

THE ELECTRICAL AND ELECTRONICS  
INDUSTRIES BENEVOLENT ASSOCIATION

# annual review 2012-13



**EEIBA**

The Electrical & Electronics Charity  
The Power to Make a Difference

# President's message

Reflecting on my final year as President of the EEIBA, I can look back on 2012 as the year the charity turned a corner. We are continuing to improve our financial position with an operating surplus of £89,000. We are investing in new programmes of work to improve the charity's operational capabilities; and we are on track to deliver more services to those who work or have worked in the electrical, electronics and energy industries.

The Council was pleased to receive a market research report which confirmed our place as the industries' national charity providing useful services that are not available elsewhere. However, we cannot be complacent as the research also revealed many areas needing improvement, not least of which is getting the word out to all those who could benefit from our services.

The charity is now at the start of a new journey. In early February, the Council agreed a set of strategic aims and objectives that will take the organisation from 'good to great'. At the core of the new strategic plan is repositioning EEIBA from 'traditional benevolent' (delivering welfare) to 'modern charity' (enabling wellbeing and independence). The main aim of the business plan for 2013-14 is to create the conditions for the successful implementation of the strategic plan over the next five years.

The charity is powered by people and I would like to thank all our supporters and most especially our branch network. Made up exclusively of volunteers, our branches raise much needed funds and we owe them a huge debt of gratitude for freely contributing their time and resources.

I am handing over the Presidency to Pauline Cooke with the confidence that EEIBA is emerging as a more connected and energised organisation, at the heart of the industries it serves, delivering practical support and bringing the industries together to help their own.

## **Jim McArthur**

EEIBA President and  
Chairman of Council



# Key achievements 2012-13

Objective	Achievement
Further develop strategic relationships with at least two large industry organisations – forming reciprocal agreements aligned to their Corporate Social Responsibility plans and activities.	Balfour Beatty Utility Services raised £19,428 by staging events  Brother UK Ltd raised £3,702 through a cause related marketing scheme
To conduct research into the needs of people working in, and retired from the industry.	Analysis of helpline calls and financial assistance grants showed that money worries and debt are major issues.
To develop relevant services to meet their identified needs and market those services through employers, trade and professional bodies and pensioner organisations.	Following further research, service development plans are in place to launch a programme to provide more support to employees, pensioners and their families.
Develop a plan to deliver the fundraising strategy, approved by Council, and achieve the fundraising targets.	Council approved a new fundraising strategy to increase income substantially over the next five years.
Gain more recognition and subscriptions to the EEIBA lottery schemes.	Lottery promotions during the year increased subscriptions by 4%.
Build on the marketing strategy currently in place, introducing more electronic forms of engagement through the web and SMS. Increasing advertising opportunities via social media.	The EEIBA has concentrated on its two major social networking platforms, Twitter and Facebook. Our figures for 2012-2013 indicate we have a steady 'followers' base of 1,030 companies and individuals. Online booking for powerBall will go live in April 2013.



# Going from Good to Great

## New Strategic Plan

During 2012-13, the EEIBA Council developed a new 5-year strategic plan using the theme "Going from Good to Great". The main aims and objectives of the strategic plan are:

- Increasing the range of services available
- Increasing the number of people accessing those services
- Sustaining and growing financial support for our work
- Building a strong and vibrant Branch network
- Developing effective communications that engage our supporters and raise awareness amongst those who may need our services

At the centre of the new strategic plan is repositioning EEIBA from 'traditional benevolent' (delivering welfare) to 'modern charity' (enabling wellbeing and independence). This has led to a new sense of purpose and vision for the charity.

## Our New Mission

To look after the wellbeing of all people from the electrical 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 New Vision

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

## 2013-14 Business Plan

Over the next year, the charity will begin implementation of the strategic plan by:

- Extending the Helpline opening hours to evenings and weekends
- Increasing Helpline contact options through multi-channel information services: email, mobile texting, web chat
- Adding new services: legal advice, coaching and counselling
- Refreshing the fundraising strategy and offering new and improved ways to support the charity: online donations, text giving, challenge events
- Further develop the charity's social media presence
- Relocating the Head Office to better premises in central London without increasing costs
- Rebranding the charity to more clearly communicate our purpose



# Charitable Services Report

For over 100 years the EEIBA 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 EEIBA delivers the practical support people need to get back on their feet.

## EEIBA Helpline 0800 652 1618

Our confidential Helpline has been operating since 2000 offering independent advice and information on any issue. During 2012, the helpline team handled 460 unique calls and over 700 repeat calls. An analysis of calls during 2012 showed that more than a third related to money worries and debt.



## Careers Advice and Outplacement

EEIBA works with Renovo to provide interactive online career management through their '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. During 2012, EEIBA made 5 referrals for careers advice.

## 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 EEIBA 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.

During 2012, EEIBA provided £291k in financial assistance for a wide range of needs.

## Free Debt Advice – our newest service

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. In October 2012 EEIBA 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. EEIBA made 9 referrals to TDAN between October and March.



# Supporting people through life's challenges

## Making life easier for Daisy and her family

Six-year old Daisy has cerebral palsy; she is unable to walk and uses a self-propelling wheelchair. When she was very little, it was easy for her parents to carry her upstairs to her bedroom. As she grew, her father Mathew, a self-employed contractor, said it was becoming more difficult and a safety risk.

Mathew and his wife Amey tried to apply for a Disabled Facilities Grant to install a stair lift but were declined. It was then that Matthew approached the EEIBA

for assistance. The caseworker employed an independent occupational therapist who carried out a full assessment; the caseworker approached other charities and with their help we were able to provide the family with the stair lift they so desperately needed.

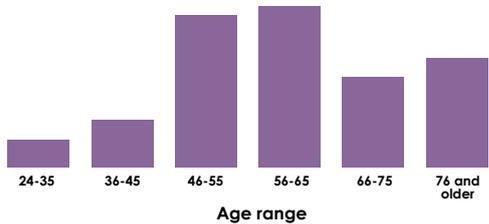
Amey says that the stair lift has made such a positive difference to their lives and Daisy has enjoyed showing her friends her 'new toy'.

## Key statistics

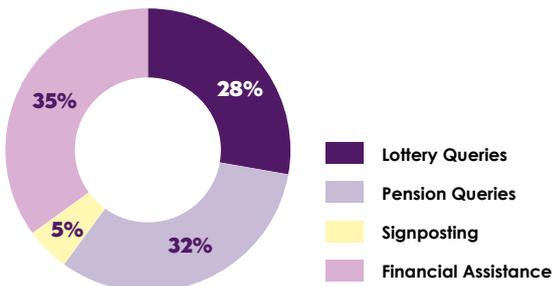
### Total Grants by Region



### Age profile of beneficiaries



### The nature of calls to the Helplines during 2012-13



## Empowering a young man to change his life

Brendan had a difficult childhood. His parents separated when he was 11; his father turned to alcohol to deal with the break up and his mother was diagnosed with depression. As well as looking after his mother, he took charge of caring for his 7 year old sister. This left Brendan very little time for anything else. His school life was disrupted and he gradually lost interest. At 15, he stopped attending school and left without any qualifications. For several years, he'd change jobs as his interests changed with very little direction.

Brendan finally realised he was heading for a dead end, and found an apprenticeship with an electrician who was coming to the end of his career and wanted to pass on his knowledge. Brendan enrolled at a further education college on a day release course and began work. Unfortunately the company

had to make cutbacks and he lost his job.

Brendan had been an electrician for three years, and loved his work. He decided to be positive and was accepted for full-time study at college. He studied very hard and achieved distinctions across all his modules.

At 23, Brendan is now studying for a BSc in Engineering course at Huddersfield University. Although he's found mathematics very challenging, he worked very hard and got through with a B!

Brendan came to the EEIBA requesting help whilst he was at university. The EEIBA are proud to be assisting Brendan with a grant of £500 each term for his books and other study equipment, and we regularly receive updates on his progress.

## By working in partnership, George gets his dragon

George is an exceptional little boy who has complex neurological and medical problems. He defied all the doctors who said that he would not live beyond the age of 9 months. His father Mark gave up his job as an electrician to become George's carer, and to support his wife. Mark and Donna are a strong-minded young couple who are determined to offer George the best chance to live up to his full potential.

One of the biggest obstacles was that George had several pieces of equipment to enable him to do various tasks and the family were not able to travel with all of this equipment. This meant that George missed out on a lot. The answer was a custom-made SnapDragon Powerchair which is programmed to the individual user and would allow George to interact and enjoy stimulation wherever he is.

Mark and Donna actively fundraised and had raised £1,000 through raffles, fetes and bake sales. However, the cost of the SnapDragon was in excess of £20,000 and seemed like a distant dream to the young couple.

That's when Mark approached EEIBA to ask if we could help and of course we were delighted. The caseworker

approached other charities too, and with funding from the Florence Nightingale Aid in Sickness Trust, R L Glasspool, Frederick and Phyllis Cann Trust, The Talisman Trust, The Kroch Foundation, The Bruce Wake Charity, The True Colours Trust and Lifeline 4 Kids, George finally got his Dragon



There are many more stories like these on our website  
[www.eeiba.org](http://www.eeiba.org)

# Fundraising & Marketing

## Branches and Events

2012-2013 was a spectacular year for the EEIBA thanks to our industry supporters and hard-working volunteers. Our army of dedicated volunteers organised and hosted over 30 events throughout the year ranging from corporate golf days to dinner dances, casino nights to glamorous balls. Fishing days went with a splash as well as our annual boxing event. All in all, the EEIBA continue to deliver quality events and generate much needed support for the charity.

PowerBall 2012 Viva Las Vegas was an outstanding success for the EEIBA. Thanks to our sponsors and guests the event raised a staggering £228,987.01!



## Partnerships

### Balfour Beatty

Balfour Beatty continues to offer the EEIBA support by hosting charity golf days in honour of the EEIBA and WaterAid. Thanks to the hard work and support of BBUS they have donated £19,428 to the EEIBA to assist individuals and their families who are associated with the industry.

### Brother

In March 2012 the EEIBA began a new relationship with Brother, the first of its kind in the history of the EEIBA. This new and exciting opportunity resulted in quarterly contributions being awarded to the EEIBA via the proceeds of Brothers sales of their label printing machines as part of their continued commitment to social responsibility.

Over 3 quarters, Brother kindly donated a total of £3,702 to the EEIBA.

Special thanks to Lesley Howe, Brother Channel Marketing Manager for her support and commitment to the EEIBA over the past year.

**It has been a pleasure working with Brother over the past year and we have witnessed first-hand the importance and success in forming these types of corporate relationships. Huge thanks to our branches and supporters who have actively promoted the sale of these worthwhile and innovative products.**

**Claire Beresford** EEIBA Corporate Fundraising Manager

## Our industry supporters continue to amaze

We received corporate donations from over 20 companies through various fundraising efforts which totalled £72,000.

**We give thanks to all our corporate supporters.**

## Acknowledgements & Recognition

The EEIBA exists only through the support and generosity of the many people who work in the electrical, electronics and energy industries.

### Industry Organisations

- + BEAMA
- + Electrical Contractors Association
- + Electrical Distributors Association
- + Highways Electrical Association
- + Joint Industry Board
- + Select Scotland
- + Twelve Electric Club

### Business

- + ABB
- + Aslec
- + Awebb
- + B.I. Electrical Services (NI) Ltd
- + Balfour Beatty Utility Services
- + Brother
- + Dimplex GDC Group
- + E.on UK Plc
- + Eaton
- + EDF
- + Edmundson Electrical Ltd
- + Electric Centre
- + Electrium
- + Magnox
- + MK Honeywell
- + National Grid
- + Newey and Eyre
- + Rexel UK Ltd
- + RWE Npower
- + Schneider Electric
- + SPG Security Systems
- + Stearn

### Media

- + Electrical Times
- + Voltimum
- + My Local Electrician

### Accommodation & Facilities

Thanks to the generosity of Scottish Power and Sutton Bridge Power Generation, offices are provided in Falkirk and Sutton Bridge, respectively, at no cost to the EEIBA.

### EEIBA Scotland

The following companies have been supporters of the EEIBA for many years, they are regular sponsors of the EEIBA Edinburgh Lunch, and also support many other events.

- + FMS Fire and Security
- + MEF Ltd
- + Scott Coppola
- + SPG Scotland
- + Weir & McQuiston (Scotland)

## In Memory

The charity would like to record its sadness at the loss of four very important people who passed away during the year.

### Les Adams MBE

Les worked in the industry for both CEGB and National Grid for over 38 years having started as an apprentice in September 1974. He was a tremendous supporter of the EEIBA for over 20 years, being a former President and member of the EEIBA Council, and past Chairman of the Yorkshire Ridings Committee. Les received an MBE in 2008 for services to flood rescue.

### Denis Lumb

Denis was a long standing friend, campaigner and supporter of the EEIBA, and a dedicated, committed and passionate Sheffield Committee Member over the last 30 years.

### Ken Cooper MBE

Ken forged his career at the South Eastern Electricity Board until his retirement and had been an active member of the EEIBA Sussex Branch (now Southern Region) from 1952 until 2006. During his 55 years of service to the charity he had held the position of both Treasurer and Secretary in Sussex and for many years was a member of the EEIBA Welfare Advisory Group as well as being a welfare visitor in the Southern Region. He continued in this role until his retirement from the EEIBA in 2006. In 2001 Ken was awarded the MBE for his services within the local community.

### Sam Henderson

Sam Henderson started off his working career as an apprentice Electrician and retired as a Regional Manager for MK. He not only devoted his life to the Industry but also to the EEIBA giving over 40 years voluntary service to the Glasgow Branch. He will be sadly missed, not only for his knowledge of the Industry, but his sense of humour. In recognition of his support over many years, Sam was made an EEIBA Companion.

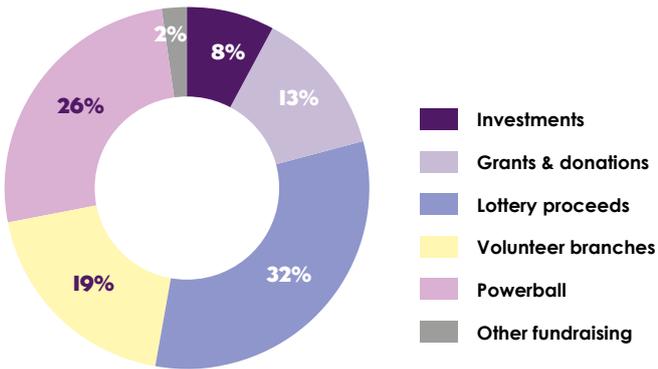
# Financial Summary

The summary financial information 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 2012-13. The full audited financial statements, trustees' annual report and auditors' report should be consulted.

Copies can be downloaded from EEIBA's website [www.eeiba.org](http://www.eeiba.org).

## Where the money came from

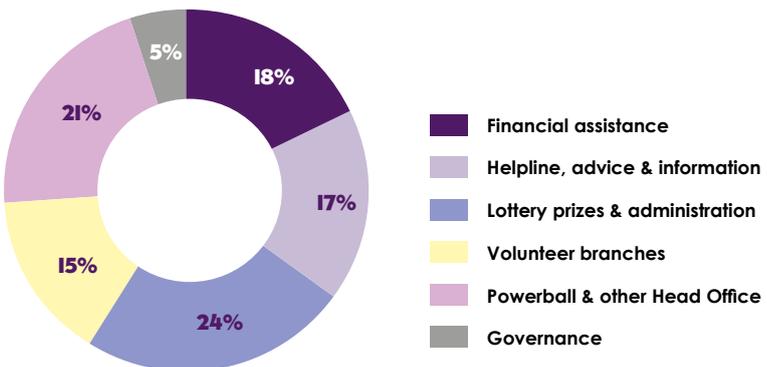
Investments	136,000
Grants & donations	212,000
Lottery proceeds	534,000
Volunteer branches	323,000
PowerBall	427,000
Other fundraising	32,000
<b>Total</b>	<b>£1,664,000</b>



Source: Audited financial statements 2012/13

## How we spent the money

Financial assistance	291,000
Helpline, advice & information	268,000
Lottery prizes & administration	372,000
Volunteer branches	235,000
Powerball & other Head Office	334,000
Governance	75,000
<b>Total</b>	<b>£1,575,000</b>



Source: Audited financial statements 2012/13

# Our People

## Patron

Her Majesty The Queen

## EEIBA Council

Council comprises the following Members, who are Trustees and Directors, and held office during 2012:

**Jim McArthur**

(President and Chair), Weir & McQuiston (Scotland) Ltd

**Rafe Bateson**

(Vice President), Parker Energy

**Catherine Connolly**

MK Honeywell

**Pauline Cooke**

(Vice President), RWE npower

**David Elliott** Ronbar Ltd

**Charles Gordon**

What Vacuum Ltd

**Stewart Gregory**

Schneider Electric

**Ray Hall**

Retired

**John Hogan**

Rexel

**Ian Humphreys**

BI Electrical Services

**Paul Loke**

Edmundsons Electrical

**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 EEIBA's charitable services. The Council wishes to express its thanks for their support during 2012.

**Mrs Lillian Birchall**

**Robert Radford**

**Brian Venables**

**Allan Boldero** (Chair)

**Mick Sullivan**

**Mrs Beryl Whitfield**

## Staff

General Manager

Operations Manager

Corporate Fundraising Manager

Regional Manager Scotland

Events Co-ordinator

Finance Administrator

Caseworkers

**Valerie Austin**

(until 30 November 2012)

**Jill Nadolski**

(appointed August 2012)

**Claire Beresford**

**Claire Paton**

**Cat Balogun**

**Stacey Burrows**

**Eric Dyer**

**Gill Evans**

**David Kaye**

**Andrea Rose**

**Jill Walker**



# EEIBA HELPLINE

# 0800 652 1618

[www.eeiba.org](http://www.eeiba.org)

## Regional Branch Contacts

### **Aberdeen, Edinburgh & Southeast Scotland, Glasgow & West of Scotland**

Claire Paton, c/o Scottish Power,  
99 Glasgow Road, Falkirk FK1 4JX  
T: 07500 332 151

### **Eastern & Midlands**

Cat Balogun 1-9 Hardwick's Square, Hardwick's Way,  
Wandsworth, London SW18 4AW T: 0207 198 5859

### **Gloucestershire**

D. E. Chalk, Sunnyside, Wotton Crescent,  
Wotton-under-Edge, Gloucester GL12 7JZ  
T: 01453 845471

### **Northern Ireland**

Alfie Watterson, ECS Northern Ireland Branch,  
25 Prospect Road, Bangor, County Down BT20 5DA  
T: 02891 479 527

### **London Region**

Tina Hemmings, Edmundson Electrical Limited,  
7th Floor, Regent House, 1 Hubert Road,  
Brentwood, Essex CM14 4JE  
T: 01277 263 540

### **Sheffield & District**

Richard Beresford, 24 Mulberry Close,  
Goldthorpe, Rotherham S63 0LB  
T: 01142 366 796

### **Southern Region**

Mrs L Kirkland, Lea Green, 1A Greenways, Southwick,  
Brighton BN42 4QJ  
T: 01273 591 013

### **Tyne & Wear**

B Sherif, c/o CE Electric UK, Lloyds Court, 78 Grey  
Street, Newcastle upon Tyne NE1 6AF  
T: 07712 009 645

### **Yorkshire Ridings**

EA Dyer MBE, 11 Netheredge Drive,  
Knaresborough, North Yorkshire HG5 9DA  
T: 01423 866 817



The Electrical & Electronics Charity

The Power to Make a Difference

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Twitter: @eeiba <<https://twitter.com/>>

Facebook: <http://www.facebook.com/eeiba.charity>