



Charities striving to reach everyone who needs help

President Ron Iles has set out a vision for The Insurance Charities as it continues reach out to help people in the insurance industry who have been struck by misfortune.

Ron became President in September 2005. He has worked for over 45 years in the Insurance Industry, ultimately as chairman (now retired) of one of the world's largest brokers.

"Having served as a member of several of the committees in the last few years, particularly the Grants Committee, I have seen at first hand the absolute need for our work and the benefits this provides to the recipients".

During his year as President his main objective is to increase awareness of this work and the availability of assistance from the Charities. To this end the web-site is being upgraded and we are updating all our marketing material – more details on page 2.

"I want to work together with everyone to ensure increased awareness



• Ron Iles talks about his vision for 2006

of the work of the Charities and eliminate the perception that people in the insurance industry do not need charity. They can fall on hard times, just like everybody else

"We are the only charity devoted to helping people who have worked in the insurance industry.

"I am hopeful that with everyone's support we can achieve these goals and improve the lives of many more people during 2006 and beyond."

More frequent communication needed, says survey

The recent survey of supporters of The Insurance Charities revealed that people wanted to hear from us more frequently. This pdf newsletter is the first part of our response to that demand.

Our aim is to send out a one or two page newsletter quarterly with up-to-date information about the work of The Insurance Charities. It will cover key developments and news of the Charities' work with beneficiaries.

Annali-Joy Thorncroft, secretary of The Insurance Charities, explained the thinking: "We are very grateful to everyone who responded to our recent survey and we are working hard to take on board what you said. In particular, we recognise that nowadays you have to work much harder to remind people who you are, what you do and how you can help people.

“We are all about changing People's Lives for the Better”

"We are all about changing people's lives for the better and you cannot do that if you keep yourselves a secret", she said.

We hope people will forward it onto colleagues, print it out so it is available at institute meetings or put it up on company noticeboards. If you want to be added to the e-mail list please let the office know (see below).



• MCE Insurance retained the Post Magazine Charity Five-a-Side Football Cup when they triumphed over Axa in a dramatic penalty shoot-out. The tournament raised £750. Post Magazine runs the competition every year. For more details contact David Worsfold on 020 7484 9752.

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All set next for a new look Insurance Charities Day

New look marketing literature is on its way for Insurance Charities Day, which this year takes place on Friday 3 March.

The new range features leaflets, posters, adverts and exhibition stand panels, all developed as part of a complete re-vamp of The Insurance Charities marketing. For the first time, there are separate leaflets for possible contributors and for potential beneficiaries.

The Chairman of the Marketing & Fundraising Committee, David Worsfold, explained the new approach: "We took a step back and looked hard at what we had been doing. One key conclusion was that we had tried to cram too many messages into our literature.

"We have now separated these so that there are simple, clear messages targeted at different groups. We hope this will enable us to reach more potential beneficiaries as well as aiding the promotion of our fundraising".

Copies of the new leaflets and posters will be sent out in time for Insurance Charities Day.



- The new leaflets have clear messages

The Marketing & Fundraising Committee also reviewed the role of Insurance Charities Day and decided that it still serves a useful purpose with a lot of local institute fundraising still focused on or around the first Friday in March.

While it will never compete with the



- One of the series of five new posters

likes of Red Nose Day, it is still important to have a day every year that acts as a prompt to people to go out and remind colleagues that The Insurance Charities exists and plays a vital role in helping people in the insurance industry.

Let us know your views.

Sheltered accommodation help prompts enquiries from Aviva pensioners

An article on the work of The Insurance Charities in a recent issue of the Aviva pensioners' magazine *In Touch* prompted over 20 new enquiries to the charities' offices about help with sheltered accommodation.

The article featured a series of case studies on the type of help the Charities can offer to retired staff and it was the one on sheltered accommodation that caught the attention of readers:

Case Study 3: Thinking of a move to sheltered accommodation?

The Insurance Charities could help you. Taking advantage of our nomination rights for rented sheltered accommodation offered by Anchor Housing Association you could benefit from priority access to any of 1000 schemes across England.

The type of accommodation of-

fered varies but each unit offers maximum independence as well as the security of knowing help is on hand, if needed.

You are free to decide whether or not you wish to participate in the wide range of activities organised by each site manager. Local shops and amenities are also conveniently on hand so that you can continue to play an active role in the local community.

The accommodation comprises a fully equipped kitchen and bathroom with either a low level bath or walk-in shower. Many sites have a fully equipped laundry and on-site guest accommodation for friends and family to make use of.

The Charities can provide articles, case studies and lots more for company magazines, intranets etc. Please contact the office for details.

What happened to the Benevolent Fund?

The charities are still known to many as the Insurance Benevolent Fund and the Insurance Orphans Fund but these are no more.

In 2004, all the underlying funds were brought into a single organisation called The Insurance Charities. This created an opportunity for the charities to completely revamp its constitution and governance.

The funds have a proud heritage stretching back throughout the last century and one of the key objectives of the changes has been to retain the wonderful philanthropic values of the founders and the superb record of the last 100 years and build on that with a modern, streamlined and responsive structure to meet the changing needs of the modern industry.

With over £1m a year paid out in benefits to hundreds of people those objectives are being met every day.