HAMPshire POPPY APPEAL LAUNCH

The Poppy Appeal 2016 launched 29th October in Hampshire as The Royal British Legion encourages people to ‘rethink Remembrance’ during this year’s campaign. The poppy and the work of the Legion are often associated with the First and Second World Wars and elderly veterans; however the charity is calling on the public to consider all generations of the Armed Forces community when they wear their poppy.

The call to think more widely about our Armed Forces when you make your donation this year came from Lieutenant-General Sir Mark Mans KCB CBE DL Deputy Lieutenant of Hampshire and Cllr Jacqui Vosper Mayor of Rushmoor who launched the Legion’s Hampshire Poppy Appeal at Princes Mead Shopping Centre Farnborough. The first poppies were paraded down Queensmead with the Reading Scottish Pipers Band and presented to the guest of honor. We were then enthralled by the Aldershot Military Wives Choir and Farnborough South Junior School Choir. The Shopping Centre was adorned with poppies and an Art Competition from the children of St Marks Primary School and Cherrywood Primary School. Members of the Royal British Legion Bikes showed their Motorcycles with pride and allowed all to sit on them for a small donation to the Poppy Appeal.

Lieutenant-General Sir Mark Mans KCB CBE DL said: “During the Poppy Appeal this year we’re asking people to widen their lens when they reflect on Remembrance. The Legion is here for all generations of the Armed Forces community, and it’s important to remember there’s a new generation that needs your support.

“When you pin your poppy on, or pause to remember, reconsider who you think of when you picture a veteran. Individuals and families from across the Armed Forces community need the Legion’s support, as well as our older veterans.

“Every donation received will make a real difference to the lives of Service men and women, veterans and their loved ones.”

The fundraising target in Hampshire is £1.5 million which will go towards the Legion’s national target of £43 million to continue its vital work delivering practical, through life care and support to the Armed Forces community.

In the last year the generosity of the British public helped the Legion answer more than 780,000 requests for help. The Legion uses donations to offer support in many ways including providing crisis grants, researching the impact of blast injuries on the body, lobbying the government on key issues, and advising on benefits and money problems.

The Royal British Legion’s Community Fundraiser for North Hampshire Dave Moore said: “The Poppy Appeal 2016 is encouraging the public to recognise the service and sacrifices made across all generations of the British Armed Forces.

“Service can come in many forms from being parted from family and loved ones for long periods of time, to physical and mental injury, and sadly making the ultimate sacrifice. The Legion’s role remains as contemporary and as vital as it has ever been supporting today’s generation of Service personnel, veterans, and their families whether living with an injury or illness, coping with bereavement or finding employment.

“We’re encouraging people to dig deep for this year’s Poppy Appeal to help us raise £43 million. The Legion’s work is entirely dependent on the public’s generous support – so please wear your poppy with pride, knowing that you are helping the Armed Forces community to live on.”
Copies of the pictures are available from Community Fund Raisers or the Hampshire Link