



THE FALKLANDS FORTY CHALLENGE





WELCOME TO THE FALKLANDS FORTY CHALLENGE

Thank you so much for taking on **The Falklands Forty Challenge**!

As we mark 40 years since the end of the Falklands War, it is important to highlight that the veterans who served during this time are still in need of our support today. In the years since the War ended many Falklands veterans have returned to civilian life, some with physical wounds from battle, and many in need of help to live fulfilled independent lives. We couldn't help these veterans without your support.

The Falklands Forty Challenge has been designed to be accessible to everyone. During the month of May we need you to cover 40 miles anyway you like. Challenge yourself to walk, run, cycle, swim or skate 40 miles while fundraising, and together we will honour the lives lost during the Falklands War and improve the lives of those who served.

You set the pace and the place! Whether you're a beginner who wants a good excuse to get healthy, a regular fitness fanatic who can build **The Falklands Forty Challenge** into your daily workout or an ultra-challenge pro who wants to push the limits - this is the perfect challenge for you!

We've created this fundraising pack full of helpful hints and tips on how to make the most of your fundraising, and some great information about how the money you raise will help our most vulnerable veterans. So, make sure you check inside for top tips and easy wins, plus some great tools to help promote your challenge to friends, family and in your community.

You can find even more here:

rbli.co.uk/the-falklands-forty-challenge-downloads

Make sure you join the **Facebook Group** (details will be included in your welcome email) and if you, or someone you know served during the Falklands War we'd be honoured to hear your story. And don't forget to share photos, videos and updates as you take on your challenge – we'd love to know how you're getting on and support you along the way.

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**. Every penny raised will help our vulnerable veterans, so please enjoy the Challenge, keep in touch, fundraise and remember we're here to help you at every step!

Best wishes,

Talia Sherrin-Miller

Projects and Events Manager

| - RBLI FUNDRAISING - | | |
|--|-------------------------------------|----------------|
| ESSENTIAL SUPPLIES YOUR DONATION COULD BUY FOR A VETERAN IN URGENT NEED: | | |
| 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 Falklands Forty Challenge?

In recognition of the 40th anniversary of end of the Falklands War, The Falklands Forty Challenge is a virtual fundraiser to support RBLI in helping veterans regain independence and create a positive life after service.

We challenge you to complete 40 miles within May, but how you do it is completely up to you. Do it alone, with friends or as part of a group – complete the challenge in one day, one week or gradually throughout the month. Best of all you can choose your own method; run, walk, cycle or swim – as long as you go the distance the challenge is yours to create. And make sure to share your challenge online to help raise vital funds and support our brave ex-service personnel.

When do complete the challenge?

Take on the challenge in May – you can start at any time in the month and take as long as you need.

How should I complete the challenge?

To ensure The Falklands Forty Challenge is accessible to everyone we've designed it to be accessible to allow you to complete the challenge any way you like. This means you could walk, run, swim, skate, or cycle.

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.

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/thefalklandsfortychallenge

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

When will I receive my T-Shirt and fundraising pack?

To receive a fundraising pack, you must register for one here: <https://givp.nl/erf/BB9vGDn3>

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

How do I raise money for The Falklands Forty Challenge?

You can raise money by sharing your challenge online with friends, family and colleagues. If you

are a veteran of the Falklands or know someone who was, you might consider sharing a story from the War. You could also take on the challenge on behalf of someone who served.

Don't forget that a lot of companies will match fund your fundraising. They usually have a limit for how much they will donate, but it could help you to achieve your target. For example, if your workplace match funds up to £100, once you've raised £100 from other sources their donation will double your total!

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 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 Fremelin 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, during and after your challenge by sharing photos and updates on how your challenge is going, and how it 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 Falklands Forty Challenge to deliver our own unique and wide-ranging services for veterans and their families.

If your question hasn't been answered here, please email us at fundraising@rbli.co.uk

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.



1926

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

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.



1985

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



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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.

1937

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



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.

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.



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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 a new Community Centre with vocational training suites and accessible gym. We have already opened new purpose-built older care facilities on the Village. It means that veterans with any disability, mental health issue, or care needs from anywhere in the UK can be supported on RBLI's unique care pathway. At this time we must raise £1.9m 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. We have a community café and playground onsite, and are building a new community centre in our Centenary Village, which will enable us to reduce social 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 condition 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

Steves' Story

Steve joined the 1st battalion of the Welsh Guards in 1977 and served in both Northern Ireland and the Falklands. In 1982, while serving in the Falkland's War, Steve boarded the Sir Galahad. On 8th June that year, RFA **Sir Galahad was struck. Steve was aboard** and sustained life-changing injuries. 56 others lost their lives.

Aged 40 in 1989, Steve was medically discharged from the Armed Forces.

With only a suitcase and his family, Steve returned to his hometown of Shropshire but found it hard to find work. Having spent 12 years in military service, he faced returning to civilian life with injuries that gave him a bleak chance of securing employment.

Steve received more devastating news when he was told he was unable to have the operation needed on his leg, which he desperately needed to get back to work, until he was 55 years old. A long 15-year wait.

Facing the prospect of enduring well over a decade out of work, whilst also having a family to support, it was clear that Steve was in urgent need of help.



It was then that Steve found what he calls a life-line in Royal British Legion Industries (RBLI). Immediately after making contact, he was invited for an assessment at the RBLI Village in Aylesford.

RBLI was able to offer him and his family a house, and organised for his operation to take place within 6 weeks. They also offered him a job in Britain's Bravest Manufacturing Company (BBMC) which would be waiting for him once he had fully recovered from his operation. **Within 12 months he was back in work.**

Today, Steve is an integral part of BBMC – he has developed his skills, helped to introduce new products and skills to the veteran workforce and supervises a team who create trackside signage for Network Rail and thousands of signs for UK roads each year.

RBLI is honoured to have helped a Falkland's veteran like Steve, and to be able to continue supporting him 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:

rbli.co.uk/the-falklands-forty-challenge-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: 20-54-29
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!

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**.



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

 rbli.co.uk
 fundraising@rbli.co.uk
 [@RoyalBritishLegionIndustries](https://www.facebook.com/RoyalBritishLegionIndustries)
 [@RBLICharity](https://www.instagram.com/RBLICharity)

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£

Date of Fundraising Activity:

If I have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

[illegible]

| Title | Full Name | Home Address | Post Code | Gift Aid* | Amount | Date Paid |
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| My Fundraising Total | | | | | | |

Thank you for your support

My Details

Full Name.....

My Challenge.....

Address.....

Post Code.....

Phone.....

Email.....

Date.....

PLEASE RETURN THIS FORM TO:

RBLI FUNDRAISING TEAM
HALL ROAD
AYLESFORD
KENT
ME20 7NL



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



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@RBLICharity

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