



# St John Ambulance

Impact Report

For the year ended 31 December 2023



# 2023

## Foreword

St John is a remarkable organisation full of great people, undertaking service vital to the health of the nation.

On behalf of our trustees, this foreword offers an opportunity to say thank you to our people for everything that they are achieving, to acknowledge the depth of their impact and to share reflections on the past year.

A year ago, we were seeing some of the very real challenges that we, like many in our sector, are facing head on post-pandemic. These challenges impose especially difficult choices on any organisation determined to do all it can to step forward whenever needed. There is huge pride in the impact our people and programmes make in communities at a time of expanding needs, but equally we realise that our efforts must be moderated by significant, fast-moving pressures on our resources – not least the impact of inflationary pressures, increasing costs and relentless pressure on sources of income.

We are proud to hold a trusted and special place in the hearts of communities up and down the country - community resilience now sits at the heart of our purpose and strategy that we set out in the detail of this report. Through the challenges of 2023, we were also right to trust in the resilience of the people of St John. The lifeblood of the charity, the local volunteers embedded in so many communities, are now engaged in their own redesign to ensure local focus, accountability and empowerment in the years ahead.

Their extraordinary goodwill and quiet dedication to service provide is the most solid of foundations for a successful future. I want to thank all St John people for their personal contribution to our movement and to all those who continue to support us in our mission. We owe you all a huge debt of gratitude.

Stuart Shilson, Prior

## A message from Ben Freeman, interim Chief Executive

The breadth and scale of the challenge we are tackling are significant. There is no stone unturned and a sustainable platform will not be achieved overnight. We have had to scale back some activity and all our staff have been impacted by a redundancy programme as we restructure our internal operations. This has involved some tough choices. However, a determined focus has given us a clear path to a sustainable operating model for the charity. The current year, 2024 will be a year of change with the ambition to consolidate this in 2025 to achieve a sustainable break-even position.

Whilst there has been pain and anxiety at both the loss of jobs and the need for wider change, I have been struck by the lack of resistance and indeed openness to the need for new ways of working. Both volunteers and employees have reached out to me with creative ideas on how we can be more effective in winning new income, reducing our costs or being more effective in what we do. Our approach

has been to be open and transparent in our communication and despite the difficult times I am pleased by the engagement of the leadership team to harness the energy and enthusiasm of our 1,700 employees and thousands of volunteers and this underpins my confidence in the future.





**We are so incredibly proud of Emily and her quick actions that day. To be able to be calm enough to remember her skills in that sort of situation is remarkable, but to do all of this when your mum is involved is a completely different matter. There is no doubt that I wouldn't have made the amazing recovery that I have had Emily not know what to do. It's really taught us that learning some first aid, even the basics, is so vitally important as you just don't know when you might need it. Emily is our real life hero and I'll be forever in her debt.**

Debbie Smith, stroke survivor and mum of St John Ambulance Cadet, Emily



**I never want any family to go through the same heartbreak we have been through. The loss of my youngest brother really highlights why CPR and defibrillators are so immensely important. It's crucial that more events and awareness sessions like this happen across ethnic minority communities in the UK - where we know people are more likely to have a cardiac arrest and less likely to know what to do - so more lives can be saved.**

Samina Kiyani, first aid training advocate



"As much as being a construction site manager is stressful, I used to view work as an escape from my life. But last year I began to really struggle. I started feeling like I couldn't do it anymore. I got to the point where I was driving to work and felt like I wanted to turn the wheel of the car and drive into a tree or the barrier on the motorway." Luckily, his boss, Phil, was a trained mental health first aider: "It was noticed that James' performance was going down. He wasn't in a good place; he and his family were

facing some really big challenges. I and his line manager encouraged him to share his problems so we could help him. In our line of work, especially within build teams, people are not keen to come forward to talk about poor mental health. It can be deemed as a weakness. You can't wave a magic wand but being able to talk makes someone feel better. You're not qualified to give medical advice but you can listen and follow it up and reassure someone you care. My St John course taught me how to really listen."

For James, the impact was clear: "Having someone to talk about how things were, who wasn't going to judge, and wasn't my wife or parents, was so beneficial. Now I'm performing really well again. Touch wood, I'm back to firing on all cylinders."

James, a construction manager and father of three

## Our impact

At St John, we know that community first aid saves lives.

Community first aid also:

- » improves health outcomes through faster treatment;
- » makes communities safer and more resilient to face the emergencies that occur every day;
- » reduces pressure and demand on statutory services, principally but not exclusively in health; and
- » in its learning and practice, provides purpose, belonging and opportunities to develop for all individuals that engage, irrespective of age or background.

In 2023, we delivered that impact in the following ways:



## Educating and equipping for safer, more resilient communities

**215,708 people**  
trained in the workplace.

Almost  
**38,000 businesses**  
supported to be more resilient.

Over  
**16,000 attendees**  
at community first aid sessions.

**15,348 young responders**  
trained with increased confidence to help.

**3,961 young people**  
registered as NHS cadets.

Increased awareness of carbon monoxide poisoning for  
**21,502 students**





**Responding to save lives  
and reduce pressure on the  
nation's health services**

**Building a resilient home  
for the nation's community  
first aid movement.**

**72,716 hours**

of emergency ambulance cover,  
treating almost 8,000 patients.

First aid cover at

**8,487 events.**

Delivered by

**5,450 trained**

clinical volunteers.

**1,000 volunteers**

in one day for the London Marathon

**3,453 patients**

treated in the night-time economy  
services across 11 towns and cities.

Attendance at

**158 cardiac arrests**

saving 39 lives.

**56,500 hours**

of community service by  
Cadets and Badgers

**1,359 students**

enrolled with St John at their  
institutions and with local units.

**31,848 volunteers**

in 2023 supported by:

**265,410 hours**

of volunteer training.

**53,410 garments**

from our new uniform range.

**1,716 employees**

in 2023 (1,369.60 of those were FTE).



## Our progress and what we delivered

### Engaging more young people in first aid.

2023 saw us build real momentum in our young people programmes (for 5-25 year olds), as well as improving connection and involvement of St John young people in activity across the charity.

We broadened opportunities for Cadets to take part in our operations, with over 56,500 operational hours being provided by over 1,700 of our young people across event delivery, logistics and night-time economy services. 686 Cadets achieved their operational first aider qualification. And to build this further we introduced pilots of a new “first aid only” offer for 16-17 year olds joining the organisation, alongside the more comprehensive Grand Prior award that continues to be the core offer for all Cadets and which 99 young people achieved in 2023 (alongside 117 Super Badger awards for 5-10 year olds). The “first aid only” trial (in Hampshire and Manchester) was born from exploring the needs of 16-17-year-olds involved in the Vaccination Programme, recognising that many would turn 18 within 18 months. This alternative approach allows us to induct a young person as if they were an adult first aider, allowing them to be ready to hit the ground running when they turned 18.



When Debbie Smith collapsed in her bathroom in July 2023, the actions of her daughter and St John Ambulance Cadet, Emily, saved her life:

**“Mum and dad had just got back from walking Bones, our German Shepherd cross, when mum said she had developed a sudden headache, at the back of her head. I thought nothing more of it. Dad popped out to collect my younger brother Elliott from his martial arts club. It wasn't long before he'd left, around 7.30pm or so, when I heard mum run upstairs to the toilet where I heard her vomit. I then heard a crash upstairs and I ran up the stairs.”**

Emily found her mum in the bathroom unresponsive, so immediately called 999.

**“It was really surreal as mum was still trying to vomit while unresponsive. I cleared her airways, attempted to roll mum into the recovery position, which wasn't easy, where I then noticed that her jaw was locked and she was incontinent, so I suspected a seizure.”**

First responders and paramedics arrived 13 minutes after Emily's call.

**“At one point, in total there were 11 health care professionals in my house and the air ambulance was even dispatched, before it had to be called away to another person. My mum was first taken to Leicester Royal Infirmary with dad, while I stayed home with Elliott.”**

A call the next day revealed Debbie had suffered a subarachnoid haemorrhage, an uncommon type of stroke. After surgery at Queen's Medical Centre in Nottingham, Debbie was discharged eight days later and is now fully recovered. Debbie said:

**“We are so incredibly proud of Emily and her quick actions that day. To be able to be calm enough to remember her skills in that sort of situation is remarkable, but to do all of this when your mum is involved is a completely different matter. There is no doubt that I wouldn't have made the amazing recovery that I have had Emily not known what to do. It's really taught us that**

**learning some first aid, even the basics, is so vitally important as you just don't know when you might need it. Emily is our real life hero and I'll be forever in her debt.”**

In November, Emily's life-saving was recognised by The Princess Royal at St John's annual Young Achievers awards, where St John celebrates and rewards young people who have saved lives, shown exceptional bravery, or overcome difficult personal circumstances.



In 2023, we secured significant investment from the Department for Digital, Culture, Media & Sport (DCMS) - £2.4 million - as part of the Uniformed Youth Fund (UYF), a three-year programme targeted at helping organisations reach more young people. Our goal is to create 3,500 new Cadet spaces in our programmes, addressing the waiting lists we have for many of our units by recruiting 350 new Youth Leaders through a national recruitment campaign and developing a new Youth joining website.

Working in partnership with schools, charities and statutory bodies (e.g. police and Violence Reduction Units), we beat our 2023 target for engaging young people in our flagship **Young Responders programme**. Made possible thanks to funding raised by players of People's Postcode Lottery awarded through Postcode Innovation Trust, the programme aims to equip young people from underserved communities with physical health first aid, street violence first aid and mental health awareness skills.

Laura Chow, Head of Charities at People's Postcode Lottery, said:

**First aid is a skill that stays with you for life. And equipping young people with the knowledge and skills to be able to respond quickly and calmly to real life situations will help to save many lives.**

**I'm delighted that funding raised by players of People's Postcode Lottery has helped to reach over 15,000 young people across Britain, listening to what they need and empowering them to make a difference in their community.**



What's the impact?  
**15,348 Young Responders**

**Student volunteering** continues to be an important part of our youth work, with student volunteers recorded across over 100 institutions, undertaking community training, engagement, fundraising and social action. In 2023, 1,359 students enrolled with St John both at their institutions and with local units, with around a third providing active first aid at events. We introduced an Affiliation and Re-Affiliation Procedure for University First Aid Societies, creating a formal relationship between them and St John for the first time to help further develop our support. To date 31 Societies have affiliated, the majority with Student Volunteering Units attached. Students led a new partnership with Cadent Gas during Freshers Week to raise awareness of carbon monoxide poisoning and how to spot the signs, engaging 21,502 students. We also developed a new Keeping Safe in Halls & Home awareness session for students, which demonstrated positive results on first aid confidence levels in its pilots and will be rolled out in 2024.

Alongside teaching and practicing lifesaving skills, our youth programmes continue to **support wider development opportunities for our young people**. In 2023, 277 St John young people began Duke of Edinburgh awards with over 75 achieving their goals and 21 individuals receiving their Gold awards at Buckingham

Palace in May. 68 Cadets completed their BTECs with the Cadet Vocational College, whilst a new First Aid badge was completed over 6,500 times on the Inspiring Digital Enterprise Award (iDEA) platform, supporting young people to develop digital, employability and enterprise skills for free. That made it the most popular gold-level badge on iDEA. And 2023 also saw the completion of our Health Citizens programme. Funded through Futuremakers by the Standard Chartered Foundation, we launched the Health Citizens Programme in 2021 with the aim of helping young people from communities hit hardest by the pandemic to develop their employability skills. Throughout the programme, our Health Citizens Coaches have supported young people to identify and address a health or social care related issue in their community by delivering a social action project and in 2023, over 100 students were recognised as Community Wellbeing Champions, having completed their social action projects on topics ranging from keeping safe on a night out, to reducing period poverty and knife crime.

## Our progress and what we delivered

### Ambulance Auxiliary

Under the terms of our ambulance auxiliary contact with the NHS, which had its first anniversary in 2023, we provide surge capacity in support of England's 11 ambulance trusts. A base level of service is provided throughout the year as part of maintaining skill levels and in partnership with individual trusts to match their needs, with additional surges of activity in winter and specific emergencies. Our trained crews, both employed and volunteer are used in different ways by different trusts depending on demand in each area.

In 2023, we delivered 72,716 hours of emergency ambulance cover through the auxiliary and additional arrangements with North West Ambulance Service. We treated just under 8,000 patients (7,890 completed electronic patient records), with a diverse case mix that reflects the undifferentiated care needs within an ambulance service, with chest pain, shortness of breath, abdominal pain, head injury, falls and hip injury some of the more frequent presenting complaints we attended.

Volunteers were also on hand at Birmingham and Stansted Airports in April to support those arriving in the evacuations from Sudan with immediate first aid needs.

We are proud of the positive feedback so often received from patients and families for the compassion and expertise shown by our emergency ambulance crews, as shown in these two examples:



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In the early hours of Saturday morning, my brother-in-law was stabbed twice during a mental health episode. My sister, who is partially sighted, was so upset and afraid he was going to die – and then in walked the heroes of the hour. They were so quick and reassuring to everyone, and quickly put a dressing on his chest. And next thing, he was inside the ambulance getting the help he needed.

Later, at the hospital, my brother-in-law finally opened up to your ambulance team about what he was going through. He has never done this. They told the hospital what he had said and he is finally getting the specialist help he needs.

We just wanted to say a huge thank you for the two amazing St John people you sent to their home that night. We've since been told that neither of them get paid but do it because they want to help others. They are two very special people.

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“

Connor and Matthew came to help my brother, Simon, who has very bad mental health problems (schizophrenia) had collapsed in the street after drinking too much. They helped get him to my mum's house and were amazing with him, me and my elderly mum.

Both are volunteers: I mean, wow. I could not thank them enough. It was so wet and cold, and they saved his life by being there to help, then stayed with us until he passed out asleep and they knew we were safe. Connor and Matthew were truly heroes who went above and beyond – really lovely, amazing people. Thank you so, so much.

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### Night-time economy

Our NTE programme offers emergency medical care in busy nightlife areas as well as welfare support and providing a place of safety, to providing high standards of pre-hospital care to people socialising in towns or city centres throughout the evening and early hours of the morning, particularly on Friday and Saturday nights. By providing dedicated treatment centres in towns and cities, we're able to provide medical support

quickly and effectively alleviating pressure on local resources such as the NHS and local ambulance services.

In 2023, we expanded to 11 different areas including opening a second safe space in Birmingham in partnership with the local police and providing a new service in Skegness over a busy bank holiday weekend. We saw 3,453 patients, 1,571 of whom had clinical needs but just 660 (42%) of those had to be sent to

Emergency Departments. St John people were able to convey more than half of those requiring further medical treatment, again reducing the burden on emergency services. For the larger group of non-clinical needs, we provided a safe space which we have evaluated as reducing wider demand on statutory services in busy night-time city centres.



What's the impact?  
**3,453 patients in the night-time economy**

### Responding to a respiratory arrest

When East Midlands Ambulance Service (EMAS) passed over a 999 call to St John Ambulance, reporting that a male had been found by police officers on the street in Leicester, unconscious and not breathing, we were able to deploy two cycle response units, a paramedic and a double crewed emergency ambulance, from our night-time economy operation.

Initially, St John volunteers, working alongside specialist EMAS colleagues, supported the patient by breathing for him, utilising airway management techniques as well as administering doses of the life-saving drug, Naloxone, which reverses the effects of opiate-based drugs. Our emergency ambulance, supported by an EMAS critical care doctor, transported the patient to hospital, releasing other EMAS resources to focus on emergencies elsewhere. The patient made a full recovery.

### NHS Cadets

Since 2020, St John has worked in partnership with NHS England to deliver the NHS Cadets programme, providing opportunities to explore roles in healthcare. It is targeted at 14-18 year olds from communities currently under-represented within the NHS and St John Ambulance and aims to reach a diverse range of young people with barriers to entering health volunteering and/or healthcare careers. Target groups include young people who are not in education, employment or training, who have a learning disability, come from low-income families, are young carers, have mental health conditions or are from ethnic minority backgrounds.

In 2023, a further 3,961 young people registered to be part of NHS Cadets, bringing the total registered in the programme since launch to 7,682, split evenly between the Foundation and Advanced courses. Over 80% of registered participants have at least one of the target characteristics.

Baba Odumera is a recent graduate of the NHS Cadet programme:

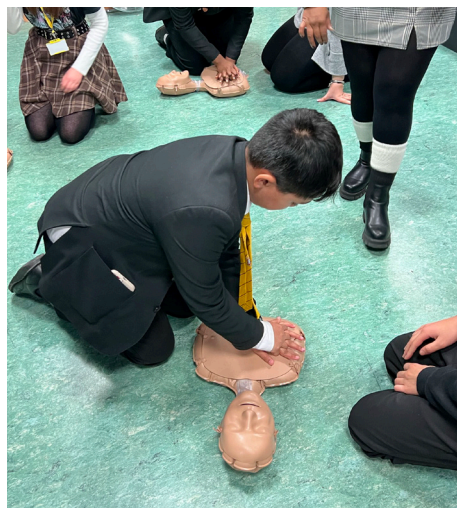
**Baba decided that he would like to study medicine at university but the pandemic made it difficult to gain experience in this field. What drew Baba towards the NHS Cadets was the fact that this programme was offered to people from a similar background. Baba used the experience gained with the NHS Cadets to write the statement to apply to university. Baba expressed that St John contributed so much to his application and in autumn 2023 he started to study medicine. He is also now a fully qualified adult first aider and volunteers at his university.**



## Reaching new audiences with community first aid

In recent years, we've made progress in ensuring our first aid advice and guidance is available in different languages to meet the need of diverse communities.

In 2023, we worked with deaf and hard of hearing actors to launch CPR and defibrillator videos in British Sign Language (BSL) - A British Sign Language Emergency First Aid Film - Learn CPR (youtube.com) - that also showcased 999BSL, the Ofcom registered emergency video relay service.



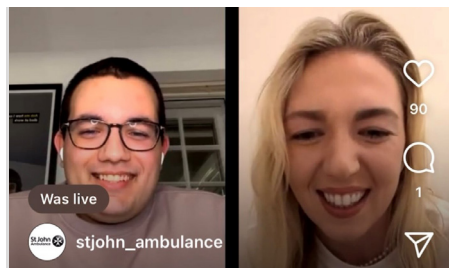
We also worked with Samina Kiyani to support her efforts to train hundreds of people in lifesaving skills at the East London Mosque and London Muslim Centre, in honour of her brother who sadly died from a sudden cardiac arrest:

**"I never want any family to go through the same heartbreak we have been through. The loss of my youngest brother really highlights why CPR and defibrillators are so immensely important. It's crucial that more events and awareness sessions like this happen across ethnic minority communities in the UK - where we know people are more likely to have a cardiac arrest and less likely to know what to do - so more lives can be saved."**

Sessions were offered in Bengali and Urdu as well as English, raising awareness of these vital skills within the South Asian community, which can face greater risks of cardiac arrest with sometimes limited access to lifesaving resources. More than half of people (59 percent) living in ethnic minority communities feel they lack the knowledge to perform CPR, which is significantly higher compared to rest of the UK. People from these communities are statistically more likely to suffer a cardiac arrest, yet just 22 percent have received training in the last 10 years, compared with 41 percent of the UK population in same period.



Meanwhile, online, we teamed up with stars of BBC's popular Traitors series to discuss mental health as part of a new Instagram Live feature and cadets Sneha Daga and Shivani Patel made waves with the September launch of their Saving Lives on Air podcast for Rangoli Radio, a Hindu community radio station that has reached 158 countries and attracts 8,000 monthly listeners.



**"We thought of the project in April, when we both met up as Rangoli Radio presenters at an away day. The team were talking about youth empowerment and our growing number of young people becoming presenters when we looked at each other across the room and the idea of a young people's radio series sparked. Given that we were both Cadet First Aiders, bringing our roles and skills together meant we could create a platform for inspiring young people. It's something we are both passionate about. First aid saves lives, and if more people know how to deliver lifesaving first aid, more lives will be saved."**



# Fundraising for our **Community First Aid** mission

## Fundraising & engagement in 2023

Thanks to our supporters, funders and partners we raised a total of £14.8m in voluntary income in 2023 (2022: £17.2m). Despite a difficult economic backdrop, they continued to give, to cycle up and down the country, to run bake sales in their neighbourhoods, to champion first aid in their workplaces, to fund grants towards our youth work and to remember St John in their Will.

Without this dedication, effort and generosity St John Ambulance simply wouldn't have been able to deliver all of its life-saving work.

We received over £10.8m in donations and sponsorship income (2022: £11.3m) from individual and regular givers, community fundraisers, challenge event participants and major donors. Over 3,800 supporters gave to our appeals across the year, including the many collections across the country for the Big Help Out. More than 21,000 new donors signed up to give a regular gift to support our work, and over 180 people took to the streets as part of our sponsored running events and the Tesco token scheme & Coop support also continued to provide us with much needed community income.



114 people left us a gift in their Will totalling an incredible £3.5m in legacy income (£5.1m in 2022) and we received 103 notifications of future gifts across the year. We continue to be enormously grateful to all those people past and present who have included a gift in their will.

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**Legacies are so important to St John Ambulance and help us in our vision to continue to train and equip people in the community to save lives, long into the future. We are so incredibly grateful to all the people who have generously supported St John Ambulance in this very special way.**

Lorraine Roadnight, Legacy Manager.



We saw growth in income in 2023 from charitable trusts, foundations, statutory funders and commercial partnerships with over 70 trust and foundations supporting us through the year, enabling communities to continue to be first aid resilient. We celebrated the first year of DCMS funding (£2.4m in total over multiple years) to grow our Cadet youth programme and reach more young people in harder to reach areas. Thanks to an award from Postcode Innovation Trust we engaged over 15,000 young people through Young Responders, and thanks to the support of Garfield Weston Foundation we provided financial assistance to allow more young people to access our youth programmes. Our product collaboration with Kinetik Wellbeing continued to deliver high quality first aid products while benefitting the charity financially.

St John Ambulance remained front and centre of the public's hearts and minds as the 9th most recommended UK charity brand in the YouGov charity index. 75% of people surveyed had a positive opinion of us, and this increased to 1st and 93% amongst baby boomers. Over 3.5 million people visited our website and our 13,000 media stories had over 151 billion views and an advertising value equivalent of over £28million. We also launched the charity's first social media strategy and saw fantastic results, reaching over 11 million people and achieving an engagement rate (people interacting with our posts) of 5.45%, considerably higher than the industry average of 1-2%.

### Ethical Fundraising and Standards

Our values underpin everything we do at St John – and that includes fundraising. Our approach to acceptance and refusal of donations is rooted in our values of humanity, excellence, accountability, responsiveness, and teamwork and we apply principles of due diligence to our fundraising partnerships and agencies that work on our behalf. Through the Fundraising Committee, there is consideration of potential high-risk donations. St John holds an ethical fundraising policy and trustee directors seek assurances that high-risk donations are evaluated against this and remain in the best interests of St John.

We are members of the Chartered Institute of Fundraisers and the Lotteries Council and also licenced by the Gambling Commission. We are registrants of the Fundraising Regulator, and as such abide by the Code of Fundraising Practice. We follow the Fundraising Regulator's Fundraising Promise and are committed to ensuring our fundraising is open, honest, legal and respectful. As in previous years we had no reported breaches or failings of these standards in 2023. We are also part of the Fundraising Preference Service. In 2023, we received correspondence but in relation to a similar named organisation. We took the opportunity to complete a review to ensure our continuing compliance.

We engage members of the public both face-to-face and over the telephone by discussing ways in which they can support us, appropriately and proportionately. In order to do this we use professional fundraising agencies who work on our behalf to adhere to our fundraising standards and this is enshrined in our contracts with them. Following recent media interest in this aspect of fundraising in the sector in general, we have reviewed our approach to assure ourselves that we are maintaining the standards we expect.

### Protecting people

We work hard to ensure that we treat the public sensitively and respectfully at all times, through our fundraising activity, taking special care to protect people who may find themselves in vulnerable circumstances. We have an organisational safeguarding policy as well as specific training for key fundraisers to ensure that we can spot the signs of potential vulnerability in anyone they speak to on our behalf, as well as the steps we expect them to take on the rare occasions when they do have concerns.

In line with General Data Protection Regulation (GDPR) legislation we publish our privacy notice outlining how we manage people's data. Where we use direct marketing or process donations,

we ensure we are GDPR compliant and valid consent is sought that is specific, clear and easy to withdraw by our fundraising supporters.

Our policies for protecting people in vulnerable circumstances, safeguarding individuals and our fundraising promise can be found at [sja.org.uk/what-we-do/our-policies](https://www.sja.org.uk/what-we-do/our-policies).

### Fundraising complaints resolution

We are always sorry to receive complaints relating to our fundraising, but we understand that some of our activity may invite expressions of dissatisfaction. In 2023 we received 54 such complaints about our fundraising activity (46 in 2022). This was an increase on the previous year, but proportional to our fundraising activity, and reflective of a change in the way we now categorise complaints to include all concerns and negative feedback. We log all complaints, respond promptly and where appropriate carry out an investigation to fully comply with the Fundraising Code.



### Donor Story

In 2023, a father of two marked the end of an incredible journey when he crossed the finish line of the Reading Half Marathon - where his life was saved four years ago by St John volunteers. Jonathan Oakeley (39) even dressed as an ambulance to complete an eight-month fundraising odyssey for St John- during which he ran four half-marathons to raise more than £3,500. Jonathan's life-changing incident occurred four years ago when his heart stopped beating near the finish line of the Reading Half Marathon. Thanks to the quick actions of our first aiders, he made a full recovery and since has gone on to become a father - twice. Once he recovered, Jonathan resolved to show his appreciation by supporting St John.



**I really wanted to be able to give back to this charity that has given so much to me. Retracing my steps and running the same race as before was an unforgettable experience - and something I'm utterly grateful to have been able to do. I want to give my sincerest thanks to the volunteers who were there for me that day. My story and recovery is a great example of how valuable first aid skills are. I'd really encourage everyone to do it, if not for your sake, then for that of your loved ones. And if you've not done it for a while, then refresh yourself and book a first aid course.**

Jonathan Oakeley, Marathon Fundraiser







### Community fundraising

St John Priory Groups play a pivotal role in fundraising for the activities of the charity in this country and also the wider foundations of the Order of St John around the world, principally the St John Eye Hospital Group in the Holy Land. As one example, the Norfolk St John Priory Group invited members of the public and St John supporters to participate in the 2023 Open Gardens scheme, charging a small entry fee for adults at each location to support the charity. In recent years, the popularity of the scheme has raised sufficient funds to enable the purchase of an electric vehicle for use by our volunteers. The next project is to raise funds for two defibrillators which can be used for training.





## With thanks

We would like to thank all of our volunteers, donors, trusts, foundations, corporate supporters, advocates and partners who have supported St John throughout the year.

Through your generosity we raised more than £14.8 million of voluntary income and increased awareness of the importance of first aid. Together we've made a great difference to the lives of many, across our communities up and down the country.

We would like to give our sincere thanks to everyone who so generously supported St John in 2023. From Direct Debits to appeals, people raising funds on our behalf and donations dropped into a collection tin - every penny counts towards our vital work. Heartfelt thanks as well to those who remembered St John with a gift in their Will in 2023. And a particular mention for the generosity of:



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|--|--|
| Ardeola Charitable Trust                         | Kusuma Trust   |
| Argos Barton Central Distribution Centre         | Peacock Charitable Trust   |
| BNA Charity                                      | People's Postcode Lottery  |
| Cadent Gas                                       | Tesco Community Grants   |
| Co-Op Community Funds                            | The Medlock Charitable Trust   |
| Department for Digital, Culture, Media and Sport | The Vernon N Ely Charitable Trust  |
| EBM Charitable Trust                             | Tyne Tunnels   |
| Elizabeth Mellows                                | Worth Waynflete Foundation   |
| Frances Connolly                                 | Association for Industrial Archaeology   |
| Garfield Weston Foundation                       | City of London Corporation   |
| George Cadbury Trust                             | Archives Revealed funded by The National Archives/Pilgrim Trust/Wolfson Foundation |
| Graham Barker                                    | Mr Michael S Smart Legacy  |
| Hertfordshire Mark Masons                        | Mr Ronald G Birkitt Legacy   |
| John Fenwick                                     | Mrs Pamela Freeman Legacy  |
| John James Bristol Foundation                    |  |
| Kinetik Wellbeing                                |  |
| Lubrizol   |  |



**We'd also like to pay tribute to the support and efforts of partners and volunteers of all ages. In 2023:**

We marked ten years working in partnership with NHS Blood and Transplant, to provide the Order of St John Award for Organ Donation. This award honours the incredible gift donors and their families in the UK make by donating their organs to save and improve the lives of others. In 2023, we issued 995 awards.

We commemorated 40 years of the St John Fellowship, providing support to members to stay connected with the charity after they end active voluntary service as well as continuing to support operational activities and member welfare. The occasion was marked with a special event at the National Memorial Arboretum.

We celebrated the admission and promotion of 136 members into the Order of St John, as sanctioned by His Majesty The King as sovereign head of the Order.



Twelve of our dedicated volunteers were recognised by Their Majesties King Charles III and Queen Camilla as Coronation Champions for their significant contribution to their communities.

They included Steven Drury, of Rowley Regis, West Midlands, who has given in the last five years over 10,000 hours of voluntary service to the community as voluntary Emergency Ambulance Crew. As a senior logistics advisor, he has also played an important role in volunteer operations at high profile national events, such as Her late Majesty The Queen's funeral, our pandemic response and the Afghanistan refugee crisis at Birmingham Airport. Steve is also involved in St John's Birmingham Night-Time Economy pop up treatment centre, responding to emergency calls, providing care at the scene, or transporting patients, relieving pressure on the local NHS, police and ambulance services and preventing emergency department admissions.



They saw the contribution of St John people to supporting the coronation of His Majesty The King, celebrated with 603 individuals eligible to receive the Coronation Medal 2023.

And we honoured the long service of 671 volunteers who in 2023 received long service medals for contributing a combined 14,500 years of service between them.

