

NEWSLETTER



BERKSHIRE

JANUARY 2015

Happy New Year to you all!



I would like to start this newsletter by thanking all of you Poppy Appeal Organisers, Deputies, your families, friends and teams who have got behind the Poppy Appeal and made it the success it is. Your volunteering really does

make a huge difference to our caring services and the support the Legion can provide in the community. With last year being the centenary it had a big effect on the Poppy Appeal. In Berkshire our figures are looking great - Well done all of you - a fantastic year!

Overall Poppy Appeal total for 2014/2015 appeal is : £39,364,604.98. This is 5.46% up on the 2013/2014 appeal which closed at £38,285,344.30.

The figure for Berkshire & The Vale of the White Horse 2014-2015 poppy appeal stands at : £847,330.24. The 2013-2014 appeal closed at : £820,853.19.

Feedback

We are aware that there were some issues with Aylesford and the distribution of stock during the appeal. Although stock was increased by 25% to meet the demands of the Centenary year, there was still a shortage and PAOs were rationed on how much they could order during the appeal. I would like to take this opportunity to remind organisers to order stock early and to always check stock in as soon as it is delivered. It is key that any mistakes or wrong orders are notified as soon as possible as rectifying these issues close to the appeal is very difficult. To ensure that you have the stock you require, I would advise you to order your stock as soon as the June/July mail-out is received – Please do not wait until the last minute to order stock.

Statement of Accounts

All districts need to return their statement of accounts to Aylesford as soon as possible. Late returns could jeopardise future permits from councils. If you have ANY problems with the paperwork please contact Sam on SHickton@britishlegion.org.uk or Annie on ADuffin@britishlegion.org.uk and we will help where possible.

Welcome to the Team!

This is a good opportunity to introduce you to our new Community Fundraiser, Samantha Hickton. Samantha has started with us and will be sharing the Berkshire area with Annie Duffin. Sam will be working 17.5 hours a week and can be contacted on shickton@britishlegion.org.uk... Please feel free to drop Sam a line with any questions or queries or just to say Hi!



Live ON strapline



All Organisers should have now seen the new Legion strap line "Live on". Over the next few years the Legion will replace the old "shoulder to shoulder"

strapline, but this will be a gradual process. Anyone dealing with the local press should be using the new "Live On" strapline. For further guidance please do contact us.

Berkshire Facebook

Have you liked the Berkshire Facebook page yet? If not then please do and also ask your Facebook friends to



also like the page. More likes = more people supporting the Berkshire Poppy Appeal. Please do send over any interesting news, updates and photos to shickton@britishlegion.org.uk or aduffin@britishlegion.org.uk so that we can add your event/news

to the Facebook site. We will also use the page to seek new volunteers, so if you are looking for volunteers, especially for specific locations, let us know and we will put the details on the page.

<https://www.facebook.com/berkshire.poppyappeal>

Getting Involved

Hosting your Poppy Picnic should be a fun and simple way to get together with friends and family and raise much-needed funds for the Legion's welfare work.

Have a look in your diary and pencil in a day this summer to host your Poppy Picnic. We'll be having ours on Saturday 21 June – the longest day of the year – though anytime throughout the summer is fine.

Online registration is now open and Picnic Packs are available in Iceland stores across the country. Once registered, we'll send you a free picnic pack which includes everything you need to start planning your event, with posters, stickers, balloons and invitation cards.



Remember to let your friends and family know all about your Poppy Picnic – Facebook and Twitter are also great ways to spread the news. Keep an eye on our updates at Poppy Legion on Facebook or Twitter (@PoppyLegion).

There are plenty of things you could do on the day to make your Poppy Picnic a success; have a look at our ideas section for more inspiration.

Or if Poppy Picnics are not your thing then how about an Honour Walk?

Honour Walks are a fun way to raise money for former and current Service people. Whether you walk around the local park or up a mountain, you can help the Royal British Legion raise £100,000 to go towards projects such as:

Battle Back Centre- a new facility for enhancing the recovery of wounded, injured and sick Service personnel through sport and adventure training.

Personnel Recovery Centres- providing accommodation and help with rehabilitation and recovery.

Many of our troops serving in Afghanistan are very young, and the horrific injuries and mental trauma that some suffer can last the rest of their lives. They and their families will need a lifetime of care and support.

The money you raise will help us to be there for them now, and for the rest of their lives.

Organising an Honour Walk

It is easy to organise an Honour Walk and our Organisers Pack (attached) provides everything you will need, whether your walk is just a group of friends or your whole community.

Follow these steps:

Plan - The Organisers Pack contains a handy timetable of what to do in advance, including choosing the route, thinking about your income and expenditure and considering any risks. We have also supplied a registration form, badges for the walkers and a certificate for celebrating their success once they have finished.

Promote - Getting people to take part in your walk is key, the pack also has some tips for spreading the word and getting everyone talking about it. As well as traditional media, social media is a great way to create a buzz around an event, and setting up a Facebook page or Twitter account takes a matter of minutes. Do not forget to contact your local Community Fundraiser who will put you in touch with your local Legion Branch.

Fundraise - JustGiving is quick and you will be raising money in no time. It is safe to fundraise and collect donations online, with our guides to setting up a page on Virgin Money Giving. You can raise money the traditional way, or if you prefer not to use the internet, we have provided a sponsorship form in the attached Organisers Pack for you to print. Look at our attached A-Z of Fundraising ideas for hints and tips of other ways to fundraise.

Walk - We want the day of your Honour Walk to run as smoothly as possible, so we have included a step-by-step guide of what to do on the day which can be found in your pack.

After the walk - When you have had a well-deserved cup of tea and a sit down, do not forget to look at the 'After the walk' section of the walk organiser's timeline, and ensure you get those funds in.

For more information, email the team at honourwalk@britishlegion.org.uk or fill in our enquiry form

2015 Pin Badges

The 2015 pin badges are now available to order from Aylesford.

We'd like to hear from you!

If you have any ideas or information that you would like to share or stories that you would like included in our next newsletter, then please send to shickton@britishlegion.org.uk.

What are your plans for VE Day?

Friday May 8th is VE Day and it will soon be upon us! We would love to know what plans you have in the pipeline? If you are thinking of planning an event and would like some ideas, inspiration or help - please do not hesitate to contact Sam or Annie who will be happy to discuss your plans with you. Alternatively the British Legion webpage is full of tips and information to help you on your way.

Kids Packs



The Kids Packs were a big hit this year and the feedback has been extremely positive. Aylesford issued the packs on district size and number of schools in the area. The responsibility lies with the local organiser in placing these boxes with Primary Schools in the PAO's district. Any kid's packs left over can be used for next year's appeal or for any forthcoming fundraising activities. Priority to use these packs will always be in schools before events.

PAO Photo ID Cards

If you do not have one and would like a PAO Photo ID card please let me know. We are now able to provide these cards to Deputies as well. These are not compulsory but we would encourage you to apply for one if you have not done so already. We can either email or post you a form to complete. The form needs to be completed and returned to us with a passport sized photo. Many of the large supermarkets will now want to see this form id from Poppy Appeal Organisers.

2014 Poppy Appeal Launch in pictures!





Door to Door Fundraising

Some of you may recall that in 2013-14 the Legion undertook door-to-door fundraising through a professional agency for the first time. This was highly successful, and over 5,000 new regular givers were recruited with forecast income expected to be £2,000,000+ over a five year period. This year we restarted on August 1, pausing during October and November to honour Remembrance and restarted in December. Throughout the whole year we aim to recruit 15,000 new donors with a five year income forecast of over £6,500,000. This income contributes greatly to the Legion's ability to plan, develop and implement our services as effectively as possible for the whole Armed Forces family, whether serving, veteran or their families and loved ones.

Door-to-door fundraising is an essential part of how the Legion plans to engage with new supporters, providing an opportunity for people to speak with someone about our work at any time of year, and consider a valuable regular gift to support our work. Regular gifts/Direct Debits mean the Legion saves on bank charges and has a predictable income so we ensure we have the funds to deliver vital services to beneficiaries.

The door-to-door team are professional fundraisers who wear branded RBL clothing and have official identification.

All fundraisers have been fully trained and have a good understanding of the Legion's work.

The fundraisers have registered with the Police in each county and this information should have been cascaded to the local stations.

All data is handled securely and in accordance with the Direct Debit Guarantee and other financial regulations. Fundraisers will not ask for a cash donation.

All fundraisers comply with appropriate codes of practise and legal regulations.

Any complaints we receive from residents are investigated and acted upon.

The main query we receive is whether the fundraisers are genuine, which is where positive communications from Branches can allay these concerns. Up to date information (including FAQ's) is available on the website and Knowledge Base. Working areas change on a monthly basis so internal briefing emails are sent to regional operation and fundraising staff to cascade down through their areas when a campaign is live in an area. Email fundenquiries@britishlegion.org.uk for more information.

St George's Day Concert – Thursday 23rd April



Central Band

Join us once again at St George's Hanover Square when the Legion's own superb Central Band will be in residence to perform in this beautiful and centuries-old London church. David Cole and his musicians cannot fail to entertain with their amazing repertoire of popular and familiar tunes – all with an English theme of course! As well as great music there will be some amusing and stirring words read by our celebrity guests. Absolutely fabulous! Tickets £35 each to include wine, soft drinks and nibbles in the church beforehand.

Contact Rebecca on 020 3207 2272 or at rpride@britishlegion.org.uk

GREAT NORTH RUN

Great North Run
Sunday 13th September 2015

The registration fee of £40 is a contribution towards the race entry and is strictly non-refundable.

The target is to raise a minimum of £300 sponsorship.

Anyone interested should contact:

Rachel Hardwick
Mobile: 07825 316 289
rhardwick@britishlegion.org.uk