



YOUR FUNDRAISING PACK



About RBLI

At Royal British Legion Industries we help veterans and their families in their time of need and support them to live the most independent life possible. Since 1919 we have provided crucial accommodation, welfare and employment support to injured veterans and people with disabilities.

RBLI's multigenerational village in Aylesford, Kent, provides vital support and housing to over 300 veterans and their families.

The need for our support has increased since the pandemic and cost of living crisis, enquiries from homeless veterans for a place in our emergency accommodation have increased by 45% in the last year alone.

That's why we need people like you; with more funding, we can grow our village, support more people who need us and help them to find their purpose again.

RBLI is a separate charity entirely, in both governance and finance, from The Royal British Legion. Simply, when you give to the poppy appeal, we do not receive any of those funds.

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

THANK YOU, YOU INCREDIBLE HUMAN!



Where your money goes

Here are just some of the examples of where the money raised from your fundraising efforts could be used:

Emergency Accommodation

Every veterans story is different, many find it difficult to re-adjust to life outside of the military, we had more veterans needing immediate support requiring us to move them into our emergency housing within 24 hrs.

Employment and training

Around the UK we offer unemployed veterans a free four day course as part of our award winning programme, Lifeworks. It offers one to one support helping them to discover 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.

Our social enterprise Britain's Bravest Manufacturing Company where we provide meaningful employment to veterans and people with disabilities.

Care and mobility

We provide care homes where we can provide specialist dementia care and are well placed to provide those in need with the support, advice and care they deserve.

ESSENTIAL SUPPLIES YOUR DONATIONS
COULD BUY FOR A HOMELESS
VETERAN MOVING INTO OUR
EMERGENCY ACCOMMODATION:

TOILETRIES SET	£5.00
NUTRITIOUS HOT MEALS	£15.00
FRESH BEDDING	£25.00
SET OF FRESH CLOTHES	£35.00
PACK OF ELECTRICAL KITCHEN ITEMS	£70.00
SUPPORT AND TRAINING FOR EMPLOYMENT	£100.00

TOTAL AMOUNT **£250.00**

THANK YOU FOR YOUR FUNDRAISING!

Meet Anil

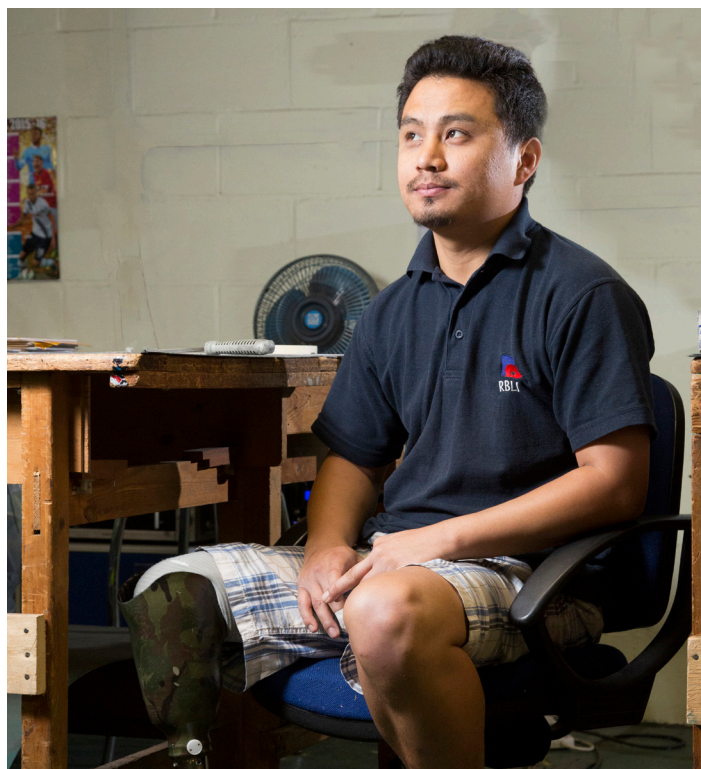
Anil joined the Army in 2006 as a rifleman with the 2nd Royal Gurkha Regiment. Just 20 days before he was due to finish his tour in Afghanistan, aged just 24, he stepped on an IED.

Anil suffered multiple injuries, resulting in the amputation of his leg. After an intense rehabilitation process, Anil secured work in RBLI's social enterprise, Britain's Bravest Manufacturing Company, making rail signs for companies across the UK and abroad.

Following RBLI's support, Anil had the confidence to take on his first major sporting challenge in the form of The Invictus Games, winning gold in the sitting volleyball Team in 2014 and silver in 2016.

However, arguably, his biggest challenge to date is when he climbed to Mount Everest Base Camp in November 2017.

"RBLI has given me a second life"



After battling altitude sickness to successfully reach his target, he returned to the Kent charity a hero after raising more than £11,000 for his fellow veterans and people with disabilities.

Anil credits BBMC for helping him see his potential and build a successful career in the wake of his injury and his time in the army.



TOMMY CLUB

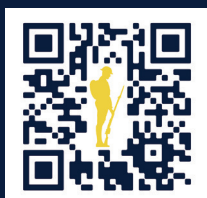
A club that supports the Armed Forces family

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](https://tommyclub.co.uk/join)



Fundraising ideas

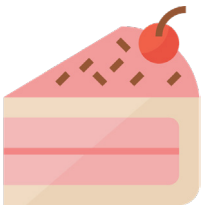
Here are just some of the examples fundraising activities you can do:

There's a fundraising idea for everyone - what will you choose?

Competitive

Some of the most simple ways to get people to donate, is to promise an element of competition. Find a way to bring people together in a social setting and either get them to donate an entrance fee, or sell the goods and watch your fundraising roll in!

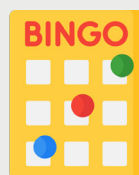
- Bake sale
- Cupcake challenge
- Supper club
- Come dine with me
- Quiz
- Murder mystery
- Escape room
- Gaming tournament
- Chess competition



Social

Are you a social butterfly? Love getting people together? Arrange a social function, sell tickets to the event, add in a raffle or a couple of easy games (heads or tails, hit or miss – split the £1 taking part fee with the winner and RBLI) and it's a win, win for you and RBLI. Here's are a few ideas.

- Quiz night
- Bingo night
- Comedy night
- Festival night
- Curry evening
- Auction
- Ball
- Book club
- Karaoke night
- Dinner party
- Fancy dress Party
- Street party
- Live music event
- Darts competition
- Tommy Tea

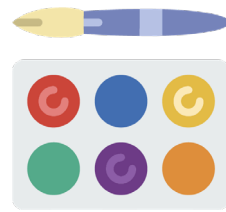




Crafty

Are you creative and skilful? This could be a really good opportunity to put your crafting skills to great use to offer classes or additional fundraising opportunities at events to raise important funds

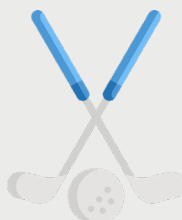
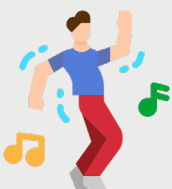
- Boot sale
- Jewellery making
- Face painting
- Sewing
- Card making
- Knit and natter
- Tombola
- Candle making



Athletic

Are you full of energy? A fitness fanatic? Arrange an event to make the most of your talent or get involved with one of our virtual challenges.

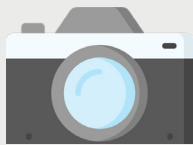
- Golf day
- Car wash
- Zumbathon
- Sports day
- The Great Tommy
- Three Peaks challenge
- Tommy 10k
- Sky dive
- London Marathon
- London Landmarks Half Marathon
- Keepie uppie competition



At work

By organising a fundraising event at work, it can add a really fun event to the working day, and raise an incredible amount of awareness. Choose something that will bring everyone together and keep it light.

- Collection tins
- Leg waxing
- Raffle
- Departmental Challenges
- Matched Giving
- Ball
- Loose change day
- Dress down day
- Baby picture competition
- Office olympics
- Fancy dress day
- Jumper day






Child-friendly

No matter your age, if you feel passionately about a cause you can fundraise and it also teaches our little people about the value of looking after others. There are so many ways that they can raise money, whether it's on their own, with their friends or club such as Beavers, Guides or sports club.

- Non-uniform Day at school
- Teddy bears picnic
- Christmas fayre
- The Great Tommy Sleep Out
- Summer fayre
- Car washing
- Sponsored activity such as run or walk
- Brownies/Guides
- Bag packing



Don't forget to share your photos, videos and updates - we love to see your updates!

 @RoyalBritishLegionIndustries
 @RBLICharity
 @RoyalBritishLegionIndustries



Event planning guidance

If you are organising an event, here is a checklist of things to consider:

- **What is your event?**

Having a clear vision of what your event will be, will really help you when you're organising the details. Who do you know and what would they be interested in?

- **Date**

Try to review the date to make sure there aren't any clashes, either with large scale events that would stop people attending.

- **Timings**

Try to give people an idea of timings, both from and to.

- **Location**

Could you host your event at home or at work, or at a local hotel or community centre?

- **How will you fundraise?**

Will entry to the event be ticketed or are you asking for donations at the door. Do you need to let people know that they need to bring cash?

- **Spread the word**

What is the best way to tell everyone about your event? Always tell more people than you think you need to. You can download your poster template, sponsorship form and leaflets about RBLI at rbli.co.uk. Ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display your poster. Make sure you carry some with you and email them out where possible to save on printing costs.

- **Publicity**

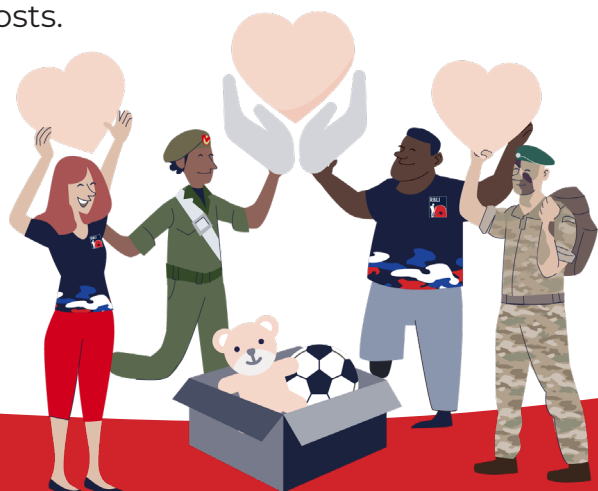
You might consider sharing your event with local newspaper and radio station to tell them what you're doing and why.

- **Support**

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for your raffle or auction. See if you can get your venue or catering for a discounted price (or even better, for free) as it's an event in aid of charity. Get your friends and family involved and divide the tasks between everyone – you'll be surprised at how many people are willing to help when it's for a good cause.

- **Online**

Make sure you use Facebook, Twitter and Instagram to tell people about your event. Don't forget to set up your online sponsorship page and share this too!



The legal bits

It's important to make sure that the fundraising event you organise is safe and legal as well as fun and successful. We don't want to make it daunting, but here are a few things you need to know.

Your responsibilities

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to RBLI. You must inform potential donors if any of the funds you raise will not be paid to the charity.

Please understand that if you do something that threatens or damages the name or reputation of RBLI, we will ask you to stop fundraising.

Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by Food Standards Agency. Visit [food.gov.uk](https://www.food.gov.uk) for more details.

If you have asked a caterer to come to the event, you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

If your raffle lasts longer than 24 hours, you will need a lottery licence and

printed tickets, which must have certain details on them. Please contact our fundraising team for help with this.

Health and safety

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross when

deciding the type of cover you will need. Some things to consider:

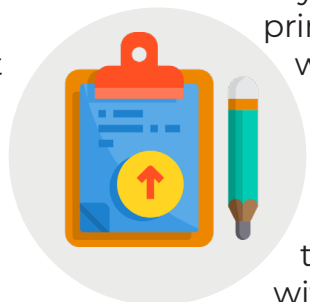
- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

Useful contacts:

- **St. John Ambulance**
0370 0104 950
(Mon-Fri 9am-5pm)
- **British Red Cross**
0344 871 8000
(Mon-Fri 8:30am-5pm)

What's the risk?

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low that someone could be harmed by hazards, together with an assessment of how serious the harm could be.



Insurance

If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them.

If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

Licences

Some activities require a licence including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a licence for your activity (this is not an exhaustive list).

Publicity material

When you are writing about your event you need to say it is being held 'in aid of RBLI'. Please contact us if you

would like to use our logo on your own materials.

Please also include our charity number using these words:

Registered charity
no. England &
Wales 210063,
Scotland SC048795

Collections

Visit institute-of-fundraising.org.uk for the most up-to-date information on collections. When organising a collection please make sure that you have written permission form:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
- Collections in pubs, factories, or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people 16 or over

Collection boxes and buckets must be clearly labelled with RBLI's name, address and charity number

and must be sealed.

Under 18s

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.



Questions?

Phone us on **01622 795970**
or email **fundraising@rbli.co.uk**

How to pay in your money

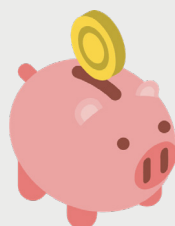
Here's some handy information about how to pay in the money raised from your fundraising...

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



PAY BY BANK TRANSFER

Barclays Bank Plc
Sort Code: 20-54-29
Account no: 20914436
Reference: Your Name



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.

JustGiving™

Set up your fundraising page and avoid handling money. Visit justgiving.com/rbli and follow the instructions to set up your own fundraising page.





Sponsorship Form

Title	Full Name	Home Address	Post Code	Gift Aid*	Amount	Date Paid
Mr	David Moore	9 Augustus Way	TN16 8EE	✓	£5.00	19.01.21

My Fundraising Total

Full Name

.....

Address

.....

Post Code

.....

Phone

.....

Email

.....

Date

.....

PLEASE RETURN THIS FORM TO: RBLI Fundraising Team, Hall Road, Aylesford, Kent, ME20 7NL

*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 above, 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.

REMEMBER:

We can only claim Gift Aid on voluntary donations, so if you're selling cakes (or other items) ask for a suggested donation instead of a set price. We can't claim Gift Aid on money raised through the sale of raffle tickets.



Registered with
**FUNDRAISING
REGULATOR**

✉ fundraising@rbli.co.uk

🌐 rbli.co.uk

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

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

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.