

ABF

THE SOLDIERS'

CHARITY

The Army's National Charity

**FUND
RAISING
ARMY**

TOGETHER FOR THE SOLDIERS' CHARITY

EVENTS GUIDE 2023

MAKE THIS THE YEAR YOU RUN, TREK, GET ONLINE
AND TAKE ON A CHALLENGE TO SUPPORT
SOLDIERS, VETERANS AND THEIR FAMILIES



Clare Crouch

Meet Clare, an incredible member of our Fundraising Army. Clare has risen through the ranks and has now raised close to £12,000 for the Army family!

“So far I’ve completed four Frontline Walks, jumped out of a plane at 13,000ft with the Red Devils, completed Operation Bletchley in London, Paris & Cairo, the Montgomery Challenge and attended three or four curry lunches, I can’t quite remember, but that means I had a good time and got carried away in the Silent Auction!

“The support we receive from the Charity is amazing I will continue to support ABF The Soldiers’ Charity for as long as I can... starting with the Pyrenees Challenge in 2023!”



Nina Mill

Nina is another fantastic recruit in our Fundraising Army. She has climbed up the ranks to Captain and raised over £4,000 for the charity. She has proved she’s tough enough by taking on the Cateran Yomp; cracked the codes in several Operation Bletchley missions; and most recently she took on the world’s greatest road race – The London Marathon!



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HELLO AND WELCOME TO THE 2023 EDITION OF OUR EVENTS GUIDE



Your support is vital. ABF The Soldiers' Charity ensures that every pound donated goes to the place it is needed most. Our grants team aims to respond with a grant within 48 hours of hearing of a person or family in need of help so that those in urgent need are dealt with quickly and efficiently, while making sure that the support provided forms a strong foundation for any longer-term solutions if required.

We have a sensational events programme for 2023, which I am delighted to share with you in this guide. So, whether you Yomp, crack codes, eat curry or walk to remember, sign up now, get your friends and family to sign up, get your company involved and let's make 2023 a year to remember for all the right reasons.

I have been truly humbled over the last year with the incredible support shown by our supporters towards our Army Family. We remain committed to our promise to be there for soldiers, veterans and their families in times of need.

Taking on an event for ABF The Soldiers' Charity can achieve so much more than you think. You are not only signing up for an event that will challenge and delight you, but also, by spreading the word about who we are and how we help, enabling us to continue to be here for soldiers, for life.

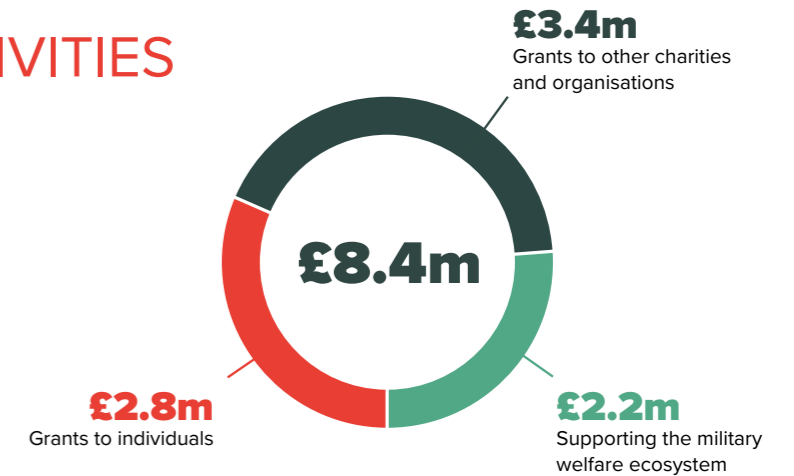
Let's dust off our packs, strap on our boots and get ready to go again!

Together for ABF The Soldiers' Charity.

Steve
Assistant Director of Fundraising -
Events and Corporate

CHARITABLE ACTIVITIES OVERVIEW

Here are some key statistics from 2021-22 that demonstrate the huge variety and scope of our work in the last year.



In FY21-22 we spent **£8.4M** supporting **65,000** members of the Army family



The youngest person we supported was **SEVEN MONTHS OLD**, the eldest was **103**



We have supported the British Army family all over the world – in **48 COUNTRIES** this year



We spend around **£54,000 A WEEK** on grants to individuals



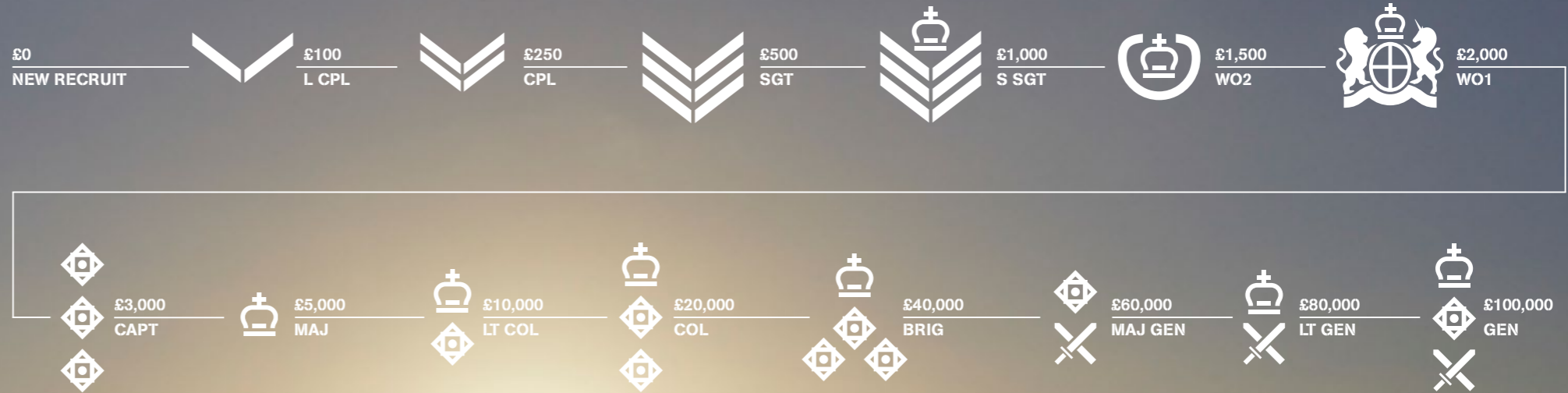
Around **16% OF THE GRANTS** we made to other charities benefited the serving Army



We funded **66 OTHER CHARITIES** and organisations that provide support for the Army family

FUND RAISING ARMY

TOGETHER FOR ABF THE SOLDIERS' CHARITY



THE FUNDRAISING ARMY IS GOING FROM STRENGTH TO STRENGTH WITH MORE FUNDRAISERS THAN EVER TAKING UP THE CHALLENGE AND RISING THROUGH THE RANKS!

AS A RECRUIT TO THIS ELITE FUNDRAISING FORCE, YOUR PRIMARY MISSION IS TO RAISE VITAL FUNDS TO SUPPORT SOLDIERS, VETERANS AND THEIR FAMILIES.

DO YOU HAVE THE DRIVE TO RISE THROUGH THE RANKS WHILST RAISING MONEY TO HELP THOSE WHO FOUGHT AND GAVE SO MUCH FOR US?

ALL RECRUITS TO ANY OF OUR FLAGSHIP EVENTS START OFF AS A PRIVATE AND ARE PROMOTED EVERY TIME A FUNDRAISING MILESTONE IS ACHIEVED. HOW FAR WILL YOU RISE? ENLIST NOW AND OUTRANK YOUR MATES!

STEVE'S STORY

Steve first became involved with the charity in 2019. Since then, he's become an increasingly active supporter of the charity having joined our ABF The Soldiers' Charity Berkshire Committee and taken part in several of our events including Operation Bletchley, the Medicine Ball Challenge, My Frontline Walk and The Frontline Walk. He has now raised over £5,000 for the charity and has reached Major in our Fundraising Army ranks. Here Steve tells his story and about his experience with our charity events.

I am a veteran myself, I was involved with some veterans organisations dealing with the impacts relating to Northern Ireland and I was also concerned about mental health and homelessness issues impacting some who had served. After doing a few ABF The Soldiers' Charity events, I decided to contact the South East region to see if I could help out more. After a few calls and a face-to-face meeting with the Chair of Berkshire, I was sitting on committee meetings and helping out with decisions and local events.

Operation Bletchley initially tweaked my interest because I served in a unit that fulfilled a similar role throughout the Cold War years. I really enjoyed the scenarios and historical links to Special Operations

Executive and the WWII resistance fighters that were played out. It also got me out the house with a purpose, walking miles every day, sharing my pictures and stories with a brilliant group of fellow ABF The Soldiers' Charity fundraisers. Even through the tough lockdown years, ABF The Soldiers' Charity came up with new ingenious ways to keep people like me involved, events like My Frontline Walk kept me engaged in ABF The Soldiers' Charity fundraising and eventually led to me completing the 2022 Normandy Beaches Frontline Walk, which was fantastic.

With every pound you raise through your fundraising efforts, you can see that the money is going directly to veterans and the organisations that directly support them. I have been doing charity work for decades in support of mental health and suicide reduction in middle aged men. Having suffered myself, I swore to make a difference to try and stop other people having to go through what my family and I went through.

I care very much about the mental health impacts on soldiers and veterans particularly and any positive actions taken to reduce the levels of suffering and suicide. Everyone I have met in ABF The Soldiers' Charity, either in person or through calls and emails have all been so supportive and committed to making soldier's lives better."



CATERAN YOMP



SUPPORTING ABF THE SOLDIERS' CHARITY

54 MILES : 24 HOURS : PERTHSHIRE : SCOTLAND

THE ULTIMATE CHALLENGE IS BACK!

Are you tough enough to battle your way across 54 miles (gold) of rugged, Scottish wilderness in just 24 hours? You can also sign up to walk 36 miles (silver) or 22 miles (bronze).

Sign up with friends, family and colleagues for an unforgettable weekend whilst raising money for soldiers, veterans and their families. Whichever distance you choose, you will get to test both your physical and mental limits whilst trekking through some truly breathtaking scenery.

Taking place on the 3-4 June 2023 in the foothills of the Cairngorm Mountains. Yomp through the most remote and wild parts of Scotland. Dig deep and discover a strength you didn't know you had.

Sponsored by



THE FAMOUS GROUSE

3-4
JUNE
2023





EARLY BIRD DISCOUNT BEFORE 28 FEBRUARY 2023

JUST £80 (MILITARY) OR £99 (INDIVIDUAL), THEN AFTER 28TH FEB £115 (MILITARY) AND £135. (INDIVIDUAL).
COVERS FOOD, DRINK & CAMPING

3-4 JUNE 2023

MILITARY DISCOUNT AVAILABLE

For more information visit [SOLDIERSCHARITY.ORG/YOMP](https://soldierscharity.org/yomp) or contact us at YOMP@SOLDIERSCHARITY.ORG
0207 8111 3223

SIGN UP NOW!

TAKE ON THE BIGGEST, TOUGHEST EVENT OF ITS KIND
TAKE ON THE YOMP



WINNER: GOLD

OPERATION BLETCHLEY

YOUR CODE BREAKING CHALLENGE

"THE MOST INNOVATIVE EVENT"

2022 CHARITY EVENT AWARDS

HOW IT WORKS

Operation Bletchley is a series of codebreaking challenges that you can take part in anywhere in the world using your phone or fitness tracker. There are 2 winter missions: Berlin (40 miles) and The Balkans (80 miles) and 3 summer missions: Cairo (30 miles), London (50 miles), and Paris (100 miles).

Every mission comes with three levels of code: Junior, Codebreaker or Cypher Expert.

A real family event with something for all abilities.

- | | | | |
|--|--|---|---|
| <p>1</p> <p>Start walking at your own pace, logging your distance manually or with your fitness tracker.</p> | <p>2</p> <p>Receive mission updates and codes to crack when distance milestones have been reached.</p> | <p>3</p> <p>Solve the codes and use the answers to decipher the hidden message.</p> | <p>4</p> <p>Complete the distance and deliver the final message before time runs out.</p> |
|--|--|---|---|

A REWARDING EXPERIENCE

- | | | | | | | |
|---|--|---|--------------------------------------|---|---|---|
| | | | | | | |
| Receive an O.B. Pencil with your first donation | Raise £25 to unlock 3 additional codes to crack. | Raise £50 to receive an O.B. puzzlebook | Raise £100 to receive your O.B. buff | Raise £150 to receive your O.B. T-shirt | Raise £250 to receive your O.B. commemorative pin badge | Complete the mission on time to receive your O.B. medal and certificate |

SIGN UP NOW!



Registration is £15 per mission (£15 with fundraising or £40 with no obligation to fundraise). Registration open now. Your mission(s) must be completed between 1 - 31 January 2023. For more information and to register for this event visit soldierscharity.org/operationbletchley or email events@soldierscharity.org



***** UPDATED FOR 2023!! REGISTRATION NOW OPEN!! *****
 OPERATION BLETCHLEY: BERLIN | JANUARY 2023 | 40 MILES | 10 CODES

It's January 1949. The Nazi regime has fallen and Germany is divided into four zones occupied by British, French, American and Soviet forces. Inside the Soviet zone lies Berlin, which, like the rest of the country, has also been divided into four zones.

routes into West Berlin. Without road and rail support from Western allies, a peaceful new year seems bleak.

Your mission is to walk, or run, 40 miles across Berlin making contact with key officials and decrypting their coded messages. Can you crack the codes, and deliver the final message before it's too late?

Cooperation between East and West has deteriorated and Stalin has cut off supply

SINCE ITS LAUNCH, OVER 11,000 PEOPLE HAVE TAKEN PART FROM ALL OVER THE WORLD, WALKING NEARLY 750,000 MILES WHILE RAISING NEARLY £500,000 FOR SOLDIERS AND VETERANS IN NEED. WITH A THRIVING FACEBOOK COMMUNITY, OPERATION BLETCHLEY HAS ALSO WON A GOLD AWARD AFTER BEING VOTED 'THE MOST INNOVATIVE EVENT IN THE UK'.



"Bravo to everyone involved with the storytelling, illustrations and puzzle-setting, as well as all the team at HQ who answered every Facebook query or comment quickly and with good humour - they seemed on the case 24/7!"

■ Agent Franklin



"1st time taking part but not the last. All round wonderful experience, we will see you next year... we have already decided we are going to PARIS!"

■ Agent Craig (age 9) and his family



"It was the best run event I've ever done. Uplifting, challenging and so well presented. Got the whole family involved and some friends too."

■ Agent Merrigan



"The walk or run can be taken at your own pace. Great online community and a fab medal. The storyline delivering the puzzles is very engaging and there is a real sense of achievement when you solve all the puzzles, deliver the message and save the world!"

■ Agent Hatfield



"Fantastic experience, great story line to the mission and the puzzles really are challenging. So much more fun than just walking miles. I really look forward to this every year"

■ Agent Rogers



"It's a great combination of exercising the body and the mind and raising money for a great charity. Keep it going. I reckon it will explode even more next year!"

■ Agent Helen Haywood



THE BALKANS

***** UPDATED FOR 2023!! REGISTRATION NOW OPEN!! *****

OPERATION BLETCHLEY: THE BALKANS | JANUARY 2023 | 80 MILES | 10 CODES

New Year's Day, 1944. Yugoslavia is in the midst of a civil war. The Serb Chetniks have sided with Axis forces. Their targets? The Bosnian muslims, catholic Croats, and Tito's Yugoslav communist partisans.

Last September, Brigadier Fitzroy Maclean led the Maclean Mission (MACMIS) to train Tito's fighters and uncover the extent of Russian

influence over the partisans. But as Maclean has left Yugoslavia to brief Churchill at the Tehran Conference, we need a new pair of boots on the ground - yours.

Go undercover, arrange supply drops, organise attacks and gather intelligence. But beware! The Germans and Serb Chetniks know the mountains well.



CAIRO

30 MILES

It's July 1942 and the outcome of the war is balanced on a knife edge. We need you to cover 30 miles on foot, travelling across Cairo in it's blistering heat. Your mission is to track down an enemy agent and identify who has been leaking British Intelligence before the Nazis figure out that Enigma has cracked their coded messages and change their codes. Can you handle the heat?



LONDON

50 MILES

It's 1941 and the threat of invasion is higher than ever. German spies could take down our telephone network at any moment, so we need your help to secure a new line of communication. Your mission is to test the 50-mile route from Bletchley Park to the Cabinet War Rooms in London. You must make contact with key agents to solve puzzles along the way. Can you figure out the code and deliver the message to Winston Churchill before it's too late?



PARIS

100 MILES

It's 1942 and the situation in France is at boiling point. The Nazi occupation has cut us off from our agents on the ground, so we need you to go behind enemy lines to make contact. We cannot afford for our intelligence to be compromised, so you must move through the shadows and crack codes along the way to avoid detection. This mission is not for the faint hearted. Your success is critical. Do you have what it takes?

*** SUMMER MISSIONS START 1ST JULY! REGISTRATION OPENS SPRING 2023. TAKE ON 1, 2 OR ALL 3 MISSIONS! ***

To register for these events visit
soldierscharity.org/operationbletchley

SIGN UP NOW!



My FRONTLINE WALK



Walk 100km between 1st October and 11th November to commemorate those who fought in WWI and WWII

My Frontline Walk is a personal challenge that can be completed at any location and logged on your phone or fitness band.

This is your journey, discover the war stories of the people of your hometown whilst also paying your respects to those who gave the ultimate sacrifice. The 100km should be completed between 1st October and 11th November 2023.

Join our online community to find like-minded people for fundraising support and encouragement with your challenge.

1. SIGN UP

To sign up there is a £10 registration fee. Link your distance app or device and prepare for 1st October. We'll send you all the hints and tips you need to complete the challenge.

2. TRACK

When you sign up you will create your own personal fundraising page. This is where you can record your walks, add pictures, stories and share on social media too.

3. RANK UP!

As you fundraise you'll rise through the ranks of our Fundraising Army – so you can compete with friends and other supporters.



A rewarding experience



Raise £50 to receive your Frontline Walk Remembrance cross



Raise £100 to receive your Fundraising Army buff



Raise £150 to receive your Frontline Walk T-shirt



Raise £250 to receive your Frontline Walk Mug



Registration £10. For more information and to register for this event please visit soldierscharity.org/virtual or email events@soldierscharity.org or call **020 7901 8913**

SIGN UP NOW!



THE FRONTLINE WALK



Walk 100km, following in the footsteps of those who fought in WWI or WWII whilst supporting the soldiers and veterans of today.

REGISTRATION: £150 PER PERSON. FUNDRAISING TARGET: £1,250 PER PERSON, WITH £700 DUE BY 31 JULY 2023



THE NORMANDY BEACHES

04 – 08 OCTOBER 2023

The walk passes the infamous beaches of Normandy, including Utah, Gold, Omaha Juno and Sword Beaches, along with the Easy Company and Piper Bill Memorials and Pegasus Bridge before finishing at The British Normandy Memorial.

THE WESTERN FRONT

11 – 15 OCTOBER 2023

A 100km walk following the Western Front of WWI. The Walk starts at Lochnagar Crater, the location of the start of the Battle of the Somme, and finishes at the Menin Gate with the Ceremony of the Last Post.

SIGN UP NOW!



For more information visit soldierscharity.org/frontlinewalk or email Claire Taylor on ctaylor@soldierscharity.org or call 020 7811 3230

THE FRONTLINE WALK



“What a journey and what a great privilege to be a part of the Frontline Walk”.

Tim Craig, 2022

“Probably the hardest thing I have ever done, but the most amazing thing too. The experience, the journey and the people you meet make this a very special event. If you can – do it!”

Paul Sansom, 2022

“If you’re thinking about it, don’t, just do it! Such an amazing walk which supports an amazing charity.”

Keith Lennox, 2022

“The experience of a Lifetime. I feel privileged to have been able to do this walk. It was very humbling.”

Nancy Elkins, 2022



“What an amazing experience, it was emotional, rewarding, a challenge, not to be missed, put it on your list of things to do, I 100% guarantee you will not be disappointed”

Don Lovatt, 2022

“With no military or forces background I only joined the event to keep a friend company, I never expected in my wildest dreams to come away with a yearning to do it all again next year!”

Dawn Hughes, 2022



THE FRONTLINE WALK



PYRENEES ESCAPE ROUTE

**1 – 6TH SEPTEMBER 2023 REGISTRATION: £150
FUNDRAISING TARGET: £1,850 PER PARTICIPANT, WHICH COVERS
ALL ACCOMMODATION AND FOOD THROUGHOUT THE TREK**

We are delighted to announce the launch of a new Frontline Walk – the ‘Pyrenees Escape Route’.

The trek commemorates the escape route used during World War II from Vichy France into Spain. Local people risked their lives to help thousands of allied servicemen and Jewish refugees fleeing to safety. The route passes plaques and memorials dedicated to their bravery.

The trail starts in St. Giron in France and finishes in Alos d’Isil in Spain with ascents of approximately 2,500 metres over some challenging terrain.

The Pyrenees Escape Route is a once in a lifetime adventure. An arduous trek with local guides and experts to bring to life the exploits of those who crossed this escape route in conditions far worse than anything current day participants might encounter.

FIND OUT MORE!



Register your interest on our website to be first in line when registration opens - soldierscharity.org/pyrenees




TCS
LONDON
MARATHON

23 APRIL 2023. REGISTRATION FEE: £100 FUNDRAISING TARGET: £2,000 EXCLUDING GIFT AID

COMPLETING A MARATHON IS A BUCKET LIST MUST. TAKE ON THE GREATEST ROAD RACE IN THE WORLD – THE TCS LONDON MARATHON 2023.

This is one of life's great challenges: the atmosphere is second to none and the sense of achievement is wonderful. You will be running alongside thousands of others, many like you, raising money for causes close to their heart.

Are you ready to take on the incredible challenge? Whether you want a charity place, or already have a ballot place, join our 2023 Running Army and be part of our biggest team yet as we take on the capital in April.



"I had a great time and really enjoyed the whole day from pre-race, the run and coming to Wellington Barracks afterwards. Big thanks to your team for not only the after race support, but also providing the inspiration for training and after all my sponsors donated, that incentive to do a great run!"
Dave Christie



"We are proud to run the London Marathon in 2023 for ABF The Soldiers' Charity. The cheer points give you a boost as you are going along and at the post race reception everyone is very welcoming, and nothing is too much trouble."
Rob & Julie Bolitho

SIGN UP NOW!

soldierscharity.org/event/londonmarathon2023





“The irony for me is that I’ve become more motivated now and it’s changed my whole outlook and mental attitude towards physical well-being – almost obsessively, if I’m being brutally honest with myself. It’s almost been a turning point in my life, and I feel better for it.”

WE HELP WITH INDEPENDENT LIVING: BRUCE

Bruce was diagnosed with a severe medical condition which resulted in him being medically discharged from the Army. His condition worsened and resulted in the amputation of both legs below the knee. Our charity contributed to the cost of an external platform wheelchair lift in Bruce’s home which has significantly improved his mobility and independence.

Aged 22, Bruce joined the Royal Regiment of Wales and soon served in Iraq as an Armoured Vehicle Driver. After returning from his second tour, he was diagnosed with a severe and painful medical condition which gradually caused clubbed feet. The pain became unbearable so Bruce made the difficult decision to amputate both his legs. He was then medically discharged from the Army after serving for 16 years.

For him, his amputation was when his life started to turn around. He became more active and his mental health improved too. We were able to assist Bruce in getting a new external platform wheelchair lift for his home, which has been instrumental in improving his independence and mobility.



PRINCIPAL SPONSOR

THURSDAY 30TH MARCH 2023
GUILDHALL, LONDON

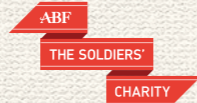
Now in its 16th year, the Lord Mayor's Big Curry Lunch is held at the historic Guildhall in the heart of the City of London. The Lunch demonstrates the City's support for members of His Majesty's Armed Forces and veterans through the National Service Charities; ABF The Soldiers' Charity, the Royal Navy and Royal Marines Charity and the Royal Air Force Benevolent Fund.

It is a unique and memorable occasion as each year we also welcome a Royal Guest of Honour. The relaxed, informal atmosphere allows guests to mingle and network freely whilst enjoying a delicious curry lunch and drinks. Throughout the day, guests can enter the Prize Draw, bid on money-can't-buy prizes in the Silent Auction and buy luxury items from the stalls run by the Livery Companies of the City of London.

The Lunch has raised over £2.8 million since its first appearance in 2008.



SUPPORTING ALL
MEMBERS OF
HIS MAJESTY'S
ARMED FORCES



The Army's National Charity



WHO DOES THE LUNCH SUPPORT?

Our commitment is to help veterans prepare for and successfully gain fulfilling and rewarding employment after a military career.

Since 2018 the Lunch has supported the King Edward VII Hospital's Centre for Veteran's Health and its Pain Management Programme (PMP). This has been transformational in helping veterans manage their pain and helping

them back into employment. The Committee has decided to continue supporting the hospital and we will be funding 15 veterans through the programme in 2023.

In addition to supporting the PMP, for the second year running, we will also provide funding to Lifeworks. Lifeworks' sole focus is to find employment, education and training for Armed Forces veterans. Through the 2023 Lunch we hope to fund 65 veterans through a Lifeworks course.

TICKET OPTIONS

INDIVIDUAL TICKETS
£100 per person.

CORPORATE TICKET PACKAGES
Groups of 10 or more / from £1,000 (extra places at £100 per person). Our extensive and expansive Corporate Packages can be tailored to your company's needs. Contact us to receive a brochure or to find out more.

FIND OUT MORE!



For more information visit soldierscharity.org/lmbcl email lbmc@soldierscharity.org or call 0207 811 3202



MEDICINE BALL CHALLENGE

“This challenge was much harder than I imagined, but something that really lightened the load (literally) were the numerous offers of help. It certainly became a physical, visual and tangible representation of the invisible burden of mental health so many of us can experience.”
 Laura, South East

SHOW YOUR SUPPORT FOR THOSE CARRYING THE BURDEN OF MENTAL HEALTH CHALLENGES.

Created by a serving soldier and former officer who have seen their families and friends struggle with mental health, the Medicine Ball Challenge is about starting conversations – encouraging people to speak freely about mental health while undertaking the 7-day challenge.

Throughout the challenge, the difficulties of carrying the medicine ball become a powerful physical, visual and tangible representation of the invisible burden of mental health that so many people face.

Sponsorship raised will help two charities – ABF The Soldiers' Charity and Combat Stress – which provide support to those with mental health issues.

Learn more about the challenge and sign up on our website: [medicineballchallenge.co.uk](https://www.medicineballchallenge.co.uk)

SIGN UP NOW!



WADI RUM CHALLENGE

NOVEMBER 2023. REGISTRATION FEE: £400



JOIN US ON THIS ONCE IN A LIFETIME TREK IN THE MAGNIFICENT WADI RUM, JORDAN. AVERAGING 22-25KM A DAY, THE TREK FOLLOWS OLD SHEPHERD PATHS, WEAVING ITS WAY WEST ACROSS DESERT WADIS AND OVER STRIPED GRANITE MOUNTAINS. AT THE END OF THE TREK, WE PAY A VISIT TO THE ANCIENT CITY OF PETRA.

CHALLENGE HIGHLIGHTS

- Trekking between 22-25km per day in the majestic Wadi Rum (a World Heritage site)
- Finding dramatic, hidden desert scenery, including sandstone domes, rock formations and granite and basalt striated mountains
- Experiencing the Bedouin culture and cuisine
- Wild camping beneath spectacular desert skies
- Summiting Um Dami, Jordan's highest mountain
- Exploring the ancient city of Petra

The date of the Wadi Rum Challenge is November 2023 (exact date TBC). The maximum group size for each trek is 20 people. Demand is likely to be very high due to the success of our previous adventure challenges. The minimum group size will be ten people.

The deadline for booking is 1st July 2023 and places will be allocated on a first come first served basis.

SIGN UP NOW!



Since 2020, British Army soldiers from across the world have taken part in our annual Race the World – The Seven Continents Virtual Challenge.

Units have raced each other across the seven continents – cycling, tabbing, rowing, swimming and running – clocking up to an incredible 35,000km per unit each year whilst raising vital funds to help us support soldiers, veterans and their immediate families in genuine need.



STARTING 18TH SEPTEMBER 2023

Race the World is back in Autumn 2023, and it's sure to create some stiff competition! The event is open to all Regular and Reserve Army Units, Army Training Regiments, University Officer Training Regiments, and their families.



For more information visit soldierscharity.org/racetheworld

SIGN UP NOW!



SOLDIERS' BALL

8 JUNE 2023 | PRESTONFIELD HOUSE | EDINBURGH | £1,200 PER TABLE OF 10

(Early bird is £1,000 per table of 10, until 31 March)

A fantastic evening awaits with a Champagne Reception and military marching band, followed by delicious food, live music and uniforms aplenty, all in 5-star luxury at Prestonfield House. The evening starts with a glass of champagne on arrival, taking in the spectacular

setting in the shadow of Arthur's Seat. A 3-course dinner including coffee will be served in the luxurious Stables building and will be followed by a live and silent auction of luxury prizes and a prize draw. Then dance until 12:30am with our live band. Carriages at 1am.

SIGN UP NOW!



find out more at soldierscharity.org/events/soldiers-ball-2023/



ARMY CAROL SERVICE

12TH DECEMBER 2023 | ROYAL HOSPITAL CHELSEA | £65 PER TICKET

The Army Carol Service is hosted annually in the Royal Hospital Chelsea by ABF The Soldiers' Charity. The combination of the magnificent setting of Christopher Wren's Chapel with a traditional Advent service of lessons and carols makes for an inspiring evening. The readers are serving soldiers

representing the range of ranks and diversity in today's Army. The carols are led by the renowned Chapel Choir and accompanied by Household Division trumpeters. At the reception following the service the Chief of the General Staff will say a few words about today's Army.

SIGN UP NOW!



find out more at soldierscharity.org/events/army-carol-service-2023/

EVENTS NEAR YOU

Do you already have a space for one of these events, or are interested in signing up? If so, get in touch to fundraise for ABF The Soldiers' Charity! For more information visit soldierscharity.org/events/ or contact your local office.



DINE



FIND YOUR LOCAL BIG CURRY:

JANUARY

- 02 Hepburn Suite, Edinburgh, Scotland
- 13 Chatham, Kent

FEBRUARY

- 01 Carver Barracks, Wimbish, Essex

MARCH

- 26 Stirling Lines, Credenhill, Hereford
- 26 Bryanston School, Blandford Forum, Kent

MAY

- 07 214 Worcester Battery, Worcester, Worcestershire

JUNE

- 11 Gamecock Barracks, Nuneaton, Warwickshire

OCTOBER

- 01 Glasgow, Scotland

NOVEMBER

- 05 Keythorpe Manor, Uppingham Leicester, Leicestershire
- 19 Beacon Barracks, Stafford, Staffordshire
- 26 Prince William of Gloucester Barracks, Grantham, Lincolnshire
- 27 Ministry of Defense Kineton, Warwickshire

FIND OUT MORE!



soldierscharity.org/events/categories/lunches-and-dinners/



GOLF



FIND A GOLF EVENT NEAR YOU:

APRIL

- 28 East Anglia: Charity Golf Day at Lexdon Wood Golf Club

JULY

- 20 East Midlands: Regional Golf Day at Nottingham Country Club and Golf Course

AUGUST

- 09 West Midlands: Charity Golf Day at Enville Golf Club, Stourbridge

SEPTEMBER

- 01 East Anglia: Charity Golf Day at Frinton Golf Club

FIND OUT MORE!



soldierscharity.org/events/categories/golf/



JUMP



SKYDIVES ARE HELD AT AERODROMES THROUGHOUT THE YEAR – NATIONWIDE!

We're looking for adrenaline seekers that are willing to take on a Tandem Skydive; experience the thrill of a 13,000 ft fall and plunge down to earth at speeds of up to 120mph, followed by an exhilarating parachute descent. This will be something you remember for the rest of your life!

FIND OUT MORE!



soldierscharity.org/events/categories/extreme/

EVENTS NEAR YOU

Do you already have a space for one of these events, or are interested in signing up? If so, get in touch to fundraise for ABF The Soldiers' Charity! For more information visit soldierscharity.org/events/ or contact your local office.



RUN



WHETHER YOU SPRINT, RUN, JOG, CYCLE OR BIMBLE TO THE FINISH LINE, WE'LL BE WITH YOU EVERY STEP OF THE WAY!

APRIL

- 02** Brighton Marathon
- 16** North West, Manchester Marathon
- 30** Northern Ireland, Belfast Marathon

MAY

- 28** Scotland, Edinburgh Marathon Festival

SEPTEMBER

- 10** North East, Great North Run
- 24** East Midlands, Robin Hood Half Marathon

OCTOBER

- 01** Wales, Cardiff Half Marathon
- 08** Royal Parks Half Marathon

FIND OUT MORE!

soldierscharity.org/events/categories/runs/



TREK



26TH FEBRUARY – 4TH MARCH

SAHARA CHALLENGE

Embark on the most amazing adventure across the Sahara Desert. Trek 100km through dunes, over stony plains and along dry river beds, camping at night under spectacular stars.

13TH – 17TH JUNE

MOUNT TOUBKAL CHALLENGE

Join ABF The Soldiers' Charity on this amazing 5-day trek to the summit of Mount Toubkal in the magnificent Atlas mountains.

FIND OUT MORE!

soldierscharity.org/events/categories/walks-treks/



CYCLE



MAY

- 28** RideLondon-Essex

The biggest cycling event is back! RideLondon-Essex is a 100-mile event taking you from the capital into the Essex countryside. If you have a place for the event, get in touch and fundraise on our behalf.

CONTACT US!

Get in touch at events@soldierscharity.org



WE HELP FAMILIES: JAMIE

Jamie, the disabled son of a Royal Signals veteran, has a new lease of life after we teamed up with three other Armed Forces charities to purchase a purpose-built trike and bed.

Jamie has faced multiple health setbacks throughout his short life and is not yet able to walk or talk. He was born with Down's Syndrome, but at eight months developed a devastating form of epilepsy, Infantile Spasms, which left him confined to hospital for long periods and unable to swallow – even today he is tube fed. On top of this, he was diagnosed with a bowel condition called Hirschsprung's disease and now has a stoma bag.

Jamie's Dad, Graham, contacted the Royal British Legion in a bid to raise £12,000 for a trike and specialist bed. Together with the Royal British Legion, the Kyte Charitable Trust and the Royal Signals Charity, we were able to provide the funds. Jamie's quality of life has been transformed, he's now able to explore the outdoors and leave the house with more ease.

On top this, our charity is helping support Jamie's Mum, Leanne, with funding her Occupational Therapy degree so she can better support Jamie in the future.



SPONSORSHIP/CORPORATE OPPORTUNITIES 2023

SPONSOR BENEFITS

Choose from our range of events including The Lord Mayor's Big Curry Lunch or the CATERAN YOMP and show how your company can rise to a challenge and demonstrate community spirit, whilst benefitting from:

■ Promote Health & Fitness

Fun and challenging way to promote health and fitness in the outdoors within your company and further afield.

■ Team Building

Unique team building experience for employees to galvanise the workforce.

■ Supporting the British Army

A chance to demonstrate your company's commitment to supporting our soldiers, veterans and their families in times of need.

■ Brand Awareness

Be a part of an extensive event-related marketing and promotional campaign.

■ Showcase products and services

Opportunities to showcase products and services, including event-wide sampling and promotion.

TEAM PACKAGE BENEFITS

Become involved in one of our events to showcase values that translate across your business. For example, the CATERAN YOMP has plenty of employee engagement opportunities for building team work, courage, determination and camaraderie.

We can also create bespoke packages tailored to your individual needs; simply get in touch to discuss your requirements.



“We were delighted to support the Lord Mayor's Big Curry Lunch in 2022. Phoenix is the largest savings and retirement company in the UK and our purpose is to help people secure a life of possibilities. That's exactly what the Lord Mayor's Big Curry Lunch is all about – helping veterans manage their pain and return to work, so they have a life that is not limited, but full of potential.”

Claire Hawkins, Director of Corporate Affairs and Investor Relations, Phoenix Group

CONTACT US!



To find out more please email Hilary Robinson on hrobinson@soldierscharity.org or call **0207 811 3201**

CASE STUDY – THE FAMOUS GROUSE



SUPPORTING ABF THE SOLDIERS' CHARITY

SUPPORTED BY



THE FAMOUS GROUSE

The Famous Grouse, via their parent company, Edrington Group, have been involved in the CATERAN YOMP since 2019, taking part under the brand Macallan. Entering a large team each year they raised tens of thousands of pounds for ABF The Soldiers' Charity.

In 2022 we were delighted when The Famous Grouse came on board as our first checkpoint sponsor – turning the Bronze Checkpoint into a Famous Grouse experience, complete with their mascot, Gilbert the Grouse.

They also entered a team, smashing the challenge in the brilliant weather we had in June 2022. We are thrilled that The Famous Grouse have come back on board for 2023, and are actively part of our ambitions for The CATERAN YOMP going forward.

“We are delighted to support The CATERAN YOMP which raises funds for such a deserving cause. Our sponsorship also builds on a growing association with the event, with teams participating in both 2019 and 2021.

As part of this year’s team of five, the CATERAN YOMP was undoubtedly one of the toughest yet most rewarding undertakings I and my colleagues have ever embarked on.

We are proud of the part we play in supporting the countless soldiers, veterans and families who rely on, and benefit from the amazing work of ABF The Soldiers’ Charity.”

Caitlin Maley, Global Brand Manager of The Famous Grouse

In the last Financial Year we spent £960,000 on grants in Scotland, including grants to individuals and grants to organisations to deliver services in Scotland on our behalf. It is our ambition that each year The CATERAN YOMP, our flagship Scottish event, raises enough money to support all the soldiers and veterans in Scotland that need our support.

£960,000
was spent helping
3,924
individuals (FY21–22)



CORPORATE PARTNERSHIP OPPORTUNITIES 2023



Our Chief Executive, Tim Hyams and Joel Ripley, Chief Financial Officer at Schroders Personal Wealth at our Influencers Network Event 'Cybersecurity - In conversation with the Army'

We are committed to ensuring that no member of the Army family needs to face adversity alone, but we could not sustainably ensure that support is available to soldiers, veterans and their families without the help of our committed Corporate Partners. Partnership with the Army's National Charity provides unique opportunities to engage and enthuse staff and stakeholders, demonstrate your commitment to the Army family and celebrate the impact of your support.

We work with our partners to develop relationships focussed on their business and goals. These partnerships can deliver:

- Access to exclusive events and networking opportunities
- Recognition of support through our website, as well as social channels with a combined following of over 140,000
- Talks, webinars or lunch-and-learn sessions, allowing staff and stakeholders to learn about the Army family and the work which you are supporting
- Support for staff fundraising and activities

- Engaging content for your channels providing stories about our wider work and content around key moments
- Reporting demonstrating the impact of your support

Partner with us through:

Strategic support

Support for our work in a particular area, or focussing on a thematic programme, such as Education and Training for Employment, Mental Health or Housing and Homelessness, creates a targeted impact on the lives of beneficiaries as well as addressing key corporate responsibility objectives.

Charity of the Year and staff fundraising relationships

Engage and motivate staff and strengthen your military network with a planned Charity of the Year or staff-fundraising partnership. Staff will have access to materials and support empowering them to organise bespoke events and activities tailored fit to your business.

Cause-related marketing

Research shows that customers are more likely to purchase a product linked to a cause they feel strongly about. By donating a percentage from the sales of specific products bearing the instantly recognisable Soldiers' Charity logo, you can motivate customers and associate your brand with the Army's national charity while raising funds to support members of the Army family facing hardship.

CONTACT US!



We would be pleased to discuss how a partnership could be focussed on supporting the causes or communities most relevant to you. To find out more about the options to partner with us and support the Army family, please contact partnerships@soldierscharity.org

VOLUNTEER OPPORTUNITIES

With the exception of a few core staff, our events are run nearly entirely by our amazing volunteers! Without you, we would not be able to give the level of support needed to our amazing event participants, during our fundraising events and activities.

We are always looking for more volunteers to come along. You will gain new skills, meet interesting people and most importantly of all, you'll be helping us to raise vital funds to support our soldiers, veterans and their families.

Whether you are helping to set up an event hub, handing out medals or cheering on our event participants. We have roles available nationwide. Here are a few of the ways you can get involved!



SIGN UP NOW!



Find out more on our website events.soldierscharity.org/event/volunteer or call **020 7901 8900** Alternatively, contact your local office – details on the next page.

YOUR LOCAL ABF THE SOLDIERS' CHARITY OFFICE

Each year we also run hundreds of local events.

To find an event near you visit soldierscharity.org/events or contact one of our local offices.

NATIONAL OFFICE

ABF The Soldiers' Charity,
Mountbarrow House, 12 Elizabeth Street,
London sw1w 9rb
T. 020 7901 8900
E. fundraising@soldierscharity.org

**SUPPORT US
AND YOU SUPPORT
THE WHOLE ARMY FAMILY**

SCOTLAND

ABF The Soldiers' Charity,
The Castle, Edinburgh EH1 2YT
T. 0131 310 5132
E. scotland@soldierscharity.org

NORTH WEST

ABF The Soldiers' Charity,
Fulwood Barracks,
Preston PR2 8AA
T. 01772 260 356
E. northwest@soldierscharity.org

NORTHERN IRELAND

ABF The Soldiers' Charity,
Building 115, Thiepval Barracks,
Lisburn BT28 3NP
T. 02892 678 112
E. ni@soldierscharity.org

WEST MIDLANDS

ABF The Soldiers' Charity,
Building V5, Venning Barracks,
Donnington, Telford,
Shropshire TF2 8JT
T. 01952 674 369
E. westmidlands@soldierscharity.org

WALES

ABF The Soldiers' Charity,
Maindy Barracks, Whitchurch Road,
Cardiff CF14 3YE
T. 02920 726 132
E. wales@soldierscharity.org

SOUTH WEST

ABF The Soldiers' Charity,
Bldg 750, Picton Barracks, Bulford Camp,
Salisbury, Wiltshire SP4 9NY
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ABF The Soldiers' Charity,
Hipswell Lodge, Smuts Road, Catterick Garrison,
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ABF The Soldiers' Charity is a registered charity in England and Wales (1146420) and Scotland (SC039189) and registered as a company limited by guarantee in England and Wales (07974609).

