



TOMMY 10K

**I'M TAKING PART IN
TOMMY 10K FOR RBLI!**

Help me fundraise to provide lifelong care for veterans
from every service and conflict.

#TEAMTOMMY



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

 rbli.co.uk/tommy10k
 fundraising@rbli.co.uk
 @RoyalBritishLegionIndustries
 @RBLICharity

About RBLI

Here at RBLI it is our mission to ensure no veteran or veteran's family is put at a disadvantage due to their service of this country. After the First World War, many soldiers were left to fight their own personal battles against tuberculosis and what we now know to be post-traumatic stress disorder. In 1919, RBLI began helping thousands of veterans who were discharged from service wounded, injured and sick, to recover. We have been providing this support for over 100 years.

We now work across the UK to improve lives every day. The RBLI Village in Kent has accommodation for over 300 veterans and their families, as well as a social enterprise factory; Britain's Bravest Manufacturing Company (BBMC). This enterprise has expanded to include a print shop and factory in Leatherhead, Surrey and Scotland's Bravest Manufacturing Company in Erskine, Scotland. In all of these locations are teams of hard-working men and women; many of whom have served our country or have a disability which impacts on their everyday life. Now, their skills are used in manufacturing and fulfilment, including the print and sending of this pack!

Emergency accommodation

Every veteran's story is different and the circumstances that contribute to them becoming homeless are varied but many find it very difficult to re-adjust to life outside of the military. In 2021, we had more 45% more homeless veterans come to us requiring immediate support. We can move them into our emergency housing, Mountbatten Pavilion, within 24 hours.

Employment and training

Around the UK we offer unemployed veterans a free, five day course called LifeWorks. It offers one to one support helping them 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.

Practical welfare support

Whether it's support with housing, drug or alcohol dependency, financial issues or relationship breakdowns, our dedicated welfare team will create a plan specifically to help with any immediate issues when a veteran joins our village community.



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Mental health resources

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Assisted living

Our Veterans' housing is ideal for younger families who may be adjusting to civilian life or

single Veterans who need support. Residents enjoy a lively ex-military community with a real neighbourhood feel. Our village is a place that you can truly call home, with schools, amenities, welfare support and employment opportunities on the doorstep.

Care and mobility

We offer a range of care facilities including specialist Dementia care. We are able to offer a tailored service for each individual, providing each resident with the support they need to lead as independent life as possible. Residents are able to access 24-hour care, with longer term specialist care as well as shorter respite care packages.

Over the last year, with thanks to wonderful fundraisers like you, we have been able to...



900

Help 900 unemployed veterans build the skills and confidence they need to get back into work



22

Move 22 veterans from temporary housing to independent new homes



8000

Keep over 8000 people with a disability in employment



1

Develop 1 of our care homes into a leading Dementia Care facility

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.



“Without RBLI, I would not be alive today”

James

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 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.”



Fundraising Tips

Every pound you raise really will make a difference

to vulnerable veterans and those with disabilities, so please set your target high.

Tell your personal story.

Why do you care? Why are you fundraising? People respond to a personal story much more than generic text.

Ask if your employer does 'Matched Giving' – more about this on the 'Paying in' page.

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

Use our pre made social media imagery, posters and more – all available here: rbli.co.uk/tommy10k-downloads

Contact your local newspaper/radio and use the press release template from our fundraising hub and send to the news desk of your local paper or radio.

Once your page is set up, email the link to your friends, family and colleagues, share it on your Facebook page and tweet about it. Don't be afraid, people want to hear about the good things you are doing. And don't forget to text those who are not on social networks but would love to hear about it.

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



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.

Chat local businesses and see if they'd be willing to help. Maybe a shop would be willing to put up a poster? Your friendly pub landlord may put out a collection tin? You could find a business happy to donate something. And remember, we can send a letter of thanks if you give us their details!

The simplest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page. When you register for the Tommy 10k we will send you an email with the instructions to set up your page on Facebook or JustGiving.

People tend to match what has already been pledged. So, send your donation page to those who will be most generous first or kick start things yourself by doing an anonymous donation.

By sharing their events with local groups, our fundraisers can see a 60% increase in sponsorship! Whether it's putting up posters, sharing a social media posts or flyering, clubs and groups are known to make generous contributions or considerably help fundraisers through promotion.

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 sponsors you

Don't forget to visit rbli.co.uk/rbli-events/tommy-10k-downloads where there are plenty of things to help you create a successful fundraiser!





Join the mission to ensure no veteran or their family is put at a disadvantage due to their service to this country.

HOW YOU CAN HELP

Every donation you give helps RBLI provide lifelong care and support to veterans from every service and conflict, their families, and those with disabilities. Here's the difference your donation can make:

£10 buys toiletries and warm meal for a veteran entering our emergency housing

£25 could support a day trip for an elderly care home resident

£50 helps someone regain a sense of worth through counselling and PTSD support

£100 provides support and training to help someone find their way back into employment





£250 helps buy mobility equipment for an injured veteran's home

Please donate today.



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Sponsorship Form

MY SPONSORSHIP GOAL

£

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.

Title	Full Name	Home Address	Post Code	Gift Aid*	Amount	Date Paid
Mr	David Moore	9 Augustus Way	TN16 8EE	✓	£5.00	19.01.21
My Fundraising Total						

Full Name
.....

My Challenge
.....

Address
.....

Post Code
.....

Phone
.....

Email
.....

Date
.....

PLEASE RETURN THIS FORM TO:
 RBLI Fundraising Team, Hall Road, Aylesford, Kent,
 ME20 7NL

Paying in your money



You've done all the hard work of completing the event and working tirelessly on 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 or Justgiving 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
rbli.co.uk/donate

Pay by Bank Transfer:
Barclays Bank Plc,
Sort Code: **20-54-29**
Account Number:
20914436
Reference: Full name and Tommy 10K

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

