



Welcome to The Great Tommy Sleep Out

Thank you for signing up to take part in **The Great Tommy Sleep Out** this March - we can't wait to see how you get on with your challenge.

Every pound raised from **The Great Tommy Sleep Out** helps to support the estimated 6,000 veterans that are experiencing homelessness in the UK right now allowing RBLI to provide safe homes and to the support veterans who need to get back on their feet. This 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 our nation's heroes find themselves in.

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 Village will 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 including your beanie hat and useful tips and tricks to help you get the most out of your fundraising.

Although this is an online fundraising challenge, we understand that a traditional sponsorship form is still a great way to raise money, so we've included one for you to collect any cash donations. 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 Great Tommy Sleep Out patch. 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 to help them get back on their feet.

We are here with your every step of the way to support you with your Great Tommy Sleep Out challenge. If you have any questions or if there is anything we can help with, please do let us know by email at fundraising@rbli.co.uk or by calling us on **01622 795943**.

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

Yours Sincerely,

Paula Ray

Head of Community and Events Fundraising



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, 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**





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.

Where to hold your Sleep Out

The safest place to hold your Sleep Out is in your garden. 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 recent years. 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.



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

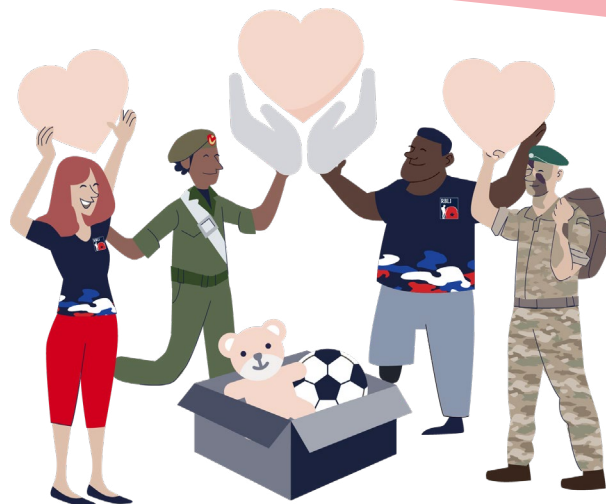
So send your donation page to those who will be most generous or kick start things yourself by doing an anonymous donation.

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 premade social media post imagery to share online! Encourage people to sponsor you or sign up themselves - just head to:

rbli.co.uk/sleepout-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!

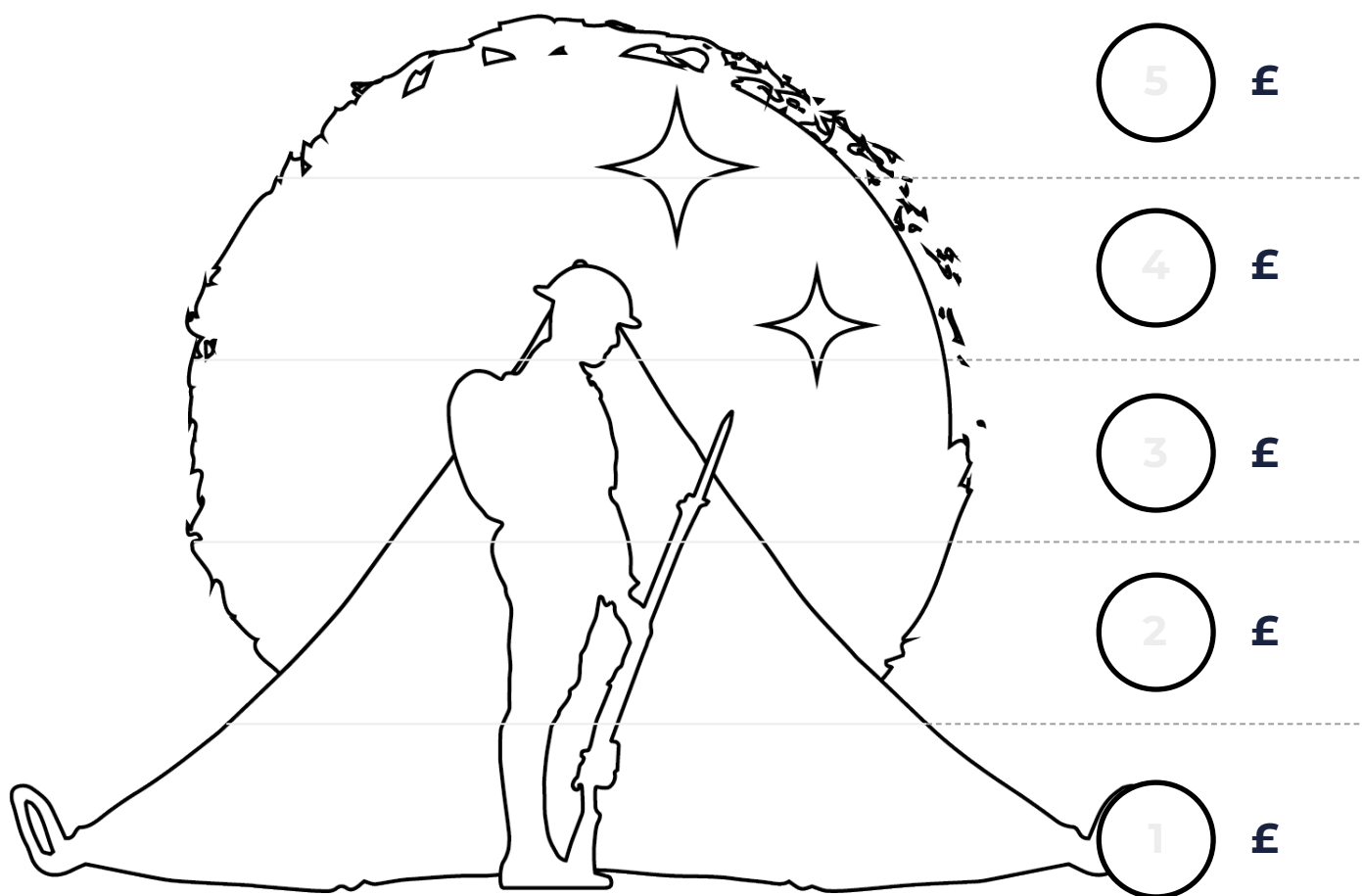
Your Fundraising Achievements



My Fundraising Target:

£.....

Colour in The Great Tommy Sleepout Logo as you reach each Goal



More ambitious? Check out the digital downloads page to get a custom chart!
rbli.co.uk/sleepout-downloads



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 as part of our award-winning programme Life Works. 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.

Housing

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!



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.

My Sponsorship Goal

Thank you for your support

Date

PLEASE RETURN THIS FORM TO: RBLI FUNDRAISING TEAM, HALL ROAD, AYLESFORD, KENT, ME20 7NL



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: First Name and surname

Pay by Cheque:
Cheques should be made payable to RBLI and sent with a covering letter 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 fundraising@rbli.co.uk



Registered with
**FUNDRAISING
REGULATOR**

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

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/sleepout



fundraising@rbli.co.uk



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