



Charities needed more than ever, says Starling

Nick Starling, recently elected as president of the Insurance Charities for 2009-10, is director of general insurance and health at the Association of British Insurers. He joined the ABI in 2005 from the Health and Safety Executive, where he was policy director. His earlier career was spent at the Department for Transport, where among various posts he was private secretary to the Transport Minister and specialised in international aviation. He started his career in the academic world.

In his four years at the ABI he has become a high profile spokesman for the industry on topics as diverse as flooding, asbestosis and equality.

He wants to use that profile to spread the word about the role and the work of the Insurance Charities: "I want to use my year as president to make the Charities ever more widely known in the insurance industry. In these times of economic difficulty, it is vital that the message of what we deliver is known to those who might benefit from our help. And I want to be accessible – please do not hesitate



• **Starling: vital message needs to be heard**

to approach me as I would be delighted to visit your company or organisation to tell you more about the Charities' work".

Nick is a vice president of the Insurance Institute of London, a trustee of the Parliamentary Advisory Council on Transport Safety, and a school governor.

Trolley coin key rings prove a popular way to raise awareness

The Insurance Charities now has a fantastic new promotional item, a trolley coin key ring, to help raise awareness and funds. The key rings have an Insurance Charities branded 'coin' the size and weight of a £1 coin that can be used in supermarket trolleys, sports centre lockers and so on.

They can be purchased at cost by local institutes and then either used as a give away at annual dinners, lunchtime speeches and members meetings, or sold, for a suggested donation of £1, as a fundraising item. You can simply bank the money and send us a cheque!

For insurance companies and intermediaries this can also be a good way for your employees to support us. We have secure display boxes available at cost that can be used on reception or registration desks. All proceeds go to help insurance people who have fallen on hard times.

For further information and to order please call 020 7606 3763.



• **The coin box display with the new style marketing look - see p2 for more info**



• **The Centenary Shield which is awarded to the institute that has made the most impressive contribution to the Insurance Charities went this year to Manchester. It was presented to their president, Steve Mason (right), at their innovative awards ceremony in September by the chair of the Charities Marketing Committee, David Worsfold. Preston were highly commended for their contribution.**

Contacting The Insurance Charities

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*If you would like to be kept up-to-date
with all our activities please email us*

Those we help: Louise

Louise started in insurance after graduating. After giving blood at a routine session, she collapsed. She was later diagnosed as having suffered a stroke, unconnected to her having given blood, but which has left her confined to a wheelchair.

Her job with a major insurer has been kept open for her and a phased return to work programme set up. Recovery has taken longer than planned, however, and Louise and her fiancé, who were saving for their forthcoming wedding as well as meeting the costs of their new home, have had to manage on a reduced income. They also were worried about how they could afford to purchase a suitable wheelchair for Louise.

The Insurance Charities has been able to supplement the couple's income in the short term and finance the wheelchair which will hopefully increase Louise's independence and assist in her getting back to work.

While we cannot take away the trauma of all Louise and her fiancé have been through, we can ease their minds a little with respect to financial concern.

If you know of anyone who is going through a difficult time financially, ensure you tell them about The Insurance Charities and the support which could be available to them. All enquiries are treated in the strictest confidence.

New look marketing set is on the way

A complete new range of marketing literature – with an exciting new look – is ready for launch later this month.

It has been created by Mercieca, a design agency and a full range of support materials will be available. Look out for details of how to get yours.



www.theinsurancecharities.org.uk

Steve wins a tight competition



• Above: Clive Bevan skillfully negotiates a bunker. Inset: Ron Forrest, John Dymock and Darren Vickery congratulate each other on their successful rounds. Below: winner Steve Webb (left) with Charities past-president Tony Alderman and the Julius Neave Trophy.

The 6th annual final of The Insurance Charities Golf Competition was held on 14 September at the Newcastle under Lyme Golf Club, as part of the Insurance Institute of Stoke on Trent's centenary celebrations.

Played in bright but blustery conditions, Steve Webb, representing Reading Institute, won with 38 points, just beating Ian Robson, the host Institute's representative, by one point. In a close race for third place, John Dymock, representing Cheltenham and Gloucester finished above Ron Forrest, from The Worshipful Company of Insurers, after a countback on the last six holes.

The nearest the pin competition was won by Chelmsford's Darren Vickery and the longest drive by Clive Bevan, representing Nottingham. Other finalists travelled from far and wide, from Edinburgh to Cardiff and Southampton to Liverpool.

Steve will hold the prestigious Julius Neave Trophy for a year. Sadly, Julius passed away since last year's competition.

Steve also received a hamper worth £150, generously donated by The Hamper People, who provided smaller hampers for other prize winners. Major prizes were also kindly donated by Howard Ball, Stoke on Trent's Centenary President, and the Hants and Dorset branch of The Personal Finance Society. All players received



a goody bag with items donated by Heath Lambert, Howard's employer, among other gifts. Stoke on Trent Institute kindly provided everyone who attended with a locally crafted ceramic centenary coaster.

At the presentation dinner, Howard welcomed the competitors and gave a short talk on Stoke on Trent's history. Tony Alderman, immediate past-president of the Insurance Charities, presented the prizes to the winners and thanked everyone who supported the competition, including those institutes that held qualifying competitions but whose winners were not at the final. £1500 was raised by this year's competition and planning for next year's is already underway.

Autumn 2009