



FIT FOR PURPOSE MISSION

IMPACT REPORT

-2024-

Prepared and Presented by:

Briony Beattie

Author · Founder · Fundraiser

Table of Contents

- 1** Purpose and Mission
- 2** Founder's Message
- 3** Author
- 4** Fundraiser
- 5** Looking Ahead

Purpose

On the 11th of November 2019, I launched the Fit For Purpose Mission* (FFPM), as the official fundraising banner under which I would achieve my mission of 'raising funds and awareness for wounded veterans'.

Mission

To help raise funds and awareness for wounded veterans

Fit For Purpose Mission is not an organisation or a Foundation. It is purely my initiative, my call to action and the banner under which I achieve my mission to help raise much-needed funds and awareness for wounded veterans. 100% of all funds raised go directly to the charities I support.

How do I achieve this...?

I aim to achieve this through the Fit For Purpose trilogy, which is a series of books dedicated to all who serve their country and by participating in virtual cycling challenges and other fundraising events.



Founder's Message

As Founder, I am pleased to share my 2024 Impact Report for Fit For Purpose Mission



This year has marked a significant advancement for Fit For Purpose Mission (FFPM). In recent months I've been collaborating with a virtual assistant to help revamp and update the website while exploring the concept of establishing an online shop. The launch of a newsletter is also planned for 2025. You can read all about this in the report under Virtual Assistance.

In April I published the second book in the Fit For Purpose trilogy, carrying forward the purposeful journey of my characters. As I work my way through the trilogy's final instalment, I have also delved into concepts for short stories. I believe that this dual focus will facilitate a seamless transition into a new chapter once the Fit For Purpose series concludes.

I am extremely pleased to share that I have achieved my fundraising target of £10,000. My next challenge is to raise an additional £10,000 to reach a fundraising milestone of £20,000. This year I participated in three virtual events, showing my support for Combat Stress and Poppy Scotland.

I have also shown my support for veterans in the lead-up to this year's Remembrance Day by doing a collection for the Poppy Scotland Appeal in Peebles, Scotland.

I remain 100% committed to continuing my support to raise awareness and funds for veterans through the Fit For Purpose Mission and I look forward to continuing with my goals and achieving as much as I can in 2025.

Thank you.

Briony Beattie
Founder

A handwritten signature in black ink that reads 'Briony Beattie'.



Author

Fit For Purpose Mission

My Story

I am a disabled woman with cerebral palsy. This has affected three of my limbs, my right arm and both my legs. I started writing as part of a healing process in the hope of putting some ghosts to rest and hopefully finding and accepting some inner peace. Everyday life is exceptionally difficult for me to cope with, both in a physical and mental context. However, through my exposure to the amazing stories of the servicemen and women who have been injured, whether physically and/or mentally in recent wars I have been inspired by their courage and determination to heal and move beyond their disabilities, often soldiering on, no matter what! This has helped me on a personal level when I have my own times of self-doubt. I am extremely humbled and grateful for the motivation these brave men and women continue to provide me.

Through the years and wherever possible, I have tried to support veterans, as I have the utmost admiration for all who serve their country, so it was with great consideration and respect that, I decided to write a fictional story about a wounded veteran. By using my own experiences and challenges of living with a disability I felt I could bring the story and emotion to life.

The Fit For Purpose trilogy

The journey so far...

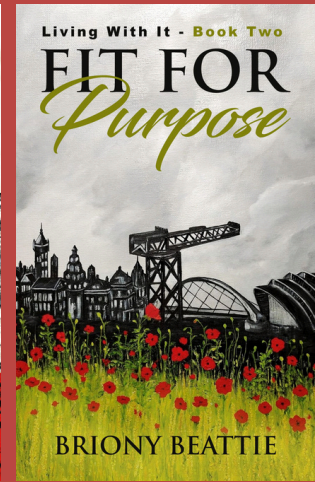
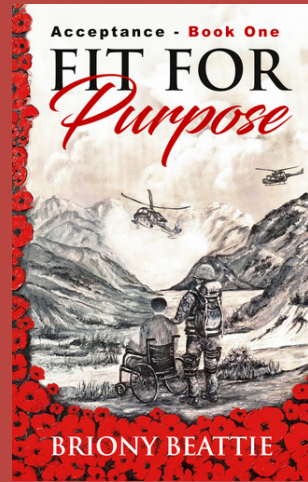
Fit For Purpose by Briony Beattie

Fit For Purpose has not only had a significant impact on my characters' lives but also on my own.

As an author, the release of my second book in the Fit For Purpose trilogy on April 16th holds a special significance, not just due to the date itself, but also because of the journey that led me to this point. For Veteran Jimmy Ferguson, this day isn't just a date on the calendar; it marks a turning point in his life, a new chapter in his journey towards healing and self-discovery.

Book Two was a challenging yet ultimately rewarding experience for me as a writer. The progress of my characters, especially my main character, Jimmy, was profound. In this instalment, I delved deeper into Jimmy's struggles with his mental and physical health, portraying his journey towards better self-care and inner strength with greater depth and nuance.

Seeing Jimmy grow and develop throughout the course of writing this book was a transformative experience. Witnessing him confront his demons, overcome his obstacles, and emerge stronger and more resilient than ever before was a journey that resonated deeply with me as a disabled author. Jimmy's story became not just a narrative on the pages but a reflection of the human spirit's capacity for growth, resilience, and transformation.



As I look ahead to the third and final book in the Fit For Purpose trilogy, I am filled with a sense of excitement and anticipation. I am eager to see where the story takes me, how the characters continue to evolve, and what new challenges and triumphs await them. However, there is also a touch of sadness in my heart, for I know that saying goodbye to these characters, this world that has become a significant part of my life, will not be easy.

Why not follow the journey of Veteran Jimmy Ferguson by clicking on the [link](#) to get a glimpse into the first few chapters of book two

Stand Alone Books

Coming in 2025

Synthopia by Briony Beattie

As I have gradually been working through the final book in the Fit For Purpose trilogy, I have also been exploring ideas for short stories. I believe this dual focus will facilitate a seamless transition into a new chapter.

One of the fruits of this exploration is Synthopia, a captivating short science fiction novel born from the very ideas and concepts that have long intrigued me.

These compact narratives allow me to explore different themes and ideas in a condensed yet impactful form. The brevity of short stories challenges me to distill layers of meaning into a concise tale, a task both exhilarating and rewarding.

I look forward to introducing Synthopia in 2025.



Synopsis

Have we become too reliant on technology for our well-being?
Have we sacrificed our humanity in the pursuit of a perfect existence?
Have we inadvertently created a new form of inequality through advancements in technology?

In the aftermath of the catastrophic destruction of the Mars colony Terra Firma, humanity turned its gaze to the depths of space in search of a new hope. Synthopia, a planet leading the charge in innovation and progress in the year 2225 with its groundbreaking technologies, disabilities and illnesses have become a thing of the past, propelling humanity into a new era. This extraordinary leap forward has not only eliminated physical barriers but has also revolutionised traditional forms of communication, sustenance, and reproduction. Through the effortless exchange of thoughts, individuals now navigate intimate interactions with unprecedented fluidity and connection.

Fundraiser

Fit For Purpose Mission

FUNDRAISING

11 separate Virtual Challenges . . .

This year, in my role as Fundraiser I have participated in three separate virtual events to help raise funds and awareness for wounded veterans. Through tremendous support and generous donations, I am delighted to announce that I have not only achieved but surpassed my fundraising target of £10,000.

I also showed my support for veterans by doing a collection on behalf of the Poppy Scotland Appeal at the Peebles local Tesco store leading up to this year's Remembrance Day.

My next challenge is to raise an additional £10,000 to reach a fundraising milestone of £20,000. I am determined to continue to raise funds and awareness for wounded veterans in 2025.



Please Note -

All monies raised for veterans and wildlife conservation goes directly to the respective charity.

Fit For Purpose Mission receives no direct funds for its fundraising efforts.

I do all my fundraising events on a 100% voluntary basis.

Virtual Challenges 2024



March In March

On the 23rd of March 2024, I completed my third March In March virtual challenge for **Combat Stress** by cycling 10 miles non-stop.

Using my trusted Motomed exercise bike I chose a virtual route starting at the War Memorial in Bankfoot, north of Perth, Scotland and ending at the Queens Barracks, 7SCOTS The Royal Regiment of Scotland.

Funds raised **£1,068.00**



Virtual Fundraising Challenge

On the 22nd of June 2024, I decided to do something different by setting my own Virtual Fundraising Challenge in support of **Poppy Scotland**.

Using my Motomed exercise bike I chose a virtual route starting at Stirling Castle and finishing at Glasgow's Cenotaph in a gruelling five-hour cycle.

Funds raised **£350.00**

Virtual Challenges 2024



Poppy Cycle Challenge

On the 21st of September 2024, I completed my second virtual Poppy Cycle Challenge for **Poppy Scotland** by cycling 9.8 miles non-stop in a time of one hour and thirteen minutes.

Using my Motomed exercise bike I chose a virtual route starting at the Peebles War Memorial and finishing at the Walkerburn War Memorial. I chose this route because I am familiar with the area and both memorials.

Funds raised **£201.00**

... roughly 210.8 miles (353.9km) and counting

Virtual Assistance

Taking Fit For Purpose Mission to the next level . . .

Over the past few months, I have collaborated with a virtual assistant to elevate Fit For Purpose Mission (FFPM) to the next level. The website desperately needed a fresh look and improved functionality to communicate my mission better and engage with my audience.

- Redesign/Update Website
- Launch the FFPM Online Shop
- Look ahead to launching the FFPM Newsletter in 2025
- Social Media Marketing / Brand Vision

In 2025, I will be launching the FFPM Newsletter, a platform that will delve into various aspects of author life, virtual cycling, and insights on disability. Additionally, this newsletter will share inspiring stories about veterans, offering a heartfelt perspective and shedding light on their experiences. The FFPM Newsletter aims to provide engaging content, tips, and perspectives related to these varied themes, catering to a broad audience interested in exploring these topics in depth.

Overall, working with a virtual assistant to redesign and update my website has been a game-changer for Fit For Purpose Mission. I will continue working with the virtual assistant to help me strengthen my online presence, connect with my audience more effectively, and expand my reach through new platforms like the online shop and upcoming newsletter. I would like to express special thanks to Maddy Barr for assisting me throughout the virtual assistant phase.



FFPM ONLINE SHOP



One of the significant additions to the website is the upcoming launch of the FFPM Online Shop, which is scheduled to go live shortly after the completion of this report. Featuring collections in -

- FFPM Core collection
- Flower collection
- Cycling collection
- Author collection
- Cerebral Palsy collection

The online shop will offer visitors the option to choose their preferred country for purchasing products, with the choice between the UK or US. This feature allows me to reach a wider range of customers, providing them with a customised shopping experience based on their location preferences.





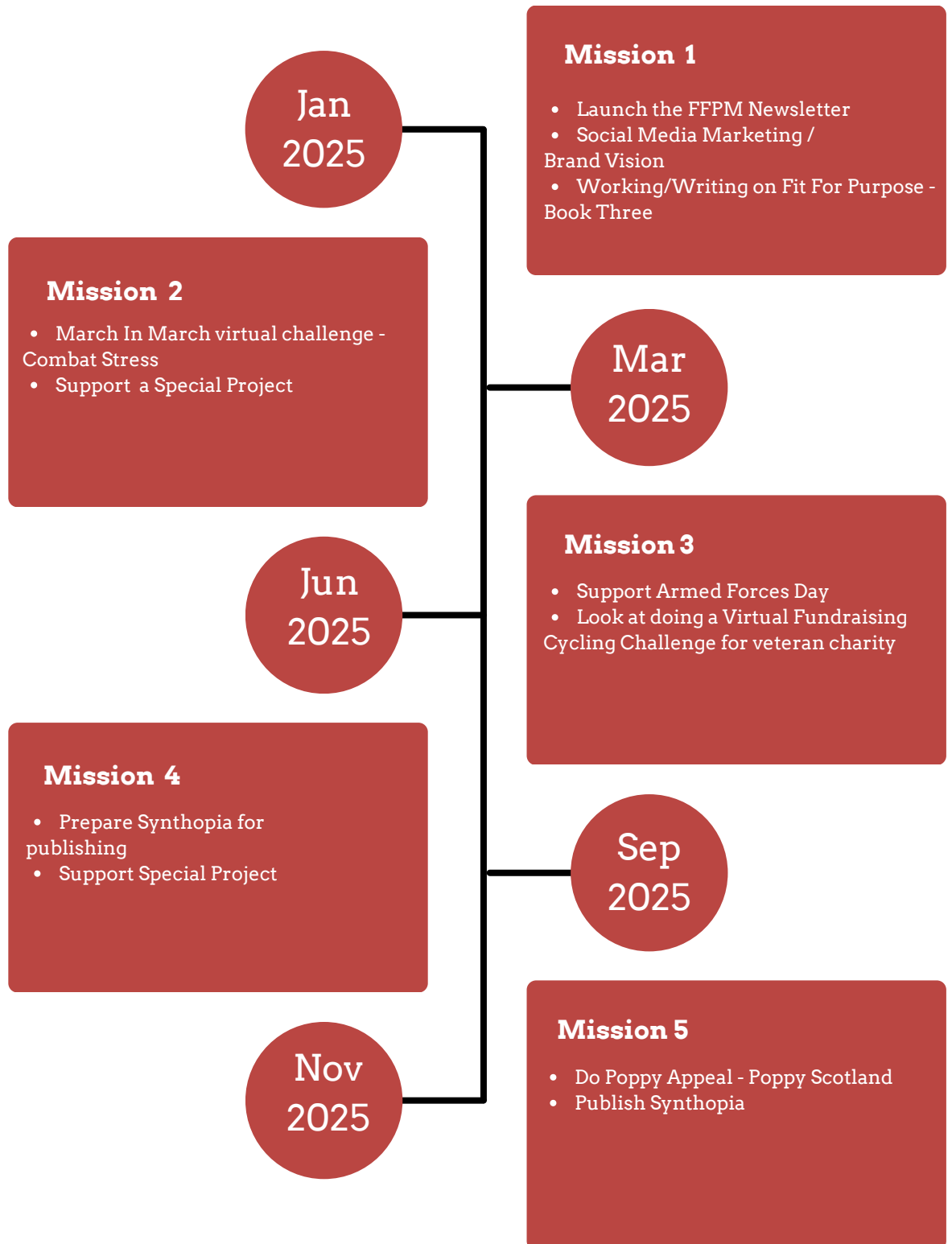
Looking Ahead

Fit For Purpose Mission 2025 -



Upcoming Missions

Subject to change



Overview..

As Author, Founder and Fundraiser, this year has marked a significant advancement for Fit For Purpose Mission (FFPM). This year I achieved my goal of reaching my fundraising target of £10,000 through participating in virtual events supporting Combat Stress and Poppy Scotland. I look forward to setting the next milestone in 2025.

It was also important for me to use this year to give my website a fresh look and enhance its functionality to better communicate my mission. Setting up the FFPM Online Shop, while also planning to launch the newsletter, makes me confident that additional projects supporting veterans will arise from these efforts.

I remain 100% committed to continuing my support to raise funds and awareness for wounded veterans through the (FFP) Mission and I look forward to continuing with my Mission in 2025.

With sincere thanks...

Whilst Fit For Purpose Mission is my initiative, my call to action, I receive huge amounts of support from family and people who know me. I am extremely grateful and appreciative for their continued help and support.

I would like to thank **Combat Stress** and **Poppy Scotland** for allowing me to take part in this year's events. I am extremely grateful and will continue to show my support in 2025.



www.fitforpurposemission.co.uk