



# THE GREAT TOMMY SLEEP OUT

sponsored by

**BAE SYSTEMS**

## Welcome to your Great Tommy Sleep Out

Let's stand up for those who stood up for us



# YOUR GREAT TOMMY SLEEP OUT

**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 at home or in your garden. Some participants have previously slept on their balcony or even in their garage! 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 - [www.hse.gov.uk/simple-health-safety/risk/index.htm](http://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 ([www.hse.gov.uk/legislation/hswa.htm](http://www.hse.gov.uk/legislation/hswa.htm)) 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 recently. 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 or injured.

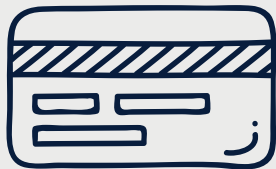




# HOW TO PAY IN YOUR MONEY

## Here's some handy information about how to pay in the money raised from your Sleep Out...

If you have fundraised via an online fundraising page on **JustGiving**, the money will come to us automatically so you don't need to do anything.



### PAY BY CARD ONLINE

You can pay using a credit or debit card on our website:  
[rbli.co.uk/make-a-donation](http://rbli.co.uk/make-a-donation)  
Reference: Sleep Out



### PAY BY BANK TRANSFER

Barclays Bank Plc  
Sort Code: 20-54-29  
Account Number:  
20914436  
Reference: First initial,  
surname and Sleep Out



### PAY BY CHEQUE

Cheques should be made payable to RBLI and sent to: RBLI Head Office, Hall Road, Aylesford, Kent, ME20 7NL  
Please mention Sleep Out in your cover note

## 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.

## 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.

## QUESTIONS?

Phone us on **01622 795970**  
or email [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)



Royal British Legion Industries (RBLI) Hall Road, Aylesford, Kent ME20 7NL. Registered Charity Number: England & Wales 210063 | Scotland SC048795 | VAT Number GB916326234

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

✉ [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)

🌐 [rbli.co.uk](http://rbli.co.uk)

📘 @RoyalBritishLegionIndustries

📷 @RBLICharity

# OUR 10 TOP TIPS FOR ONLINE FUNDRAISING



## ◆ **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.

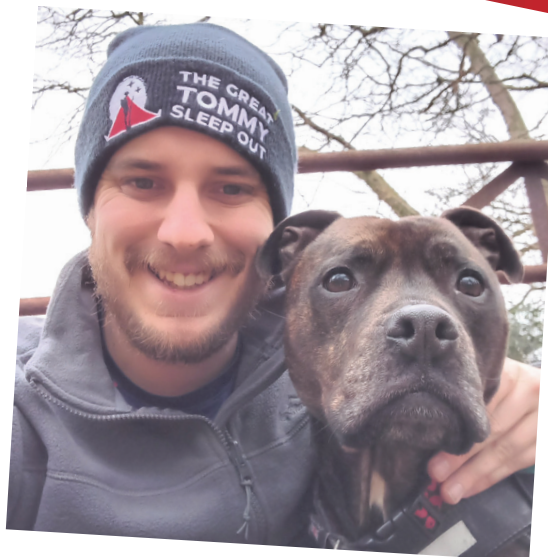
## ◆ **Don't forget to share**

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/coronation-challenge-downloads](http://rbli.co.uk/coronation-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!**

# COLLECT YOUR PATCHES

## We want to thank you for helping out most vulnerable veterans

For taking part and raising an amazing £100 you will receive an exclusive **blue** 2024 Great Tommy Sleep Out Patch at the end of the challenge as our thank you for your efforts.

If you choose to go above and beyond this you can also earn the following patches:

**£100 – Blue**

**£250 – Bronze**

**£500 – Silver**

**£1,000 – Gold**

Our groups who hit their target as a group will receive a very special **ruby** patch.

## Can you collect them all?



# WHAT YOUR SUPPORT MEANS

James currently resides in Victory House, Centenary Village, following his arrival to RBLI's Mountbatten Pavilion and his induction into the "STEP-IN" programme in April 2021.

After leaving the Armed Forces, where he served two tours of Afghanistan as an infantry soldier with 1st Battalion Royal Anglian Regiment, James experienced difficulties with his mental health and proceeded to self-medicate with alcohol. This soon resulted in the breakdown of his marriage and many nights in shelters due to homelessness.

When James arrived at Mountbatten, he was supported with a bespoke STEP-IN programme and he successfully detoxed.

James has now moved into his own flat on RBLI's Centenary Village to further his independence and continues to be supported by RBLI's welfare team.

He has also managed to find a voluntary post at Kent Life in Aylesford, dealing with livestock in the hopes that this will give him some experience in the farming industry to assist with future employment opportunities.



**"It's ok not to be ok. Reach out. Accept the support and one step at time you will see there is a light at the end of the tunnel..."**