

NEWSLETTER



CUMBRIA & ISLE OF MAN

JANUARY 2015

Happy New Year!!!

Welcome to our new style Cumbria and Isle of Man Newsletter! We hope you will enjoy 'catching up' on the latest news in the Poppy Appeal across our region.

"Until I got involved with distributing the poppies on the streets of my town I didn't realise just how vital and important this appeal really is and the impact it has on improving the lives of so many people"

This was a quote from one of our new volunteers after they had taken part in the Poppy Appeal.

There are more opportunities than we can take to support our service and ex-service community here in Cumbria and the Isle of Man. The telephone lines in our Welfare office 'never stop ringing' for help!



(John Ruskin School raising over £600 in Coniston)

Poppies to raise Pennies and Pounds!!

These are the words of one of the pupils involved in this years Poppy Appeal:

"Where is there for a soldier to turn to when they come home? Not only injured in their body but hurting because of what they've been through.

I want to help give out:
Poppies to raise Pennies and Pounds

To help the British Legion to be ready to meet and help these brave soldiers when they come home!"

So Thank You!!

We are so grateful to all of our volunteers once again without whom the Poppy Appeal just would not happen.

For this year's appeal we had 53 Poppy Appeal Organisers covering every single postal district across the county.

These Organisers oversee nearly 1500 volunteers collectors of all ages and backgrounds.



(Above Dennis Benson standing at M&S in Kendal to raise £5180.64)

As well as street and house to house collections we had static collection points in over 1600 location including retail outlets and shops, pubs and clubs, post offices, schools, garages/filling stations, hotels, banks and building societies, supermarkets, motorway services, one power station and one shipyard!

I am delighted to tell you that at the end of September Cumbria Poppy Appeal 2013-14 finished at:

£429,317.16

Nearly £20k more than last year and a percentage increase of 4.85%

Isle of Man 'Smashes' Last Years Total!



(Above Audrey Brown Isle of Man Poppy Appeal Co-ordinator during the launch at the Strand Shopping Centre, Douglas)

I am delighted to tell you that at the end of September Cumbria Poppy Appeal 2013-14 finished at

£126,915.65

Also Nearly £20k more than last year and a percentage increase of almost 17%



(Above Left is the National Certificate awarded to the Isle of Man for raising £1.79 per person of population This Poppy Appeal Trophy was award to the IOM for the 38th time this year!!! Above Right Graham Hooton - County Chairman of the Isle of Man Branch of Royal British Legion and Rodney Kennaugh Worship Master of The Lord Raglan Lodge receiving a cheque for £526 as a contribution to the sterling work carried out by The Royal British Legion)

Selling Like 'HotCakes' or Bikes!

The Isle of Man Rides Badge specially commissioned in support of the TT Races.



Honour Events



Honour Walks raised over £3000 in sponsorship across the region in 2014 including Brampton pictured above right who raised just under £1000.

Poppy Picnics



Poppy Picnics last year have raised £1500. One of the summer events in Stonecross Nursing Home was match funded by Bupa. Pictured Below.



Could you?

Could you or someone you know organise an Honour Event or a Poppy Picnic this year. We have special packs available to support event organisers. Please contact us for more information.

Corporate Partners



We received just nearly £5000 directly from Corporate Companies and Organisations last year including BAE Systems at their open day (pictured above). We also had support from IOM Post Office Commemorative Stamp Collection, Croppers, Stagecoach, Reays Coaches and the Lanes Shopping Centre.

Other Highlights



Gala Charity Concert
given by the Band of the Royal Armoured Corps



Gala Concert in Kendal raises over £8000!



This year's Poppy Appeal in Cumbria was launched in The Lanes Shopping Centre, Carlisle, "A Touch of Red" The Lanes Pays Tribute with pupils from Norman St School and Stage Right Theatre (pictured above left) Group. Leading the way for a special performance and highlighting why support for ex-servicemen and women remains so vital.

Poppy Shop based in the Lanes pictured above right raised £10,416.62 plus £6000 (Total £16,416.62) in Keep the Change and Donations.



WW1 Centenary Christmas Football Match raised £803.60

Mind the Gap!!!

Coniston, Kirkby Stephen and Levens presently do not have Poppy Appeal GAPS with nobody to run the collection in these places. Please ask around and if you are interested or know anyone who might be then please get in touch!!!

Calling all tweeters, taggers, add(ers), pokers, like(ers) and bloggers?

The Cumbria Poppy Appeal is on Facebook and Twitter. This is great opportunity to get up to date news on a daily basis of what is happening across the organisation in our local area.

Why not send us your news of events and activities so we can post it on our pages?

So far, we have an audience of over 1000 and this is growing all the time so come and join our social networks today and recommend us to all your own friends too!



www.facebook.com/cumbriapoppyappeal
www.facebook.com/Isleofmanpoppyappeal



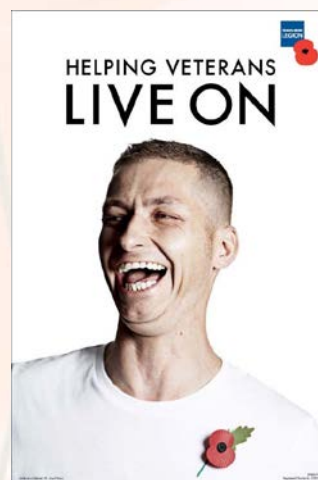
www.twitter.com/cumbriapoppy

STOP PRESS!

Just in...2014-15 Total for Cumbria has reached a record breaking £441,000 which is already over £12k higher than we have ever raised before!

The Isle of Man is also on course to break all records currently standing at £103,000

Thank you all for your support. Without you we could not raise these vital funds. Please keep encouraging as many of your family, friends and colleagues to get involved as we remember those who have fallen and continue to support the future of the living. For those who desperately need our help to LIVE ON!



For more information about the Cumbria Poppy Appeal and how you can get involved please contact:

Alan Whitmore (Community Fundraiser)
awhitmore@britishlegion.org.uk

Door to Door Fundraising

Some of you may recall that in 2013-14 the Legion undertook door-to-door fundraising through a professional agency for the first time. This was highly successful, and over 5,000 new regular givers were recruited with forecast income expected to be £2,000,000+ over a five year period. This year we restarted on August 1, pausing during October and November to honour Remembrance and restarted in December. Throughout the whole year we aim to recruit 15,000 new donors with a five year income forecast of over £6,500,000. This income contributes greatly to the Legion's ability to plan, develop and implement our services as effectively as possible for the whole Armed Forces family, whether serving, veteran or their families and loved ones.

Door-to-door fundraising is an essential part of how the Legion plans to engage with new supporters, providing an opportunity for people to speak with someone about our work at any time of year, and consider a valuable regular gift to support our work. Regular gifts/Direct Debits mean the Legion saves on bank charges and has a predictable income so we ensure we have the funds to deliver vital services to beneficiaries.

The door-to-door team are professional fundraisers who wear branded RBL clothing and have official identification.

All fundraisers have been fully trained and have a good understanding of the Legion's work.

The fundraisers have registered with the Police in each county and this information should have been cascaded to the local stations.

All data is handled securely and in accordance with the Direct Debit Guarantee and other financial regulations. Fundraisers will not ask for a cash donation.

All fundraisers comply with appropriate codes of practise and legal regulations.

Any complaints we receive from residents are investigated and acted upon.

The main query we receive is whether the fundraisers are genuine, which is where positive communications from Branches can allay these concerns. Up to date information (including FAQ's) is available on the website and Knowledge Base. Working areas change on a monthly basis so internal briefing emails are sent to regional operation and fundraising staff to cascade down through their areas when a campaign is live in an area. Email fundenquiries@britishlegion.org.uk for more information.

St George's Day Concert – Thursday 23rd April



Central Band

Join us once again at St George's Hanover Square when the Legion's own superb Central Band will be in residence to perform in this beautiful and centuries-old London church. David Cole and his musicians cannot fail to entertain with their amazing repertoire of popular and familiar tunes – all with an English theme of course! As well as great music there will be some amusing and stirring words read by our celebrity guests. Absolutely fabulous! Tickets £35 each to include wine, soft drinks and nibbles in the church beforehand.

Contact Rebecca on 020 3207 2272 or at rpride@britishlegion.org.uk

GREAT NORTH RUN

Great North Run
Sunday 13th September 2015

The registration fee of £40 is a contribution towards the race entry and is strictly non-refundable.

The target is to raise a minimum of £300 sponsorship.

Anyone interested should contact:

Rachel Hardwick
Mobile: 07825 316 289
rhardwick@britishlegion.org.uk