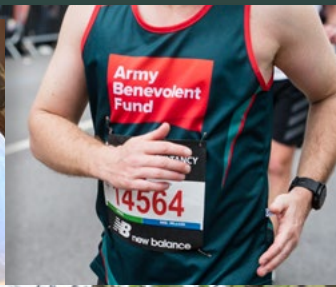


Army Benevolent Fund



Your guide to fundraising





Welcome to the team

Thank you

You're about to do something incredible! Whether you're sporty, social, up for a challenge or ready for an adventure, we're here to make sure you have the best time fundraising for the Army's national charity. Because what you're about to do could change someone's future.

This is your guide to running a highly successful fundraising event for the ABF. Packed with advice, practical tips and plenty of inspiration, it makes getting started simple. Your local office is with you every step of the way to help you make the most of your fundraising and enjoy every moment. So dive in, and do let us know your plans.



We don't receive any government funding, so our work depends on the generosity of our supporters.

A bit about us

The welfare of soldiers, past and present, and their families, has always been at the heart of everything we do. Since we were founded in 1944, we have helped many hundreds of thousands of members of the Army family, from the youngest child to the oldest veteran, both in the UK and around the world.

The overall scale, breadth and variety of our support is vast. We help very young serving families cope with sudden bereavement or traumatic loss. We provide wide-ranging support to wounded, injured and sick soldiers, many of whom will need increasing financial assistance for decades to come.

We provide help with housing, as well as education and training for employment for soldiers of all ages who have sometimes



had to leave the Army prematurely through no fault of their own. And we are there for those older former soldiers and their widows or widowers who may find themselves isolated and lonely.

And our vital support is only made possible thanks to people like you.

Successful fundraising in three steps

Step 1



Step 2



Step 3

Choose your activity

Decide how you'll fundraise. Will you go solo or fundraise with family or friends? Could you get your school, workplace or community involved?

Planning your event

What, when, where – it's time to plan. Whether you're a baker, maker or music lover; fitness fanatic, foodie, or gamer. Whether you're up for a challenge or game for a laugh, you'll find plenty of support in this guide.

On the day and post-event

Your hard work has come together! Don't forget to take photos, share them with us and do just get in touch if you need any support with paying in your hard-earned funds.

Top tip!

Give your activity a fun boost amongst friends or work colleagues by adding in fun forfeits at key fundraising milestones. For example, you could say "Once I reach £500, I'll come to work in fancy dress".



Step 1

Choosing your activity

There are hundreds of ways to raise money, the possibilities are endless. Below are some questions to ask yourself when deciding how to fundraise.

What?

All great fundraising starts with a great idea.

Already got an idea? Great!

Need some inspiration? Have a flick through this pack or head to page 16 for details of your local office, which can help.

Who?

Who is your target audience?

Who will sponsor you? Are there any local companies or businesses that support local fundraisers? How about your friends, family and colleagues?

Top tip!

Talk to your employer about how they can support your efforts. Many companies and organisations agree to 'match funding' where they agree to match the funds you raise with a donation of equal value!

Where?

What's the best venue for your event?

Does it depend on the weather? Is the space accessible to people with disabilities?

How much will it cost?

When?

How much time do you need to organise? Be realistic and give yourself enough time!

How much time do you need to train? Don't underestimate training!

Who do you want to come along on the day? Will they be available?

Is there another local event that may draw people away? Try and avoid clashes in the calendar.

How?

In person fundraising or online collection?

Will you need volunteer support?

What facilities do you need?

Our local offices can provide a variety of resources to support your fundraising (head to page 16).

How much do you want to raise? Set yourself a realistic target! You can always raise it if you meet it!

ABF Events

Want to leave all the planning to us? We host a variety of exciting fundraising events across the country, perfect for every interest and energy level.

Whether you're up for a day on the golf course, enjoying a delicious curry lunch, going to a concert, or dressing up for a black-tie dinner, there's something for everyone to enjoy.

While some events, like the Cateran Yomp or Frontline Walk, are about testing your limits and embodying the values of the British Army, like loyalty and selfless commitment, many are simply about coming together to support a great cause. From casual get-togethers to more formal occasions, our events are designed to bring people together, have fun, and

make a life-changing difference to the Army family.

So, whether you're planning to take on a tough physical challenge or prefer something more relaxed, join us at one of our incredible events. Together, we can create unforgettable memories while raising vital funds for soldiers, veterans and their families. Ready to get involved? Let's make it happen!



Check out what's on at armybenevolentfund.org/events





Step 2

Planning your event

Now you've decided how to fundraise, here are some practical tips and advice on setting everything up and getting support.

Online fundraising

Set up an online fundraising page.

- Head to [justgiving.com/armybenevolentfund](https://www.justgiving.com/armybenevolentfund)
- Click "Fundraise for us"
- Sign up or Sign in
- Follow the on-screen instructions!

Fundraising in person

Make sure you have permission from the owner of the location you choose. Being bright, bold and visible is essential, so dress the area up to make a splash.

In some circumstances your local ABF office can support you by providing collection buckets, gift aid envelopes, card readers and display materials.

And finally – always think 'safety first'.

Gift Aid information


JustGiving will add any eligible Gift Aid, boosting your fundraising by up to 25%!


Make some noise


Put up posters, contact your local press, send out emails, share on social media - just don't stop talking about it!


Also, make sure to tag us! All of our local offices have their own social media accounts, and they can help promote your activity to our network of local supporters. Head to page 16 to find out more. Use **#ABFfundraising** when posting about your activity so we can help spread the word!




 @ArmyBenevolentFund


 @ArmyBenFund


 @armybenevolentfund


 @army-benevolent-fund

Doing a physical challenge?

You can connect your Strava account to your JustGiving page to post updates for supporters.

Boost your fundraising!

Gift Aid helps your donation go further. Gift Aid is a tax relief allowing UK charities like ours to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer.

This means that for every £1 you or your supporters donate, we can claim an extra 25p from HMRC – without it costing you a penny more.

All you need to do is fill in the Gift Aid declaration form in this pack and send it when you pay in your fundraising money.

Remember to ask your sponsors to tick the Gift Aid box and fill in their details too. Simple!

Match funding could double your donation. Many businesses match employees' fundraising pound for pound. Is your employer one of them?

giftaid it

Stay safe and legal

Here are some tips to help you stay both safe, and within the law:

Safety first

First aid: Will a first aid kit be enough, or do you need support from a qualified first aider or a volunteer from St John's Ambulance on site?

Security: If you're handling cash, make sure it's kept safe and secure and everyone involved stays alert.

Risks: Keep everyone safe from slips and trips with a risk assessment. You can download an easy-to-use template from our website, and your local office will happily guide you through it.

Food hygiene: Whether a bake sale or charity dinner, it's best to check the guidelines at food.gov.uk.

Keep it legal

Raffles: The simplest way to run a raffle is to sell tickets and do the draw on the same day. If you plan to sell tickets over several days, you'll need a local lottery licence from your local council. You can find more information at gamblingcommission.gov.uk.

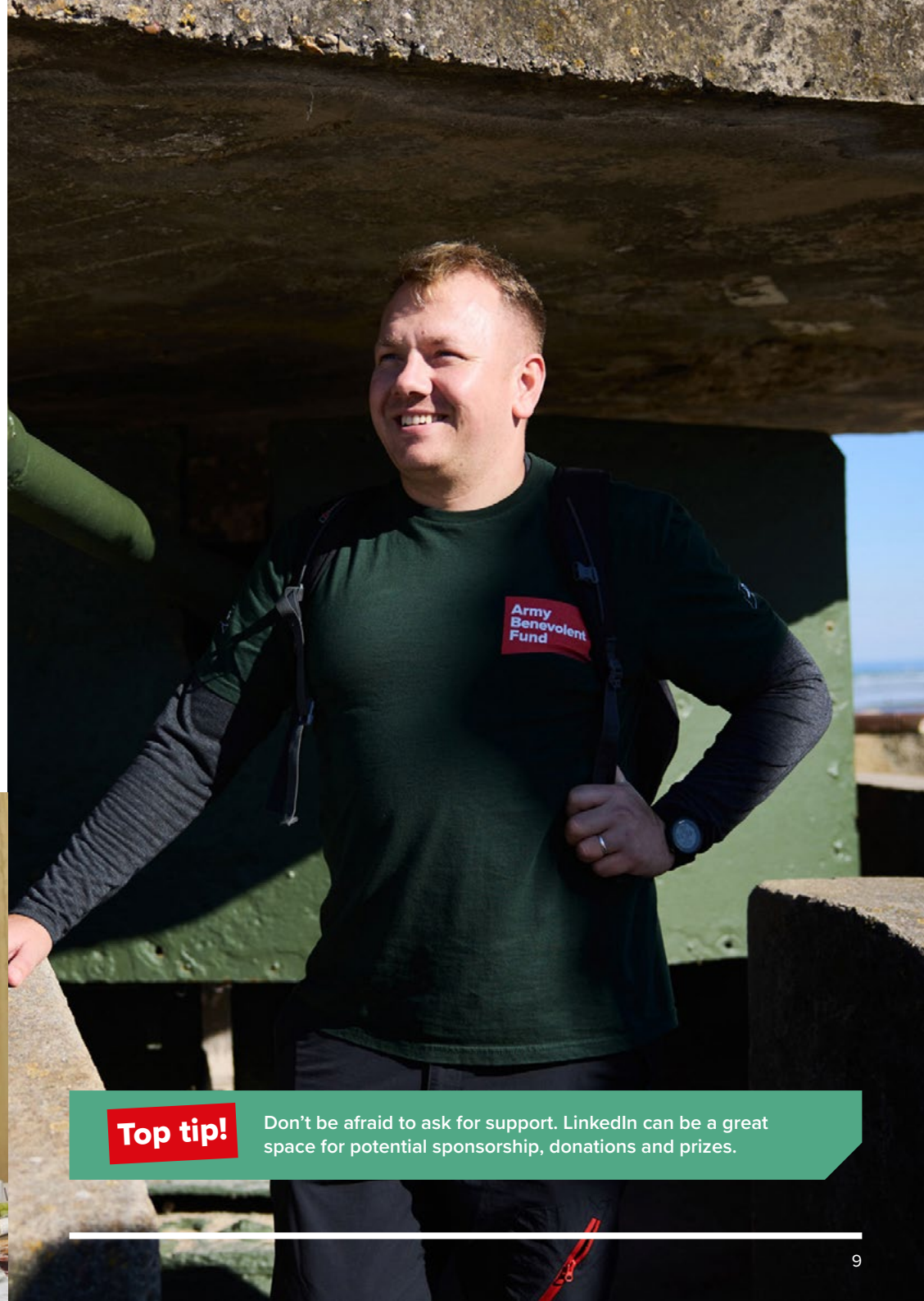
Licences: Check with your local authority to see if you need any special licences, especially if you're serving alcohol or carrying out street collections.

Insurance: If you're planning an event, make sure the venue has insurance. If not, speak to your local office - our public liability insurance may cover your event.

Photo consent: Photos of your fundraiser are a great way to let everyone know how it went. But before you start snapping, make sure you have permission from anyone likely to be in a picture. You'll find a simple consent form on our website.

Permissions: Before putting up posters, leaving collection tins or promoting your fundraising in venues, be sure to get permission from the owner or manager.

We can give you a letter of authority to confirm what you're doing is for charity; just get in touch with your local office



Top tip!

Don't be afraid to ask for support. LinkedIn can be a great space for potential sponsorship, donations and prizes.

Step 3

On the day and post-event

It's the big day! Here are some ways you can maximise your fundraising and ensure success.



Giveaways, banners, buckets, card machines – we can help with that! Contact your local office to see how we can help. If you let us know far enough in advance, we can also be available on the day to come and cheer you on!



Take lots of pictures! We always love to see how our supporters get on. Taking pictures is particularly useful if you are planning on repeating the fundraising activity as you'll have plenty of content to help promote your plans next time around.



Use social media to spread the word about your fundraiser and share your fundraising page. This provides a chance for those not in attendance to still sponsor you!



Top tip!

Post/share regular updates – if you keep your donors engaged, they might give again!





Post-event

Congratulations – your hard work has paid off! There are just a couple of things left to do.

Close your online page:

If you haven't set an end date on your JustGiving page, you will need to close your page so people can no longer donate to it.

Here's how:

- Under "Settings" you will see an option to "Extend your page".
- Enter the date for the following day, then your page will expire the next day.
- Click "Save date".
- Please note that once a page has closed, you will no longer have access to edit the page or view a list of donations. You will need to reactivate your page to do this by contacting JustGiving.

Pay in your fundraising

- Bank it and transfer it to your local office (details on page 16).
- Take any cash to your local office or arrange a collection (details on page 16).
- Send cheques freepost including information about what the event was, and your contact details:

FREEPOST RRGY-GSCB-HTZX
Supporter Care Team
Army Benevolent Fund
Mountbarrow House
12 Elizabeth Street
London SW1W 9RB

- If you have used an ABF card reader, good news! The money will be transferred automatically and your local office can let you know the total.



Top tip!

Share posts and stories from the ABF's social media feeds to show how the money helps. And don't forget to thank everyone for their support!

Fundraising case studies



Swimming the English Channel

In June 2024, a team of six amazing people from the British Army Recruiting Group swam the English channel and raised over £8,000.

“

“As we embarked on the challenging journey to swim the English Channel, we were driven by the unwavering support the Army Benevolent Fund. Their commitment to supporting soldiers, veterans, and their families mirrored our own dedication to the cause. Together, we’ve proven that when we push beyond limits, incredible things can be achieved—for ourselves, our Army, and those in need.”

Major Lance Morris,
ABF Fundraiser



A delicious cake sale

Here’s an easy win for schools or offices – who doesn’t love cake?! Brian helped to raise £365.69 with his coffee and cake sale!



“

“Organising a cake sale was a great way to support the ABF for us. It was simple to organise – my wife is an amazing baker! Plus, the ABF team was so helpful and everyone loved being part of it. Small efforts can make a big difference!”

For my daddy’s Army friends

Fundraising doesn’t have to be complicated! Phoebe (6), gave her £20 pocket money from helping her family feed the lambs on their farm to help ‘Daddy’s Army friends’. Simple acts make a big impact. Try filling a Smarties tube with 20ps, collecting £2 coins, or donating loose change - it all adds up!

“

For my daddy’s Army friends, thank you for looking after us. Here’s my pocket money and a picture of me feeding the lambs.”

From Phoebe



Inspirational Nina Mills

Nina has raised over £4,000 for the Army Benevolent Fund. She has proved she’s tough enough by taking on the Catevan Yomp; cracked the codes in several Operation Bletchley missions; and most recently she took on the world’s greatest road race – The London Marathon! Find out more about taking on all these events at armybenevolentfund.org/events



Army Benevolent Fund

Your local

Army Benevolent

Fund office



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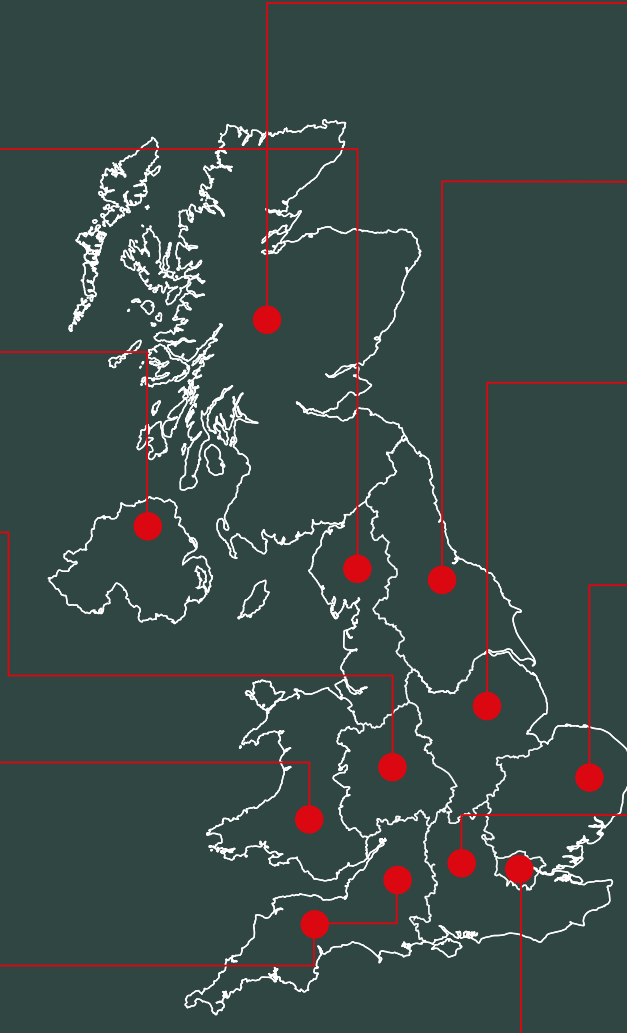
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E. london@armybenevolentfund.org
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Across the United Kingdom we have 11 local offices here to support your fundraising journey.

National Office

Army Benevolent Fund,
Mountbarrow House, 12 Elizabeth Street,
London SW1W 9RB
T. 020 7901 8900
E. TeamCFandE@armybenevolentfund.org



“

The bed has been amazing. During the first months after the operation, it meant I was able to elevate my feet every night to help my recovery. I think the bed has been one of the biggest things that got me through this period.

Matt

You're helping change lives

Thank you

Matt served his country for 17 years—until a serious ankle injury and, later, the loss of his lower leg changed his family's future. But with the same positive spirit and outlook he demonstrated throughout his Army career, and support from the Army Benevolent Fund, Matt is looking forward to the future.

In 2009, Matt deployed with his platoon to Afghanistan. Soon after, his call sign came under attack during an operation with the Afghanistan National Army, and Matt sustained a serious ankle injury. With tremendous courage, Matt continued with the platoon's tasking.

Matt's selfless commitment was recognised when he was awarded a Chief of Joint Operations Certificate of Commendation for his actions and exceptional bravery. However, his injury changed his life.

Just a year later, Matt was involved in a road traffic accident. The impact left his ankle in a worse state, but after medical treatment and with true Army spirit, Matt returned to duty. Unfortunately, he was dealt a devastating blow when injury struck again during exercises in the Brecon Beacons and Canada.

Matt was soon back in the operating theatre for surgery on his lower leg. However, a post-operative infection left

the leg even more unstable and left Matt in severe pain. Yet, despite constant agony and with sheer determination and unshakeable resilience, he continued in a frontline infantry role for the next six years.

Sadly, Matt could no longer continue in the role he loved and was medically discharged in 2022. His leg was amputated below the knee the following year. The Army Benevolent Fund heard about Matt's situation and the difference an adjustable bed would make after his operation. We helped him with funding straightaway – support made possible by fundraisers like you.

Matt's wife says that the bed has had a huge impact on Matt and his family. It's helped improve his sleep and aid his recovery. Today, Matt walks with a prosthetic leg and can enjoy family life and a fulfilling job.

Matt lives in Hampshire with his wife, three children and dogs, Hudson and Buddy

Thank you

ABF

Mountbarrow House, 12 Elizabeth Street, London SW1W 9RB

armybenevolentfund.org

Army Benevolent Fund is a registered charity in England and Wales (1146420) and Scotland (SC039189)