



TOMMY'S RACE TO **VICTORY**

YOUR FUNDRAISING PACK



WELCOME

To Tommy's Race to Victory

Firstly, I would like to take a moment to say thank you for joining us in **Tommy's Race to Victory**!

Tommy's Race to Victory is a challenge unlike any other, you are challenging yourself physically and mentally, and we are challenging the nation to stand together and show their support for the remarkable generation that won our victory. On 8th May 2021 our nation is remembering VE day during another very difficult period for our country. We are remembering all those who served to win our peace, and all those who gave the greatest sacrifice for our freedom.

The challenge is to complete 25k, 50k or 100k over the month of May and you can walk, run, wheel, cycle, scoot or even rollerblade your way through the distance. Help us mark VE Day and go the distance for our Tommies! It's FREE to take part, all we ask is that you set up a fundraising page and share it with your friends and family. You also get a FREE Tommy's Race to Victory technical t-shirt posted out to you once you've set up your fundraiser. Tommy's Race to Victory is open to everyone, so come and join our amazing Facebook community where you will find all the support you need to get through this challenge!

At RBLI we help veterans and their families in their time of need, supporting 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. Since the Covid-19 pandemic started we continue to provide help, advice and financial support to people in great need.

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, keep saving lives, prevent homelessness, and provide mental health care – enabling those we support to live safe, secure and fulfilling lives. It's as simple as that, so thank you very much for joining **#TeamTommy**.

We've created this fundraising pack that explains more about RBLI and how your fundraising helps, advice on how to set up a brilliant online fundraising page, top tips and easy wins, plus plenty of tools to help you promote your challenge. You can find all the online tools available here: **www.rbli.co.uk/tommys-race-to-victory/downloads** Make sure you join the Facebook community; links will be included in your welcome email and we would love to see photos or videos of you during or after the challenge. It gets the team so motivated and confident to know that they have a community behind them and we love to hear how you're getting on!

If you've got questions, need some help, or just want to chat about your challenge, get in touch by emailing **fundraising@rbli.co.uk** or give me a call on **01622 795943**.

Thank you so much, we hope you enjoy your challenge and we can't wait to hear more from you! Look after yourselves and your loved ones.

Best Wishes

Rachel Park
Community Fundraising Manager



🌐 rbli.co.uk/tommys-race-to-victory
✉ fundraising@rbli.co.uk
f @RoyalBritishLegionIndustries
📷 @RBLICharity



OUR HISTORY

A Timeline of RBLI

• 1917

Landscape architect Thomas Mawson writes "An Imperial Obligation." Inspired by the death of his son in WW1, the book outlines the demand for a village for war veterans.



• 1919

Mawson leads the establishment of Industrial Settlements at Aylesford's Preston Hall to provide support to troops returning from the Great War with TB



• 1921

Industrial Settlement's first village bungalows are built with large balconies, large gardens so veterans can 'grow their own'



• 1926

HRH Edward Prince of Wales visited the Aylesford settlement, taking a great interest in the activities before becoming patron

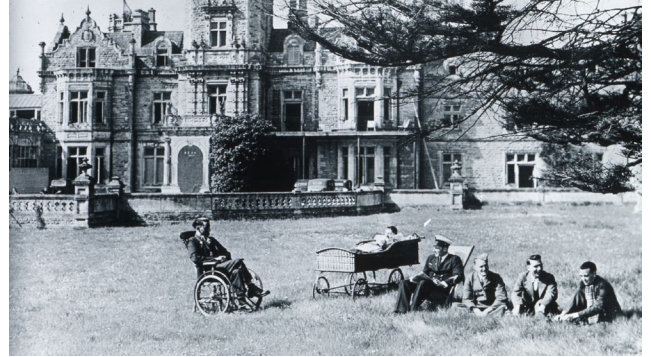


• 1937

George Orwell stays at Preston Hall after returning from the Spanish Civil War and falling ill with TB

1944 •

The total number of patients, settlers and dependants at the Preston Hall site rises to 1,641



1971 •

Her Majesty Queen Elizabeth II bestowed the Royal prefix on the charity. New housing blocks and the present factory were built over the following three years



1985 •

RBLI greatly expands the woodwork and signs departments following periods of exponential growth in sales



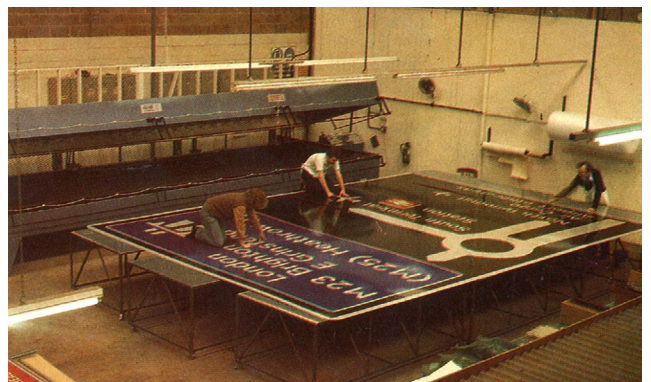
• 1964

RBLI's social enterprise launches its reflective signs department - with 136 disabled employees



• 1975

In December Her Majesty Queen Elizabeth II toured BBMC's goods department and the signs departments



• 1993

RBLI's high dependency nursing home Gavin Astor House opens

2002 •

RBLI purchases a Leatherhead social enterprise run by the Queen Elizabeth Foundation, expanding operations into Surrey



• 2005

Queen Elizabeth Court, RBLI's assisted living accommodation for veterans and their dependants opens its doors.



2011 •

RBLI's transformative employment support programme for veterans, LifeWorks, is launched



• 2016

The RBLI factory is rebranded and launched as Britain's Bravest Manufacturing Company at the House of Commons.



2017 •

The first facility in RBLI's Centenary Village - 24 specially adapted apartments - is officially opened by the former Defence Secretary Sir Michael Fallon KCB



• 2018

RBLI's LifeWorks programme reaches over 1000 Armed Forces Veterans nationwide



2019 •

Royal British Legion Industries enters its centenary year and launches Scotland's Bravest Manufacturing Company in Renfrewshire



• 2019

Appleton Lodge officially opened by Her Majesty Queen Elizabeth II and a time capsule is buried at the Centenary Village development



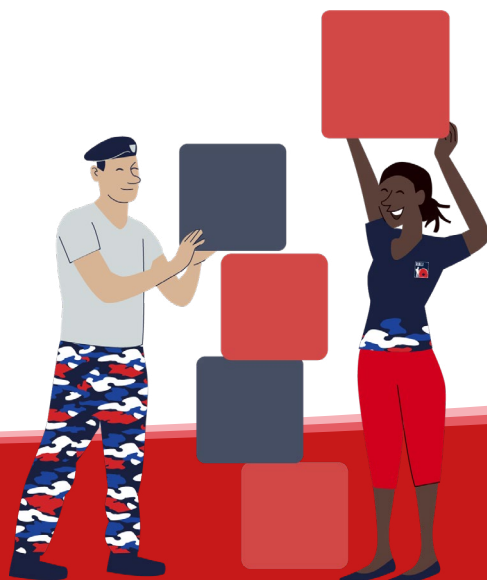
2020 •

The Launch of Tommy Club, a powerful new community that will ensure veterans don't feel isolated and can get back to work, with mental health support and a safe place to sleep.



• Where next? Centenary Village

RBLI's Centenary Village is a major expansion of 100 homes for our nation's most disadvantaged veterans. It includes disability-adapted apartments, family homes, and assisted living homes, as well as new Community Centre with vocational training suites and accessibly gym. Already, brand new purpose-built older care facilities have completed on the Village. It means that veterans with any disability, any mental health issue, or care needs from anywhere in the UK can be supported. At this time we must raise £1.5m by December 2021 to keep the build on schedule.



Our Purpose



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.

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.

At RBLI we help veterans in their time of need, we build them back up and support them to live the most independent life possible for them. 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 Services

RBLI Village

We have accommodation in our RBLI Village for over 300 veterans and their families. We have care homes, emergency accommodation for homeless veterans, family housing, assisted and adapted living apartments. There is a cafe, run by veterans and we hope to build a community centre in our new Centenary Village, which will enable us to reduce isolation and improve wellbeing across the village.

Lifeworks

Around the UK we offer unemployed veterans a free, five day course called LifeWorks. It offers one to one support helping veterans to rediscover their skill set, teaching practical tools for finding a job but most of all it gives them confidence which has so often been lost since leaving the forces. This course genuinely changes lives with 83% of veterans in employment within a year from completing the course. So far we've helping over 1000 ex-servicemen and women through LifeWorks.



Britain's Bravest Manufacturing Company (BBMC)

BBMC is our social enterprise, 70% of those we employ have served our country or have a disability which impacts on their everyday life. Sean who is almost entirely blind as a result of a degenerative conditions was unemployed for almost 15 years before finding BBMC. He says "since I've been here, it's been the happiest I've been. Life has truly been given a purpose again."

Employment and Welfare Support

Across the South of England we provide support to people with disabilities and others who are out of work or need support to stay in work. We are also experts in supporting people with disabilities and health conditions. Anthony found himself out of work for 26 years and was severely depressed. After receiving support from RBLI he says "For the first time in years I have started to feel happy again"



Our Impact

George's Story

Former Royal Marine George 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."

George now lives in a flat in Queen Elizabeth Court, our assisted living facility, "I can either cook for myself or, alternatively, I can go down and eat in the dining room. I can do my own washing or I can go down put it in the washing machine and the carers will do it for me. We have an excellent care staff, if I'm ill or unable to do it, they will do the washing up, make me a cup of tea, and they'll make my bed. But when I'm ok, as I am, I do it all for myself, because it is assisted living."

One of the great benefits of being at Queen Elizabeth Court, is that George now lives there with other former servicemen and has had the opportunity to form friendships. George and others now go out together, to restaurants, and to shows, and just generally enjoy themselves, one of those whom George has become friends with is fellow Royal Marine Paul, although they are different generations, they find they have a lot in common due to their shared history in the forces. George even made it his mission to help Paul regain use of his legs after suffering multiple injuries while in the service.

Since moving into RBLI's village, George has also 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.



Our Impact



Paul's Story

Paul served in the Royal Marines from 1995 – 2017, his 22 year service, which saw him deployed on 7 operational tours, had a substantial effect on his health, he left the forces confined to a wheelchair, facing daily challenges due to Post Traumatic Stress Disorder (PTSD).

Paul came to RBLI in 2017, struggling with his mental health he said 'The mental health that I acquired during my service in the Royal Marines affected me massively, the physical injuries I can see, I can see the scars, and I know that my arm which was injured in 2003, I know that it is held together with metal and I know my walking is impaired and I can see the scars where they are, but the scars that I can't see, that other people can't see are the mental side of things, the invisible scars. The nightmares, the only way to stop it, for me, was to have a drink'.

RBLI provided Paul with the professional support both physical and mental, that he needed and housing to support him while on his journey of recovery. He first entered rehab and then was offered respite at our assisted living quarters, Queen Elizabeth Court, Paul was placed in his own flat but with emergency buttons to call on staff when needed. Over the last three years Paul has made huge strides, he has moved to independent living in an RBLI flat, walking with the use of a cane and has stayed sober, he said 'After receiving the help from RBLI, I can now see a future for myself'.

'Without the help from the RBLI I don't know where I'd be right now'



Top Tips

Our 10 Top Tips for Fundraising

1. Promote your selfie

Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie.

2. Tell your personal story

Why do you care? Tell your story about why you are fundraising, people respond to a personal story much more than generic text.



5. Don't forget to share

Sharing on Facebook, other social media platforms and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing. Don't forget about email there are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.

6. Add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important.



3. Shoot for a target

Pages with a target raise 46% more. Aim high and tell the world.

4. People tend to match what has already been pledged.

So send your donation page to those who will be most generous or kick start things yourself by doing an anonymous donation





7. Email Signature

Add your online fundraising page as a link on the bottom of your email signature with a brief explanation of why you are taking on the challenge.

8. Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.



9. Encourage others

Convince your friends to take part and raise money as well ...as it makes the experience more fun! Be persistent, people may not sponsor you the first time you ask so send an occasional reminder.

10. It's not over 'til it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.



And don't forget to say a big thank you to everyone who sponsored you



You can also use our premade social media post imagery to share online!

Encourage people to sponsor you or sign up themselves - just head to:

www.rbli.co.uk/tommys-race-to-victory/downloads

Where there is plenty of things to help you make your fundraiser successful!



Paying in your money

You've done all the hard work of completing the event and working tirelessly to complete your fundraising, so how do you send us your life changing money?

Online fundraising page

If you have fundraised via an online fundraising page on Facebook, Justgiving or Virgin Money the money will come to us automatically so you don't need to do anything.

Cash

If you have been fundraising offline, you will need to pay this money into your bank account and then send us the money, please do not send cash.

Then you can:

Add the money to your **online fundraising page** and the money will come to us automatically

Pay by our donation page:
You can pay the using a credit or debit card on our website

Pay by Bank Transfer:
Barclays Bank Plc,
Sort Code: 20-54-29
Account Number:
20914436
Reference: First initial and surname

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

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.

Match Funding

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. We can supply you with any supporting documents you will need.



Don't forget to send in your sponsorship forms!

you need any advice or guidance, feel free to get in touch. Give us a buzz on 01622 795943 or email fundraising@rbli.co.uk



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

RBLI is completely separate to The Royal British Legion and receives no financial support from the annual poppy appeal. The charity must raise its own funds to deliver care and employability support, and build more homes

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Date of Fundraising Activity:[illegible]



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