



Your 10,000 Steps Challenge

Thank you for signing up to take on the 10,000 Steps challenge and pledging to raise £150. We are so happy to have you a part of #TeamTommy this January; we can't wait to see how you get on with your challenge.

Every pound raised from the 10,000 Step Challenge helps to support the UK's most vulnerable veterans by allowing RBLI to provide safe homes and the support they need to get back on their feet. In addition, RBLI has ambitious plans to expand the outstanding facilities, care and welfare services we provide.

Our Centenary Village expansion, scheduled for completion in 2024, will vastly increase the unique mix of homes for veterans and their families. When complete, our expanded Village will mean RBLI can support an additional 600 veterans annually for the next 100 years. Because of you and others like you, we can fund projects like this and continue to help our veterans with vital support.

Enclosed is your very own personal fundraising pack and 10,000 Steps t-shirt. Your pack includes useful tips and tricks to help you get the most out of your fundraising, a daily step tracker to keep your challenge on track and a Tommy totaliser for you to fill in.

Although this is an online fundraising challenge, we understand that an offline classic sponsorship form is still a great way to raise money, so we've included one. This is for you to collect and do offline fundraising (i.e. cash and coins); when you've finished collecting, take the money to your bank, pay in the funds and then donate the amount to your fundraising page.

When you reach your £150 fundraising target, you will receive an exclusive 2023 10,000 Steps medal kindly sponsored by GingerMay! To help you achieve the £150 target and secure your medal, keep sharing what you're doing with friends, family and colleagues to remind them to donate and what their donation can do - £150 is enough to provide a homeless veteran arriving on our village hot, nutritious meals, fresh bedding and toiletries set, the first step to helping them get back on their feet.

No matter your pace, speed or ability, we are here with your every step of the way to support you with your 10,000 Steps challenge. If you have any questions or if there is anything we can help with, please do let us know via email at fundraising@rbli.co.uk or by calling us on **01622 795966**.

From everyone here at RBLI, thank you for your support!

Yours Sincerely

Ben Greenstreet
Community & Events Fundraising Manager

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.”

*Some details have been changed or excluded to protect identity.



SUPPORTING THE ARMED FORCES FAMILY

Join Tommy Club and become part of our incredible community. For just £15 per year you will receive a welcome pack with collectable Tommy lapel pin, bi-annual magazine, regular updates and discounts in RBLI's shop.

Better still, as soon as you achieve your fundraising target for 10,000 Steps Challenge you will automatically join our exclusive band of Silver Champions and qualify for further benefits.

“This is an amazing community, to feel you are making a difference gives an enormous sense of pride.”

Tommy Club Champion

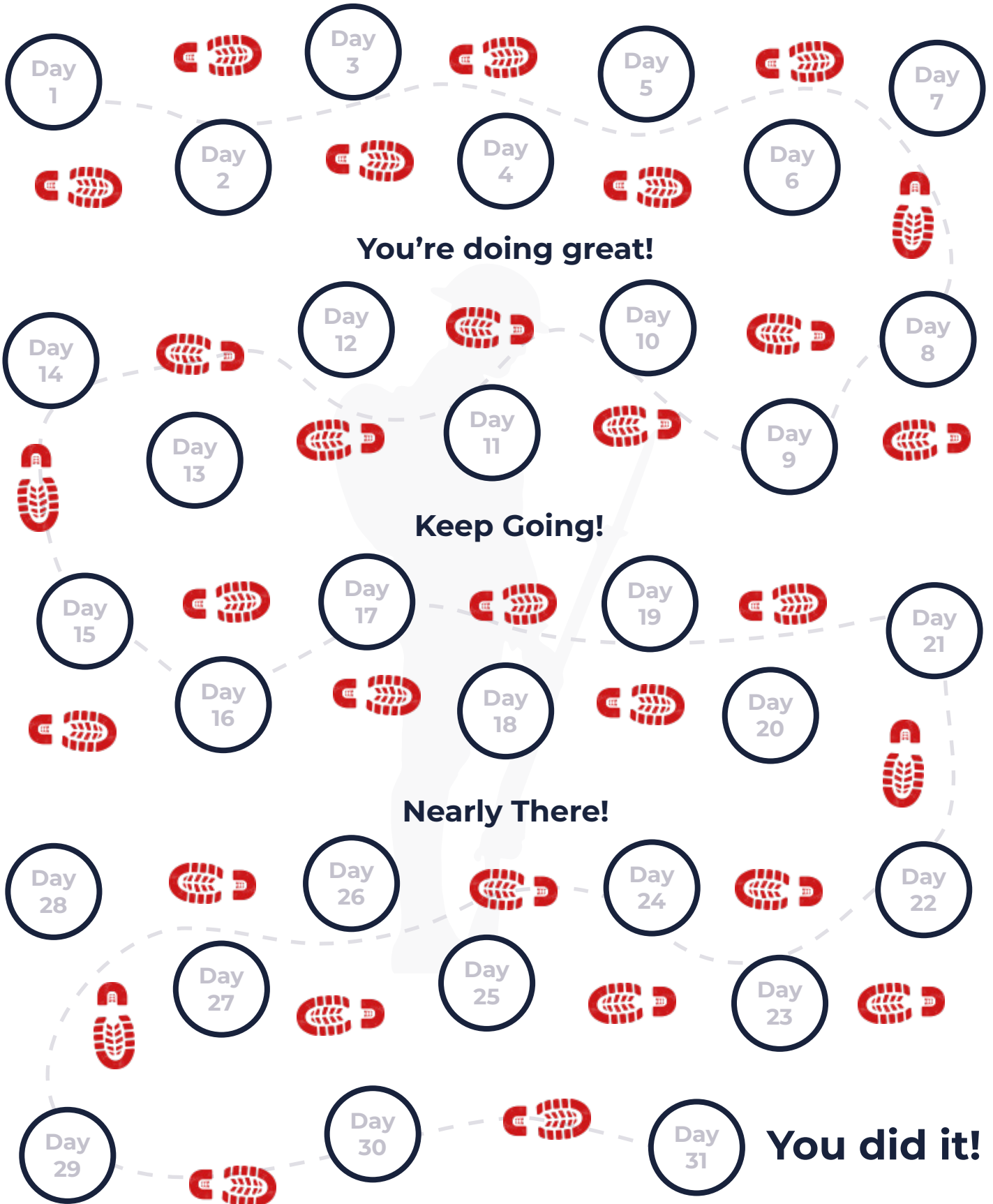
Go one step further in supporting our nation's heroes.

**JOIN TODAY AT
tommyclub.co.uk/challenge**





Track Your Progress!





Fundraising Tips

Promote your selfie

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

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.

Shoot for a target

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

People tend to match what has already been pledged.

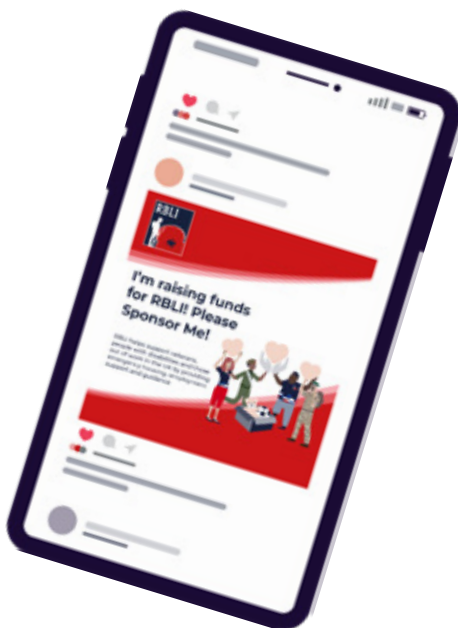
So send your donation page to those who will be most generous or kick start things yourself by doing an anonymous donation.

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.

You can also use our pre-made social media post imagery to share online. Encourage people to sponsor you or sign up themselves - just head to:

rbli.co.uk/step-challenge-downloads



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.

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.

Update your page

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

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.

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!

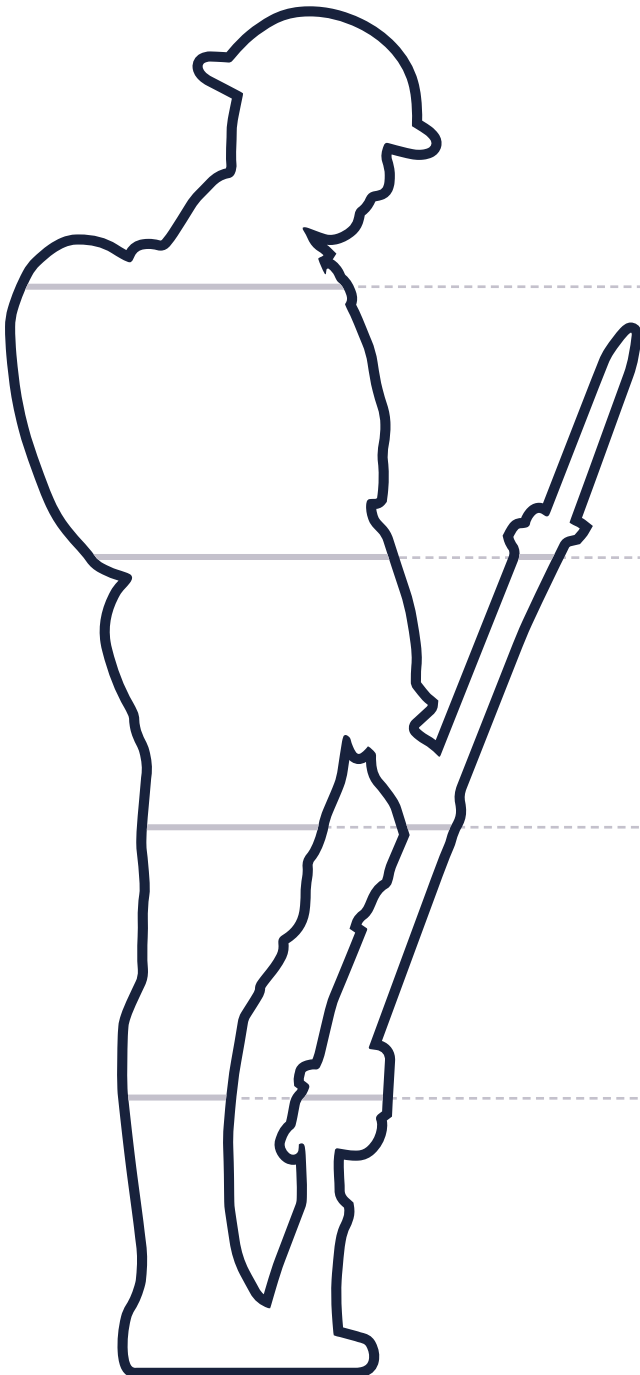


Your Tommy Totaliser

My Fundraising Target:

£

Fill in your fundraising goal and colour in Tommy as you reach each one!



£



£



£



£



£



Where the Money Goes

RBLI Provides

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 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 of 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.



RBLI's multigenerational village provides vital support and housing to over 300 veterans and their families

Mental health resources

We know that at least 70% of all new veterans on our extensive waiting list for support and emergency accommodation are living with mental health challenges. We help veterans with mental health issues learn to manage health conditions, rebuild belief and regain independence.

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.

None of this would be possible without donations from supporters like you!





Sponsorship Form

Use for offline donations only

Name:

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	<input checked="" type="checkbox"/>	£5.00	19.01.22

Thank you for your support

My Details

Full Name

.....

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 challenge 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 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 the using a credit or debit card on our website. Reference: Steps and Surname

Pay by Bank Transfer:
Barclays Bank Plc,
Sort Code: 20-54-29
Account Number:
20914436
Reference: Steps 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.
Send us an email at 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

 rbli.co.uk

 fundraising@rbli.co.uk

 @RoyalBritishLegionIndustries

 @RBLICharity