

**St John  
Ambulance  
Cymru**



# Impact report 2020

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- Healthcare
- Training & supplies
- Children & young people
- Volunteering
- Fundraising

# A message from our Chief Executive Officer and the Prior for Wales

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2020 was a challenging year for St John Ambulance Cymru, as it was for so many other charities.

The closure of our training facilities and the cessation of all events saw us encountering significant financial difficulties, whilst at the same time we faced unprecedented demand for our services.

Despite these challenges, our story for the past twelve months was one of unselfish, courageous and dedicated service as Wales' leading first aid charity. It was also one of recovery, renewal, adaptation, innovation and transformation.

The professionalism and capacity of St John Ambulance Cymru has been recognised by our partners. We have worked closely with the Welsh Ambulance Services NHS Trust and health boards to maintain and increase capacity and resilience for NHS Wales in the fight against COVID-19.

We have adapted to new ways of working impacting all of our staff and volunteers, whilst our executive team worked to develop a financial plan to stabilise our future and see our charity return to a sustainable position.

Throughout the pandemic, we continued to progress our plans to modernise our management and volunteer structures to ensure that we are fit for the future.

The introduction of our new senior volunteer team has been hugely successful and has contributed significantly to the ongoing modernisation, professionalism and development of our volunteering activity.

We are enormously proud of what St John Ambulance Cymru and our people have achieved in 2020 and look forward to seeing our charity continue to flourish in 2021.



Sir Paul Williams,  
Prior for Wales  
and Chair of  
the Board



Helen Smith,  
Chief Executive  
Officer

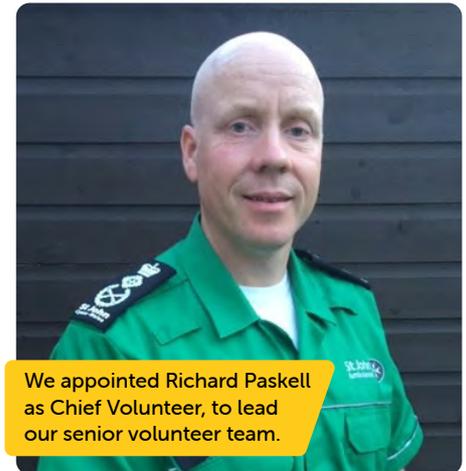




# A new era

While our main focus in 2020 was helping people in Wales through the COVID-19 pandemic, behind the scenes we were making big changes to reflect who we are, what we want to achieve and how we want to do it.

- ✖ Our new name is *St John Ambulance Cymru*
- ✖ Our new vision is *"First aid for everyone, anytime, anywhere"*
- ✖ Our new mission is *"To save lives and enhance the health and wellbeing of Welsh communities"*
- ✖ We transformed our online presence with updated social media profiles and a new, engaging and accessible website.
- ✖ Our volunteer structure was modernised to support our work and drive forward our relevance, sustainability, and plans for the future.



We appointed Richard Paskell as Chief Volunteer, to lead our senior volunteer team.

# Our values

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We asked our volunteers and staff what's important to them and looked at what we stand for and believe in, to agree a new set of values. Everything we do is underpinned by these values. They reflect the work and culture of St John Ambulance Cymru that we're so proud of.



## Trustworthy

We're honest, reliable, relevant and transparent.



## Compassionate

We listen, understand and respond to people's needs; showing kindness, empathy and respect at all times.



## Dedicated

We're determined and passionate about our mission to support Welsh communities.



## Professional

We take pride in what we do. We're able, responsive, people-centred and committed to being the best we can be.



## Inspiring

Through our actions we inspire others, so we lead by example and support people to reach their full potential.



## Inclusive

We value and welcome everyone equally, involving people of all ages and backgrounds in our work.



## Collaborative

We're individuals committed to working together towards a common goal, continually sharing ideas and building positive relationships.

# Our response to COVID-19

We responded to the largest operational and logistical challenge our charity has faced as the global pandemic took hold. Our teams stood up and gave everything to make sure communities in Wales received the support they needed.



**We gave over 2,000 hours**

of medical support to patients at Wales' field hospitals including the Dragon's Heart Hospital in Cardiff

**30,915 people**

were directly supported by our healthcare services



Our volunteers delivered prescriptions from pharmacies across Wales to vulnerable people in their communities

**32**



**We provided 200**

additional urgent care and emergency medical service crews to support the Welsh Ambulance Services NHS Trust



# Support at the heart of Welsh communities

Demand increased for many of our services and our staff and volunteers played a crucial part in supporting people in Wales during the year.

**3,629**

people were helped after experiencing a fall at home.

**60%**

of the people we attended after a fall needed no further ambulance support,

saving over **2,000** frontline ambulances, so they could be sent where the need was greater

Our ambulance crews travelled

**550,526 miles**

across Wales and beyond



people volunteered with us

We made

**26,578**

patient journeys



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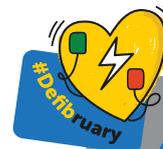
I received really excellent help and support from your team when I was feeling very unwell. I was deeply touched by their kindness and care.

- Patient

”

# Training others to save lives

2020 was a difficult year for training. All our training centres closed and all external training was required to stop without notice. We needed to find immediate and urgent solutions to ensure our volunteers and staff were able to continue our lifesaving work. So we developed, and are continuing to roll out digital and online training solutions.



We taught over  
**3,000 people**

how to use a defibrillator as part of our Defibruary campaign

We enhanced training for office colleagues and volunteers so they could join our frontline response to COVID-19,



with volunteers completing  
**586 hours** of upskilling training

**40**

new online training modules were launched for our staff and volunteers to equip them with the skills they need to save lives



We used the "I'm A Celebrity... Get Me Out Of Here!" migration to North Wales to develop:

**400 people**  
watched live

- An Outdoor First Aid Awareness livestream
- Lesson plans for schools
- A themed fundraising pack



# Next generation of lifesavers

We inspire children and young people from the age of five in Welsh communities. Through our youth programmes we provide them with the support and skills they need to grow in all aspects of their lives.

- ✳ We successfully developed our Links first aid societies for young adults in all **eight universities** in Wales - working towards our aim of supporting students in their transition to the job market and continued volunteering with us as an adult.
- ✳ Our Badgers and Cadets fundraised across the year and helped us highlight the frontline work of our St John people. In Llantrisant, a group of Badgers, took part in a challenge relay, raising over £250 helping us continue our charitable work. Our **cadets raised over £11,500** as part of their participation in the International Cadet Competitions.
- ✳ We joined the International Youth Advisory Network which has representatives from eight St John priories across the world and champions the opinions of young people; giving them a voice as part of the St John International Executive Committee. We will be represented by our Young Adult of the Year.



**Over 1,591**  
Badgers and Cadets  
**learnt first aid**  
**and other life skills**  
in one of our  
youth programmes



# Creating healthcare professionals of the future

We partnered with the Royal College of Nursing (RCN) to start delivering the **Prince of Wales Nursing Cadet Scheme** to people aged 16-25 in Wales.

The innovative scheme gives young people an introduction to potential careers in nursing and other healthcare professions through experiential learning of blended taught sessions and clinical placements.

Our first group of fifteen young adults joined the scheme in August, completing their training online due to the pandemic.

Supported by HRH Prince of Wales, the scheme is the perfect spring board for our healthcare professionals of the future; providing young people with personal and professional development opportunities, and support to prepare them for a career in health and social care.



The scheme covers some great topics that have really helped me to develop on both a personal and professional level, I have learnt so many useful skills and have been able to work on my communication, teamwork, and interpersonal skills...

I highly recommend the Nursing Cadet scheme to any young person who would like to pursue a career in the health and social care sectors, as it gives a good foundation and really sets you aside from other applicants.

- Rachael Alexander, former RCN Prince of Wales Nursing Cadet



# Awards, honours and the Order

The Priory for Wales recognises the most selfless contributions to our cause with a range of honours and awards given in recognition of someone's efforts and achievements towards our mission. 2020 was no exception with our volunteers and staff being recognised both internally and externally.

- ✳ We adapted to life in lockdown by changing our annual Investiture service to an online format, allowing members of the Order the chance to watch from their own homes. This also meant our Investiture was open to all of our St John people for the first time.
- ✳ St John Ambulance Cymru volunteers, Jack Gibbins and Mat Hill were awarded a British Empire Medal (BEM) by Her Majesty the Queen for services to COVID-19; recognising their outstanding effort towards our frontline response.

**34**  
people were admitted  
to or promoted within  
the Order of St John



- ✳ Cadet, Chloe Hellen was awarded the Tom Jones Award for Outstanding Volunteering Contribution by a Young Person in her local community.

Our Commandant-in-Chief, **HRH Duchess of Gloucester** took time to personally give thanks to our staff and volunteers for their efforts during the pandemic by phone.



# Fundraising through the pandemic

Our usual programme of challenge events, face-to-face activity and people fundraising in aid of St John Ambulance Cymru at their own events and celebrations paused from March for the remainder of the year. This meant we had to look for other ways to raise the money which is vitally important to fund our lifesaving work. We were overwhelmed with the support people showed in fundraising for us and donating in 2020, as we faced our biggest financial challenge, ever.

- ⊗ We went back to our roots with individual giving at the heart of our fundraising. This included running our Emergency Appeal. Our super supporters gave to our appeal by post, phone and online, **donating over £30,000**.
- ⊗ Pontarddulais RFC, **walked, ran and cycled over 20,000 miles** raising £3,000 in memory of their friend, and our volunteer Gerallt Davies, MBE.
- ⊗ Celebrities including Ryan Giggs, Jonathan 'Jiffy' Davies, Tom Jones, Jonathon Pryce, and Hayley Hasselhoff showed their support for our amazing fundraisers and St John people through the pandemic.
- ⊗ Thanks to National Lottery players we upgraded our systems, installing new digital radios to improve our communications infrastructure and strengthen our response during the pandemic and beyond.



# Finance

During 2020 we experienced a huge amount of uncertainty and unpredictability and the impact of COVID-19 meant our finances were put under intense pressure.

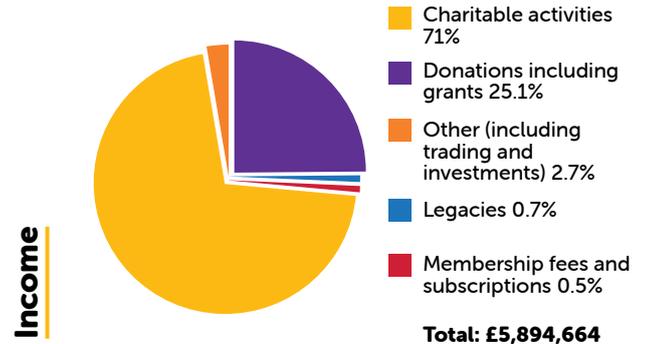
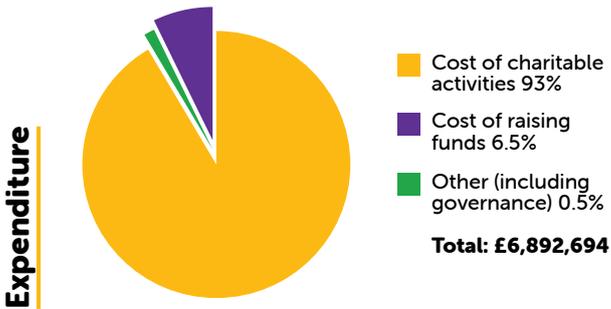
We lost significant income due to reduced opportunities to deliver training and provide first aid at events from March 2020 with restrictions continuing throughout the year, equating to several million pounds in lost revenue.

Planned fundraising also had to adapt to this new environment, and we introduced new, innovative ideas to raise money to support our lifesaving work and offset our reduced income.

We moved our work, training, volunteer and youth sessions and fundraising initiatives online where possible, helping to reduce expenditure and ensure we were as cost efficient as possible.

Demand increased for our Healthcare Services and the income generated ensured we were able to continue supporting Welsh Communities in a variety of ways during the pandemic.

Thanks to our flexibility and the dedication of our staff and volunteers we've been able to demonstrate robustness in a difficult year and look forward with confidence of financial recovery in the future.







## Thank you

We're extremely grateful to all the people and organisations who donate time and money to make our work possible.

In 2020, each one of our supporters helped us continue to provide vital first aid and healthcare services in communities across Wales, at a time when they were in increased demand.

There are too many to name here, but we'd like to extend a special thanks to the funders, trusts, corporate partners and sponsors mentioned opposite who made a major contribution, and also to those who kindly left a gift in their will in 2020.

## Trusts, foundations and funders

Caerphilly County Borough Council  
Carmarthenshire County Council  
City and County of Swansea  
Department for Transport  
Flintshire County Council  
Merthyr Tydfil County  
Borough Council  
Monmouthshire County Council  
Neath Port Talbot Council  
Newport City Council  
Pembrokeshire County Council  
Powys County Council  
Rhondda Cynon Taff County  
Borough Council  
The Mackay and Brewer  
Charitable Trust  
The Layton Bright Fund

The National Lottery Community Fund

The Waterloo Foundation  
Torfaen Country Borough Council  
Vale of Glamorgan Council  
Welsh Government

## Community and charitable groups and organisations

Aberystwyth Athletics Club  
GAVO  
Masonic Charitable Fund  
Miskin Magpies  
Pontarddulais RFC  
Pontypool Round Table  
St Idloes Masonic Lodge No.1582  
Torfaen Voluntary Action  
WCVA

## Corporate supporters

Admiral  
Arise Medical  
Barratt Homes  
BP  
Ecclesiastical Insurance  
Front Runner Events  
Iceland  
Karcher  
Mrs Bucket  
Persimmon Homes  
Panasonic Manufacturing Ltd  
SPTS Technologies Ltd  
Tesco  
VRM Swansea



# You can make a difference

We wouldn't be here today without our super supporters, volunteers and customers. You too can make a difference and help us plan ahead with confidence, by supporting us in one of the following ways:

## Learn with us



Whether it's first aid, manual handling, mental health or food safety, we've got a course for everyone. Join a free community awareness session or commercial training course to get the skills you need, delivered professionally, from a brand you trust. Plus, all the profit from our commercial courses goes straight towards our charitable work; meaning when you train with us you'll be helping us give people in Welsh communities the skills they need to save a life, and more!

## Give a gift in your will



If you are ever at a point in your life where you're in a position to think about leaving a gift to charity

in your will, please consider St John Ambulance Cymru. This kind of planned giving can help a charity like us look ahead and provide a stable future for activities, including our youth programmes and first aid training.

## Challenge yourself



Follow in the footsteps of over 20,000 people who took on the Cardiff Half Marathon in 2019, and try one of our running events or sign up to your own challenge this year. Whether you race the train in Tywyn, tackle the Newport Marathon or zip your way down a wire, we'd love you to use your place to help keep lives safe by fundraising for us.

## Corporate support



Partnering with a charity like St John Ambulance Cymru, by fundraising at work, sponsorship or choosing a charity of the year is a great way to show your employees you care about community and wellbeing. It can help achieve your corporate social responsibility goals, encourage teambuilding and is a great staff engagement tool. Plus, we can help you make your business a safer place to visit or work in return!

## Make a donation



Your donation to St John Ambulance Cymru could mean our healthcare volunteers are trained and equipped to save lives and teach others to do the same; in the hope that together we can build communities where someone will always be on hand with the knowledge and confidence to respond and make a difference in an emergency.

### Be a part of making a life saving difference:



Get involved or donate today:

Online: [www.sjacymru.org.uk/donate](http://www.sjacymru.org.uk/donate)

By phone: 029 2044 9626

Email: [hello@sjacymru.org.uk](mailto:hello@sjacymru.org.uk)





[www.sjacymru.org.uk](http://www.sjacymru.org.uk) |     

St John Ambulance Cymru is the trading name of The Priory for Wales of the Most venerable Order of The Hospital of St John in Jerusalem. A registered charity in England and Wales, no. 250523. A registered company limited by guarantee no. 5071073.