

# We are the Royal British Legion

2026





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The Royal British Legion brings society together to recognise, remember, and support the Armed Forces community, and ensure that their unique contribution is not forgotten.



# We are

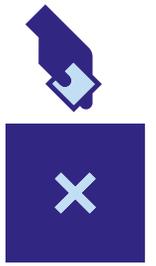
1

Services  
and Support



2

Campaigning



3

Membership



4

Volunteering



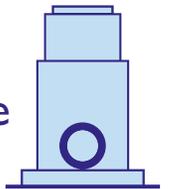
5

Fundraising



6

Remembrance



# We are the country's largest Armed Forces charity

The RBL brings society together to recognise, remember, and support serving members of the Royal Navy and Royal Marines, British Army, Royal Air Force, Reservists, ex-serving personnel and their families.

We are the country's largest Armed Forces charity, with 180,000 members, 110,000 volunteers and a network of partners and charities; helping us give support, whatever the need, whenever it's needed.

We've been here since 1921, and we'll be here as long as they need us, to ensure their unique contribution is not forgotten.



## Getting the spark back

We help people like Anna.

Anna's life changed forever after she woke up in agony one night. She was told she'd never walk again. But after years of dedication and help from RBL, as well as the support of family and friends, she was able to take on the Arch to Arc bike ride – eventually winning medals at the Invictus Games.



“The RBL gave me that spark, just riding that bike made me feel alive again.”

**Anna**  
ex-RAF

# We are Services and Support



# We are Services and Support

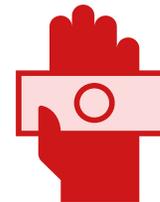
We provide lifelong support to our serving and ex-serving personnel and their families.

We support them with:-

1  
Physical and  
Mental  
Wellbeing



2  
Financial and  
Employment  
Support



3  
Care and  
Independent  
Living



4  
Local  
Community  
Connections



5  
Expert  
Guidance



# 1

## Physical and Mental Wellbeing

From sports and arts based rehabilitation courses to providing mobility aids and equipment, we're here to ensure every one of our serving and ex-serving personnel receives quality recovery and support.



# 2

## Employment Support and Financial Guidance

We can help the Armed Forces community cope with debt, accessing benefits, appeal for injury compensation, and set up a new home.





# 3

## Care and Independent Living

From providing dedicated care homes for older veterans to dementia care and in-home support for carers, we're here to help people live on through life.



# 4

## Local Community Connections

Through our network of members we offer home and hospital visits for members of the Armed Forces community experiencing social isolation, as well as bereavement support and telephone buddies.

We also offer support to the children of Service families to help them through moving home and changing schools due to family postings, and the absence of parents on deployment.

# 5

## Expert Guidance

Through face to face and telephone support our advisors can offer expert guidance on a range of issues including housing and independent inquests, as well as war pension and compensation scheme entitlements.



## Our partners

If we can't help, we also work closely with a network of partners who can. We provide funding to other organisations with a focus on employment and training, family support, homelessness, crisis outreach and supporting the elderly.

The size and focus of these projects vary, but they all have one thing in common...

...They provide much needed assistance to the Armed Forces community.



# 2024 in numbers

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in numbers



Our annual Remembrance Live Assembly was watched by **120,000** young people from across the UK



We saw more than **2,000** new supporters join our campaigning community, helping us to foster direct engagement with policymakers

We represented **733** beneficiaries at tribunals, resulting in £24.5 million in War Pensions awards



Our Benefits, Debt and Money Advice specialists supported **1,314** households, with financial outcomes of nearly £10 million achieved, a 29% increase from the previous year



**£41.9 million**

was raised through the 2023 Poppy Appeal. This compares to £39.3 million in 2022/23



**761** beneficiaries took part in our recovery courses and 64 competitors were selected to be part of Team UK at the Invictus Games 2025

Dunkirk Memorial House and Galanos House were rated Outstanding by the Care Quality Commission

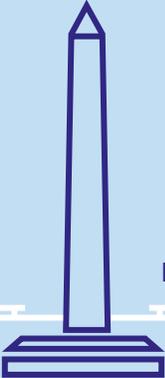


**£116.1 million**

was raised through fundraising and Poppy Appeal activity



To mark D-Day 80, we took **20** Normandy veterans to France and welcomed another **26** to the National Memorial Arboretum



An estimated **54,000** volunteers took part in our 2023 Poppy Appeal

We helped beneficiaries with 22,600 grants, totalling **£11.8 million**



We recruited **52,000** new regular supporters, 30% more than 2022/23, helping us to grow our longer-term, sustainable fundraising



Through our casework and specialist support services, we helped **22,507** households across 66 countries

# We are Campaigning



# We are Campaigning

The RBL works with politicians and officials at all levels to bring the principles of the Armed Forces Covenant to life, and to further the interests of the Armed Forces community.

Through our research and campaigning, we seek to inform welfare service providers and challenge myths about the Armed Forces community. We also raise the profile of issues affecting serving and ex-serving personnel and their families and seek to improve government policy.





Count Them In

## Making the census count

To campaign effectively for the Armed Forces community, we need to understand their demographics and needs, yet for many years there was no reliable national data. In response, we campaigned to add a question to Census 2021 (England & Wales) and 2022 (Scotland) asking whether respondents had previously Served in the UK Armed Forces.

However, Census data is collected only once a decade, and we know the profile and needs of the Armed Forces community are changing. That is why RBL is calling for the veteran question to be included again in Census 2031 across the UK, and embedded consistently in public service data and national surveys. This would ensure more timely, consistent insight into the size, demographics, and changing needs of the Armed Forces community – helping government, charities, and other funders and service providers plan and deliver effective, targeted support.

# We are Membership



# We are Membership

We are a community 180,000-strong.

Each member plays a vital role in supporting our charity. Members build relationships. They share experiences with like-minded people, and have a say in the way we run RBL by voting through the branch network.

But most importantly, they provide support to those that need it. From being at the end of a phone line and visiting in times of need, to holding Remembrance and local community events throughout the UK. All to help get the word out about the service we provide.



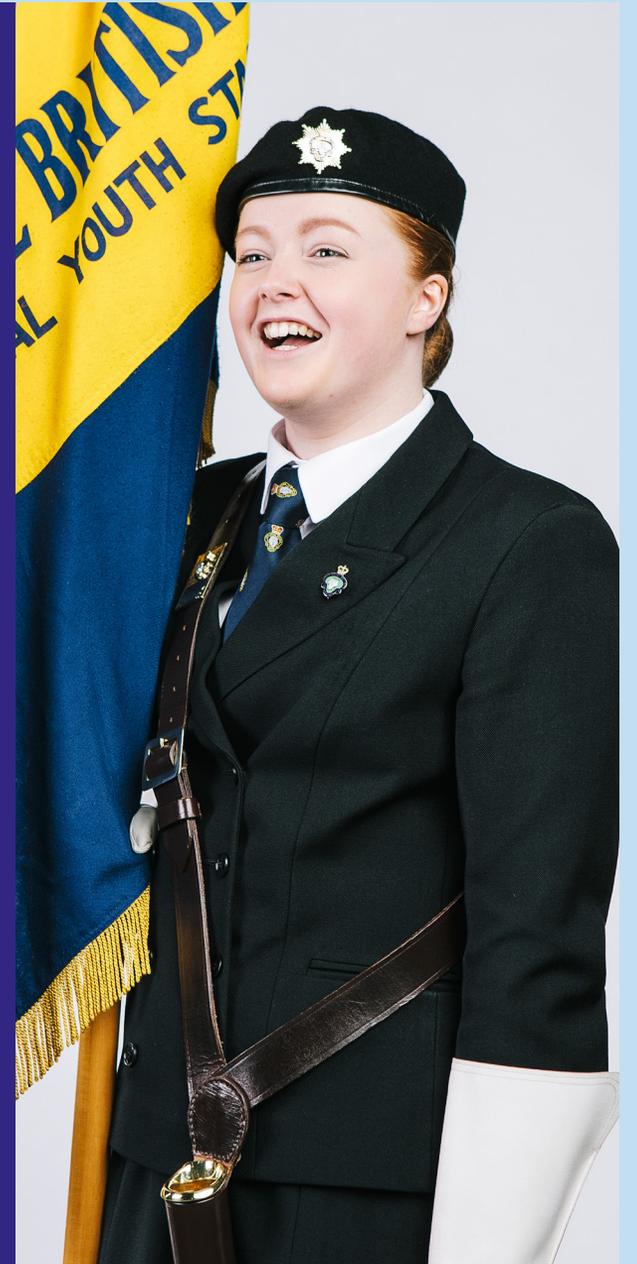
## Royal British Legion Member

# Ellie



“I love being a member of the Royal British Legion. I have had the chance to meet people from all over the UK, and become part of the Legion family and make friends.

I have grown up with the Legion being a big aspect of my life, and I am glad to be a member.”



# We are Volunteering



# We are Volunteering

We are an over 110,000 strong group of proud volunteers. Each volunteer gives their time and energy to support our charity in their own unique way.

You don't need to be a RBL member or have links to the Armed Forces community to volunteer with us, simply sign up and get going.





## Every contribution counts

Whether it's collecting for the Poppy Appeal or organising fundraising events – every contribution is most welcome.

We are  
Fundraising



# We are Fundraising

Getting involved in fundraising is easy. It doesn't matter how old our volunteers are, what skills they have, or where they're from. It's about rolling up your sleeves and taking part.

And whether it's the Poppy Appeal, a charity walk, bike rides, or even a pub quiz – each plays a part in helping us continue to raise money for our Armed Forces community.





## Corporate partners

In the financial year 2024-25 our corporate partners have helped raise over £4.3 million to support our Armed Forces community. They have also helped us reach new audiences and raise awareness of our vital work, especially during Poppy Appeal.

We work with a range of corporate partners across various sectors including People's Postcode Lottery, Cadent Gas, Premier League clubs (supported by MatchWornShirt) and major supermarkets such as Tesco and Sainsbury's. Each continue to support us in their own unique way.



Sainsbury's

# Poppy Walks

In November we host family friendly walks to lay a poppy tribute and mark Remembrance. These walks take place across the UK and help raise vital funds for our Armed Forces community while giving people the opportunity to walk and remember together.



# Pedal to Paris

Our Pedal to Paris challenge is a tough 284-mile ride through the beautiful English and French countryside.

It journeys into the very heart of Paris, and crosses the finish at the Arc de Triomphe.

But there's always a warm welcome, and a train waiting to take our cyclists home.



# Poppy Appeal

Our biggest fundraising campaign is held every year in November — the period of Remembrance.

We distribute our iconic paper poppies to raise vital funds to help the Armed Forces community.

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We are  
Remembrance



## We are Remembrance

The red poppy is our symbol of Remembrance and peace for a hopeful future, recognising the service and sacrifice of our Armed Forces community.

We ensure Remembrance is understood and available to all, and passed on to the next generation.





## From World War One to the present day

We honour the memory of all those who have died on active service to the Crown, whether their names are recorded on First World War memorials or on the Armed Forces Memorial at our National Memorial Arboretum, recognising all of the fallen since 1945.

We produce the Festival of Remembrance at the Royal Albert Hall and the march by veterans at the Cenotaph on Remembrance Sunday.

# Recognising all who have served

We commemorate important dates such as the Centenary of the First World War, conflicts in the Falklands, Iraq and Afghanistan, and a century of women's service in the Armed Forces.





# We are the Royal British Legion

We work hard to ensure we bring our purpose to life in everything we do.  
Whether it's Welfare, Campaigning, Membership, Volunteering, Fundraising or Remembrance.

Our plans are bold, but our inspiration is set at a high standard by all those  
who are part of our Armed Forces community.



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