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ANNUAL REPORT: OUR IMPACT IN 2024



RFS



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Recruit For Spouses Academy CIC is registered under Company House No.10908826

OUR FOUNDER & CHIEF EXECUTIVE'S MESSAGE

Unlocking Talent, Empowering Military Spouses

At RFS, we believe that creating opportunities for military spouses and unlocking their exceptional potential isn't just important—it's essential. This belief was at the heart of our event at Windsor Castle in March 2024, where we brought together some of the world's leading talent specialists to explore one key question: How can we do more?

Career pathways and tailored employment programmes are vital, but their success depends on collaboration. Our partnerships—with organisations such as Virgin Red, AMS, and BAE—have shown what's possible when shared goals align. Yet, real progress often requires honest dialogue and a willingness to challenge the status quo.

As the focus on social value continues to intensify, the shift towards creating more part-time, flexible roles for military spouses is not only achievable—it's necessary. These roles support career continuity and professional growth while helping businesses access highly capable, motivated individuals. The conversations at Windsor Castle reinforced the importance of inclusive strategies and bold leadership in making this a reality.

Since our founding 13 years ago, RFS has supported over 8,000 military spouses into employment and created more than 500,000 hours of flexible, part-time work. This isn't just a tick-box exercise for ESG or social value reporting—it's a proven model for sustainable workforce success. Military spouses bring resilience, adaptability, and a strong work ethic—qualities forged through frequent relocations, partner deployments, and life lived away from traditional support networks. Their impact in the workplace is tangible and transformative.

We remain committed to raising awareness, building partnerships, and driving lasting change. With your continued support, we are shaping a future where military spouses have access to meaningful, sustainable careers—and where employers benefit from an often underutilised talent pool.

Thank you for being part of the journey.

HELEDD KENDRICK
FOUNDER & CEO
RECRUIT FOR SPOUSES



RFS

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Our Mission

RFS is a B Corp certified, woman-owned social enterprise and Community Interest Company (CIC). Rooted in lived experience and shaped by the unique challenges of military life, our business model delivers impact through three core pillars:

- **RFS Recruitment** – Connecting military spouses and veterans with flexible, fulfilling employment opportunities.
- **RFS Consultancy** – Providing expert social value consultancy and bid support, helping organisations strengthen their ESG strategies and social impact through defence sector insight and SME experience.
- **RFS Career Academy CIC** – Delivering programmes that enhance mental wellbeing, boost employability, and directly support recruitment across the Armed Forces community.

Together, these services reflect our mission: to unlock talent, create opportunity, and advocate for the value that military families bring to the workforce and wider society.



Survey JANUARY 2025

Our survey was completed by more than 450 spouses/partners

Underemployment and unemployment remain significant challenges for military spouses and partners, with the need to support household finances cited as the primary motivation for seeking work.

The survey further highlights the importance of organisations recognising the untapped talent within this community while addressing the barriers posed by frequent relocations. Educating businesses on the unique skills, resilience, and adaptability of military spouses is essential to reducing underemployment and ensuring career stability. With 44% of respondents relocating more than eight times and 43% leaving their careers due to postings, creating flexible employment opportunities is crucial to unlocking their full potential.

Additionally, military spouses and partners frequently face challenges in securing job interviews or are forced to accept positions below their skill level. Many cite the demands of their partner's career, constant relocations, and limited childcare support as key factors that hinder their ability to work effectively.

AT RFS, WE RECOGNISE THE POTENTIAL
IN EVERYONE, REGARDLESS OF THEIR
BACKGROUND.

57%

OF SPOUSES/PARTNERS SAID
THEY CONSIDER THE LARGEST
BARRIER TO EMPLOYMENT
BEING THE LACK OF FLEXIBLE
OPPORTUNITIES

46%

OF SPOUSES/PARTNERS
REPORTED DISCRIMINATION
WHEN APPLYING FOR ROLES

29%

OF SPOUSES/PARTNERS WITH
DEGREES ARE EARNING UNDER
£20K A YEAR

58%

OF SPOUSES/PARTNERS
FELT THEY NEEDED
MENTAL HEALTH SUPPORT
DURING THEIR PARTNERS
MILITARY CAREER



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Our Community 2024

99% of our community are based in the UK, with over 53% of those seeking new job opportunities

Services supported:



59%



17%



18%



5%

Other 1%

Age Range:

Under 18 = 0.3%

18 - 24 = 4.45%

25 - 34 = 29%

35 - 44 = 46%

45 - 54 = 15%

56 - 54% = 2.8%



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Our Impact

This year, our numbers tell a powerful story; careers reignited, confidence restored, and communities strengthened. Behind every data point is a military spouse, partner, or veteran taking a meaningful step forward in their career journey.

From flexible roles created and training hours delivered to new partnerships formed across industries, our impact reflects the strength of collaboration and our unwavering commitment to social value. As we continue to grow, these numbers not only represent outcomes, they reflect lives changed.

We're proud of the progress made, and even more excited about the opportunities ahead.

5068
members of the
Armed Forces
community
supported last
year

35
foundations &
corporate
partners
supporting our
work

3500
hours given
supporting
community
initiative and
charity partners



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Driving

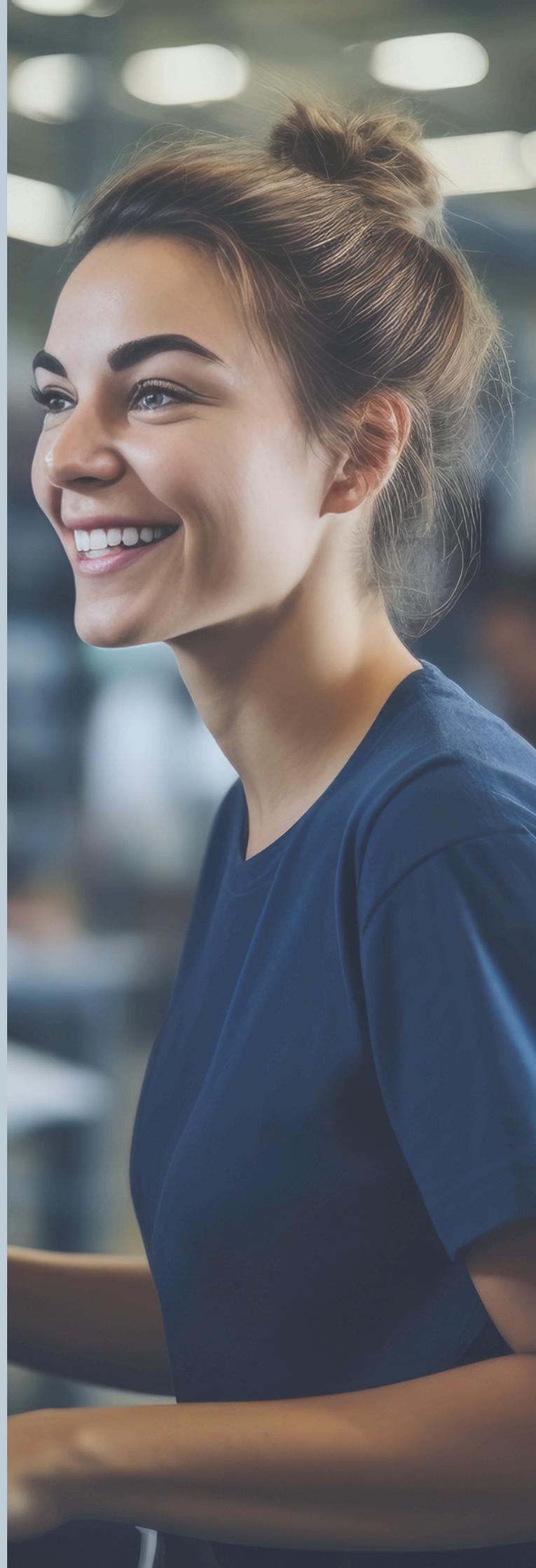
SOCIAL VALUE

At RFS, delivering social value isn't an add-on - it's at the core of our mission. As a Community Interest Company (CIC) and certified social enterprise, we understand the increasing importance of social value in public procurement, especially in light of recent legislative changes. That's why our work is purposefully designed to align with key social value frameworks, ensuring measurable, meaningful outcomes.

Through our Career Academy CIC and recruitment support services, we go beyond traditional employment pathways - empowering military spouses, partners, and veterans across the UK and the Commonwealth to return to work, develop skills, and achieve long-term career stability. We actively bridge the skills gap in critical sectors such as defence, aerospace, finance, and construction by connecting employers with this highly capable yet often underutilised talent pool.

To further scale our impact, we've launched RFS Social Value Consultancy, a specialised service supporting charities, SMEs, and third-sector organisations. We help partners strengthen their social value credentials through tailored support in areas such as impact reporting, grant writing, tender submissions, and ESG strategy - ensuring their efforts are both effective and recognised.

We are proud of the strong relationships we've built with our corporate partners and are committed to expanding this network. Together, we can create real, lasting change for military families and individuals who make immense personal sacrifices in service to our country.



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Review 2024

RECRUITMENT

RFS Recruitment is a B Corp certified social enterprise and proud Gold Award holder under the Armed Forces Covenant, dedicated to transforming employment for military spouses, veterans and families.

Whether it's on-demand project support or long-term remote roles, we help organisations access exceptional talent while empowering our community to sustain meaningful, adaptable careers building financial stability and professional fulfilment within the military community.

We pioneered the liquid workforce model – an agile recruitment approach offering both flexible and permanent solutions that meet the evolving needs of today's businesses and the realities of military life.

Our innovative platform connects employers with a pre-vetted pool of high calibre British military spouse candidates, streamlining the hiring process through advanced skills assessments and digital interviews.

OVER 8500
MEMBERS OF THE
ARMED FORCES
COMMUNITY ARE
ACTIVELY
LOOKING FOR
WORK THROUGH
RFS



RFS

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Charlotte Sjöberg

DIRECTOR OF CORPORATE AND
CONSUMER COMMUNICATIONS,
VIRGIN GROUP

“I’ve been working with RFS since 2020 and am utterly blown away by the team’s professionalism and the work it does. RFS taps into a talent market so often overlooked due to circumstances beyond candidates’ control. For four years I have also had the pleasure of seeing an RFS employee develop and grow within my team – so much so she has recently secured a permanent, senior position within the Group.

“As a military spouse myself, I know how hard military life can be and only recently recommended a friend of mine spoke to RFS as her husband approaches a new posting. Well done Heledd and the team – you’re all amazing!”

Virgin

RFS



THE RFS RECRUITMENT ADVANTAGE

EXPERTISE

Our team is led by experienced head hunters who come from the military community themselves. This unique perspective allows us to understand the needs of both clients and candidates intimately.

EXTENSIVE NETWORK

With access to over 40,000 members of the military community, including:

2.9K

members in our
**private Facebook
forum**

13.5K

followers on our **public
Facebook page**

2.5K

followers on
Instagram

4K

connections on
LinkedIn

8.8K

candidates in
our **proprietary
database**

10.1K

followers on
Twitter

CUSTOMISATION

We tailor our solutions to fit your specific needs, whether you're hiring for one position or staffing an entire project.

SOCIAL VALUE

By working with RFS, you're not just filling positions – you're supporting the military community and enhancing your company's social impact.



RFS



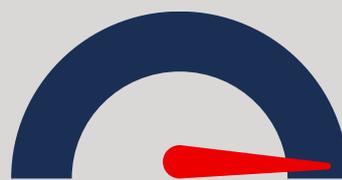
WHAT WE ACHIEVED OVER THE LAST 12 MONTHS

Over the past year, we have made considerable progress in creating valuable employment opportunities for military spouses, establishing 30 new partnerships with forward-thinking organisations committed to integrating military spouses into their agile workforce. These collaborations have resulted in both short-term, project-based, and permanent roles across a variety of sectors, including customer service, project management, and marketing.

Our candidate database remains strong and growing even organically with spouses partners coming to RFS for support when leaving the military, reflecting the high-quality, tailored service we provide to both our candidates and clients. Military spouses bring a wealth of unique qualities to the workforce, including resilience, emotional intelligence, and adaptability—attributes developed through their experience with frequent relocations, partner deployments, and living in remote military environments.

The Liquid Workforce continues to support organisations with their short-term employment requirements, while also offering flexible, remote work opportunities for military spouses. This approach not only meets the needs of businesses but also provides spouses with the stability of meaningful employment.

Our ongoing partnership with organisations such as Virgin Red and Celio, Rolls Royce has flourished, with a 68% increase in employed hours through the Liquid Workforce initiative. This growth has had a direct, positive impact on military spouses, offering them both financial security and valuable career prospects.



99% OF LIQUID WORKFORCE WILL BE OFFERED PERMANENT EMPLOYMENT

A CV TO HIRE
RATIO OF 2:1

21697

HOURS OF FLEXIBLE WORK
BETWEEN APRIL 2024 - MARCH 2025
PROVIDED BY THE RFS LIQUID
WORKFORCE

CV HIRE OF 1:1 FOR
VETERANS; DELIVERING 30
CVS IN 10 DAYS;
RESULTING IN 28 JOB OFFERS

EDWINA BLANKSON

Member Support Executive- Virgin Red

As both a veteran and military spouse who relocated from her home country to remote Scotland, Edwina faced significant challenges in the job market. Despite her background as a Process Compliance Executive, she initially had to settle for a position at ASDA while confronting common misconceptions about military spouses' commitment to careers.

"One misconception is hearing that military spouses are less committed to their careers, which is certainly not true," she explains.

Everything changed when Edwina connected with Recruit for Spouses. Their team recognised her unique situation and matched her with Virgin Red, which offered a position that valued both her skills and circumstances.

"What attracted me to work for Virgin was mainly the flexibility it provided me to work around my family and still have an income," Edwina shares.

The partnership between Virgin Red and Recruit for Spouses has been transformative for Edwina, providing her with a 100% remote role that accommodates the unique demands of military family life.

"Working with Virgin allowed me to be part of a dynamic work culture and flexible working conditions. My job is 100% remote, that alone is 5 stars!"

Through this collaboration, Edwina has found not just employment, but a role that truly understands and values her situation as a military spouse, demonstrating how organisations can unlock tremendous potential in this talented but often overlooked workforce.



"One misconception is hearing that military spouses are less committed to their careers, which is certainly not true. I believe that given the circumstances, we are dedicated and resilient."

LINZI IDDLLES

Pre Boarding specialist - Cielo - Rolls Royce

As a military spouse based in Andover, I've experienced firsthand the challenges of building a meaningful career whilst navigating the unpredictability of military life. With my husband constantly being deployed, finding an employer who truly understands and accommodates the military lifestyle seemed almost impossible.

I'd previously worked with AMS and Pinnacle, but I was searching for something more—a role that offered genuine career progression and a workplace culture that wouldn't view my circumstances as a limitation. What I needed was an employer who saw my resilience and adaptability as assets rather than obstacles.

My journey took a positive turn when I connected with RFS Career Academy. Their coaching and mentoring programme was transformative, helping me not only enhance my professional skillset but significantly boost my confidence. The coaches at RFS genuinely understood the military lifestyle and helped me recognise strengths I'd developed that are valuable to employers.

When RFS introduced me to the pre-boarding specialist role on Cielo's Rolls-Royce account, it felt like the perfect match from the start. Cielo's approach to flexibility, their understanding workplace culture, and clear career progression pathways aligned perfectly with what I needed to thrive professionally whilst managing my family responsibilities.

Working at Cielo has made the world of difference to my wellbeing and professional fulfillment. They understand when I need flexibility during my husband's deployment cycles, and I never feel I have to choose between personal commitments and career aspirations. This supportive environment has dramatically improved my mental health and provided the stability I've been seeking for years.



"Finding Cielo through RFS has been absolutely life-changing. I've finally found a workplace where I can build a rewarding career regardless of the military's unpredictability, bringing a sense of purpose and security that benefits every aspect of my life."

Review 2024

CAREER ACADEMY

The RFS Career Academy CIC is dedicated to supporting military spouses, service personnel, veterans and their families. Our mission is to empower this community through tailored employment support, professional development opportunities, and mental health resources.

We collaborate with progressive and supportive organisations who aspire to give back to the Armed Forces community.

OUR OBJECTIVES

SUPPORTING THE ARMED FORCES COMMUNITY:

- ✔ To build confidence, achieve personal working goals, change career path or establish a business
- ✔ To reach their career potential
- ✔ To promote diversity, equality and inclusion
- ✔ To support social mobility
- ✔ To improve mental health and wellbeing



COACHING & MENTORING PROGRAMME

Since its launch in 2017, the RFS Career Academy Coaching and Mentoring Programme has remained a vital component of our employability strategy, providing tailored support to members of the Armed Forces community as they navigate career development and transition.

PROGRAMME OVERVIEW

Our volunteer mentors offer one-to-one guidance, helping candidates build confidence, set career goals, and improve their employability.

This year, the programme supported:

- 130 candidates (including spouses, veterans, and serving personnel)
- Approximately 1,300 volunteer mentoring hours contributed
- Dozens of mentors from BAE Systems and partner industries engaged in the programme

In addition to supporting candidates, the programme also contributes to the professional growth of our mentors, many of whom pursue formal accreditation and benefit from networking opportunities across sectors.

RFS's top programme for 2024

81 volunteer coaches & mentors supporting the programme

1900 beneficiaries impacted by the programme since 2017

RFS
CAREER
ACADEMY



BAE SYSTEMS

Programme

ALIGNMENT TO THE SOCIAL VALUE MODEL AWARD CRITERIA*

VOLUNTEER ENGAGEMENT: MAC 6.2
81 volunteers (17 BAE) dedicated approximately 1300 hours to mentoring and coaching.

CAREER PROFESSIONAL DEVELOPMENT SUCCESS: MAC 2.1 AND MAC 6.1- 6.3
We conducted **11 CPD sessions** covering diverse subjects such as leadership resilience and coaching accreditation, ensuring ongoing development opportunities.

CANDIDATE SUPPORT: MAC 7.1-7.2 AND MAC 8.1- 8.2
The programme assisted **130 candidates** with building confidence, setting goals, assessing skills transferability and transition from the services during 2024.

COMMUNITY IMPACT: MAC 8.1
Since its inception, the programme has positively affected approximately **1900** beneficiaries and their families.

VETERAN PARTICIPATION: MAC 2.2 AND MAC 3.1
The **increased participation of veterans** is a crucial step towards greater inclusivity.

WOMEN INTO LEADERSHIP PROGRAMME: MAC 2.3 AND MAC 3.2 - 3.4
The Coaching and Mentoring Programme has supported our **new initiative for women veterans**. BAE coaches have directly worked with three candidates providing these women with professional development support through coaching.

In 2024, 28 candidates were matched with BAE employees equating to approximately 280 volunteer hours

10%

increase in candidate matches

20%

increase in veteran support

80%

of candidates supported were military spouses

**The data presented aligns with the updated Social Value Model introduced under the Labour Government's Procurement Act 2025, demonstrating clear compliance with criteria 1a to 1e. This reflects BAE's strong commitment to delivering social value across key outcomes, including fair working conditions, the creation of high-quality employment, equitable pay practices, opportunities for in-work progression, and proactive management of modern slavery risks.

CANDIDATE IMPACT

Feedback is obtained from candidates who complete the programme. This enables us to evidence the quality of the matching service, the facilitation provided by the Career Academy, the quality of the coaching and mentoring, and the impact of the programme on the candidate.

Whilst the metrics are able to evidence the outcomes in terms of employability, they do not articulate the full social impact of the programme and its transformative elements. We have therefore included a number of case studies at the end of the report.

100%

of candidates would recommend the programme

100%

of candidates state the programme has supported their employability or professional development

CANDIDATE TESTIMONIALS

“For anyone in the military community looking to make significant positive changes in their professional life, this programme is invaluable.”

“A brilliant resource and connections with people who seem to genuinely care. I'm grateful for the people both in the front facing roles and behind the scenes for bringing support and encouragement to people who, at least for my part, desperately need it”.

“The Coaching and Mentoring Programme has been truly life-changing for me. From the very first session, my coach took the time to really understand me—not just my career aspirations, but who I am as a person. The guidance and tailored support I received helped me not only secure a great job but also build confidence in my own strengths and self-worth. For military spouses and families navigating career challenges, this programme is an invaluable resource. It provides not just practical tools, but also the encouragement and direction needed to move forward with clarity and purpose. I can't recommend it highly enough and am incredibly grateful for the opportunity to have taken part. I sincerely hope this programme continues to receive the support it deserves—because it has the power to transform lives.”

RFS
CAREER
ACADEMY



BAE SYSTEMS



COACHING

100%
of coaches would recommend the programme

COACH/MENTOR IMPACT

The CPD sessions create a unique opportunity to enable the coaches and mentors to meet monthly to share best practice, provide coaching support and networking opportunities. This offering has contributed to the growth of the pool of volunteer experts providing a greater array of expertise from differing industry sectors.

Over the last 12 months, Helen has hosted 11 CPD sessions covering a variety of content from coaching accreditation, building resilience and different coaching tools. Attendance at the sessions has been approximately 15-20 coaches per meeting.

COACH TESTIMONIALS

“I often tell people that being a volunteer on this programme is one of the most rewarding things I've ever done in my career. When you are matched with a coachee, it's a 1-hour session per month, plus some prep time.

I am regularly blown away by the so many different scenarios that the coachees encounter and have to deal with throughout their lives supporting a military family. A couple of things stand out for me in terms of the impact that my support has had. One of my coachees wrote to me about a year after we'd finished coaching, to tell me that she'd gone back to Uni and was really clear about the path that she wanted to take for the rest of her career.

Another told me how much I'd helped with providing support mechanism, techniques to help with managing mental health and building resilience, which in turn had given her the courage to change her career path. I would recommend volunteering for RFS to anyone - it truly is such a rewarding experience.”



Virtual WORKSHOPS & INSIGHT DAYS

Our online sessions are an integral part of our offerings, enhancing employability, soft skills and providing opportunities to learn industry insights. We create a platform for military spouses and veterans to access valuable workshops and resources, aimed at equipping them with the necessary tools to thrive both within and beyond the military environment.

Over the last 12 months, we ran 26 workshops around topics including:

- Confidence
- Interview Preparation
- Leadership Development
- Career Transition Strategies
- Securing Your Financial Future
- Industry Insights
- Personal Brand Awareness

The impact of these sessions goes far beyond skill acquisition - they cultivate a supportive environment that empowers individuals to navigate their professional journeys with confidence and resilience.

We have worked with leading organisations such as J.P Morgan and QinetiQ to deliver both regional and international support to military communities, extending our reach and impact. As we continue to adapt to an ever-evolving landscape, our commitment to military communities remains steadfast. We remain dedicated to providing meaningful opportunities for growth, development, and long-term success.



Over
1000
candidate
registrations

“It’s been a privilege to support the work of Recruit for Spouses over the past year and to work alongside their amazing team to deliver real, lasting benefits to the community. They operate with passion and authenticity, keeping impact at the heart of everything they do. Through strong relationships and genuine collaboration, we’ve co-designed programmes that meet real needs and deliver social impact where it matters most. We truly value this partnership and look forward to continuing to support them, and their community, in the years to come.”

Ben Tucker, Head of Social Value at QinetiQ

QINETIQ



RFS

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CANDIDATE IMPACT

“It was very relevant as it is difficult getting back into the work place after being posted to a new location. Spouses careers often get the back burner so getting the motivation and advice to keep pushing for new opportunities was great encouragement.”

“It was encouraging to see and hear from people already in the cyber field. I enjoyed listening to the ways of responding to interview questions (STAR method). The culture of a company is important as it takes care of its employees.”

“Thank you for an informative session. This has encouraged me to apply for code first girls courses. I am definitely going to give it a go even if I don’t succeed.”

“This workshop was great for emphasising soft skills that we already have and building our confidence to showcase them. I'm considering a career change and felt empowered by this workshop.”

OVER
90%

would recommend
to others

26

successful
workshops held
throughout 2024

85%

found content
beneficial



52

members of the
Armed Forces
community attended
the webinar on
'resilience'

“You don’t
have to be
the best to
succeed.”

Preet Chandi MBE,
Army Veteran & work record
breaking explorer!



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FOREIGN & COMMONWEALTH PROGRAMME

In October 2024, we launched the Foreign & Commonwealth Programme to support military spouses and partners from the 52 Commonwealth member states. Open to individuals aged 18 and over, the initiative provides Statements of Comparability for overseas qualifications—removing a key barrier to employment and education in the UK. It also offers tailored guidance to help participants access meaningful, long-term career opportunities.

WHY IS THIS PROGRAMME NEEDED?

Foreign & Commonwealth military spouses often face significant barriers when relocating to the UK, including high visa and resettlement costs, cultural adjustment, and the challenge of having overseas qualifications unrecognised. Many are forced to accept jobs below their skill level or pay unaffordable fees for credential conversion.

The programme addresses these challenges by funding qualification recognition and offering tailored employment support. This enables spouses to access appropriate career opportunities, maintain their professional trajectory, and support their families while also easing integration and improving overall wellbeing.

DEMAND FOR SUPPORT

Since the launch of our programme in October 2024, we have received an overwhelming response from the F&C community echoing the need for support.

We have received over **115** registrations for the programme, with over **80** spouses/partners completing the paperwork for a Statement of Comparability so far!



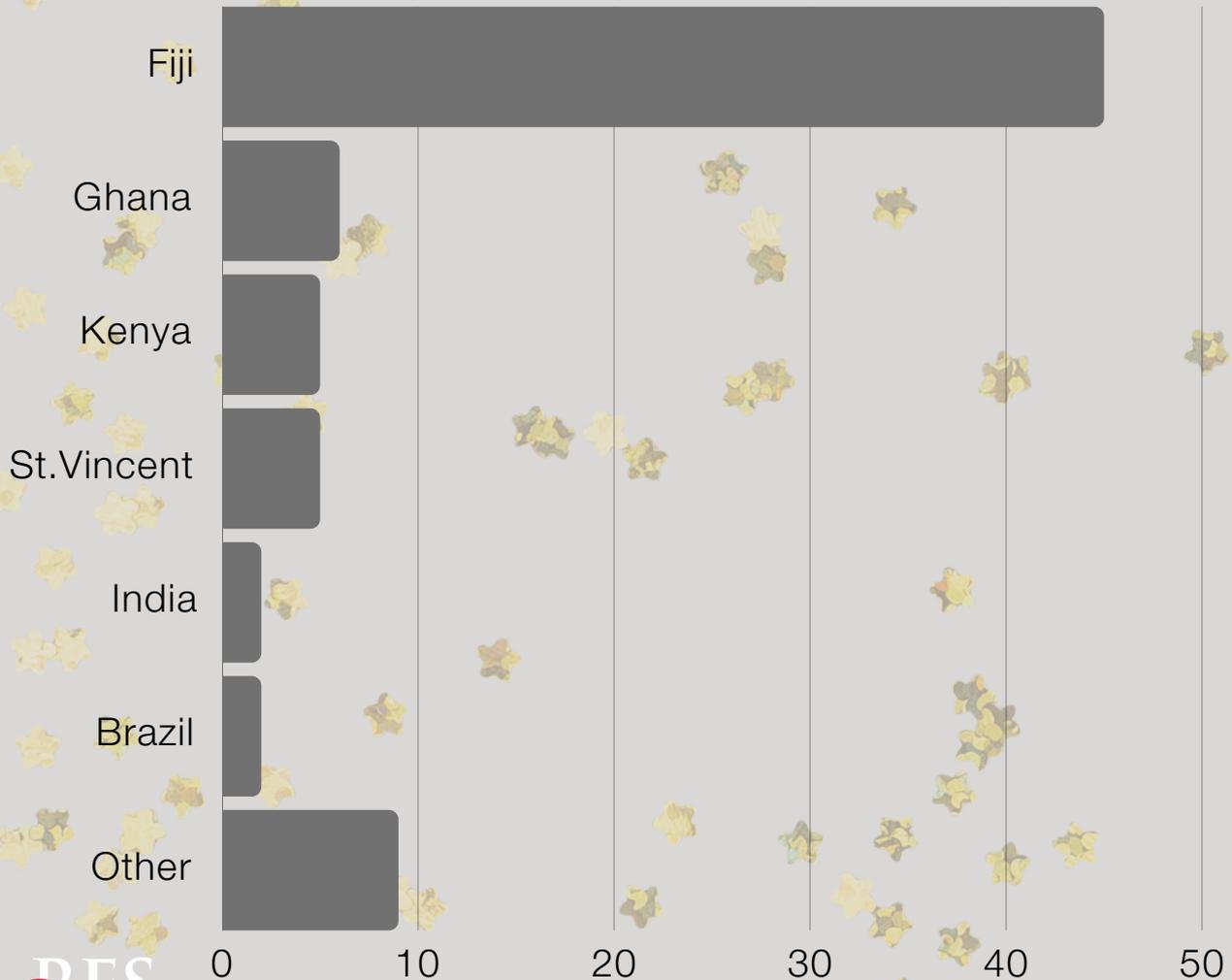
CANDIDATE TESTIMONIALS

"Going through the RFS Foreign and Commonwealth Programme has been a truly transformative experience for me. As someone navigating life in a new country, I often felt unsure about how to have my qualifications recognised or how to restart my career. RFS Career Academy paid for my Statement of Comparability, provided clear guidance, unwavering support, and practical steps to help me move forward.

From acquiring my Statement of Comparability to gaining confidence in the UK job market, the programme gave me more than just advice—it gave me direction and belief in my own potential. I'm now in meaningful employment, and I owe much of that to the encouragement and expertise of the RFS team. I'm incredibly grateful for this opportunity and highly recommend the programme to anyone in a similar position."

Faith — Foreign & Commonwealth Programme Participant

COUNTRY OF ORIGIN



Mental

HEALTH & WELLBEING PROGRAMME

The RFS Career Academy's Mental Health & Wellbeing Programme, is designed to support military spouses and partners, both of serving personnel and veterans, in managing the unique emotional and psychological challenges that arise from military life.

Delivered virtually in partnership with The Owl Centre, the programme provides accessible, structured support to participants across multiple cohorts.

Each six-week course blends psychoeducation, skill-building exercises and guided group discussions. Through structured sessions, participants explore the emotional impact of deployment, build practical coping strategies for stress and anxiety, improve family communication, and strengthen social support networks.

The programme aims to enhance emotional resilience, reduce isolation and empower participants to navigate the complexities of military life with greater confidence and connection.

CONNECTING SPOUSES POSTED ACROSS THE GLOBE:



Over two-thirds of participants resided in England, with eight located overseas — including Oman, Belgium and Jamaica.

Programme IMPACT

In its first year the Mental Health & Wellbeing Programme has directly supported 72 spouses, and indirectly benefiting a further 288 members of the Armed Forces community.

Over 155
spouses/partners
registered for
the programme



programme FEEDBACK

“I can’t thank RFS and my therapist enough for facilitating this programme - I’ve learnt strategies to cope with isolation and I am now connected with a group of women who understand the trials and tribulations of service life. I now have the support I need to move forward.”

“This programme is invaluable for any military spouse — it offers a safe, welcoming space to openly discuss the challenges of service life while learning practical self-care techniques. It’s helped me feel less alone, manage stress more effectively, and regain a sense of control over my wellbeing.”

Service Distribution:


ARMY 55%


**ROYAL
AIR FORCE** 26%


**ROYAL
NAVY** 19%

Community

CAREER DAYS

Thanks to funding received through the Armed Forces Covenant Trust on behalf of the MOD, we have been able to take our support directly into the heart of military communities across the UK. This outreach initiative breaks down barriers by offering in-person, tailored employment and recruitment support where it's needed most—right on the doorsteps of military families.

Our aim is to make career development more accessible, especially for military spouses who often face unique challenges such as frequent relocations, career interruptions, and limited local opportunities. By being present in their communities, we provide not just services, but also reassurance, encouragement, and a pathway to meaningful employment.

Over the past year, our team has delivered workshops, one-to-one advice, and networking opportunities in:

- Bulford, Wiltshire
- Waddington, Lincolnshire
- Colchester, Essex
- Lossiemouth, Scotland

These visits have allowed us to build trust, understand local needs, and form stronger relationships with both spouses and base personnel. The feedback has been overwhelmingly positive, with many attendees telling us they felt “seen, supported, and better prepared for employment.”

As we look ahead, we are committed to expanding this outreach, ensuring no one in the Armed Forces community is left behind when it comes to career support and opportunity.

50+
spouses
supported

“We are really grateful to the RFS team for making the trip up to NE Scotland and engaging with our families. Given our rural location we are aware of how much a posting to RAF Lossiemouth can sometimes impact spousal employment, or reduce opportunities in some fields. It was great to see such a positive turnout from our community today, and to see first hand the empowering support available from RFS.”

Welfare Team



RFS

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Professional DEVELOPMENT

Our **Self-Development Hub** is a dedicated platform within our website empowering individuals within our community to upskill and retrain. Our courses offer a diverse range of opportunities, catering to various needs and aspirations.

For those looking to enhance their employability, we provide courses focused on soft skills such as negotiating skills, teamwork, leadership, and problem-solving. These skills are not only valuable assets for advancing careers but also essential for navigating today's dynamic workplace environments.

Moreover, our offerings extend beyond traditional career paths, recognising the importance of supporting individuals who seek to make significant transitions in their professional lives. Whether someone is looking to pivot to a new industry or explore a passion project, our courses provide the knowledge and resources needed to embark on new career trajectories confidently.

Our goal is to empower individuals with the skills, confidence, and resources they need to thrive in their professional endeavors and contribute meaningfully to their communities and industries. Through our commitment to inclusivity and lifelong learning, we aim to foster a culture of continuous growth and development for all.

157 candidates
supported with
CV review and
career advice

Courses

EMPOWERING MILITARY SPOUSES THROUGH DIGITAL MARKETING TRAINING

Study Academy, a leading provider of online compliance and professional development training, partnered with the RFS Career Academy to deliver a bespoke digital marketing programme for 25 military spouses. This initiative marked a strategic extension of Study Academy's expertise beyond compliance, showcasing their commitment to career development and social impact.

The programme offered comprehensive training in digital marketing strategies, social media management, and online business practices, complemented by tailored employment support and career guidance.

Achieving an outstanding 80% success rate, the majority of participants secured employment upon completion—demonstrating the effectiveness of Study Academy's educational approach and RFS's commitment to empowering military spouses through targeted skills development and holistic support.



EMPOWERING MILITARY SPOUSES THROUGH BUSINESS ANALYTICS TRAINING

Peregrine Global, a leading UK workforce solutions provider, partnered with the RFS Career Academy to deliver a fully funded, industry-accredited business analytics course—valued at £5,000 per participant—to five military spouses through the Peregrine Academy. This bespoke programme addressed the unique challenges faced by military spouses, such as frequent relocations and limited access to professional development, by equipping them with in-demand skills in data analysis, business intelligence, and strategic decision-making.

This initiative exemplifies meaningful social impact, advancing social mobility and inclusive workforce development. By investing in underrepresented talent, Peregrine and RFS are not only transforming individual career trajectories but also strengthening military families, enhancing community resilience, and challenging traditional employment barriers.



30

military spouses supported



CONSULTANCY

Driving Social Value Through Strategic Partnership

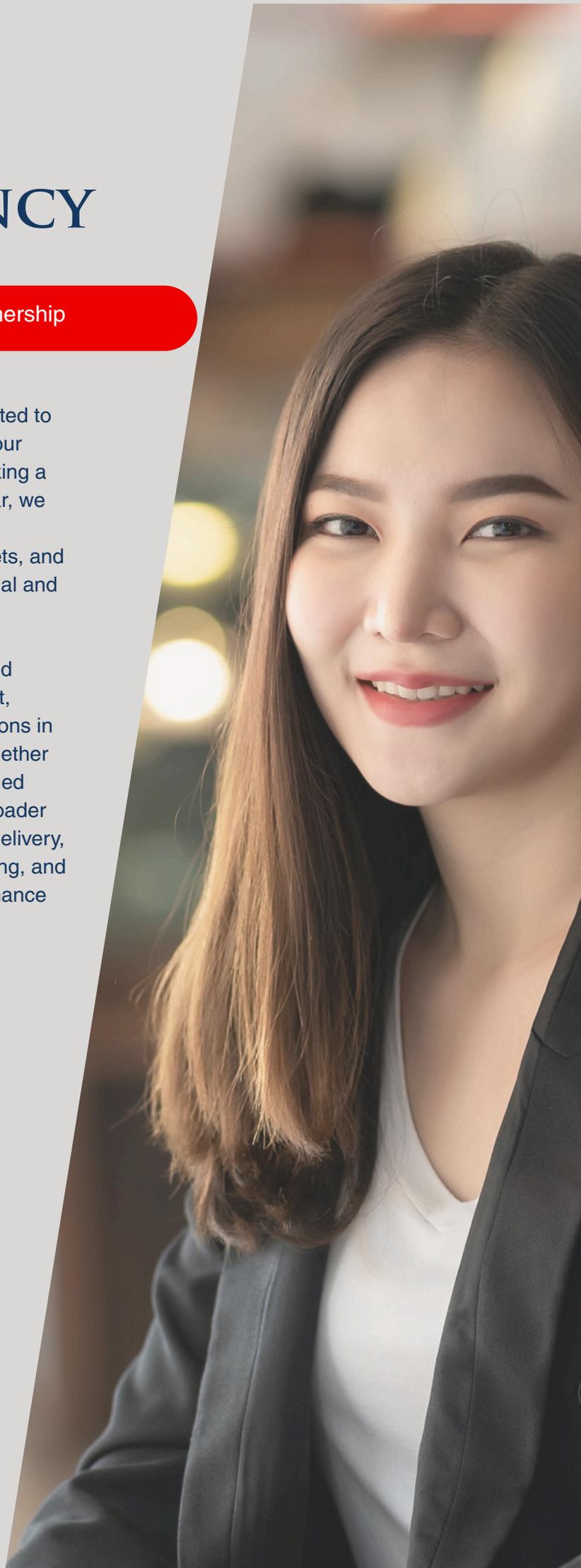
At RFS, we are a purpose-led organisation dedicated to delivering the highest standard of service to help our clients meet their corporate objectives—while making a meaningful difference in society. Over the past year, we have worked closely with SMEs and charities to understand their needs, operate within their budgets, and provide tailored support that drives both commercial and social outcomes.

Our work spans a broad range of services, from bid writing and social value consultancy to HR support, training, and DE&I strategy. We support organisations in developing and delivering impactful initiatives—whether as part of procurement opportunities, through Armed Forces Covenant commitments, or in pursuit of broader social mobility goals. By advising on social value delivery, conducting competitor analysis, enhancing reporting, and upskilling teams, we help clients meet key performance targets while giving back to the Armed Forces community.

Collaboration and Impact

Over the past 12 months, we've proudly collaborated with industry leaders including QinetiQ, AMS, and Airbus to advance the integration of meaningful social value into core business practices. Our partnerships are built on shared purpose—helping organisations not only meet procurement and compliance requirements, but to make a genuine and measurable difference in society.

“Social value is the positive contribution to society that an organisation delivers, with key focus areas including economic recovery, equal opportunity, and fighting climate change.”
— QinetiQ Social Value Webinar, January 2021



Webinar Impact

RFS Consultancy played a pivotal role in delivering a series of high-impact, industry-leading webinars focused on practical social value implementation across the defence and security sectors. These sessions brought together diverse voices and expertise to move the conversation from policy to practice.

- 62 participants engaged across the sector
- 3 strategic industry partners involved
- 87% planned to adapt or enhance their social value strategies post-webinar

100% of attendees reported increased confidence in applying social value principles

Looking Forward

As we look ahead, RFS Consultancy remains committed to innovation in social value delivery. We continue to work closely with organisations to embed social value into the heart of business strategy—not as a checkbox exercise, but as a powerful tool for community impact and organisational growth.

Our Commitment

Empowering organisations to deliver authentic social value that creates lasting, positive change—while supporting business performance, inclusive growth, and the Armed Forces community.



RFS

ANNUAL IMPACT REPORT



WHO WE SUPPORT

As part of our social impact, we support other charities and Community Interest Companies who share our vision to make a difference.

LITTLE TROOPERS

Little Troopers supports children of serving Armed Forces personnel, helping them navigate the challenges of military life, such as frequent moves and school changes. Through away days and residentials, the charity offers safe spaces where children can connect, build resilience, and feel less alone.

POPPY FACTORY

The Poppy Factory supports veterans with health conditions into meaningful, sustained employment. Through personalised guidance and one-to-one support, the charity helps individuals overcome barriers to work, rebuild confidence, and thrive in civilian life. Their work transforms lives and honours the service of those who've served our country.

FORCES WIVES CHALLENGE

Through our impact model, we proudly sponsored the world's first all-female team to retrace the historic WWII Heroes of Telemark mission across the Arctic landscape of Norway.

This extraordinary expedition was led by Forces Wives Challenge (FWC), a Community Interest Company that brings together women with partners in the Armed Forces through a shared passion for adventure and challenge. FWC provides more than just physical experiences—it creates a powerful sense of community.

By uniting women through shared purpose, FWC helps forge lasting friendships, build confidence, and strengthen resilience—empowering them to face the unique challenges of military life together.



PARTNERS, COLLABORATORS, FUNDERS, DONORS

We Thank you!



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