



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



rbli.co.uk



fundraising@rbli.co.uk



[@RoyalBritishLegionIndustries](https://www.facebook.com/RoyalBritishLegionIndustries)



[@RBLICharity](https://www.instagram.com/RBLICharity)

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



Welcome to Tommy 10K

Thank you for signing up to take on **Tommy 10K: For Remembrance** and pledging to raise £150. We are so happy to have you a part of **#TeamTommy** this Remembrance. We can't wait to see how you get on with your challenge.

Every pound raised from **Tommy 10K: For Remembrance** 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 FREE T-shirt. Your pack includes useful tips and tricks to help you get the most out of your fundraising and a Tommy totaliser for you to fill in. 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. 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 **Tommy 10K: For Remembrance**. 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 you for your 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

- RBLI FUNDRAISING -	
ESSENTIAL SUPPLIES YOUR DONATION COULD BUY FOR A VETERAN IN URGENT NEED:	
1	TOILETRIES SET £5.00
2	NUTRITIOUS HOT MEALS £15.00
3	FRESH BEDDING £25.00
4	NEW CLOTHING £35.00
5	PACK OF ELECTRICAL KITCHEN ITEMS £70.00
7	SUPPORT AND TRAINING FOR EMPLOYMENT £100.00
TOTAL AMOUNT £250.00	
THANK YOU FOR YOUR DONATIONS!	



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.*



TOMMY CLUB

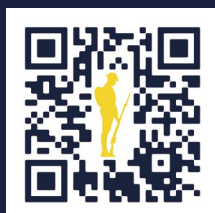
A club that supports the Armed Forces family

It's **only £15 a year** to join Tommy Club and become a Tommy Club Champion.

Every penny you give will help change lives, directly supporting veterans and their families with practical and emotional needs.

Join today

TOMMYCLUB.CO.UK/JOIN



Top 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.

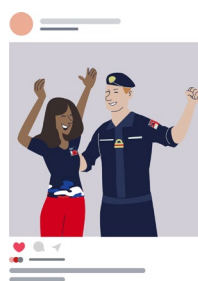
Let supporters know how you are doing by updating your Fundraising page often, they will enjoy following your progress.

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!



Training Plan



This plan is built on the following assumptions:

- That you as an athlete can already comfortably and safely run 5KM continuously once to twice per week i.e. you are not a total beginner
- That you are not aware of any physical issues or health conditions that may be exacerbated by following a structured running plan (if you are in any doubt, please seek advice from your GP)
- That you are currently in good health and do not have any injuries
- That you understand that RWB Coaching are not responsible for any injuries incurred whilst following this plan

This plan is designed to take you from 5K to 10k comfortably and sensibly over

an 8-week period. It is not designed to increase your speed, but to simply be able to cover the distance in a progressive way

Rate of Perceived Effort (RPE)

- This is a ten-point scale, where the athlete can use their judgement to determine the effort they are putting into a workout, with 1 being the least amount and 10 being the most
- This plan focuses on easy running and recovery running only
- Easy running would be a 3-4 out of 10 on the effort scale and should feel comfortable and that you're holding yourself back a little. At this pace, you should still be able to hold a full conversation without getting out of breath

- Recovery running would be a 1-2 on the scale and is defined as 'very easy' and almost like you could run forever at that pace.

Where to go to for help

- If you have any questions about your training, please email info@rwbcoaching.com
- You can find out more about what RWB Coaching offers by visiting www.rwbcoaching.com
- Helpful hints and tips are regularly published to the RWB Coaching Facebook page – find us under pages "RWB Coaching"

KM	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5 <i>(Recovery Week)</i>	WEEK 6	WEEK 7	WEEK 8
MON	Easy Run 3 KM	Easy Run 4 KM	Easy Run 4 KM	Easy Run 5 KM	Easy Run 3 KM	Easy Run 5 KM	Easy Run 5 KM	Easy Run 5 KM
TUE	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training
WED	Easy Run 4 KM	Easy Run 4 KM	Easy Run 5 KM	Easy Run 5 KM	Easy Run 3 KM	Easy Run 6 KM	Easy Run 6 KM	Easy Run 6 KM
THU	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training	Cross Training or Strength Training
FRI	Rest Day	Rest Day	Rest Day	Rest Day	Rest Day	Rest Day	Rest Day	Rest Day
SAT	Easy Long 4 KM	Easy Long 5 KM	Easy Long 6 KM	Easy Long 7 KM	Easy Long 4 KM	Easy Long 8 KM	Easy Long Run 9 KM	Race Day! 10KM (easy)
SUN	Recovery 2 KM Optional	Recovery 2 KM Optional	Recovery 2 KM Optional	Recovery 2 KM Optional	Recovery 2 KM Optional	Recovery 2 KM Optional	Recovery 2 KM Optional	Recovery 2 KM Optional
TOTAL KM:	13	15	17	19	12	21	22	23

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. We have seen a rise of 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!



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.

If you did your fundraising offline, send your sponsorship form to us!

If you need any advice or guidance, feel free to get in touch. Give us a buzz on

01622 795966 or email fundraising@rbli.co.uk





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	19.01.21

Thank you for your support

My Details

Full Name

.....

Address

.....

Post Code

.....

Phone

.....

Email

.....

Date

.....

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