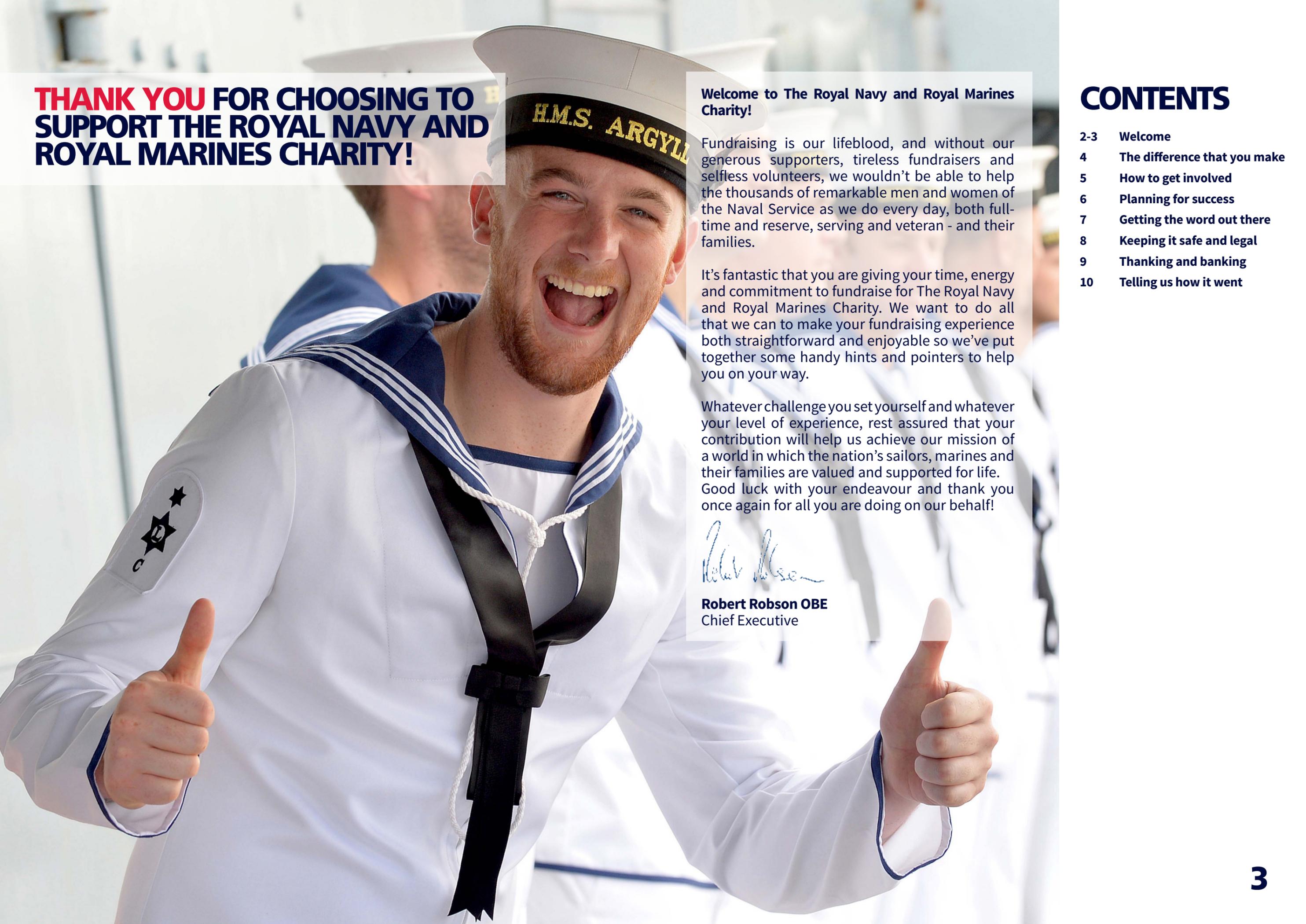




YOUR GUIDE TO FUNDRAISING





**THANK YOU FOR CHOOSING TO
SUPPORT THE ROYAL NAVY AND
ROYAL MARINES CHARITY!**

**Welcome to The Royal Navy and Royal Marines
Charity!**

Fundraising is our lifeblood, and without our generous supporters, tireless fundraisers and selfless volunteers, we wouldn't be able to help the thousands of remarkable men and women of the Naval Service as we do every day, both full-time and reserve, serving and veteran - and their families.

It's fantastic that you are giving your time, energy and commitment to fundraise for The Royal Navy and Royal Marines Charity. We want to do all that we can to make your fundraising experience both straightforward and enjoyable so we've put together some handy hints and pointers to help you on your way.

Whatever challenge you set yourself and whatever your level of experience, rest assured that your contribution will help us achieve our mission of a world in which the nation's sailors, marines and their families are valued and supported for life. Good luck with your endeavour and thank you once again for all you are doing on our behalf!



Robert Robson OBE
Chief Executive

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THE DIFFERENCE THAT YOU CAN MAKE

The money you raise for the RNRMC will always go back into the naval family. We do all that we can to promote military efficiency, boost morale, improve facilities and ease pressure that life in the service can bring.

£25 could provide a much needed hot meal, overnight shelter and a medical check-up for a homeless veteran.

£50 could provide a session of counselling when deployment has taken its toll on relationships and family life. In the few short months since The Royal Navy and Royal Marines Charity's partnership with RELATE was launched, some 85 cases and 178 sessions of counselling have been funded.

£100 a gift of £100 could help provide life-enhancing speech, recreational and physiotherapy to a physically disabled veteran for a week.

£300 could be used to enable a family special needs support group to go on a group outing offering respite and a chance to share experiences.

£400 could assist with a veteran's funeral costs.

£1000 could fund a Family Day for a ship's company about to deploy to thank and support those who stay at home.

SEVEN KEY FACTS ABOUT THE RNRMC

Since 2007, The Royal Navy and Royal Marines Charity has helped 191 families with over £2 million collectively to help after the unimaginable loss of a loved one whilst wearing the uniform, either on the battlefield or at home.

Over £50 million distributed to all sections of the naval community since the formation of The Royal Navy and Royal Marines Charity.

Every year we provide 2,000 new recruits with folding boards to ensure their uniforms are kept shipshape.

In 2015 the youngest person benefiting from our support was three weeks old and the oldest was aged 103.

Every single year all operational units receive RNRMC funding to boost everyone's morale while they're a long way from home. No other charity makes this commitment.

You may not be aware that we distribute hundreds of thousands of pounds to well-known frontline charities to support their operation. In 2015, 28 charities including Blind Veterans UK, Combat Stress, Relate and SSAFA operated vital services with our funding.

The community of serving, veteran and dependents we support equates to the combined populations of Manchester and Wolverhampton, or 1.35% of the total UK population.

BE PART OF OUR #FUNDRAISINGFLEET

If anyone knows how to fundraise creatively, it's the men, women and supporters of the Royal Navy and Royal Marines – we've seen everything from bucketball on deck to climbing Everest! Every year we have campaigns that you may want to get involved with, alongside any other fundraising you choose to do:

Some fundraising suggestions include:

- Cake sales
- Challenge events
- Supermarket and public collections (don't forget to ask permission)
- Donating foreign currency
- eBay unwanted items (simply choose the percentage of sale you wish to come to us and search for Royal Navy & Royal Marines Charity in the Charity Search option)
- Quiz nights
- Beard growing competitions
- Black tie events
- Join an intrepid once-in-a-lifetime global challenge at iconic locations across the globe from Mount Everest to the Amazon. Contact our partners Discover Adventure discoveradventure.com
- Mufti days; Armed Forces Day; Red, White and Blue Day.



March & April: #Twickenham100

This year The Royal Navy and Royal Marines Charity is challenging supporters to do ANYTHING they want 100 times, in celebration of the 100th anniversary of the Army v Navy rugby match.

Will you take on 100 burpees? Will you bake 100 cakes? Or will you run for 100 minutes?

Whatever you decide to do, let us know by using the hashtag #Twickenham100 on social media and get in touch via fundraising@rnrmc.org.uk to let us know what you are planning.

In this historic year, what will you do to celebrate the 100th anniversary match?

Visit: rnrmc.org.uk/twickenham100



Case Study #1

Back on an even keel

Dan Fielding was medically discharged from the Royal Marines in 2008, but is now a fully-qualified sailing instructor working for Turn to Starboard, a charity which uses sailing training as a way of giving servicemen and women affected by military operations a renewed sense of confidence, leadership and team cohesion. "I wasn't sure what to do with my life and I just drifted", recalls Dan of the period when he was first medically discharged from the Service. "When I left, I no longer felt at the top of my game - it was like I'd be told that I was no use to anyone anymore."

Through the support of core Royal Navy and Royal Marines Charities, Dan and two of his colleagues received funding for all their equipment and the year's worth of intensive tuition needed for them to obtain their Yacht Master qualification and worthwhile new careers.

PLANNING FOR SUCCESS

Got a great idea? What you need now is a plan. Every event is different, but here are some general hints on how to get your fundraising effort off the ground:

- Keep it simple. A complicated idea will take more organising and be harder to explain to potential supporters.
- Decide on a date, then work backwards to make sure you've allowed enough time to organise each element. Bear in mind things like school and bank holidays and other big naval or public events (for example, the FA Cup Final) that may conflict with yours.
- Make lists – equipment, catering, contacts, tasks – and keep them up-to-date.
- Pick a venue, making sure you check its availability, access and suitability for your event. It's a good idea to have an alternative up your sleeve just in case.

Once you've got the basic details in place please let us know by calling 023 9387 1520 or sending an email to fundraising@rnrmc.org.uk. We can supply posters, banners, flyers, t-shirts and running vests, collecting boxes – in fact, everything you need to get your event well and truly noticed across your local area, both beforehand and on the day itself.

- Don't take on the whole burden yourself. Assemble a small team you can rely on and delegate specific tasks – ideally to people with specialist skills and experience.
- Set up an online donations page for your event at www.virginmoneygiving.com/charities/RNRMC. This provides a quick, easy and secure way for people to support you, and reaches a potentially massive audience; it also allows us to claim Gift Aid (see below) on the money you raise.
- Matched giving - It's worth checking with your workplace whether they run a matched giving scheme. There may be a limit on the amount they will match or they could match your target total in return for PR and publicity!
- Download and print an official RNRMC sponsorship form from our website rnrmc.org.uk.
- Download our free Poster template to help promote your fundraising efforts.
- Gift Aid is a brilliant scheme that lets us claim back the tax on eligible donations. For every pound you raise, the taxman gives us another 25p, which makes a massive difference, but doesn't cost us, you, or your sponsors and supporters a bean. Everybody wins.



YOUR QUESTIONS ANSWERED

What do I do if my event is cancelled/postponed?

See page 8

Who pays for insurance? Do I need to take out specialist insurance?

See page 8

Do you need permission from those who feature in my photographs before I use for publicity?

See page 8

GETTING THE WORD OUT THERE

It might sound obvious, but people can only support your event if they know about it! Publicity has to be a big part of your fundraising efforts. Happily, it's never been easier.

■ Facebook, Twitter, YouTube, Instagram - there are literally dozens of ways of getting the word out there about your fundraising activity. You could even start a blog or your own website – it's quick, easy, free and gets your message to millions. Don't forget to share your fundraising efforts with our very own social media channels so we can share yours. Just search 'Royal Navy and Royal Marines Charity' or 'RNRMC' across the following networks:



■ Tell family, friends, workmates, neighbours – word-of-mouth is the best, and cheapest, publicity there is.

■ We can help with press releases if you need us to.

■ Enlist expert help. If you're in the Royal Navy and Royal Marines, your PRO and EWO may be able to help, so get them involved early; they'll also ensure that everything conforms to RN guidelines and will help inform the Fleet Media and Navy News. They'll also be able to write and send out press releases on your behalf (plus pics where possible) to your local media. Make sure you also send us a copy of your

KEEPING IT SAFE AND LEGAL

Fundraising is definitely about having fun and raising money but it's also about being safe. Please take some time to read the information below.

Health and safety, risk assessment, and first aid

It's all about common sense. Follow the professional advice of equipment manufacturers and staff supervising any facilities. Events need to be adequately assessed to identify, minimise and control the risk to all those taking part and members of the public who may be attending. The RNRMC cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event. The Health and Safety Executive website, hse.gov.uk, has lots of useful information

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. Useful information can be found on the Food Standards Agency website www.food.gov.uk

Data protection

Make sure any electronic or paper record you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission.



Case Study #2

One small step

Lacey-May is a six year old girl from a naval family with Quadriplegic Cerebral Palsy. She recently underwent six hour corrective nerve surgery which requires a further two years of intensive physiotherapy and hydrotherapy if the benefits are to be realised. The post-operative treatment is not available on the NHS, but was a condition of her selection for surgery.

A package of funding to The Royal Navy and Royal Marines Children's Fund has meant that Lacey-May has been able to embark on a regular programme of therapy which is proving so successful that she has even managed to take her first steps.

Insurance

By organising a fundraising event you are responsible for taking adequate steps to ensure that the event poses no risk to others. Check that any buildings or equipment that you hire are covered. Often insurance is included in the hire fee but not always. You may need to consider arranging public liability cover for some events which will protect you against claims made by third parties for injury or property damage as a result of negligence.

Alcohol and public entertainment licence

If your event involves the sale of alcohol and/or live or recorded music, dancing, showing of a film or performance of a play, an indoor sporting event (including a boxing or wrestling match), or any entertainment of a similar nature, you may need a licence. Liaise with your local authority, the police and other relevant parties as necessary.

Collections

Public collections are donation collections that take place in a publicly owned place. Public collections are governed by strict legal requirements and must be licensed by the Local Authority. Before you approach your local authority for a licence, please contact us first. Private collections are collections on private premises and do not need the permission of the local authority; only the permission of the owner of the premises concerned (e.g. pub, supermarket).

Raffles, lotteries and prize draws

There are strict legal requirements governing the organisation of raffles, lotteries and prize draws. If you aren't sure, please check with us, you'll also find the latest rules and regulations on gamblingcommission.gov.uk

Promoting the charity

Don't forget that we can supply you with copies of our logo and materials to help promote your event. If you're creating your own, you need to make it clear you're raising money for us and must therefore state in some manner that you are raising funds 'in aid of The Royal Navy and Royal Marines Charity, a company limited by guarantee registered in England and Wales (no. 6047294) and is a registered charity (no. 1117794) and Scotland (SC041898). Registered Office: Building 29, HMS Excellent, Whale Island, Portsmouth PO2 8ER'.

If you require proof of your association with the Charity, perhaps to make a collection or approach a corporate donor, you should contact us and ask for a 'Letter of Authority'.

If you're unsure about anything, please ask – we're here to help: fundraising@rnrmc.org.uk 023 9387 1520



THANKING AND BANKING

Congratulations, you have raised and collected the money, so all that is left is for you to get it to us so that we can put it to use as soon as possible. If you have any stories or pictures for us to share we would love to receive those too.

Virgin Money Giving Page

If you set up a page on Virgin Money Giving, then you have nothing to do as they transfer the money directly to us including all the Gift Aid. Although please be patient as it can take up to 6 weeks for us to receive your funds.

Paper sponsor forms

If you have paper sponsor forms then simply pop the forms in to us in person or post and transfer the money in one of the ways listed below. Please make sure that you add a note if sending the money separately so that we can match them up and thank you!

Thanking your supporters

If you have benefited from exceptional support locally and would like us to thank your supporters directly then do let us know as we would be more than happy to acknowledge their contribution with a letter.

Cash/collecting boxes

Please do not send money in the post, it is sadly not safe to do so. Instead use one of the following methods to get the cash to us. If you are finished with the collecting box then please bring this in or post the empty box back to us if possible, otherwise ring us to arrange collection. We can post a new security label to you if you wish to keep the box for re-use.

Ways to send in money:

1. Bring cash/cheque to us in person at our fundraising office.
2. Post cheque to us at our fundraising office address with a cover letter telling us all about the event.
3. Pay cash into your bank account and send us a cheque for the whole amount with a cover letter telling us all about the event.
4. Pay money directly into our charity bank account but please email us and tell us the date, the amount, reference used and what this was for so that we can match it up and more importantly thank you!
5. Pay money in online using your credit/debit card or PayPal. Click on our website's 'Donate Today' button which will link you to the Virgin Money Giving facility.

Cheques payable to:

The Royal Navy and Royal Marines Charity
Address to post or visit:
Fundraising Team
Building 29
HMS Excellent
Whale Island
Portsmouth
PO2 8ER.

Bank Details:

Sort Code 16-19-26
Account Number 10532515
Phone us:
023 9387 1520
Email:
fundraising@rnrmc.org.uk



TELLING US HOW IT WENT

Thank you so much for the funds you have raised and the time you have given to ensure that we here for you and wider Royal Navy and Royal Marines family for years to come.

We want to hear all about your fundraising, as your story can be hugely inspirational to others who want to support the RNRMC. Please send us your story and let us know what you did. Make sure that you tell us all the important details. This is easy if you remember the Five Ws and One H: Who, What, Where, When, Why and How!

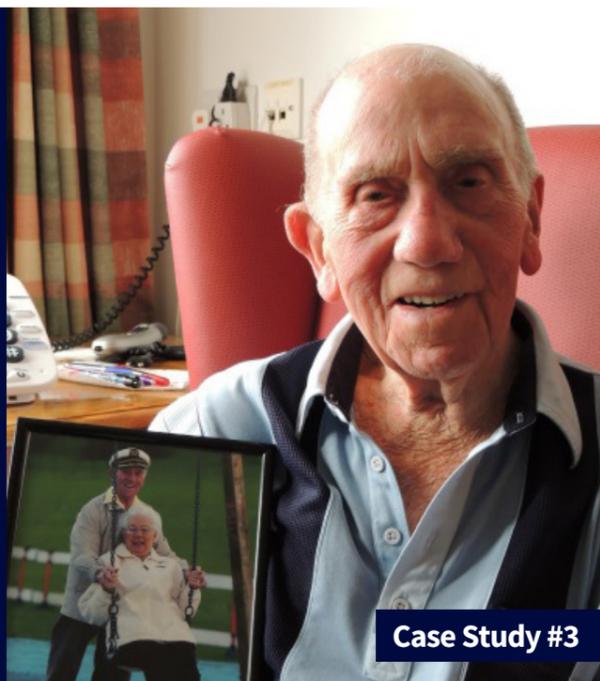
A picture tells a thousand words
 Imagery speaks volumes and we need your photos to continue promoting our cause and successful fundraising stories. If you're in the Royal Navy and Royal Marines, it may be that your PRO can arrange photography for you, but please ensure you have the consent from the people in your photos for us to use in our communications. If children are in a picture we will need a permission slip signed by their parent or guardian. If you contact us we'll be able to send you permission forms to have signed.

Caring for the Nation's veterans

Bill Anderson is a 94-year-old resident of Erskine homes, one of the 28 charities you helped us provide funding for in 2015.

Bill is a Royal Navy veteran with a colorful background including meeting Winston Churchill. Sadly, his wife of 60 years passed away and his children live far away, leaving Bill in a vulnerable position if it weren't for Erskine.

Bill said "I found living on my own tough. Nancy and I, we did everything together for over 60 years and had a wonderful life together. My daughters live in Canada and South Africa, so I had no family close by. I was down in the dumps, fed up and kept thinking what's life all about? My daughters urged me to move into Erskine and I've settled here. I have freedom here and the support I need. I can rest in my room, socialise and there's always an outing. I'm a lucky wee guy really!"



Case Study #3



OTHER WAYS TO GIVE

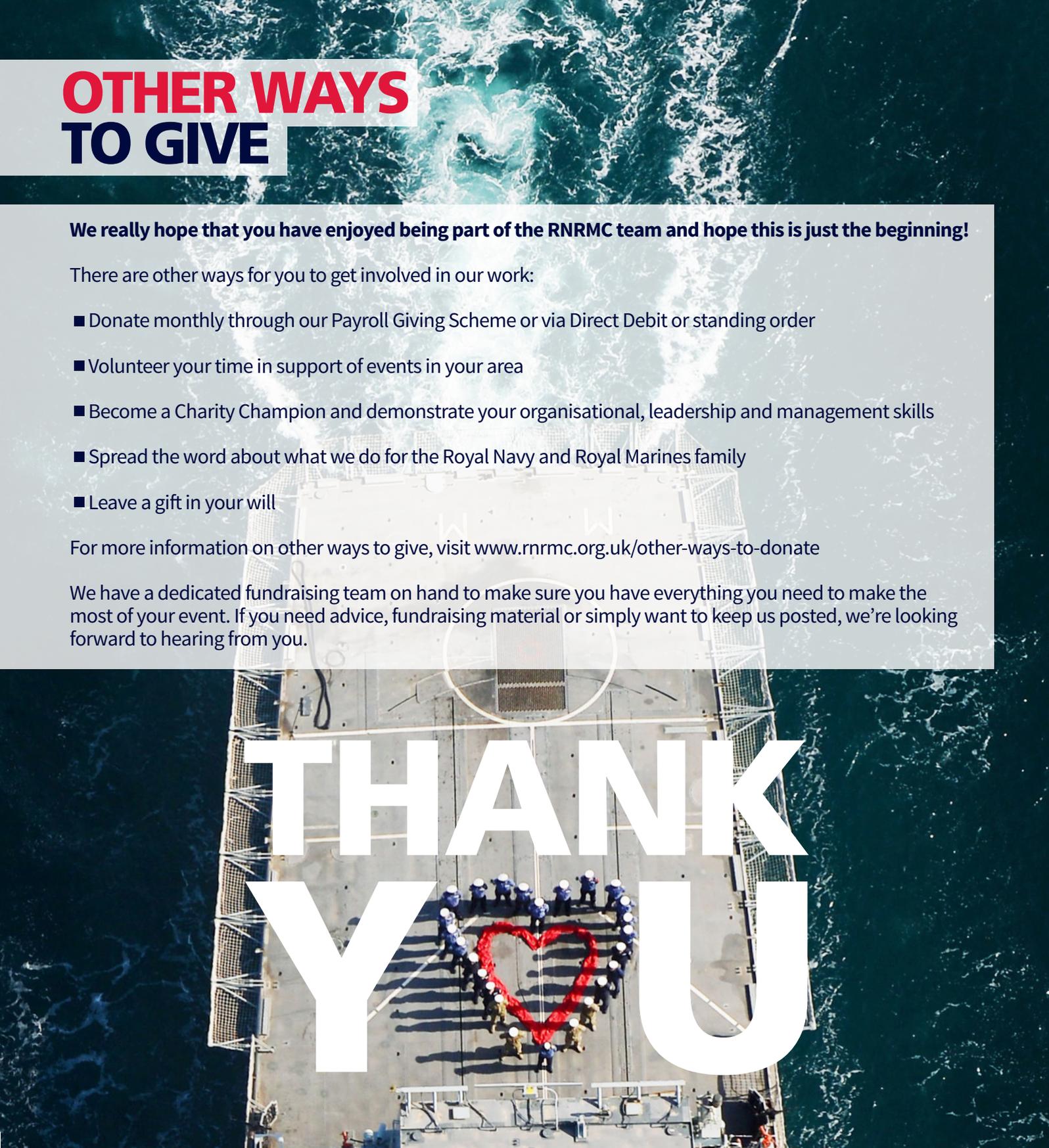
We really hope that you have enjoyed being part of the RNRMC team and hope this is just the beginning!

There are other ways for you to get involved in our work:

- Donate monthly through our Payroll Giving Scheme or via Direct Debit or standing order
- Volunteer your time in support of events in your area
- Become a Charity Champion and demonstrate your organisational, leadership and management skills
- Spread the word about what we do for the Royal Navy and Royal Marines family
- Leave a gift in your will

For more information on other ways to give, visit www.rnrmc.org.uk/other-ways-to-donate

We have a dedicated fundraising team on hand to make sure you have everything you need to make the most of your event. If you need advice, fundraising material or simply want to keep us posted, we're looking forward to hearing from you.



THANK YOU

The Royal Navy and Royal Marines Charity

Building 29, HMS Excellent,
Whale Island, Portsmouth,
Hampshire, PO2 8ER

E fundraising@rnrmc.org.uk
T 023 9387 1520

rnrmc.org.uk

