



THE GREAT TOMMY SLEEP OUT



WELCOME TO THE GREAT TOMMY SLEEP OUT

Firstly, we would like to take a moment to say thank you for taking part in **The Great Tommy Sleep Out**.

The Great Tommy Sleep Out is a fundraising challenge designed to support the estimated 6000 veterans that are experiencing homelessness in the UK right now. During the month of March we need you to brave, a cold and potentially wet night to sleep out under the stars, while fundraising for our most vulnerable veterans. The challenge doesn't replicate rough sleeping, but it does give you an idea of the situation far too many of the nations hero's find themselves in.

This is an opportunity for you and your loved ones to challenge yourselves and help RBLI support those that need it the most. Every penny raised can provide safe, warm housing, while ensuring everyone has a fair opportunity to gain employment, regardless of health conditions or disability. The more money raised, the more people we can support. It really is that simple.

We've created this fundraising pack that explains more about RBLI and how your fundraising helps, ideas for fundraising, 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 even more here:

<https://rbli.co.uk/the-great-tommy-sleepout-downloads/>

Make sure you join the Facebook Group (details will be included in your welcome email) and we would love to see photos or videos of you during or after the challenge, it will keep everyone motivated so feel confident that we're all behind you. We would 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 me at fundraising@rbli.co.uk

Thank you so much, we hope you enjoy the challenge and we can't wait to hear more from you!

Best wishes,

Rachel Park
Community Fundraising Manager

- RBLI FUNDRAISING -		
ESSENTIAL SUPPLIES YOUR DONATIONS COULD BUY FOR A RECENTLY HOMELESS VETERAN MOVING INTO OUR EMERGENCY ACCOMMODATION:		
1	PERSONAL PROTECTIVE EQUIPMENT	£2.00
2	TOILETRIES SET	£5.00
3	NUTRITIOUS HOT MEALS	£15.00
4	FRESH BEDDING	£25.00
5	NEW CLOTHING	£35.00
6	PACK OF ELECTRICAL KITCHEN ITEMS	£70.00
7	SUPPORT AND TRAINING FOR EMPLOYMENT	£100.00
TOTAL AMOUNT		£252.00
THANK YOU FOR YOUR DONATIONS!		



FAQs

What is The Great Tommy Sleep Out?

The Great Tommy Sleep Out is a fundraising challenge designed to support RBLI and the estimated 6000 veterans that are experiencing homeless in the UK right now.

We encourage you to brave a cold and wet night to sleep out under the stars and tell your loved ones all about it. The challenge doesn't replicate rough sleeping, but it does give you an idea of the situation too many of the nation's heroes find themselves in.

You can spend one night out or five, tent or no tent. Everyone has different abilities and the challenge is up to you.

When do I Sleep Out?

Choose any night from the 1st March to hold your Sleep Out.

Where should I Sleep Out?

The safest place to hold your Sleep Out is at home or in your garden. Some participants have previously slept on their balcony or even in their garage! When choosing a location please think about risks, accidents or legal issues. It is important to make sure you have permission of the land/property owner before planning your event. For more advice, check our 'Sleep Out Safely' document.

Can children take part?

Yes, we would love young people to get involved, but they will need a responsible adult (over 18) to register on their behalf and oversee the Sleep Out.

Can I fundraise as part of a team?

Yes you can! Spread the word to family, friends and co-workers to join you. You can take part in separate locations or together and can even start a team fundraising page on Just Giving here: www.justgiving.com/thegreattommysleepout2022

It's important that every member of the teams aims to raise the target of £150 per person.

When will I receive my beanie and fundraising pack?

To receive a fundraising pack, you must register for one here: <https://givp.nl/erf/tNZymSQd>

Fundraising packs cost the charity money and can only be sent to participants that have opened a fundraising page.

How do I raise money for my Sleep Out? What if I don't reach the fundraising target of £150?

We ask everyone taking part to try to raise a minimum of £150. The money you raise helps us deliver the vital services to vulnerable veterans that might be experiencing homelessness or battling conditions like PTSD.

If you're worried you won't reach your fundraising target, please get in touch with us as soon as possible. We can give you lots of tips and ideas to help.

If you don't make the target though, you won't be made to make up the difference. All we ask is you try your best!

I have been given a cash donation, what do I do?

You can either add this to your online fundraiser yourself, so your other sponsors can see how well you are doing, or you can pay it straight in to our bank account here:

Barclays Bank Plc. Branch 13 Fremlin Walk
Maidstone, Sort Code 20-54-29, Account number 20914436.

Please do not send cash in the post.

How will my sponsors know that I completed the challenge?

You can update your sponsors before and after the event by sharing photos and thoughts on how your night went.

What is the difference between RBLI and The British Legion?

RBLI is a separate charity, both in governance and finance, from the Royal British Legion. We receive no funds from the annual poppy appeal and fundraise ourselves with events like The Great Tommy Sleep Out, to deliver our own unique and wide ranging services for veterans and their families.





Your safety and enjoyment are top priority for the Great Tommy Sleep Out. Common sense and good planning are key, here are some things to consider.

Please make sure your Sleep Out complies with COVID-19 government guidelines, which may vary depending on your location. You can check them here: <https://www.gov.uk/coronavirus>

Where to hold your Sleep Out

The safest place to hold your Sleep Out is at home or in your garden. Some participants have previously slept on their balcony or even in their garage! When choosing a location please think about risks, accidents or legal issues. It is important to make sure you have permission of the land/property owner before planning your event and a good idea to carry out a risk assessment (example found here - <https://www.hse.gov.uk/simple-health-safety/risk/index.htm>).

If you are planning to hold the Sleep Out in a public space, it's best to contact the Police and your local council to make them aware of your plans. We've found that local authorities are very supportive of Sleep Outs!

To hold a work place event you will need to follow the Health and Safety at Work Act (<https://www.hse.gov.uk/legislation/hswa.htm>) and COVID-19 government guidelines. You will need to make sure you have permission from the building manager and carry out your companies risk assessment procedure.

Accepting donations at your Sleep Out

If you want to accept physical donations while on private property, all you need is the manager or owner's written permission. Any public collections require a licence from the council or the Metropolitan Police if you are in London. This can take a while to receive so plan ahead to avoid disappointment!

Weather

It is important that you consider what you will do if the weather becomes too bad to continue your Sleep Out. Being March, rain is never too far away and we've had some freezing conditions recently. We advise making sure there is a suitable indoor space to use if needs be. If the weather becomes a severe issue, don't worry, you can always reschedule your Sleep Out!

Safety

Always carry a torch and mobile phone. Be prepared to find a safe place inside should you become concerned. If you are building your own shelter or using equipment, you need to ensure that everyone follows safe moving and handling procedures to avoid getting hurt.



Our History

1919

Aylesford's Preston Hall is set up by a committee which later becomes Industrial Settlements, to provide support to troops returning from the First World War with tuberculosis.



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.

1921

It becomes clear that soldiers who recovered at Preston Hall had life changing symptoms that required more support. Industrial Settlement's first village bungalows are built for veterans with large balconies to help aid recovery from tuberculosis.

1926

HRH Edward Prince of Wales visited our village in Aylesford, he took great interest and later became a patron.



1937

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

1944

During the Second World War the number of patients and settlers at Preston Hall increased to 1,641.



1971

Her Majesty Queen Elizabeth II bestowed the Royal prefix on the charity. A few years later Her Majesty visits Aylesford to see our work.



1964

British Legion Industries (formally known as Industrial Settlements) launches a social enterprise signs department employing 136 disabled veterans.



1975

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

1985

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



1993

RBLI's high dependency nursing home Gavin Astor House opens.

2005

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



2016

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

2018

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

2020

RBLI's Tommy Club is launched. The club was formed by our esteemed President General The Lord Dannatt creating a powerful new community that will ensure veterans will get the support they need..



2002

RBLI purchases a Leatherhead social enterprise run by the Queen Elizabeth Foundation, expanding operations into Surrey in hope of helping more people to find a safe and inclusive place to work.

2011

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

2017

RBLI builds the first phase of the 'Centenary Village' by completing 24 specially adapted homes for disabled veterans..

2019

Royal British Legion Industries enters its centenary year and launches Scotland's Bravest Manufacturing Company in Renfrewshire. Appleton Lodge officially opened by Her Majesty Queen Elizabeth II and a time capsule is buried at the Centenary Village development.



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 purpose-built new older care facilities have completed on the Village. It means that veterans with any disability, mental health issue, or care needs from anywhere in the UK can be supported. At this time we must raise £2.5m by 2023 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. We provide crucial accommodation, welfare and employment to injured veterans and people with disabilities.

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.

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.



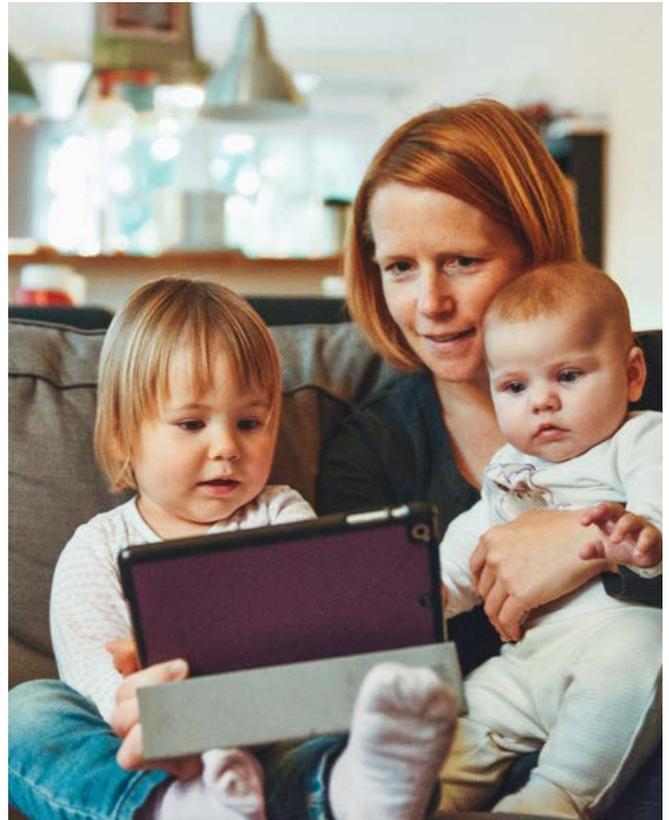
Our Services

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

James' Story

James first came to RBLI when he found himself homeless on Christmas morning, after 8 months of living in his car. James had served for 12 years, including three tours in Afghanistan. At the age of 37, James was medically discharged due to severe injuries sustained in his final tour, combined with PTSD. He returned to his wife and family, hoping to begin the next stage of his life. At this point, he had no idea what his future was to bring.

“Serving in Afghanistan was an honour, but it also changed my life forever. All I wanted to do was join the Army – when I got in, my mum and dad were so proud. But when I left, I did not know where to turn.”

After leaving the forces, James faced severe battles with his mental health. His drinking spiralled which led directly to the breakdown of his marriage and made it impossible to stay in employment. He was in desperate need of a fresh start.

“I just lost my sense of self and the nightmares were overwhelming. I wasn't me anymore.”

Once referred to RBLI, James was immediately moved into our emergency accommodation, Mountbatten Pavilion. He was assessed by RBLI's skilled welfare team and a care programme was put in place to help him. He was supported to stop drinking and offered the professional assistance that was so important to his recovery. Over time, RBLI worked with James on his personal goals, helping him to see a future where he could work again and live an independent life. James was encouraged to take part in RBLI's employment support programme, LifeWorks. The programme reminded him of the wealth of skills he has to offer.

Today, James' life is entirely different.

Thanks to the practical and emotional support offered by RBLI, James has been able rebuild his life, focusing on repairing his relationship with his family. With RBLI's support James has now



The individuals' name and image has been altered to protect their identity



“Without RBLI, I would not be alive today”

James

successfully secured employment as a Landscaper and lives fully independently.

“I just don't even want to think about where I'd be right now, if it wasn't for RBLI. They have supported me through every step of my recovery and myself and my family are so grateful to them. Without RBLI, I would not be alive today.”

Top Tips

Our 10 Top Tips for Online Fundraising

1. Promote your selfie

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

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.

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.

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.

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.



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.

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.

3. Shoot for a target

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

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.

8. Update your page

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



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:
<https://rbli.co.uk/the-great-tommy-sleepout-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 using a credit or debit card on our website

Pay by Bank Transfer:
Barclays Bank Plc,
Sort Code: 20-54-11
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!

If 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.



 rbli.co.uk

 fundraising@rbli.co.uk

 @RoyalBritishLegionIndustries

 @RBLICharity

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

