about our financial services**

## Boosting our volunteer support

Over the last five years, TASC's volunteers have gone from strength to strength, and last year they gave over 3,000 hours of their time to support our cause, approximately worth £52,000<sup>3</sup>.

9 in 10 of our current volunteers are serving ambulance staff, and to provide additional support to their colleagues, we have trained almost a third of them in Peer Support. To further develop our offering, we have digitised our training into a set of online videos and an interactive webinar which volunteers can fit around their other commitments. In 2020 we also started training our volunteers to support their colleagues going through a bereavement.

**Get involved and become a TASC volunteer**

## Remembering those we lost

Every two years we host the National Ambulance Service Memorial at the National Memorial Arboretum in Staffordshire.

Due to the pandemic, we were unable to hold this year's event but we still marked the event by creating a video featuring tributes, poems, readings, and speeches by Darren Mochrie, Chairman of AACE and CEO of North West Ambulance Service, and Anthony Marsh, CEO of West Midlands Ambulance Service.

**Watch TASC's memorial video**

## TASC turns five

2020 was a special year for TASC as it was the year we turned five years old. Since launching in 2015 we have seen a 1,250% increase in calls and provided over 1,800 interventions.

TASC's roots began in 1986 with the creation of the Ambulance Benevolent Fund with the aim to support the finances of ambulance staff. Today, TASC exists to support the mental, physical, and financial wellbeing of the UK's entire ambulance community including serving/retired staff, their family members, students, and ambulance service volunteers.

**Learn more about our history**

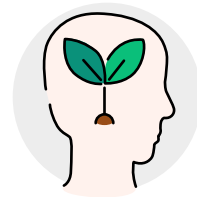
“ I've been back at work for two months and I'm feeling much more resilient since I came to TASC. I'm so happy to be back doing the job I enjoy. TASC's support was wonderful, I don't want to think where I would be right now if they weren't there. ”

**Sophie, Frontline Staff, Scotland**

**Read more about Sophie's story**

# How we make a difference

3 in 4 people say TASC's support has changed their circumstances.



**62%** improvement

in people's mental health



**£75,000**

of debt helped written off



**96%** reduction

in people having suicidal thoughts



**£5,843**

average extra annual income from  
the Department of Work and Pensions



**62%** reduction

in people feeling panic or terror



**£785**

average value of a financial grant



**57%** reduction

in people experiencing distressing  
images or memories



**2 in 5**

TASC volunteers trained in Peer Support  
to provide help and advice to ambulance  
staff during their time of need

## Sign up to be a regular donor today and help TASC change the lives of the people in the UK's ambulance community

Donating just £10 a month can help us provide two hours of mental health support for someone experiencing PTSD symptoms, or four physiotherapy sessions to help someone recover when they have been injured in the line of duty. **Sign up on our website today!**



### Charlotte's story

Before the pandemic, Charlotte came to TASC after her injured back forced her to do alternative duties. To support her recovery, TASC sent Charlotte for a two-week rehabilitation course.

“ Physically, I am the best 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**

**Read more about Charlotte's story**



### Bill's story

Bill came to TASC in need of support with his mobility after being diagnosed with MGUS disease. To support him, we provided a grant for a new buggy.

“ The buggy will absolutely change my life as I'll be able to do the things other people may take for granted, like going to the shops or walking my dog. ”

**Bill, Retired Emergency Care Practitioner, Cambridgeshire**

**Read more about Bill's story**



### Steve's story

Steve came to TASC when he was struggling with his mental health. TASC arranged for him to have access to online training modules to manage his anxiety and depression.

“ Since completing the course I feel a lot better. Now I'm actually looking forwards to the future and not dreading going to bed. Now when I wake up in the morning, I'm not terrified to get up, instead, I'm thinking 'what am I going to do today?' It's a great feeling. ”

**Steve, Retired Training Officer of CFRs, Reading**

**Read more about Steve's story**

# Working together to support ambulance staff

## Joined-up working

Over the past year, TASC has received support from a number of organisations and foundations to help support ambulance staff, and develop our vital work during the pandemic and beyond.

## Covid-19 Healthcare Support Appeal

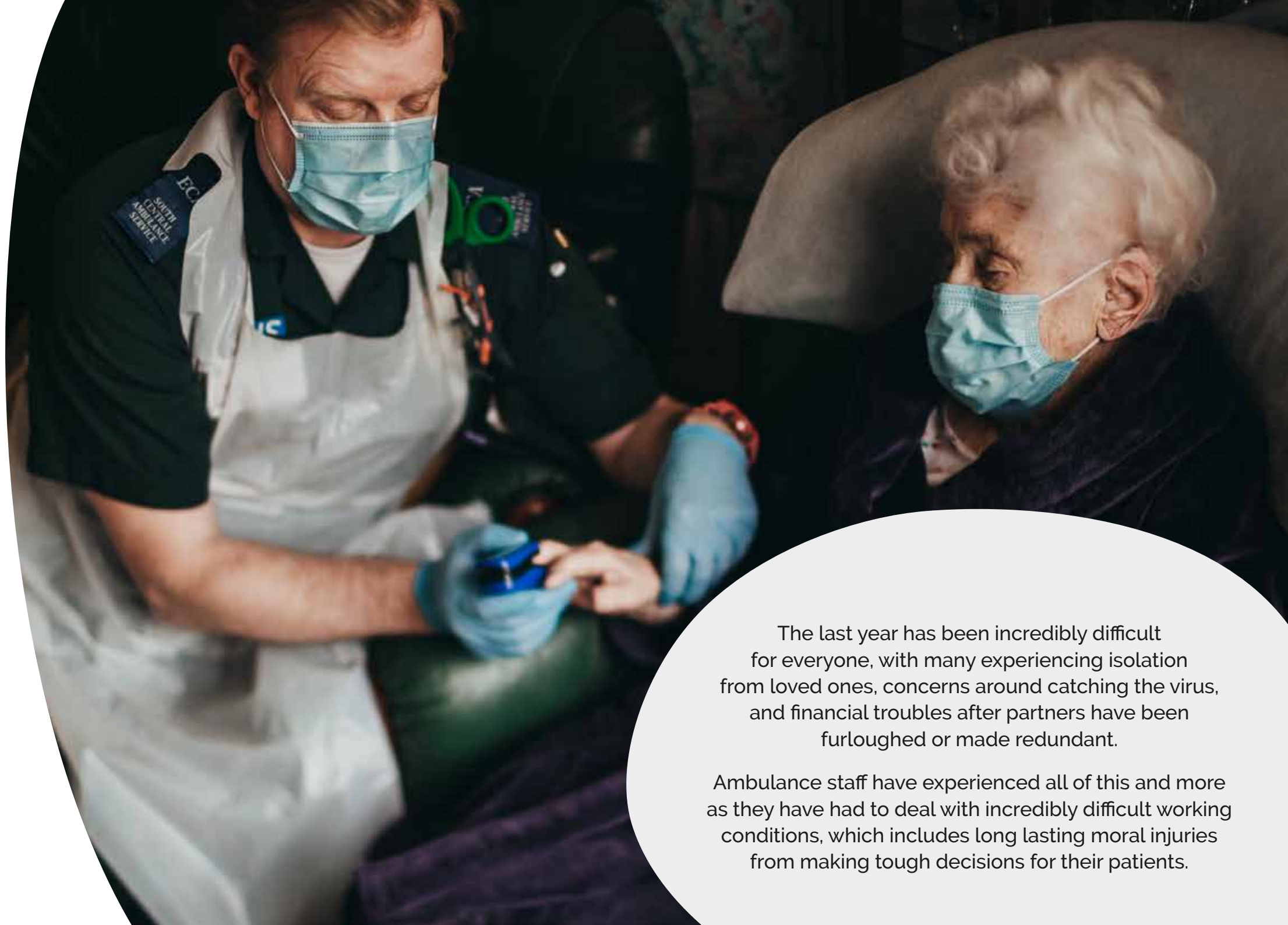
The fund set up by the Royal College of Nursing has supported TASC to provide over £34,000 of essential support for people who have been impacted by the pandemic, ranging from emergency living costs and rent payments, to a grant for a wheelchair ramp.

## Royal Foundation

Support from the Duke and Duchess of Cambridge's charity has enabled TASC to expand and improve access to our services as well as helping us to build relationships with Mind Blue Light, Police Care, and The Fire Fighters Charity to share learning and provide more and better support to the UK's emergency responders.

## Get involved

If you would like to get involved with our work and help support the UK's lifesaving ambulance community in their time of need, email [fundraising@theasc.org.uk](mailto:fundraising@theasc.org.uk)



The last year has been incredibly difficult for everyone, with many experiencing isolation from loved ones, concerns around catching the virus, and financial troubles after partners have been furloughed or made redundant.

Ambulance staff have experienced all of this and more as they have had to deal with incredibly difficult working conditions, which includes long lasting moral injuries from making tough decisions for their patients.



## Corporate partnership case study



Everything we do is made possible through the support and generosity from organisations, trusts, grants, donors, and supporters. There are so many ways that you can help us be there for the ambulance community in their time of need.

Since 1982, Magnum have been producing footwear designed specifically for service workers including ambulance, fire, police, healthcare, and construction.

The brand is well-known in the UK's ambulance services and in September 2020, we created a partnership competition with the brand to raise vital funds for our cause and give one lucky staff member from each ambulance trust a pair of free Magnum boots.

The competition was incredibly popular and received over 40,000 social media impressions, 40 nominations, and raised over £400 for TASC which could help pay for 9 counselling sessions for people struggling with their mental health.

On top of this, we were thrilled to be able to provide some of our hard-working ambulance staff with a pair of brand-new boots to keep them comfortable on the job.

“ Thank you again, I really appreciate everything you guys do for us on the frontline and this has really made my day after a few tough night shifts. ”

**Sam**

“ Thank you again for the wonderful news today and the magnificent work you do on a daily basis supporting my colleagues and I. ”

**Wayne**

**Learn more about our partnership with Magnum**



## Join us and help support the UK's lifesavers

TASC is dedicated to caring for those who care for us and we want to be there for every one of them. To find out how your organisation can help support the UK's ambulance community during their time of need, **visit our website** or **email [fundraising@theasc.org.uk](mailto:fundraising@theasc.org.uk)**

# Last year our fundraisers raised over £112,000 for TASC

2020 changed everything. Gone were the usual bake sales and team challenges to help raise funds. Our supporters really needed to think outside the box this year, and they really stepped up to the challenge!



12-year-old Lucas walked 30,000 steps every day in March



Adele completed a daring birthday head shave



Alex ran four 40km runs



PJ Quiz Co streamed a pub quiz on Facebook



Authors Hayley and Sylvia teamed up with writers around the globe to create an anthology to sell on Amazon



An international team of streamers joined up to host 'Simdew Valley', a week-long Twitch event building in Sims 4



Ellie walked 100 miles



Two London Ambulance staff members set up Ambulance Hearts to sell merchandise to raise funds for TASC and Unison's There For You

## Help us make a difference



### Make a monthly donation

Sign up to become one of our regular donors or make a one-off donation **on our website**. 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! **Donate today.**



### Sign up to a TASC event

From the world's fastest zipline to a climb up Snowdon, we have a range of exciting events for you to join — perfect if you want to tick something off your bucket list while raising vital funds for our cause. **Join us now.**



### Get fundraising

Fundraising is a great way to give back—the possibilities are endless and our fundraising pack is full of inspiration and ideas to help you get started. **Download our fundraising pack.**



### Become a TASC volunteer

Donate your time and skills to help promote TASC's services, raise awareness and funds, and encourage others to get involved. **Sign up today.**

## Don't forget to follow us!

Follow us on **Facebook**, **Twitter** and **Instagram** to stay up-to-date with our latest news and our supporters' antics!

For every £1 TASC spends, 60p is spent on our charitable activities, 35p is spent on fundraising, and 5p is spent on generating income.



# Going the extra mile for TASC

Last year, ambulance workers from Wales and husband-and-wife team, Cath and Kev O'Connor, made the courageous decision to hike the 298-mile Cambrian Way from South to North Wales to raise money for TASC. Here's Cath and Kev's story:

“ We wanted to do something for charity. We're both ambulance workers; with us losing ambulance staff across the country to the pandemic, and we had both been poorly ourselves, we agreed that we wanted to support TASC and raise awareness of how the charity can help in our local area of Caerphilly.

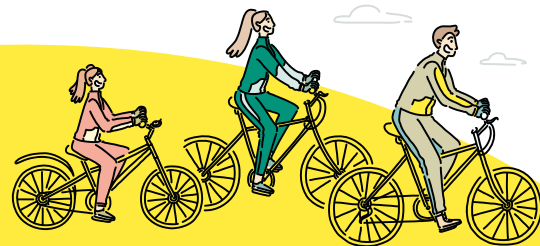
We now needed to decide what we were going to do. Our options were limited as we couldn't go far. We both love walking and we wanted to capture people's imagination and attention, so we set ourselves the challenge to walk the entire Cambrian Way and its 46 mountains over three weeks to raise £5,000 for TASC.

After lots of training and fundraising, we set off from Cardiff Castle on 1st September 2020 and kept everyone up to date on our progress through videos and photos on Facebook.

It was an amazing experience but our favourite bit was around Barmouth. When we arrived, we had nowhere to stay but our colleagues in the local ambulance service let us stay with them and then a local B&B owner heard about us and offered us breakfast for free!

We then had a really hard day climbing up from Barmouth, a day when we hardly spoke. We stayed in a camp overnight and it was the most isolated spot of the whole walk. In the morning we saw the sun rise over the mountains, and as we entered North Wales it really felt like our challenge was achievable.

We arrived at our final destination at Conwy Castle on the 21st September 2020 having raised over £13,000 for TASC, double our original target! We are so grateful to everyone who supported us and donated to our challenge. ”



## Inspired to fundraise for TASC?

Learn more about fundraising for us and download our fundraising pack **on our website.**



# Moving on from Coronavirus

## What a year this has been!

A year ago, we published our last impact report looking at what we had achieved in 2019/20 and speculated on the impact that the coronavirus would have on the ambulance community and on TASC. At the time of writing, we could not have anticipated the length of the pandemic and its impact on society, the ambulance community, and TASC.

We are slowly moving out of restrictions and into the new normal, and at TASC we are already starting to see the long impacts of the pandemic on the people we support.

So, what does the next year hold and how will we respond to the continuing challenges of the pandemic and (eventually) its aftermath?

Throughout the year we have seen a number of major trends, and these show no sign of slowing down.

- The numbers of people contacting us who need support with their mental wellbeing have increased and as we have entered 2021/22, each month has brought record numbers.
- The numbers of people we are supporting with complex needs and trauma-based issues has also increased.
- We have seen a large increase in the numbers coming to us for financial assistance and support and this is still growing as families are affected by the economic impacts of the pandemic.
- The increased numbers of people needing support as a result of relationship issues.
- Coping with bereavement and supporting the families.
- The numbers and needs of people with long covid a new condition where people need help with their physical and mental wellbeing and support with financial concerns.

The ambulance services remain under huge pressure and as restrictions have lifted the numbers of call-outs for ambulances has increased and this is placing increased stresses and strains on the people we support.

The impacts of the pandemic are going to be with us for some time and we at TASC are working hard to understand how we need to respond. This will involve us continuing to develop the range of support we provide and the way that we provide that support.

We will be continuing to build partnerships to help leverage more support, increase our efforts to raise funds to meet the cost of what we do, and critically, listening to and responding to the needs of our ambulance community. This will culminate in the production of a new 3-year strategy which will be published in the spring of 2022.

The last year has proved that sometimes the best laid plans have to change, and for 2021/22 our main focus is on supporting our people and we will continue to work to increase access to our services and the range and depth of those services to respond to the enormous need for support.

The pressures were there before on our ambulance community, Covid has changed and intensified them, and the recovery may well be long and difficult as we all come to terms with the on-going pandemic and its aftermath.

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.



**Karl Demian**  
TASC Chair



“ The pressures were there before on our ambulance community. Covid has changed and intensified them, and the recovery may well be long and difficult as we all come to terms with the on-going pandemic and its aftermath. ”



Join us and get involved at:  
**[www.theasc.org.uk/business](http://www.theasc.org.uk/business)**

# Income and expenditure

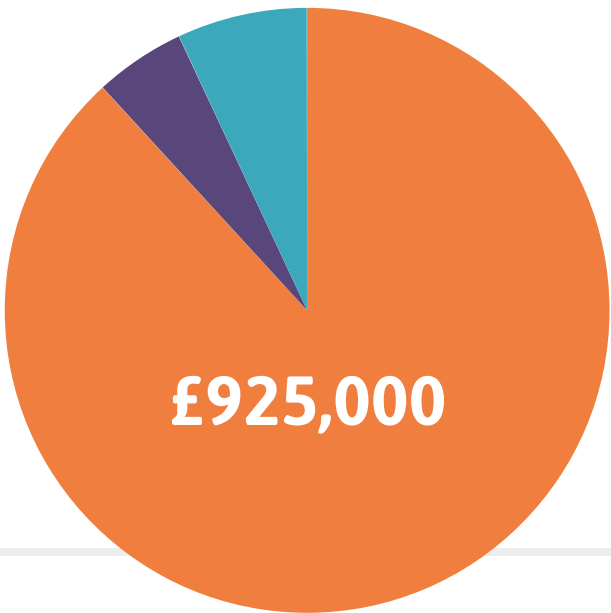
## Income

Total: £1,049,000

Donations and legacies: £925,000

Trading activities: £51,000

Investments: £73,000

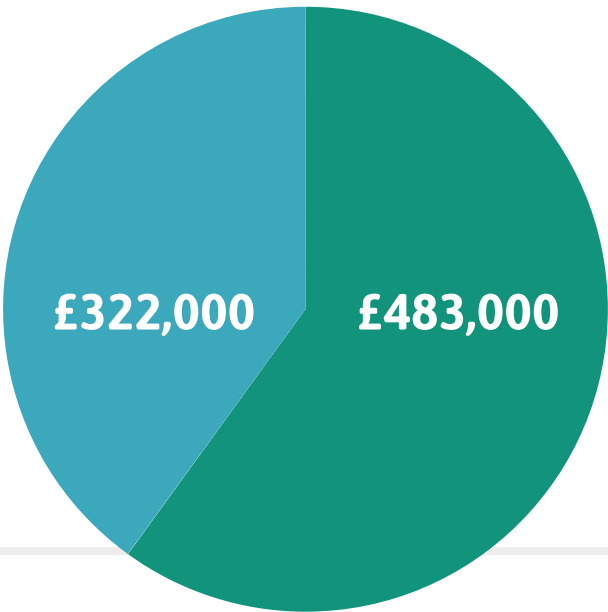


## Expenditure

Total: £805,000

Charitable activities: £483,000

Raising funds: £322,000



# TASC Leadership Team

## Chair

Diane Scott  
Gordon Enstone, *Vice Chair*

## Trustees

Carl Ledbury  
Gerry Brown  
Edward Weiss  
Tony Arrowsmith

Helen Poole  
Reverend Kevin Charles  
Linda Millinchamp  
— *joined September 2020*

Anna Macarthur  
— *joined June 2021*  
Kulvinder Naga  
— *left in February 2021*  
Roger Diggle  
— *resigned September 2021*



## Leadership

Karl Demian, Chief Executive Officer  
**@TASCharityCEO**  
  
Helen Farrow, Management Accountant  
  
Jasmin Rana, Director of Income  
Generation and Supporter Engagement  
**@TASCFundraising**

Angie Crashley, Wellbeing Support  
Manager  
**@TASCsupport**  
  
Marieanne Curtis, Volunteer Manager  
**@TASCvolunteer**

Emily Fallen, Communications and  
Marketing Manger  
  
Claire Jones, Policy and Strategy  
Manager on secondment from West  
Midlands Ambulance Service



# Get in touch

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Web: **www.theasc.org.uk**



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TASCharity



[www.linkedin.com/company/TASCharity](https://www.linkedin.com/company/TASCharity)



## Andy's story



### Wellbeing Support Team

Tel: **02477 987 922**  
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've struggled with my mental health for a number of years but it all started to go wrong last year. At the time I was feeling really quite vulnerable and having some really bad thoughts. It all came to a head when my partner and I were on a job where the patient threatened us with a gun. Once we got away safely, all I remember doing was laughing uncontrollably; at that point I knew my head had gone.

My friend, who is a TASC volunteer, knew I was struggling and suggested I give the charity a call. I got in touch with TASC and spoke to their in-house counsellor who was very supportive and gave me several tactics to help me cope.

TASC also diagnosed me with Complex PTSD and gave me funding to have 12 sessions of trauma-based CBT with a local counsellor.

Since finishing my treatment, I'm now feeling much better and a lot more positive and I'm still using the tactics they gave me. The support I had from TASC was great. I've used a number of other services before but with TASC I had the security of knowing someone was there when I needed them and I felt reassured, which helped my mental health massively. ”

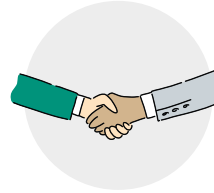
**Andy, Emergency Care Assistant, Yorkshire**

## Facts and stats



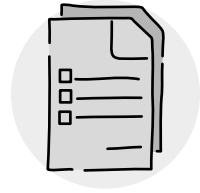
**27%**

of TASC's service users used to be in the military



**121**

volunteers have completed specialist Peer Support training



**189**

application forms downloaded off the website each month



**300%**

increase in community fundraising on last year



**2.6**

million social media impressions



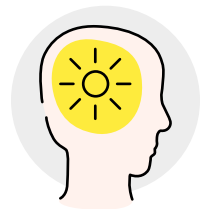
**£17,000**

raised through TASC's online shop



**1 in 10**

people who contact us just want someone to talk to about their problems



**62%**

improvement in the wellbeing of people who came to TASC for mental health support



## References

1. **Mind.org.uk. 2021. Behind the Mask.** Available at: <https://www.mind.org.uk/media/7246/blue-light-behind-the-mask-report-en-2021.pdf> [Accessed 16 April 2021]
2. **The Metro. 2019. Have you got one of the most stressful jobs?** Available at: <https://metro.co.uk/2017/11/08/have-you-got-one-of-the-most-stressful-jobs-7063089/> [Accessed 04 June 2021]
3. **Based on statistics from** <https://uk.talent.com/salary?job=paramedics> [Accessed 04 June 2021]



Department for  
Digital, Culture  
Media & Sport

A big thank you to Emma Green and the trusts  
involved for providing us with photography.

TASC is a registered UK charity: 1163538 / SC046384