



# Fundraising

FOR THE ROYAL BRITISH LEGION



# Thank you!

We are delighted that you have decided to give something back to our Armed Forces by signing up to fundraise for the Legion!

We understand that a lot of hard work, time and dedication goes into fundraising, training or organising an event, and we are extremely grateful. Without people like you we wouldn't be able to provide care and support to serving and ex-Service men and women, and their families.

With this guide, we hope to help make the fundraising aspect of your challenge as easy as possible. Fundraising doesn't have to be daunting, and with our advice, tips and support, we know you'll find it a fun and rewarding experience. Planning, organisation and imagination are the key, so get those thinking caps on. We're confident that you'll find it easier than you thought.

Remember that by giving up your time and taking part in an event you are doing something wonderful for someone else. Most of us know someone who has been personally affected by conflicts – a grandfather who served in World War II, a next door neighbour who served in Iraq, a sister who is in Afghanistan right now. Don't forget that it is these people for whom you are fundraising.

*Good luck and thank you once again!*



## LEGION FUNDRAISER: **LANCE CORPORAL RAM PATTEN**

LCrpl Ram Patten is a Royal Marines Commando based in Plymouth. After returning from Afghanistan, Ram had difficulties settling back into civilian life and was diagnosed with PTSD. As a result of his experience he felt compelled to do something to honour the men and women who had lost their lives in recent conflict, as well as raising money to help those still serving. In 2010, his ambition was realised: *March For Honour* saw Service personnel from across the nation take part in a sponsored speed march – a mile to mark each loss the British Armed Forces have sustained in operations in Iraq and Afghanistan since 2001.

# About the Legion

The Royal British Legion is the leading UK charity for the Armed Forces community, providing welfare, comradeship, representation and Remembrance.

The Legion was founded in 1921 as a voice for the ex-Service community, and today we continue to provide financial, social and emotional support to millions who have served and are currently serving in the Armed Forces, and their dependants. Nearly 9.5 million people in the UK are eligible for our support.

Last year's Poppy Appeal raised a record breaking £33 million which helped us assist around 100,000 people in need in the Armed Forces community. We spend £1.2 million a week on our welfare work, working on new initiatives like Personnel Recovery and Battle Back Challenge Centres, Independent Inquest Advice and the Legion's Be The Boss scheme. For more information on our important work, please visit our website.

[www.britishlegion.org.uk](http://www.britishlegion.org.uk)

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## LEGION BENEFICIARY: **CORPORAL SIMON BROWN**

Simon Brown, is currently serving in The Royal Electrical and Mechanical Engineers (REME). In 2006, Simon was shot by a sniper in Basra, leaving him virtually blind and requiring 12 operations to reconstruct his face. The Legion provided crucial emotional support which has given Simon the confidence to move on with his life. He has recently completed a teaching degree and hopes to use his experience to help troubled teenagers. The Legion is also assisting Simon with his pension claim.

# Top fundraising tips

We realise that fundraising can be a little daunting, so here is some advice to help you fundraise as painlessly as possible.

## *Break down your target into small amounts*

You will find it easier to achieve your goal. Asking 50 people for a donation of £5 is easier than asking 25 people for £10 – obvious but true!

## *Set up an online giving webpage*

You can use **justgiving.com** or **virginmoneygiving.com**. This is a simple way to raise funds because once you are set up and have targeted your supporters, they can donate online in a matter of minutes. Collection of funds is done for you and the Legion receives a further 28 pence per £1 via Gift Aid from UK tax payers.

## *Call us if you need additional information*

about the Legion on 020 3207 2268. We are aware that you are raising funds for us and are always willing to support your efforts.

## *Remember to ask for support*

from work colleagues, neighbours, local tradespeople (e.g. newsagents and publicans will often help to publicise local involvement) – in fact anyone you can think of!

## *Approach your employer*

They may match what you raise on a £1 for £1 basis – thus doubling your total. In many cases, they may even encourage you to enter by paying part of or all your registration fee. Many companies have a reserve fund for this – so it is certainly worth asking.

## *Get potential supporters involved*

For example, offering a skill in return for a donation or organising a social event – sell tickets to a dance, barbecue or quiz night. The main reason people will support you is because you ask them to – and how you ask is very important. Try to enthuse and involve your supporters. Make it clear you need their help – everyone likes to be needed!

## *Remember to thank all your sponsors*

Giving a personal thank you doesn't take much time or effort, but means a lot.

## *Don't let the fundraising commitment put you off*

It's easier than you think to attract sponsorship and donations. Set an achievable target – remembering to aim as high as possible!

## *Don't leave your fundraising until after the event*

for obvious reasons. Send your sponsorship money to us as soon as possible, then concentrate on the training. This is easier, less time-consuming and avoids having to chase up sponsors later. Plus you won't be plagued by us after the event!



### **LEGION FUNDRAISER: GRAHAM TAYLOR OBE**

Former England football manager Graham Taylor OBE saddled up in London's Greenwich Park on September 2010, with almost 300 other riders, and embarked on The Royal British Legion's 15th annual Pedal to Paris fundraising bike ride. The 480km cycle took four days, and finished at the iconic Arc de Triomphe. Exhausted, but immensely proud of his achievement, Graham said that the ride has been "the best four days of my life."



## LEGION FUNDRAISER: **SUZANNE DANDO**

In September 2010, Olympic gymnast and television broadcaster Suzanne Dando led a team of exceptional women across the Pyrenees to fundraise for the Legion. They followed in the footsteps of Nancy Wake, who escaped from the Gestapo in 1943, along the infamous *Le Chemin De La Liberté* (The Freedom Trail). Renowned as one of the hardest wartime escape routes, the 80km trek took the team over the soaring mountain range from France to Northern Spain. For Suzanne, "it is a privilege to be raising money for those who continually risk their lives for others."



## LEGION BENEFICIARY: **HESTER WRIGHT AND JOSH WRIGHT**

Hester Wright lost her husband, Drummer Damian Wright in Afghanistan in 2007, and was one of the first to receive the Elizabeth Cross, which honours relatives of those who have been killed on active service. "Nothing can replace Damian, but knowing the Legion is there to offer comfort and support has been a great help. I don't know what I would have done without their assistance. The Legion has helped me to come to terms with Damian's death."

# Organising an event

## *Organisation*

Make sure one specific person is designated as the primary organiser – in the case of a dispute, they have the final word.

## *Have you given official notifications?*

Notify police and other relevant authorities if the event is taking place on public roads or land. Notify your local council if the event involves putting up signage on public roads/land.

## *Maximise attendance*

Before date is firmly set, check for clashing events in the locality.

## *Press and photography*

When plans are firm, try to find unusual or interesting angles – your local press may want to cover the event.

If you are not using an 'official' photographer, give someone the specific task of being the 'unofficial' one – otherwise you can end up without anything. Make sure you have obtained permission to photograph people.

## *Facilities*

Check location of toilet facilities – if there is nothing available, talk to local pubs, cafés, businesses, etc to see if they will provide them.

Check catering options – if no special arrangements are being made, ensure that participants are aware of this. However, if the event is a sporting one, you **MUST** ensure adequate water is available.

## *Managing risk*

Ensure that sufficient First Aid cover is available – a good rule is one first aider per dozen people. If you have more than 50 people taking part you **MUST** have St John's or Red Cross present. Undertake a full risk assessment for the event or route – ensure a written copy is held by the primary organiser on the day.

All participants should sign a disclaimer which specifies they are undertaking the event at their own risk.

Individuals undertaking their own events in support of The Royal British Legion are not covered by Legion insurance and thus should make their own arrangements. Please note that the Legion does not condone 'dangerous activities' as a means of supporting our cause.

## *Handling money and prizes*

Sponsorship forms must be personalised with the participants name, address and postcode before anyone signs up to donate.

Ensure that sponsorship forms have a column to tick for Giftaid – and that donors include their name, home address and postcode so that Giftaid can be claimed. Please note that work addresses do not count for Gift Aid purposes.

If any event costs are being paid from sponsorship money, this must be very clearly stated on the sponsorship form and an exact amount or percentage given.

ALL sponsorship money should be sent (preferably as cheque/s) to the Events Office at The Royal British Legion, 199 Borough High Street, London, SE1 1AA, within three months of the event taking place.

If prizes are being donated, make sure that a list of prizes and their donors are kept and a copy provided to all participants.

## *Using the Legion Logo*

Any use whatsoever of the Legion logo must be approved by the Legion beforehand, and follow the Legion's corporate design guidelines.



# Doing a physical challenge

## *Invest in the right equipment*

Whatever your challenge, investing a little in the right equipment will help enormously. A specialist sports store will help advise. This is essential for high impact sports like running, where having the right trainers can help you avoid discomfort, blisters and, most importantly, injury. Visit a specialist running shop where they will be able to advise you on the best running shoe for your feet. There are three different types of running style, each with a corresponding shoe: foot rolls inward (pronation), foot rolls outward (supination) and foot rolls sufficiently in each direction (neutral). Excessive pronation and supination can cause a number of injuries to feet, ankles, shins, hips and/or back.

## *Warm up and cool down*

Warm up and cool down sessions are often neglected and instead people jump straight to stretching. Stretching cold tendons and muscles is ineffective and therefore you are unlikely to run at your best. Furthermore it can cause stiff or prematurely fatigued muscles and lead to further problems and injuries. Therefore we recommend a short warm up to increase your body temperature, increase your heart rate and to get your joints and muscles moving.

## *Stretching*

Stretching your muscles before and after exercise is important in order to perform at your best and to speed the recovery process. By stretching

your legs before a run, for example, it helps to gently increase the muscle length and makes you more flexible and supple reducing muscle strain while you run. As a result your movement during running will be improved. Similarly stretching after doing intense exercise aids tired tendons and muscles. This helps to reduce prolonged soreness and prevent the build-up of lactic acid which has a negative effect on the body.

## *Find a training schedule that suits you*

It is good to have a plan but remember to be realistic! Training for strenuous events like a swimathon, cycle event, triathlon, long trek or marathon is intense and hard work on the body. Programmes are there as suggestions of how to structure your training throughout the week, but everyone is different and you might find that one programme doesn't work for you, so be flexible and try a few. Most importantly listen to your body, there is no point in pushing yourself to fulfil the week's training programme if you are still aching from previous sessions.

## *Keep a diary of your training*

Your body will determine how often and for how long you can train. If you are training for an event for the first time and finding it difficult, then try keeping a diary. Our bodies react to exercise differently depending on certain circumstances such as sleep, food, previous exercise sessions, time of day. Each time you train write down when ie. AM, PM, how far/



long, what you ate before, if you warmed up, stretched and cooled down, if you slept well the night before. Then write down how you felt you performed. Hopefully a pattern will start to appear and will be able to determine when you're performing at your best and what factors in your day determine this.

### *Rest*

Rest days are just as important as training days. A lot of people don't believe this and often laugh at it, but elite athletes will tell you that it's true! The body can only endure so much intense activity before it starts to ache and experience trauma. Therefore, we recommend that you rest for at least two days every week when training in order to allow the muscles and bones to repair and also to avoid injury and a lowered immune system.

### *Injuries*

Remember prevention is better than the cure! So if you feel an injury developing rather than ignoring it and continuing training to meet your goals – take a break! Rest for a few days and allow the body to recover from any pain it's experiencing and then try doing some gentle exercising. If the injury persists you will need to seek medical advice.

### *Eat a well balanced diet*

It is vital that you keep your body fuelled with enough energy, this means eating properly

and supplying your body with the right food groups. It is suggested that while training for an intense challenge, such as the marathon, you divide your calorie daily intake as such: 50-65% complex carbohydrates, 15-25% fats, preferably unsaturated, and 20-25% protein. This is only a suggestion and may not apply to everyone, the most important factor is to ensure you're eating enough carbohydrates to replenish your energy stores.

Avoid training on an empty stomach as you are likely to run out of energy more quickly. Similarly, don't eat immediately before training as this will cause cramping. For best results, try to eat 1–1½ hours before training.

Also, remember to stay hydrated as dehydration can lead to fatigue and muscle cramping. To aid this, avoid caffeinated and alcoholic drinks replacing them with water.

### *Taper your training*

In the pending weeks before your event it is important to taper your training. With running, for example, this means decreasing your training schedule and swapping long and speed sessions for shorter lighter runs. You should start doing this 2- 3 weeks before your event or race day in order to be at your best on the day.



# Marathon Training

WEEK	mON	TUE	WED	THUR	FRI	SAT	SUN
1	rest	3m	4m	4m	rest	3m	6m
2	rest	3m	5m	3m	rest	3m	7m
3	rest	Fartlek 4m	5m	3m	rest	3m	8m
4	rest	Fartlek 4m	3m	4m	rest	3m	10m
5	rest	4-5 Hills (5k-10k pace)	3m	4m	rest	3m	12m
6	rest	3-4 Long Hills 5k-10k pace	4m	6m	rest	5m	5m
7	rest	3 x mile 5k-10k pace	3m	5m	rest	3m	15m
8	rest	6m	5m	6m	rest	5m	7m
9	rest	5-6 Hills 5k-10k pace	4m	7m	rest	3m	18m
10	rest	7m	6m	7m	rest	6m	9m
11	rest	4-5 Long Hills 5k-10k pace	5m	8m	rest	3m	20m
12	rest	3 x mile 5k-10k pace	5m	8m	rest	3m	10k Race (or 10m)
13	rest	6 x 880s 5k-10k pace	6m	8m	rest	3m	22m
14	rest	7m	5m	8m	rest	5m	10 Race (or 10m)
15	rest	6 x 880s 5k-10k pace	6m	8m	rest	3m	24m
16	rest	4 x mile 5k-10k pace	7m	10m	rest	4m	10k race (or 10m)
17	rest	6m	3m	5m	rest	3m	26m
18	rest	6m	5m	8m	rest	4m	12m
19	rest	5m	4m	6m	rest	3m	12m
20	rest	Fartlek 5m	4m	rest	rest	2m	<i>Race Day*</i>

# Half Marathon Training

WEEK	mON	TUE	WED	THUR	FRI	SAT	SUN
1	rest	Fartlek 4m	4m	4m	rest	3m	6m
2	rest	Fartlek 4m	5m	3m	rest	3m	7m
3	rest	4-5 Hills 5k-10k pace	5m	3m	rest	3m	6m
4	rest	3-4 Long Hills 5k-10k pace	3m	4m	rest	3m	8m
5	rest	5-6 Hills 5k-10k pace	3m	4m	rest	3m	7m
6	rest	3 x mile 5k-10k pace	4m	6m	rest	5m	9m
7	rest	3 x mile 5k-10k pace	3m	5m	rest	3m	7m
8	rest	6 x 880s 5k-10k pace	5m	6m	rest	5m	10m
9	rest	6 x 880s 5k-10k pace	4m	7m	rest	3m	10k Race (or 8m run)
10	rest	4 x mile 5k-10k pace	6m	7m	rest	6m	12m
11	rest	5m	5m	8m	rest	3m	8m
12	rest	5m	5m	8m	rest	3m	<i>Race Day*</i>

## \*Race Day tips

- DO** Make sure you get a good night's sleep.
- DO** Eat breakfast – a lot of people skip breakfast on race day because they are so nervous. You will need to eat to keep your energy levels up.
- DO** Drink enough water to stay hydrated.
- DO** Leave yourself plenty of time to get to the start. You don't want to stress yourself out by rushing to get there.
- DO** Pace yourself – on race day a lot of runners make the mistake of taking off too quickly and tiring themselves out.
- DO** Stay focused – you have trained for a long time so remember your goal and don't stress.
- DO** Enjoy it – this is a great experience so enjoy the day.
- DON'T** Try any new foods or drinks. Stick to what you have eaten and what you know.
- DON'T** Wear new trainers – they will not be broken-in and will cause blistering and potential injuries.
- DON'T** Forget your number and chip.
- DON'T** Drink excessively before the race – it is not only dangerous but you will need the toilet and have to stop!
- DON'T** Panic – you've done the hard work in the months before so have faith in your training and don't let the nerves get to you.
- DON'T** Over do it – a lot of people push themselves too much on the day and have to drop out as a consequence.

*Remember that the Events Team is here to help*

Events Team

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