

camoday

Celebrating the Armed Forces

ssafa.org.uk/camoday

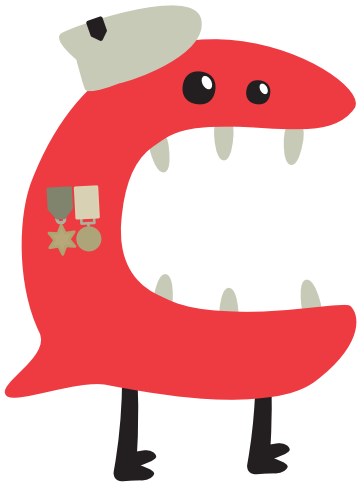


Fundraising Guide

Registered as a charity in England and Wales Number 210760 in Scotland
Number SC038056 and in Republic of Ireland Number 20006082. Est. 1885.

ssafa
— the —
Armed Forces
charity

Welcome to **Captain Camo's** Camo Day Brigade!



We're delighted that your school has stood up to be counted with the best and brightest in the UK!

In this guide you'll find everything you need to know to get your whole school to dress up in military colours; British Army is red, dark blue for the Royal Navy or light blue for the Royal Air Force. Or you can simply wear khaki and camoflague to show your support of our Armed Forces and their families.

Whatever you do for **Camo Day**, whether it's a simple non uniform day, or you jazz it up with a camo cake and an obstacle course, the money you raise will make a real difference to someone in the Armed Forces family.

Thank you.

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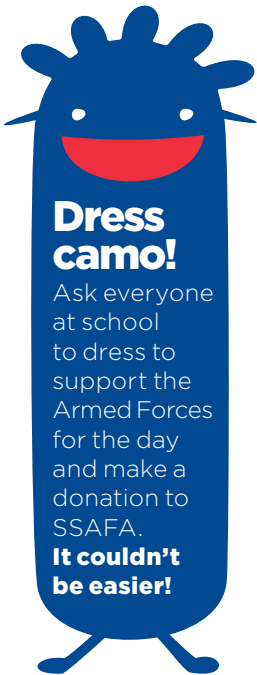
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If you haven't registered your school yet or have any queries about **Camo Day**, please visit ssafa.org.uk/camoday, email us at camoday@ssafa.org.uk or call our Central Office on **0207 463 9310**

What is Camo Day?

Meet the patrol...



Camo Day is a nationwide non uniform event in aid of SSAFA, the Armed Forces charity. **Did you know?** We are the oldest UK tri-military charity, we've been supporting our Forces Family before the First World War and still do this vital work today.

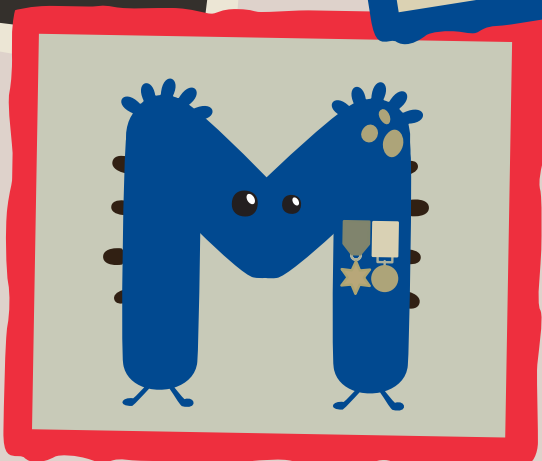
Captain Camo and his platoon are asking every school to show their support for our soldiers, sailors, airmen and their families.

There is no official date for Camo Day, we encourage you to hold it on a day most convenient for you.

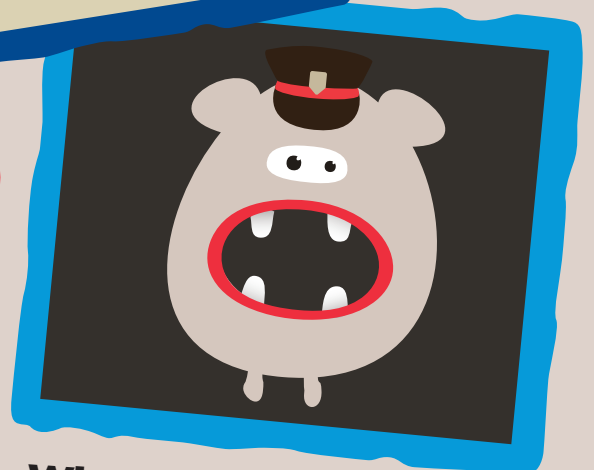


Captain Camo

Petty Officer Paula



Marine Mike



Wing Commander Emily

How your money helps SSAFA

Support our Forces family



We believe that the commitment of our Forces and their families deserves our lifelong support.

Our work is extremely varied as we're here to support our Forces and their families, however they need it.

SSAFA supports anyone who is currently serving or has ever served in the Royal Navy, British Army or Royal Air Force. We're here for them and their family for life.

With a network of trained volunteers in local communities and on military bases across

the UK and around the world, help is always close at hand.

We help elderly veterans stay active by assisting with funds for home adaptations and mobility.

We are a nationally registered adoption agency offering specialist support based on our knowledge of the military. We extend a helping hand to our young servicemen and women wounded in recent conflicts; and we help all their families too.

How will our school's fundraising help?

£5

Would provide coffee and milk for those staying in our special homes for families of injured or sick personnel.

£7

Would pay for one call taken by Forcesline, our confidential support line giving those in the Forces and their families somewhere to turn.

£10

Would allow us to buy food vouchers for those that are homeless or struggling for money.

£50

Could pay for a SSAFA trained caseworker to visit someone in need of our help.

£300

Would pay for 1 space on Short Break holiday that gives service families the opportunity to spend some quality time together.



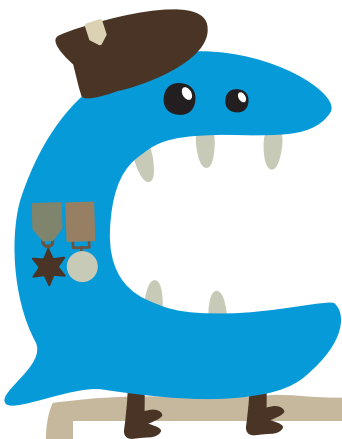
How to Camo

Easy steps to get you started

Everyone can get involved with **Camo Day** from the youngest to the oldest, the pupils to the teachers. It's very easy to make your day simple yet fun.

Below are a few ideas to get you started:

1. Hold a simple **non uniform day!**
2. Camo your faces (so your head teacher won't see you!) wear camouflage clothing and accessories or dress in military themed outfits, using the Armed Forces colours of red, navy blue and light blue.
3. Devise an assault course as part of PE and ask the bravest teachers to take your class on.
4. Celebrate Armed Forces Day by holding a family fun day at school.
5. Ask local veterans, soldiers, sailors or airmen to come and tell you about what life is like for them and why SSAFA is so important.
6. Invite a parent from school who is serving in the Forces to visit and tell pupils what life is like.
7. Run a competition: 'The best disguise get's a prize'.
8. Let us know if you need any promotional materials to help bring in the pennies. Please contact us via email if this is something you would be interested in - **camoday@ssafa.org.uk**.

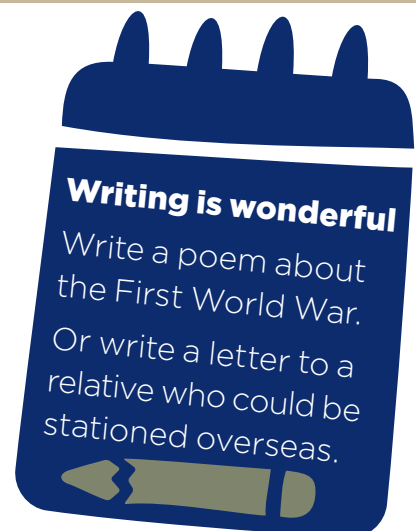
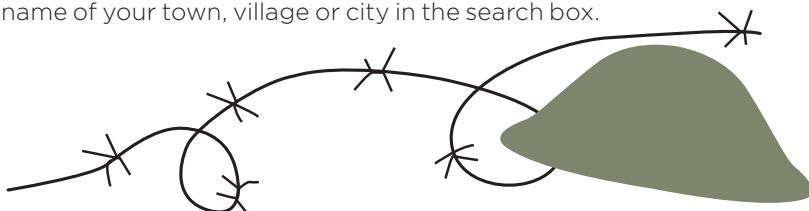


WWI themed ideas

We were the only military charity supporting the Armed Forces and their families during First World War

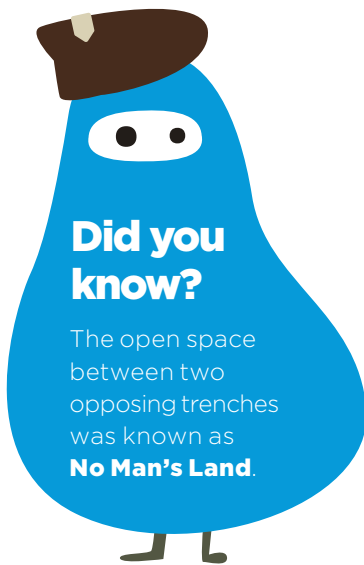
Get involved in the action

Do you want to find out what we were doing during WW1 in your area? Go to **flagbook.ssafa.org.uk** and put the name of your town, village or city in the search box.



Life in the trenches

Create your own postcard



Life for the men fighting WW1 was horrible.

To protect them from the enemy guns and bombs they lived in trenches dug into the ground only a few hundred metres from the enemy.

Most trenches were around two metres deep so that you could walk along. Sometimes the trenches would be full of mud and have rats. There was always the threat of enemy attack anytime day or night.

Letters were an important part of life as a soldier. Receiving and writing them helped take them away from the horrors of trench life.

Write a postcard to your family, explaining the life in the trenches. Talk about what you would see, hear and eat...

POST CARD.

CORRESPONDENCE.

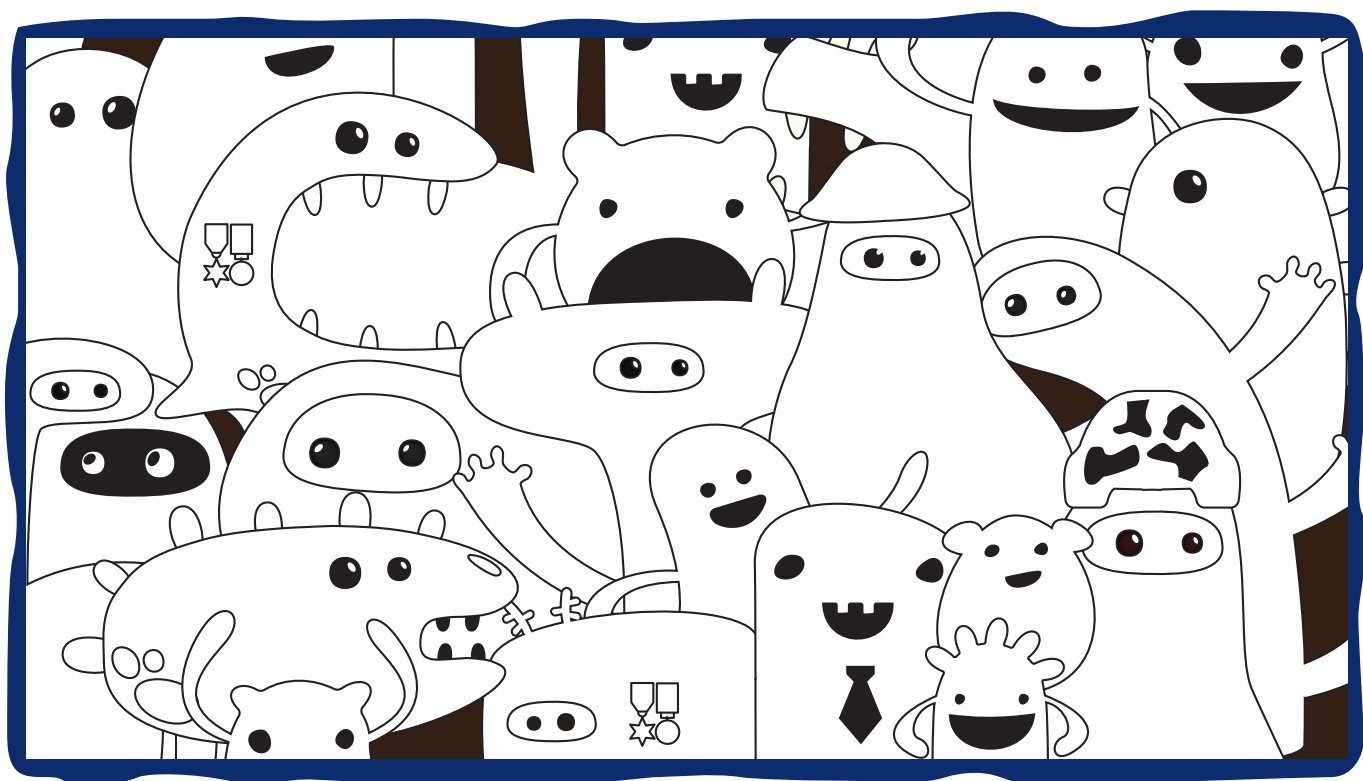
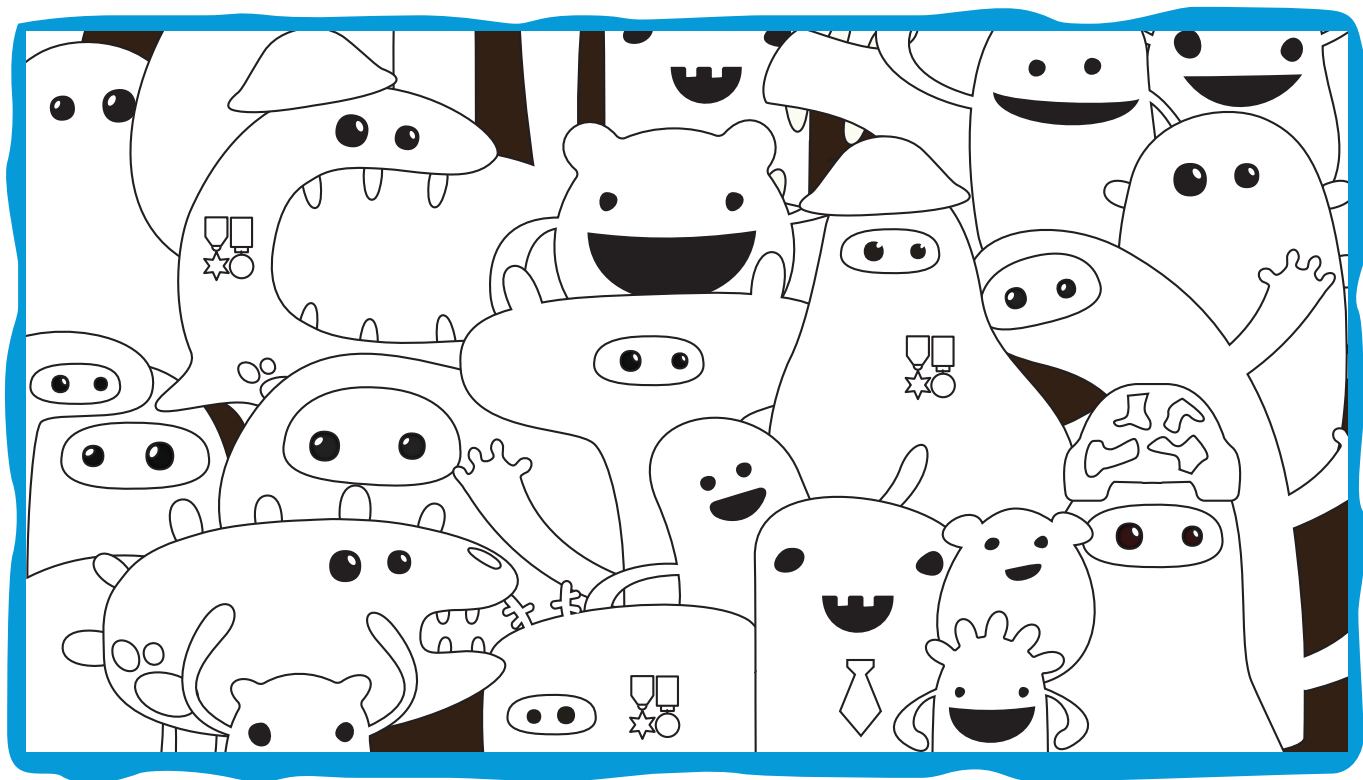
ADDRESS.

DATE:

LOCATION:

THIS IS A REAL PHOTOGRAPH

Spot and colour the **eight** differences between the images

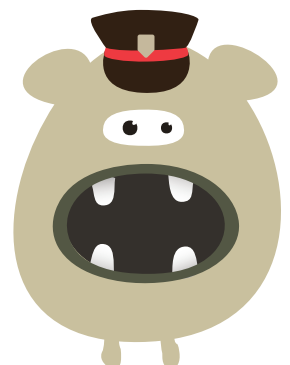
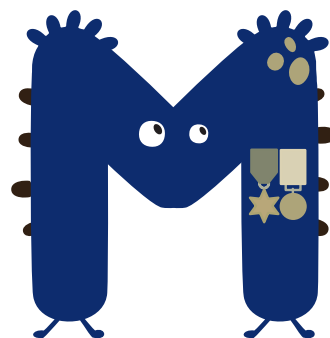
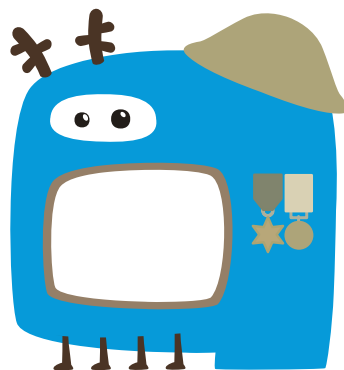
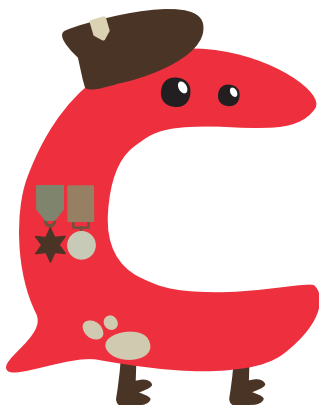


Word search

What words can you find?

A I R S O L D I E R
R A F O S R O Y A M
M P I L O T C L F I
Y F D I S S A F A L
O O B I L L M O M I
P L A N E S O L I T
W I F T R T D N L A
R O Y A L N A V Y R
T R E N C H Y N K Y
C A M K P I M O S E

Words:
ARMY
TRENCH
ROYAL NAVY
RAF
SSAFA
CAMO DAY
PILOT
TANK
SOLDIER
FAMILY
MILITARY
PLANES



A dog's tale

Help the soldier find his dog

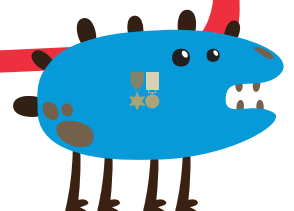
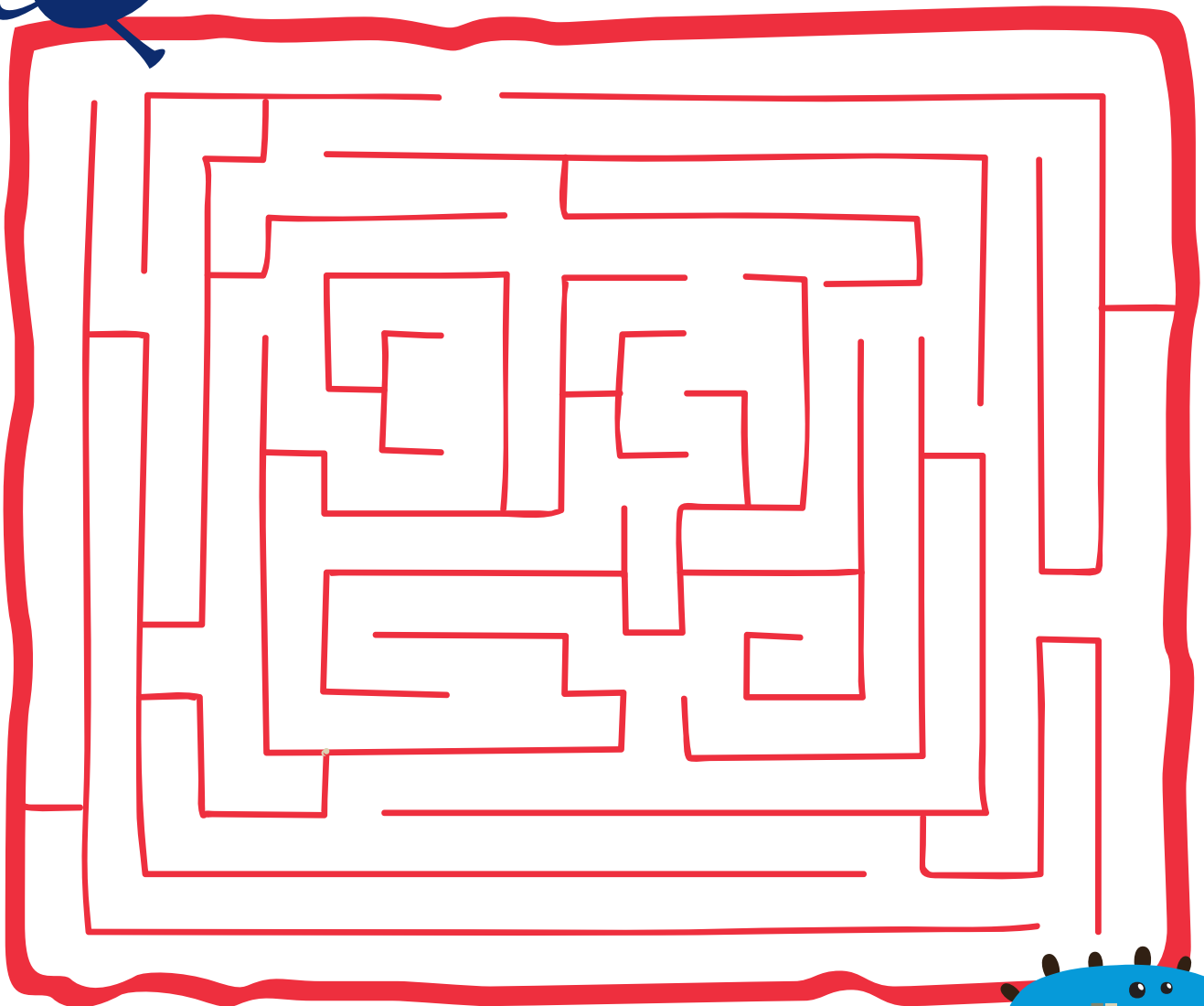
Dogs had very important jobs during the First World War.

Some dogs were used as guards, others to sniff out the enemy and some to find injured soldiers on the battlefield and supply them with medicine.

Dogs were also used to send messages along the trenches.

Some were just kept as pets to keep soldiers company.

In total, the British and their allies were said to have used up to 20,000 dogs on the Western Front during 1914-1918.



Thank you Congratulations!

You've done it! Thank you for deciding to take part in Camo Day! The money you raise will make a huge difference to the lives of our Forces and their families in times of need.

When your event is over remember to thank everyone involved who helped you raise your fantastic total.

Why not send another press release to the local papers or write to all the parents telling them what you achieved?

Include some photos too!

Feedback

We would love to hear about your experience of hosting a Camo Day and how you celebrated our Armed Forces. Please tell us what you did and fill out the feedback form to help us improve any future events.

The easiest way to get your hard earned fundraising efforts to us is via www.ssafa.org.uk/give

Please select the 'single' option in the donation page, fill in all the relevant details and pay in your money. At the end of the page, there is a blank box, please enter your reference number and Camo Day. If you're unsure what this is, please get in touch and we'll confirm your number.

Pay in over the phone

You can call the Community Fundraising team on 020 7463 9310 and we can process your card details over the phone.

Pay in via cheque

You can send in a cheque to our head office.

Please send the cheque to:

Community Fundraising
SSAFA, the Armed Forces charity
4 St Dunstan's Hill
London EC3R 8AD

Pay in directly

We can send you a paying in slip in order to pay the money in. Alternatively, send us an email at fundraising@ssafa.org.uk or call us to get the correct details.

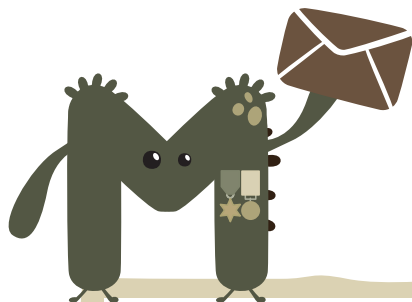


We would also love to see how your event went, if you have photographic consent please send photos to camoday@ssafa.org.uk.

If you use Facebook, Instagram or Twitters, please remember to tag @SSAFA and we'll make sure that we shout about your fundraising.

Feedback Form

Tell us about your Camo Day



1. Your name

2. School name

3. How did you hear about Camo Day (tick appropriate box)

Facebook

Twitter

Instagram

Online

SSAFA website

Word of mouth

Other

4. How much did you raise in total?

5. How many children took part?

6. Did you host any additional activities on the day? (E.g - Assault course)

.....

7. How could we improve Camo Day?.....

Please print this form and post to the following address:

SSAFA, Queen Elizabeth House, 4 St Dunstan's Hill, London, EC3R 8AD

Alternatively you can scan and email your feedback form to camoday@ssafa.org.uk

Dress up, blend in...

...put your pennies in the tin



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