



25th - 30th June 2018

# ARMED FORCES WEEK

A GUIDE FOR COMPANIES

Showing support. Spreading the word. Making a difference.

**#ARMEDFORCESWEEK**

In support of:

**ssafa** | the  
Armed Forces  
charity



# WHY SUPPORT SSAFA DURING ARMED FORCES WEEK?

**We support serving personnel, veterans and their families every day.** Founded in 1885, we are the oldest national tri-service military charity.

Every year we are faced with an increasing demand for our service. Therefore we have a real need, perhaps now more than ever, to make more people aware of the vital support we give.

We help over 67,000 people a year, offering practical, financial and emotional support to those in need. In their moment of need, we can ensure together that we've got their back. They have served us, now lets serve them.

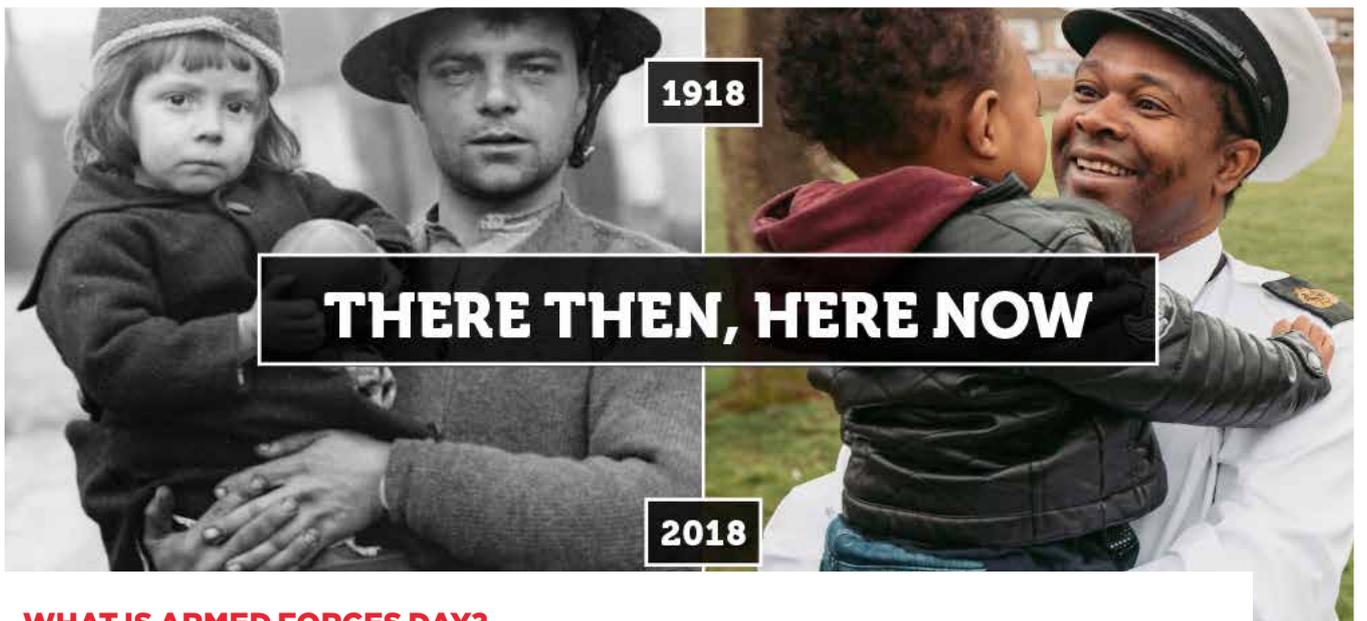
By showing support for SSAFA and spreading the word, you can help raise awareness of our wide range of services and support. You can also play a key role by encouraging new supporters, volunteers and beneficiaries to get involved with SSAFA.



**WE HELP OVER**

**67,000**

people every year.



## WHAT IS ARMED FORCES DAY?

Armed Forces Day is a chance to show your support for the men and women who make up the Armed Forces community: including currently serving troops, reservists, veterans, cadets and their families. There are so many ways for people, communities and organisations across the country to show their support and get involved; one great way is to host your own SSAFA Big Brew Up at work!

**SSAFA HAS OFFICIAL STATUS THIS YEAR AT ARMED FORCES DAY. A CELEBRATORY EVENT WILL TAKE PLACE IN LLANDUDNO ON 30TH JUNE WITH SUPPORTING EVENTS TAKING PLACE ACROSS THE UK.**

# SHOW YOUR SUPPORT

Let our Armed Forces and their families know that we've got their backs.

With 2018 marking the centenary since the end of the First World War, now is a great time to show your support and impact the Forces community. We welcome support from a range of different companies, regardless of your size, the sector(s) you work in or in the region(s) in which you

operate. Perhaps your company is new to charity fundraising or awareness-raising altogether; or you simply need some advice to develop an idea for your own event. **In any case, don't hesitate to contact us to get started.**

**We spend 92p of every£1 donated supporting our beneficiaries**

**EMPLOYEE FUNDRAISING:**

## WAYS TO SUPPORT US



**1. BIG BREW UP**

### Put the kettle on at work for our Armed Forces and their families.

**What?** We're asking you and your company, wherever you are based, to hold a Big Brew Up, which is simply a tea party at work to raise money for SSAFA.

**When?** Anytime is a good time to fundraise! But why not organise your Big Brew Up during **#ArmedForces Week** and use social media to spread the word about what you're doing.

**Who?** Ask permission from your employers to involve everyone in the office or, if you have more than one, get all of your sites involved. **Get competitive** – run a challenge between different offices to see which one can raise the most money!

**Why?** Well, why not? It's so easy to do and to get your company involved. Our Armed Forces, veterans and their families need your support and donations!

**OR WHY NOT TRY**

**Raffle:** Whether it's a bottle of wine or flights to Tenerife, use your connections to find some great raffle prizes. At a pound a ticket people will like their chances.

**Static Cycle:** Challenge the team to hit the century, 100 miles for 100 years since the end of WW1.

**Quiz:** Whether the questions are SSAFA related or not, a quiz is a quick and easy crowd pleaser in the work place.

**Step challenge:** Individually or in a team, see who can not only raise the most, but walk the most, over Armed Forces Week using your own tracking devices.



**3. SIGN UP TO A CHALLENGE EVENT**

**CONTACT US TODAY TO RECEIVE YOUR BIG BREW UP PACK & EVERYTHING YOU'LL NEED TO MAKE THE EVENT A SUCCESS - 020 7463 9402**



**2. ORGANISE YOUR OWN EVENT**

# SPREAD THE WORD

Let our Armed Forces community know that we care.

Fundraising is, and always will be, hugely important to SSAFA. But raising awareness is just as significant. It helps us to identify and work with new supporters and volunteers, as well as new people who can really benefit from our services.

Armed Forces Week is another big opportunity for SSAFA and our supporters to spread the word online. As the oldest national tri-service military charity, we've got all ages and services covered.

## DIGITAL AND ONLINE

 @SSAFAOfficial  
Over 201,000 likes

 @SSAFA  
Over 67,000 followers  
**#ARMEDFORCESWEEK**

 SSAFA, the Armed Forces charity  
Over 5,900 followers

**85%** 

of SSAFA working-age veterans believe the UK does not give them enough support.



Set Savoo as your default search engine at home and at work; 1p per search goes to SSAFA.

*Why not ask your employers to tweet from their company account to help spread the word?*

# MAKE A DIFFERENCE

Your contributions and support will change military lives.

**ORDER YOUR FUNDRAISING MATERIALS**

Please let us know the date of your event, the number of **Big Brew Up fundraising packs** you would like and where you would like them sent to.

Show your support this Armed Forces Week.

## CONTACT US

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