

A new chapter begins

Fire Fighters Charity will be launching a new strategy, which sets out our ambition to support twice as many people by 2030. Alongside this, soon, you'll see Fire Fighters Charity starting to look a little different. We're beginning to talk about the difference we make and our services a little differently too. You might see these changes on our website, on our social channels, in letters, or in materials you receive from us.

Why we're making these changes

There are too many people across the fire services community who could benefit from our independent and tailored healthcare and wellbeing support who don't yet know that we're here to help them. By telling our story more clearly, and refreshing how we look and feel, we hope to help more people recognise our charity, understand what we do, access our services when they need them, and inspire more people to support our work. This work has been shaped by extensive feedback from across the fire services community and the public.

What isn't changing

Although we'll look different, what we do stays the same. We'll continue to provide independent, confidential healthcare and wellbeing support for people across the UK fire services community, during and after their service. The people we support, the care we provide, and our independence from Fire and Rescue Services remain unchanged.

The people you're in touch with and the way you reach us all stay exactly the same. If you need us, just contact us in the same way as you do now. We'll share more details with you next week, including a powerful short film we're releasing to open up conversations around the psychological impacts of working in the fire service.

27th July 2026