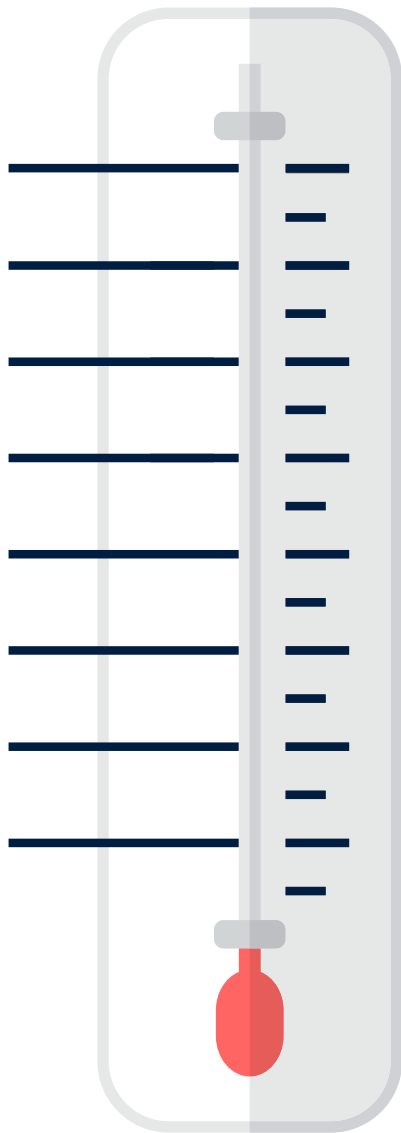


## MY FUNDRAISING PLAN

Record your fundraising here, keep a tally of how much you have raised.

TARGET

£



## THE FINAL STEPS





Here's the part that really makes a difference, paying in your fundraising.

**Cheque** Cheques should be made payable to RBLI and sent to: RBLI Head Office, Hall Road, Aylesford, Kent, ME20 7NL

**Pay in slip** Request a paying in slip from our fundraisers by emailing [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk) and once you've received your slip head to Barclays to pay in your donations. Remember to keep the stub from your paying in slip and to let your fundraiser know when you've banked money. If you have done some fundraising away from Facebook, this is how you pay your money in.

**Bank Transfer** Barclays Bank Plc, 13 Fremlin Walk, Maidstone, ME14 1QP Sort Code: 20-54-11 Account Number: 20914436 Reference: Your Surname

**We'll be there for you** We have lots of experience and can provide practical support. If you need any advice or guidance, feel free to get in touch. Email us on [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)

-  [rbli.co.uk](http://rbli.co.uk)
-  [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)
-  [@RoyalBritishLegionIndustries](https://www.facebook.com/RoyalBritishLegionIndustries)
-  [@RBLIcharity](https://www.instagram.com/RBLIcharity)



Royal British Legion Industries (RBLI) Charity No. 210063. RBLI, Hall Road, Aylesford, ME20 7NL, Kent



## RBLI YOUR FUNDRAISING GUIDE



Supporting the veterans of today by remembering the sacrifices of the past



## IT'S YOU, YOU'RE THE KEY

At RBLI we help veterans and their families in their time of need and support them to live the most independent life possible. Since 1919 we have provided crucial accommodation, welfare and employment support to injured veterans and people with disabilities. Right now for every person we can help, there's one we can't. That's why we need people like you; with more funding, we can grow our village, support more people who need us and help them to find their purpose again. It's as simple as that, so thank you very much.

## OUR STORY

We have been helping veterans since 1919 when 55,000 soldiers returned from the First World War with tuberculosis. We helped as many soldiers as we could to recover and rehabilitate by offering accommodation and work in our factory after they were released from our hospital in Preston Hall.

RBLI is a separate charity, both in governance and finance, from the Royal British Legion, we do not make money from the sale of remembrance poppies. Your fundraising really does make a difference as it helps us to support over 13,000 veterans, disabled people and people who are out of work each year.

There are 1.6 million veterans currently living in the UK. 1 in 10 veterans experience depression and are more likely to be out of work than their civilian counterparts. This is why we're determined to keep helping those who need us and their families, ensuring we provide support for another 100 years.



## THE DIFFERENCE WE MAKE

**George Bradford** Former Royal Marine George Bradford moved into RBLI's Queen Elizabeth Court, our assisted living quarters, after losing his wife in 2015 to a battle with dementia. "The house and the grounds, for just one person was just too much. My daughter would want to text me, but I would put the phone down somewhere and so she would worry that I may have fallen down the stairs. I'm much happier now, because my daughter knows that I'm safe." Since moving into RBLI's village, George has spent his time volunteering with local schools, he also delivers leaflets to local residents to keep them informed about what's happening on the village and he gives talks at major events to share his story. His commitment and dedication earned him RBLI's Volunteer of the Year award 2018.

## FUNDRAISING TIPS

**Share your story** If you have a personal connection to the charity and you feel comfortable sharing it then do, it can help your friends to understand why you're raising money. You could also share stories of your training and how you're feeling ahead of the challenge. Your friends will feel more involved and you'll see lots of donations coming your way. Don't forget to tag RBLI in your social media posts, we love seeing how you are getting on.



**Gift Aid** Gift Aid is great as it means we can claim 25p on every £1 donation at no extra cost to you or your supporters. Online pages enable your supporters to automatically Gift Aid their donation.

**Say thanks** Always let people know how grateful you are for their support.

**Plan ahead** Use the fundraising planner in this booklet to help you break down how you're going to reach your fundraising target into more manageable chunks. It's important not to rely solely on your online fundraising page.

**Ask about match funding** In many companies, a matched giving scheme is in operation whereby the employer will match your fundraising income pound for pound. This is an easy way to double your income! Check whether your employer operates a matched giving scheme - either your HR or finance department should know.

**Make the most of payday** Send out reminders just after pay day weekend and your supporters might be feeling more generous.