

THE JACK AND ADA BEATTIE FOUNDATION

2014

Our Support for the
Heroes of Normandy





Knowing That Someone Is Fighting Your Corner
Is Half The Battle Won

Fighting Corners



Trevor Beattie was born in Birmingham and educated at Moseley Art School. He gained an Hons Degree in Graphic Design from Wolverhampton Polytechnic before moving to London and a career in advertising which has seen him become one of the most talked-about characters in an industry of talked-about characters.

He set up Beattie McGuinness Bungay (BMB) in 2005 and produced the Bafta-winning movie Moon in 2009.

As one of the earliest purchasers of a (return) ticket on Richard Branson's Virgin Galactic, he is looking forward to becoming an astronaut in 2015.

VISION AND VALUES

I set up The Jack And Ada Beattie Foundation in honour and memory of my parents. It aims to adhere to their life-long held principles of fair play, care for the vulnerable and getting the job done. It will fight against inequality in all its forms, and it proudly displays the Beattie family trait of defiance in the face of adversity.

We don't aim to eradicate global poverty, or tackle climate change by next Wednesday. We fight much smaller, but equally important battles. Backing achievable ambitions and assisting the vulnerable of the Midlands and London. We fight people's corners, via grants to individuals and organisations whose aspirations match the spirit of Jack and Ada. We like to think of what we do as Guerilla Caring.

Our themes are **DIGNITY, FREEDOM** and **SANCTUARY**. The Foundation accepts applications from charitable organisations and individuals under these headings. We'd like our support to be as emotional as it is financial. Hence our mission statement:

KNOWING THAT SOMEONE IS FIGHTING YOUR CORNER IS HALF THE BATTLE WON.

A handwritten signature in blue ink that reads "Trevor". The signature is stylized with a long horizontal line above the letters and a vertical line extending downwards from the 'v'.

TREVOR BEATTIE

Jack and Ada

JOHN VINCENT BEATTIE

You only get the one. You can't yet order them online in bargain packs of 8. You get one Dad. And he wanders around the place for years and you know not why, really. Then one day, it clicks. You GET him. They say "Wait 'til your Father gets home," and one day, he does. You suddenly get the point of your Dad. It's a moment that never leaves you.

One day, I got mine. And from him, a thought which has resonated with me through the years: be yourself. It's all I've ever really needed. To be proud of who you are, where you're from, how you speak. To never be intimidated by the status of those you're dealing with. And to have people accept you for that.

Jack Beattie was a stranger in a strange land, arriving in wartime Birmingham with nothing but an Irish accent as impenetrable as a block of peat and a twinkle in both eyes. He was no fan of authority. Or The System. Or anything which resembled rules, for that matter. But he had a powerful sense of right and wrong. He hated injustice. And he swept my Mum and Brum off their collective feet.

As a kid, it seemed to me that my Dad knew EVERYBODY. And more importantly, that everybody knew him. He was big. He was Somebody. And then he was gone.

My Dad never lived to see me make it in business. (In London! In bloody advertising, for God's sake!) But I know he'd have wanted me to cause as much kerfuffle as I could.

I've been very, very lucky in my career. It's flown me around the world and enabled me to dine with Muhammad Ali, Nelson Mandela and Buzz Aldrin. But I'd give it all up tomorrow, have all those memories erased, for the chance to have dinner with my Dad tonight. To remind him that I did and do get him.

The Foundation will enable those who never knew him to benefit from the spirit of Jack Beattie. They'll get him. Everybody does.



ADA ALICE BEATTIE

My Mum's favourite movie was "It's A Wonderful Life". How very apt that proved to be. Hers was indeed a wonderful life, from the austerity of the 1920s to champagne flights on Concorde and tea at Number 10 with the Prime Minister.

She survived her workplace being bombed in the Second World War. Married a tall, dark Irish stranger. And together they raised EIGHT children. Through the toughest of times. Ada passionately believed in education and the rewards it would bring in later life. That the pen was always mightier than the sword. (Anyone disrespecting this belief however, would soon discover that the slipper was mightier than both the pen AND the sword.)

And what she didn't know wasn't worth knowing. We didn't Google. We Ada'd. In later life, when memory is supposed to fade, Ada defiantly took to memorising the names and birthdays of each of her EIGHTEEN grandchildren and TWENTY great-grandchildren.

Having encouraged a veritable army of Beattie brats to fulfil our ambitions, she spent the 9th decade of her life enjoying the well-earned fruits that it brought. She sat in the PM's chair in the Cabinet Office and discussed imminent retirement plans with Tony Blair. HIS retirement plans, not hers.

And yet, in a way, she had retired. Finally moved on from a lifetime spent selflessly caring for others. Patiently moulding us all into the fine upstanding indomitable Beatties we are today.

She left us in 2008, on the very day which would have been her and Jack's 65th wedding anniversary. And back together is where they'll stay. Re-united and remembered by The Foundation which will carry their names forward for the good of those who will benefit, as we did, from the ideals of Jack & Ada.

TREVOR BEATTIE



Forgotten but not gone

D-DAY 70

In June 2008, The Independent newspaper ran a front page story on the plight of Britain's D-Day Veterans. Despite the annual rattling of tins, funds had not been forthcoming to enable them to attend what most had assumed would be the Final (and 65th) commemoration of the Normandy Landings, the following year.

I met up with the amazing Peter Hodge, Honorary General Secretary of the Normandy Veterans Association (NVA). We concluded it would cost a minimum of £350 to send each Veteran to France, and there were over 700 ready, willing and more than able Heroes eager to make the trip.

We formed The Overlord List, a catalogue of every Normandy Veteran, listed by name, region and regiment. The public were then invited to "Sponsor A Veteran" by donating units of, or the entire £350 fee. I decided to put my money where my Brummie mouth is, by funding ALL the Midlands Veterans to make the trip back to the Beaches.

There followed months of frantic fundraising activities, with the staff of my company (BMB) producing everything from fashion shows and bring & buy sales to posters urging help from the advertising industry.

Enter the biggest Hero of all. Comedian/actor/mega-marathon runner and all-round National Treasure, Mr EDDIE IZZARD. Eddie and I had been friends for many years, since working together for Amnesty International. Knowing that he had an encyclopaedic knowledge of the Second World War and a preternaturally generous nature, I turned to Eddie for help.

It took him a nano-second to tell me that he would fund any shortfall, and donated an amount which, while he'd rather I did not reveal, was eye-watering in more ways than one. On June 6th 2009, over 800 Veterans were able to attend the Commemoration of D-Day 65 in Normandy.

When I first met the Heroes of Normandy, they wryly referred to themselves as "Forgotten But Not Gone." If Project Overlord had proved anything, it was that they were anything but. The Prayer of the NVA concludes with the line "We will remember them". That is a promise which The Jack And Ada Beattie Foundation plans to keep.



Return to Normandy

WHERE NEXT?

Why, back to Normandy of course! There were those (myself included) who believed that 2009 would have been the last and final commemoration of the D-Day Landings. Even the youngest of our Heroes is now heading for their 90th year. Dare anyone think beyond the 65th Anniversary?

Well many do, and they're led by the Normandy Veterans themselves. 2014 will see D-Day 70, and plans are already afoot for the biggest, proudest salute of all.

I will be there. The Man Izzard will be there. And, with the help of The Jack And Ada Beattie Foundation, I happen to believe that more than a few of our Normandy Heroes will be in personal attendance too. They will be smaller in number, and they may need extra care to transport them there. But, should they choose to make the Trip (and you KNOW that they will), I'd like the Foundation to help make it happen.

Our Normandy Heroes are far from gone. And forgotten? NEVER!

TREVOR BEATTIE





Sywell Sunset

SYWELL AERODROME, SEPTEMBER 2013



Last Year's Beattie Foundation annual Gala was dedicated to raising funds to help return our D-Day Veterans to the fabled Beaches of Normandy, for the final, formal commemoration of D-Day in 2014. This exclusive event was set in the evocative surroundings of the Sywell Aerodrome in Northants, and we were honoured with the attendance of Buzz Aldrin and Sir Matthew Pinsent.

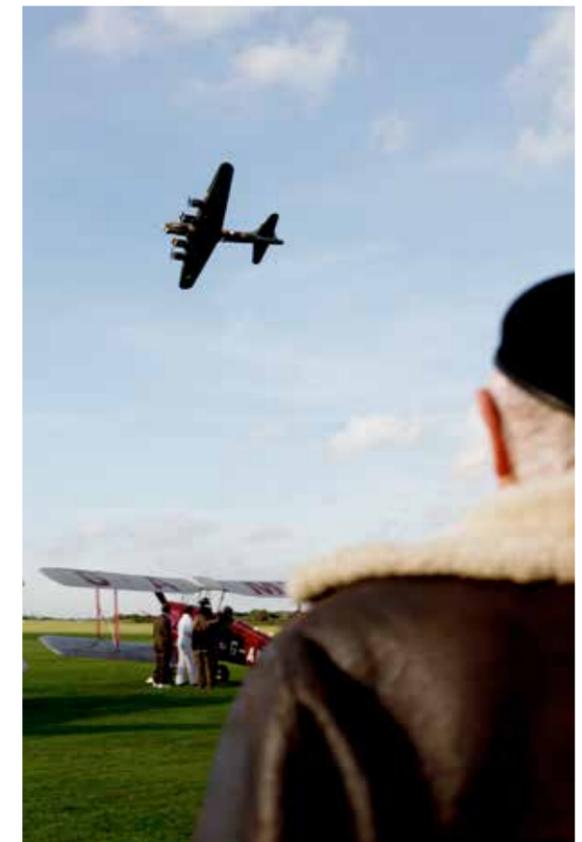
Our usual silver service gourmet dinner was preceded by a champagne marquee reception and guests enjoyed spectacular sunset air displays from iconic aircraft of 1944 and the once-in-a-lifetime opportunity to take to the skies in aircraft ranging from the Blades aerobatic team to a 2-seat Spitfire.

It is with deep sadness that we have to announce the passing of Veteran Len Parker. Representing the Birmingham Branch of the NVA, Len was one of our ten Normandy Heroes honoured at our Sywell event. The Foundation would like to salute Len and acknowledge the debt of gratitude that we will always owe to him and all our Normandy Veterans.

We'd also like to thank everyone who contributed to our event and made that Sywell Sunset a very special one for Len and all the fellas. Veteran Len Parker will be honoured for his service when we gather to commemorate D-Day 70 in Normandy in June next year.

We Will Remember Them.

A Final Salute



Sponsorship of UK Events

The Foundation is honoured to sponsor the UK commemorative events held by the Normandy Veterans Association on the 70th anniversary of D-Day.



SUNDAY 22ND JUNE 2014 CENOTAPH, WHITEHALL ANNUAL PARADE, SERVICE & WREATH LAYING

For the past 3 decades, members of the Normandy Veterans Association (NVA) have travelled from branches all over the UK to assemble in Whitehall for this emotional annual event, which commences at 1.30pm. Veterans gather in King Charles Street in preparation for the march into Whitehall and wreath-laying ceremony at the Cenotaph. Tradition has them led by the band of the Brigade of Guards, followed in order by the National Standard, Branch Standards, Wreath Layers, marching Veterans and Veterans in wheelchairs.

The Service is conducted by the National Chaplain, during which wreaths are laid at the Cenotaph. It concludes with the playing of the National Anthem and the Last Post. The entire Parade returns to King Charles Street, where it is formally dismissed. Sadly, this year, for the very last time. Our Foundation is proud to be part of what will be an extraordinary moment in history.

SUNDAY 20TH JULY 2014 YORK MINSTER SERVICE AND PARADE

Magnificent York Minster is a place held dear in the hearts of many of our Normandy Veterans. Branches of the NVA have attended an annual Service and Parade here for many years. This year, for the first time, they will be sharing an afternoon Service with the Congregation of the Minster and will therefore be honoured by the presence of the York Minster Choir. The Service will be shared between the National Chaplain and the Minster Clergy, and will be followed by a short march before the Lord Mayor of York. This will be the NVA's final Service at York Minster.

We hope our Foundation grant will ensure that those Veterans in need of transportation to and from this extraordinary event will travel in the comfort and style they so deserve.

WEDNESDAY, 24TH SEPTEMBER 2014 DEDICATION OF NEW MEMORIAL AT THE NATIONAL MEMORIAL ARBORETUM, ALREWAS

In 1997, the NVA were among the very first to install a memorial in a quiet corner of what has now become nothing less than The Place Where Our Nation Remembers. However, the years and the weather have not been kind to that original, humble monument, and in this year of all years, it became obvious that our Heroes of Normandy deserved a grander, more fitting and permanent tribute. To mark the milestone of D-Day 70, the Spirit of Normandy Trust is raising funds to build a new Memorial and Interpretation Panel at the National Memorial Arboretum at Alrewas, Staffordshire.

The aim is to raise £55,000 to create a striking structure in the form of a 30ft long undulating granite wall. A granite interpretation block set in front of the wall will carry a tiled map of the Normandy Invasion and bronze information panels. Our Foundation is proud to support this vital project, both in raising funds towards design and construction, and in sponsoring the day of its unveiling and dedication on 24th September. We encourage you to do the same.

Donations may be made to The Jack And Ada Beattie Foundation or directly by cheque to The Spirit of Normandy Trust, PO Box 300 Shrewsbury ST5 6WP.

THURSDAY, 16TH OCTOBER 2014 LAYING UP OF NATIONAL STANDARD AT ST. MARGARET'S CHURCH, WESTMINSTER ABBEY

This is the Big One. The last, final and most poignant engagement in the long and proud history of the Normandy Veterans Association. The NVA will formally disband on Friday 21st November 2014 and this Westminster event will mark the final National Parade and Service of the Association. The Service will be conducted by the clergy of Westminster Abbey, assisted by the NVA's National Chaplain. During the course of the Service, the National Standard will be laid up in St Margaret's Church, where it will remain in perpetuity in honour of all our Normandy Veterans, in particular those who made the ultimate sacrifice during the Normandy Invasion of 1944.

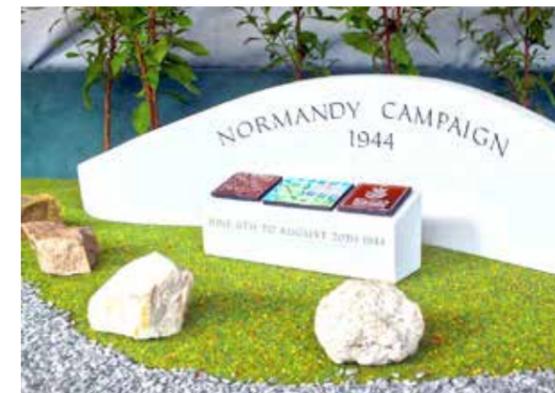
Our Foundation be offering help of transportation for Veterans to and from this significant event as we would wish as many as possible to be in attendance. However, due to the importance of the Service to NVA members and their loved ones, attendance will be strictly by invitation only. Our hearts go out to them all on this extraordinary day.



The Cenotaph, Whitehall.



York Minster Cathedral.



Proposed new NVA Memorial to stand at the National Memorial Arboretum, Alrewas, Staffs.



St Margaret's Church, Westminster Abbey.

The Jack And Ada Beattie Foundation

Presents

ALL HANDS ON DECK

HMS Belfast

The Queen's Walk, London, SE12 2JH

Friday 30th May 2014

7pm till late

This year's Beattie Foundation Gala is dedicated to raising funds for our Normandy Veterans in this, the final commemorative year of the D-Day Landings. Our exclusive D-Day 70 event will be set aboard the iconic and historically apt HMS Belfast, the ship which fired opening salvos of the Normandy Invasion in June 1944.

Greeted with a champagne reception on the Quarterdeck, guests will have the chance to explore life on board a warship during the Second World War. There will be a gourmet silver service dinner, surprise star guests and an auction fronted by the one and only Jonny Gould. Several surviving Normandy Veterans will also be in attendance.

It promises to be an evening to remember. For those we'll never forget.

For further details and exclusive table packages, contact Alex at alexandra@beattiefoundation.com



HMS Belfast fires her 4-inch guns off the Normandy coast in the opening salvo of the D-Day Invasion, 6th June 1944.



See you in Normandy.





**KNOWING THAT SOMEONE
IS FIGHTING YOUR CORNER
IS HALF THE BATTLE WON**

The Jack And Ada Beattie Foundation.
Registered UK Charity No: 1142892.

Registered address: 203 Larna House,
116 Commercial Street, London E1 6NF

T: +44 (0)20 3287 8427
E: info@beattiefoundation.com
Follow us on Twitter: [@beattiefoundation](https://twitter.com/beattiefoundation)
www.beattiefoundation.com

Foundation Chair: Trevor Beattie
Trustees: Paul Beattie, Peter Beattie
Director: Alexandra Taliadoros

Member of:

European Association of Philanthropy Giving (EAPG).
Ariadne, European Human Rights Funders Network.
Association of Charitable Foundations.

Design: www.need-design.com