



THE GREAT TOMMY SLEEP OUT

sponsored by

BAE SYSTEMS



Barratt
Redrow

Welcome to your Great Tommy Sleep Out 2025



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 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).

If you are planning to hold a 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 The Great Tommy Sleep Out!

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) 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

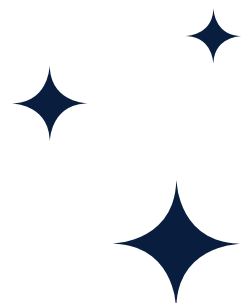
If you want to accept physical donations while on private property, all you need is the manager or owner's written permission. Any public collections require a licence from the council or the Metropolitan Police if you are in London. This can take a while to receive so plan ahead to avoid disappointment!

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 in 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

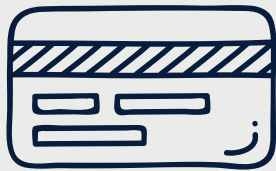
Always carry a torch and mobile phone. Be prepared to find a safe place inside should you become concerned. If you are building your own shelter or using equipment, you need to ensure that everyone follows safe moving and handling procedures to avoid getting hurt or injured.



HOW TO PAY IN YOUR MONEY

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.

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.**



PAY BY CARD ONLINE

You can pay using a credit or debit card on our website:
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

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.

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 795966**
or email **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

🌐 rbli.co.uk

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

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

Tell people why 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/rbli-events/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 the 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!

HOW TO EARN YOUR PATCH

Individuals and families

For taking part as an **individual or family** and raising over **£100** you will receive an exclusive **blue** 2025 Great Tommy Sleep Out Patch at the end of the challenge.

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



Blue
£100



Bronze
£250



Silver
£500



Gold
£1,000+

Community or Corporate groups

For taking part as a **community or corporate group** and raising over **£150** together, you will each instead receive an exclusive **ruby** 2025 Great Tommy Sleep Out Patch at the end of the challenge.



Sleep Out merchandise

Keep an eye out for more exclusive Sleep Out merchandise on our RBLI Shop, fulfilled by veterans and those with disabilities.

rbli.shop



You could sew your patch on to a Sleep out blanket!

2025 lapel pin

WHAT YOUR SUPPORT MEANS

Jack Cassidy grew up in a mining village in Barnsley, Yorkshire, but his path led him to the Cold-stream Guards in 1987. Serving at Buckingham Palace and the Tower of London, Jack felt immense pride representing his country. But his career was cut short in the First Gulf War, where he sustained injuries that left him struggling to adjust.

For 30 years, Jack battled PTSD alone, moving from place to place and even

living in his car. Finally, Jack found a lifeline with RBLI, who provided housing at Mountbatten Pavilion for homeless veterans.

Today, Jack coaches a football team for his fellow veterans at Mountbatten Pavilion, giving back and creating a supportive community. Your support through The Great Tommy Sleep Out can help RBLI continue transforming lives like Jack's.



"RBLI saved my life. I might have given up entirely without them."