

# THE CABA STORY

Lifelong support for present and former  
ICAEW members and their families



## A MESSAGE FROM THE PRESIDENT OF CABA

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***This is the story of how we have evolved to meet present needs and how we're positioned to meet future challenges.***  
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Just a few short years after ICAEW was granted its Charter, the leaders of our profession established Chartered Accountants' Benevolent Association (CABA) to give practical effect to the compassion they felt for members and their families who had fallen on hard times.

Such benevolent associations were not uncommon in the pre-welfare state era and reflected the philanthropy of many professional individuals and associations. But while many have disappeared over the intervening years CABA has grown; sustained by generations of benefactors and volunteers committed to the principle of chartered accountants helping chartered accountants.

Today, and despite the presence of significant social safety nets, CABA remains as relevant as ever. Perhaps becoming even more so.

We've changed, of course, as our profession, society and the needs of the ICAEW membership have changed. This is the story of how we have evolved to meet present needs and how we're positioned to meet future challenges.

I hope you will join with me in feeling a great sense of collective pride for the work of CABA over the generations and that you will be moved to continue that great tradition of support.

Fittingly, our story concludes with a message from our Patron, the President of ICAEW. The leaders of our profession have always been enthusiastic supporters of CABA. While ICAEW has always been the head of our profession, CABA has been its heart and one that will, I hope, continue to sustain all who need its support for many generations to come.

**PRESIDENT OF CABA 2013-2016**  
**Richard Wade**

## A BRIEF HISTORY OF CABA

**1880**

Queen Victoria signs a Royal Charter to create the new Institute of Chartered Accountants in England and Wales (ICAEW).

**1886**

Chartered Accountants' Benevolent Association formally established by councilmen of ICAEW on 24 March at Throgmorton Street, London.

**1930s**

CABA makes funds available to support exam coaching and to assist ICAEW members in finding employment.

**1948**

ICAEW asks CABA to assist in the maintenance of ICAEW members and articulated clerks disabled during World War II.

**1958**

Henry Merrett, Senior Partner of Merrett Son & Street bequeaths agricultural land to CABA.

**1980**

CABA announces a £1million centenary appeal to coincide with ICAEW's 100th anniversary. ICAEW members respond and £745,286 is raised.

**2005**

Peacock Farm sells for £65million - opening a new chapter in CABA's history.

**2005**

CABA launches a 24-hour telephone support service - its first ever non-financial service.

**2005**

**caba.org.uk** goes live. The website features a wealth of advice and information on services and courses. It now receives over 6,000 unique visitors every month.

**2006**

CABA provides its first series of courses focused primarily on stress management.

**2008**

CABA launches a debt advice service - providing guidance and support for people facing financial difficulty.

**2010**

After an especially severe UK winter, CABA makes a (now-annual) donation to many ICAEW members to help with fuel bills.

**2010**

CABA's new holistic support model is introduced - a pivotal moment that sees the birth of a 'whole person' approach to support and wellbeing.

**2012**

Research into client needs sees the launch of a Cognitive Behavioural Therapy online support service to help tackle anxiety and depression.

**2013**

CABA extends professional support with a new range of career adaptability courses designed by Dr Hilary Lindsay, CABA Trustee.

**2014**

Employment support becomes the no.1 reason people get in touch with CABA.

**2015**

CABA is able to offer its support to a global community of over 500,000 people.

## WITH YOU FOR LIFE

***CABA's philosophy and activities remain guided by a single, unerring commitment: the principle of chartered accountants supporting one another.***



William Deloitte, CABA co-founder

***CABA supports a community including present and former ICAEW chartered accountants, ACA students, their husbands, wives, life partners, children and carers.***

The year is 1885. The good and honourable members of the newly formed Institute of Chartered Accountants in England and Wales (ICAEW) are discussing the plight of a clerk recently afflicted by terminal illness. Touched by his troubles, the members empty their wallets and gift their junior colleague £50. With this act of kindness Chartered Accountants' Benevolent Association (CABA) is born.

130 years later and the world has changed. The many fatal diseases of a century ago have become easily treatable medical conditions while the Welfare State now offers a vital safety net for those in financial hardship. The role of charities, like Chartered Accountants' Benevolent Association (CABA), has changed in response.

But for CABA, as it evolves with each new generation, its philosophy and activities remain guided by a single, unerring commitment: the principle of chartered accountants supporting one another.

And while CABA's philanthropic history continues to steer the organisation's charitable objectives, its attention is focused forward: on today, and increasingly, tomorrow.

So how does CABA define itself in a world where charitable operating models, audiences and expectations are changing fast? How does it continue to plan, fund and deliver lifelong support? Perhaps more importantly, how does CABA become more relevant to its growing and increasingly global audience - a community that today numbers some half a million people? A community including present and former ICAEW chartered accountants, ACA students, their husbands, wives, life partners, children and carers.

1886

## RULES OF ESTABLISHMENT



The object of the Association shall be the relief of necessitous members of the Institute of Chartered Accountants in England and Wales whether subscribers to the Association or not, and of the necessitous widows and children of deceased members, whether actually members at the time of their decease or not, and in the event of the death of a member without widow or child, the relief of necessitous relatives or others dependent on him for their support.



## CABA'S PROMISE TODAY

Our commitment is simple: to be with you and your family for life. From the moment you begin your training, throughout your professional life and into retirement.

## A HISTORY OF EVOLUTION

Through 6 monarchs, 2 world wars, 34 governments and a 130-fold expansion in ICAEW membership, CABA has not faltered in its support for those who have fallen on hard times.

It was, and remains, the heart of ICAEW - supported by donations, bequests and time freely given from generations of chartered accountants. An apt description perhaps for CABA has always been the practical manifestation of members' desire to help one another.

Indeed, while the words are different today - 'wellbeing' in place of 'relief' - the sense of compassion, responsibility and obligation to act in support of those in need remains unchanged.

## THE FIRST 50 YEARS

So it was, a year on from the £50 donation to the luckless clerk, that 23 ICAEW councilmen gathered at ICAEW's Throgmorton Street offices. The goal: to constitute Chartered Accountants' Benevolent Association. Some hours later, with rules and articles duly agreed, CABA set out its objective - 'the relief of necessitous members of the Institute of Chartered Accountants in England and Wales'. The year was 1886. It was 24th March.

The 'relief' enshrined in the articles of the newly formed Association concerned financial assistance from ICAEW chartered accountants to their fellows - given either through donation or by annuity. Donations were limited to 100 guineas, annuities

to some 50 guineas, although further sums could be granted at the discretion of the trustees.

ICAEW members, widows, children and other dependent family members could apply for this financial 'relief'. And for much of CABA's early years, this was how it stayed.



**Through 6 monarchs, 2 world wars, 34 governments and a 130-fold expansion in ICAEW membership, CABA has not faltered in the pursuit of its aims.**

## THE POST WAR YEARS

In the 20th century, however, support began to evolve – slowly at first and then with gathering pace. Charitable giving to support widows and dependent children was supplemented in the interwar years of the 1930s as funds were made available to support exam coaching and to assist ICAEW members in finding employment.

A decade later, in an example of the close relationship with its professional parent, ICAEW requested, and was duly granted, assistance in the maintenance of those members and articled clerks disabled in World War II. Families of the fallen were financially supported and their children's education often funded.

By the 1970s, CABA faced a crisis. It was struggling to cope with calls for help from the increasing number of ICAEW members affected by the economic shocks sweeping the country.

*“The alarm bells are ringing,”* commented the then President, Sir Henry Peat, in a message to CABA members in 1978.

*“The number turning to CABA for help is rocketing; we have plunged from a comfortable, even an embarrassing, surplus into deficit and without massive financial support CABA's future is bleak.”*

A centenary appeal was launched to ICAEW members with the plea “this is your charity and your help is needed”. The cry was answered by thousands of members around the world and while the £1million target was missed, the appeal raised a significant £745,286.

## INTO THE NEW CENTURY

CABA's watershed moment came just 5 years into the new century.

Peacock Farm – an area of agricultural land in Berkshire – including land gifted to CABA in a will in 1958 – was sold to a property developer.

Bequests of land (and the sale thereof) were nothing new to CABA. With its roots in philanthropic Victorian England, the organisation had always been generously supported by ICAEW members and others. Volunteers would give their time and expertise to support their

fellows and regular donations and bequests would be gifted. Indeed, the sale of such land had supported CABA's activities since the mid-1960s.

This though, was on an entirely different scale. Peacock Farm sold for an incredible £65million.

Not only was CABA able to secure its financial future well into the new century, the sale created the impetus to dramatically accelerate a programme of support that would catapult CABA into the consciousness of a much wider community of ICAEW members.

# THE CATALYST FOR CHANGE

Throughout its long history CABA provided a financial safety net for those ICAEW members who had fallen on hard times. While crucial to the financial wellbeing of this relatively small group, its relevance to the wider ICAEW membership was limited.

The sale of Peacock Farm changed all this. For the first time CABA had the means to invest in a range of highly sophisticated, non-financial support services that could address a growing range of personal and professional issues – from stress, anxiety and depression to career development and beyond.

The founding of the Welfare State some 50 years before had radically impacted the third sector. Benevolent organisations were left seeking other roles as social security and

healthcare provision effectively replaced their historic purposes. At the same time, models and methods of charitable support had begun to change – with focus extending beyond the financial to addressing emotional and physical wellbeing.

Having long since recognised this change of emphasis, the sale of Peacock Farm gave CABA a platform on which to build on these new services.

It began later that same year when, in 2005, CABA launched its first ever non-financial support service – a 24-hour legal advice and counselling telephone helpline.

Stress management programmes followed as CABA rapidly expanded its portfolio (and ability to support ICAEW members and their families).

In 2008, against the background of the worst global recession for nearly a century, CABA introduced a debt advice service that helped clients with debts totalling some £18m. Later that same year CABA launched its carer support initiative.

Fast forward to 2010 and another pivotal moment in the organisation's evolution: the development of the holistic model of support. Now CABA would focus on addressing the complex mix of financial, career, emotional and physical factors that impact an individual's sense of wellbeing.

This commitment to supporting the 'whole' person continues to drive forward the organisation, its people and its services portfolio today.

**PERSONAL WELLBEING**

Our commitment to supporting the ‘whole’ person continues to drive forward the organisation, its people and its services portfolio today.



**CABA wellbeing tree**

**CABA TODAY**

*It’s an organisation with an intrinsic understanding of the pressures of living and working in today’s complex, fast paced, digital world.*

Today, wellbeing is at the heart of everything CABA does – from providing a listening ear in troubled times, through personal and professional development, to carer support and financial assistance.

This holistic model of support recognises the effect of critical interrelationships between physical, psychological, financial and other factors on the health and happiness of the individual.

It’s an organisation with an intrinsic understanding of the pressures of living and working in today’s complex, fast paced, digital world.

And it’s an organisation of highly trained specialists. The majority of its employees and third party service providers are professionally qualified counsellors, career coaches, trainers, debt advisors, legal advisors and medical professionals. But volunteerism remains central to its philosophy, and CABA continues to rely on trustees, committee members, ambassadors and support volunteers giving their own time to provide specific help to fellow accountants.

And in discharging its duties to a much expanded constituency, CABA now partners with third party

professional organisations so it can deliver the kind of sophisticated, multi-faceted support so crucial to the wellbeing of individuals today.

This commitment is best reflected in CABA’s ‘promise’ to present and former ICAEW members and their families: to be with them for life – whether they’re in training, in practice or business, have left the profession or are retired.

Every year CABA supports thousands of people – largely without fanfare. Today its constituency exceeds some half a million including present and former ICAEW chartered accountants, ACA students, their husbands, wives, life partners, children and carers.

Its services extend internationally – supporting individuals in over 40 countries. Many of these are delivered online and over the telephone – but not all. In Germany, Cyprus, Australia and Hong Kong CABA is delivering on-the-ground support, career coaching and wellbeing initiatives – both independently and in partnership with regional professional accountancy bodies.

Today, the number one reason for getting in touch with CABA is employment support. ICAEW members and their families enjoy a range of support services to help them adapt to changes in their professional lives. Services include career coaching, legal advice and personal development programmes designed to build an individual's resilience, to develop their personal brand, or to enhance their leadership skills.

From an emotional perspective, CABA's trained counsellors are available 24 hours a day to help people through bereavement, depression, relationship issues and much more. Then there's the

practical side. CABA is here to help people manage their finances, confront debt and get back on track. It helps address legal concerns and offers the opportunity for individuals to enjoy a better standard of life through home adaptations, mobility aids and specialist medical equipment.

All the while, as CABA extends its support to address day-to-day problems, it stays true to its core principles of embracing and supporting those in need, whatever that need may be. And it does so without requiring users to donate to the charity, or indeed register with it.

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 .....

## A FUTURE TOGETHER



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***The promise is clear: CABA is with you for life, not just in troubled times, but all the time.***  
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Throughout its long history, CABA has been the expression of the compassion chartered accountants feel for their peers. It remains so today. CABA is an organisation built on the strong bond of community between chartered accountants and on the philanthropy and generosity of supporters.

ICAEW President, Andrew Ratcliffe, underlined the importance of CABA's heritage of support. Speaking in 2015 he gave voice to the sense of shared responsibility ICAEW members felt for one another and for future generations of chartered accountants. The establishment of CABA, and the building of the Chartered Accountants Hall in London, he felt, were the two most significant actions of ICAEW's founding.

After over 130 years, the Hall and CABA continue to provide places of safety and community for ICAEW chartered accountants. And while each new generation redefines and reinforces the relationship between CABA and ICAEW, the common values, collective responsibilities and sense of community that flow through and between each remain.

Today, CABA is more relevant than ever – supporting a much wider constituency of users with an ever-expanding set of services which address the kind of emotional, professional and personal challenges we all face today.

Moving forward, CABA is committed to extending its relevance to the wider community – launching new services that address more of the day-to-day issues of ICAEW members and their families. The promise is clear: CABA is with you for life, not just in troubled times, but all the time.

Over the past 50 years we have seen CABA move from safety net to a through-life, holistic support partner – working with ICAEW to reinforce the physical, emotional and professional wellbeing of its membership and their families.

**But what of the next 100 years?**



## A CHALLENGE FOR TOMORROW

***CABA will remain committed to its founding principles of chartered accountants supporting chartered accountants.***

In 1885 an incurable medical condition was the catalyst for over a century of benevolence. Through great depressions, world wars, and uniquely personal challenges, CABA has walked beside, and been supported by, tens of thousands of ICAEW members.

Just as yesterday's members felt a collective responsibility to support future generations of chartered accountants and their families, so it is that every chartered accountant today has a duty to support that legacy; shaping a bright, exciting and supportive future for the next generation.

And while that future may be unclear, one thing is certain: CABA will remain committed to its founding principles of chartered accountants supporting chartered accountants.



***Just as yesterday's members felt a collective responsibility to support future generations... so it is that every chartered accountant today has a duty to support that legacy.***

## A MESSAGE FROM THE PATRON OF CABA

Members of ICAEW join a profession formed in 1880. Much has changed since then, but the fundamental principles we follow in maintaining standards that the public expects from us remain the same. Integrity, objectivity, professional competence and care, confidentiality, and professional behaviour, guide us still.

ICAEW's Charter requires that our members act for the public benefit. This is part of the essence of being a professional.

Through the years chartered accountants have generously given their time and skills to support charities for the community at large.

And it is no accident that shortly after receiving the Charter our leaders established CABA to ensure that our profession takes care of its own members and their families.

In writing to you I stand with the long line of ICAEW Presidents who have given their patronage to CABA. I have no hesitation in supporting the messages that flow from The CABA Story.

As your President I ask that you honour the legacy we receive from previous generations and meet the challenge this provides, now and for the future.

**PRESIDENT OF ICAEW 2015-2016  
Andrew Ratcliffe**

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**CABA** with you for life

[caba.org.uk](http://caba.org.uk)