

# Supporting Wounded Veterans Fundraising Handbook 2020



# CONTENTS

## PAGE

<b>3</b>	<b>Supporting Wounded Veterans</b>
<b>4</b>	<b>What Veterans Said</b>
<b>5</b>	<b>Fundraising</b>
<b>11</b>	<b>Things to watch out for (Legalities)</b>
<b>12</b>	<b>Social Media</b>
<b>12</b>	<b>How far will your money go?</b>
<b>13</b>	<b>Useful Links</b>
<b>15</b>	<b>Sample email Signature and Press Release</b>
<b>16</b>	<b>Gift Aid Form</b>

# Supporting Wounded Veterans

Supporting Wounded Veterans is a UK-based charity that helps medically discharged Veterans return to employment. Former military personnel, many of whom served in Iraq and Afghanistan, are supported through a specially designed ski-based rehabilitation week followed by pain management, mentoring, and employment programmes.

Supporting Wounded Veterans was founded in 2012 by Gilly Norton who was motivated having met Martin Hewitt following his expedition to North Pole with a group of injured Veterans. Gilly and her friends in the village of Klosters opened their doors to medically discharged Veterans and thus began the healing process.

The charity held its first Ski Week in 2013 when 18 Veterans were taken to Klosters (the first resort in Switzerland to really embrace disabled skiing) for seven days of 'Skihabilitation'. This is a process designed to help wounded Veterans regain their confidence, embark on the path to fitness, sustained wellbeing and then employment/occupation - 90% of the Skihabilitation Veterans who have worked with SWV are currently in employment/occupation.

Such was the success of the inaugural Ski Week, that they have been held annually ever since, involving 26 wounded Veterans each year who have then been supported by the Mentoring Programme, The Pain Resilience Programme, the Pain Management Programme, Referral to Mental Health and Therapeutic Support .



## What the Veterans said:

“You have allowed me to put some demons to bed and let me achieve a dream I NEVER thought might become a reality...” [2018 Veteran](#)

“I came off these slopes a different person, with a completely different frame of mind towards my own life and future.” [2018 Veteran](#)

“I have now taken up a new sport, in which I continue to push myself. This could only be achieved through SWV and the foundations built with the buddies. You are priceless.” [2018 Veteran](#)

“Since I got injured and told I had to leave the army, my whole world collapsed and as the time passed, I thought I wasn’t good enough to do anything again in the world, but my time in Klosters and all the people I had the pleasure of meeting really gave me my buzz back.” [2017 Veteran](#)

“Few gifts are more precious than helping someone restore their spirit, dignity and self-confidence.” [2016 Veteran](#)

“Never underestimate the impact just a little support will have on those around you” [2016 Veteran](#)





## Fundraising

Sign in or register with Just Giving (our nominated fundraising partner) at [www.justgiving.com/supportingwoundedveterans](http://www.justgiving.com/supportingwoundedveterans)

When creating your webpage, try to make it as engaging and personal as possible - write your own message rather than using the standard text and add your own photos!

You may want to include: *why* you are supporting the charity, *why* it is important to you personally, *what* you are planning to do to raise funds, and a bit about what you expect from the Ski Challenge itself. Remind people that it may be mentally as well as physically challenging and is not a 'holiday'; you are there to participate in an event that supports the veterans and plays a crucial part of their journey to recover and return to meaningful employment.

Then spread the word. Sending your link via email is a great way to start, but fundraising requests are often ignored so don't be afraid to send another email reminder. Add it to the bottom of your email signature – it is easy to do and you never know who might just donate.

Consider the timing of your fundraising requests e.g. avoid Christmas and maybe time it for payday!

Add your link to any Social Media platform you may use. It's a great way to keep you top of mind with your friends and can be regularly updated with new pictures or different text each time you post. You can always ask your friends to share your link amongst their friends too.

It is important to remember to thank your donors and keep them updated with your progress. You are representing the charity and every donation is an opportunity for us all to show our gratitude and forge links with new supporters.

### Offline donations

If you receive an offline donation or funds for a fundraising event, it is possible to add those numbers to your fundraising page so that everyone can see exactly how much you have raised.

On your Just-giving page, simply click the edit page button and click on the off-line donation, this allows you to capture the amounts raised other than through Just-giving.

Cheques can also be accepted and are payable to “Supporting Wounded Veterans” and can be posted to Lily Bailey C/O Supporting Wounded Veterans 38 Connaught Square, London W2 2HL

(Please add Cheque amounts to the Offline donations on Just Giving)

Your offline donations may be eligible for Gift Aid, which provides an additional 25% for SWV. A Gift Aid form is easy to fill out and feels a bit like free money! (be careful that Gift Aid cannot be claimed for auctions or raffles)

The SWV Gift Aid form – can be found at the bottom of this document.

## Thanks

Be sure to thank any company/ individual who helps and let them know how you are getting on.

## Corporate fundraising

Many companies (not just your own) have budgets for charitable causes. Often it is a case of “if you don’t ask, you don’t get” and you will be amazed how many people are willing to help.

Matched funding – many corporates will match your fundraising as part of their corporate social responsibility initiatives. This is an easy way to double your fundraising efforts so check with your HR department or any other companies with whom you have a close relationship.

## Supporting the charity as well as supporting the individual.

It goes without saying that a lot of people want to support friends/families/colleagues, almost regardless of what they are doing or who it is for, but the fundraising is also an amazing way of raising awareness of the charity and the challenges faced by the veterans.

Often leading with “why I am doing this”, will get people engaged in the process and want to help

## Letter of Authority

SWV can provide you a letter (on headed paper) that sets out that you are doing the fundraising on behalf of the charity. This is important as it makes it official and removes the risk of them handing out things to people for their own benefit!

## The Pitch

The key is to be able to articulate what the charity does and how it helps the veterans.

Understandably, there are countless good charities needing help with fundraising, so it is important to try to raise the important points that will resonate with the individual or company.

Like with a CV, letters or conversations should be interesting and try to stand out, and try to touch a nerve with the audience, so it is not “just another begging letter”.

You may need to tailor, the pitch to the audience. For some the idea of supporting people to go skiing may seem like they are supporting a luxury break; so for some it may be an idea to concentrate the explanation of the charity on who it benefits, the process of rehabilitation and the end goal of getting the veterans back into employment.

### Types of events (Most of these can be done Online!)

Quiz Nights (these are incredibly popular), Raffles, Safari suppers etc... Your only limit is your imagination.

Bingo- Very easy and fun for everyone.

Auctions, Car boot sales, Concerts, Fun runs (and not so “Fun” runs!) Hiking or Biking challenges (how about a tandem?)

### Veteran engagement

Obviously, people are coming along to have fun, but they are also there to support the charity, and being able to give context to the charity and why it is so important should be a key part to it.

Have a veteran along on the night and giving a quick chat about the charity and their specific experience, gives an important insight so people can understand why they are putting their hands into their pockets.

### Prizes

Prizes are a great way to encourage people to get involved. Collating these takes persistence and a strong will but is quite addictive when you get into it.

Assess what/who you are going to target and make a spreadsheet so that you can monitor progress.

Companies often have to refer charitable requests to head office so need to be chased often (but not harassed).

It is often easier for companies to give services rather than actual products, or money off vouchers.

### In-person or by mail.

In-person requests are much harder to ignore. Obviously, they require persistence and a strong will, but it can be a great way to explain in as much detail as is appropriate about the charity.

The key to in-person requests is to make sure you are speaking to the decision maker. Always ask to speak to the manager, (especially if the place is independent), as usually they will have the power to make a decision.

Chains will often say that it needs to be referred to head office, which usually means there is a delay in getting an answer, however, be persistent and follow up often and they may come through.

Mail shots can be effective but need to be directed to the correct person as generic mail shots are usually ignored. Often calling to a company to find the name of the right person will mean the email/letter does not end up in the bin.

Having a template email/ letter that can be tailored to the specific recipient will mean you don't have to rewrite it every time.

## Knowing what you want

Simply asking for charitable support often leads to a quick "I'd love to help, but..." Therefore, it is best to have an idea what you want out of the conversation/ email beforehand.

EG. After explaining about the charity, ending with "it would be amazing if you could support the charity with a voucher for a free manicure".

## Big Prizes

Ask! You will be amazed how many people will help.

Some prizes need to be handled carefully to maximize revenue

Auctions are a natural candidate, however if the profile of the attendees does not fit big spenders, then raffling a big item can be a really good way to get people involved.

*"Someone very kindly offered me a week in their ski apartment. On the face of it an auction seemed like the best option, however I was not running any events with big spenders coming, so the max I might have got from an auction might have been £1,000.*

*Instead, as I work in a marketplace with loads of people, I had some raffle tickets printed and charged a £5 a ticket. "A fiver to win a ski apartment for a week!" People jumped at it. I ended up selling £3,000 worth of tickets"*

Accommodation - A great big prize is a break in a house. If you know someone with a property that they rent out, then it may be willing to gift a few days or a week in that location for the benefit of the charity.

Boutique hotels can often be generous and offer a night or two.

Golf courses- Most courses are very receptive to giving a free fourball, these can get a high price at auction

## Smaller prizes

Some events call for spot prizes or smaller raffle prizes stocking up on prizes can mean more people can walk away winners (as well as having helped the charity)

Loyalty cards which have stamps per visit are good, as it is very easy for a company to give you a few fully stamped cards, e.g. coffee shops.

Money off vouchers/discount vouchers- These work well as they guarantee that the winner spends money in their establishment, thereby raising profile.

Other examples are:

Spa: treatments, e.g. nails, massages etc.

Bike shops: Bike services

Food shops e.g. Leon, Pret, may offer an arrangement of "Eat free lunch for a week"

Golf shops- Free golf lessons

## Logos and sponsorship

Companies like to be associated with charitable causes, so it can be helpful to suggest that if they support, their logo will be included on flyers and other literature.

## When?

Get cracking now! Event planning can be time-critical, find a date with no other important distractions such as the World Cup or the final episode of Love Island. January can also be a bad time given how many people give up alcohol, additionally most people are still smarting from Christmas expenditures.

Additionally, be conscious of other large charity events e.g. the London Marathon, so get in there early!

## Where?

Anywhere! Using your home, workplace, the local pub, your community centre, or church hall are all good options. The owners of some venues will not charge you a hire fee for charity events, so it is well worth investigating this before making your choice!

## How?

Spread the workload by getting a team together if you need help - it's also more fun that way! If you can make sure that everyone has a specific job, the organisation will be far easier. Set yourself a realistic budget and make sure you stick to it - the overall success of the event will depend on how vigilantly you manage your costs.

It is important to work how much profit you are hoping to make on the night and work backwards from that budget.

E.g. hoping to make £20 profit from every attendee (other than raffles/auctions), whilst charging £30, then £10 budget can be spent per person. Spend it wisely and every

guest can drink and be fed “for free” all night and have a good time supporting the charity.

## Who?

Invite everyone you know from friends, family, work colleagues, members of your sports clubs, community group and so on. Sell tickets in advance so you know how many people will come. Use Social media to both invite people and create an Event. Websites such as Paperless post or Eventbrite don't charge for tickets to free events.

## Promoting your Event

You may find that your local press or radio will offer some support. It can be a fantastic way to raise awareness of your event, recruit participants and fundraise too. There is a sample press release in the Appendices at the end of this document (cut and paste into a press release rather than as an attachment). If you choose to go down this route, it is important that when you talk to local media you have all the correct facts readily available.

## IZETTLE (or similar card readers)

These are an incredibly powerful fundraising tool.

They allow card payments (chip and pin or by contactless) to be taken instantly.

Contact us about how to set up your account.

These are also particularly useful for raffles at events, as the excuse of “I don't have any cash” simply does not apply and therefore more people can get involved.

Auction items can also be paid for immediately and before people who have shown a bit of drunken bravado can change their mind!

# Things to watch out for

To make sure that your event runs well make sure you know exactly what the law says you can and cannot do. This is by no means an exhaustive list, but here are some examples:

## Licenses

For street collections, an adult must accompany anyone under the age of 16 when collecting in the street. To do this, you need a license from your local authority. More information at: <https://www.gov.uk/street-collection-licence>

## Raffles and Lotteries

Some raffles and lotteries require a permit. More information at: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Alcohol

If you are planning to sell alcohol at a public event, you should first check that the venue is licensed and, if appropriate, contact your local authority to find out about getting a temporary license. More information can be found:

<https://www.gov.uk/government/collections/alcohol-licensing-temporary-events-notice>

## Health and Safety

- 1) It's a good idea to do a risk assessment for health and safety hazards, if appropriate.
- 2) Check what type of public liability insurance the owner or operator of your venue has, and whether it covers the owner's liability risks.
- 3) Ensure that there is wheelchair access.
- 4) If appropriate, check the first aid provision, fire equipment, and emergency evacuation procedure.

If you require clarification on any issues regarding Health and Safety, please contact Zizi Mason [zizi@supportingwoundedveterans.com](mailto:zizi@supportingwoundedveterans.com)

## Food and Drink

For food hygiene regulations, Take a look at: [www.food.gov.uk](http://www.food.gov.uk)

# Social Media

Social Media is an incredibly powerful marketing tool literally at your fingertips. Please encourage your friends to share your page with others who will be interested to hear what you are doing. Use your social media platforms to communicate your progress and achievements and keep your supporters up to date with your fundraising endeavours. Don't forget to tag us in!

- Friend us on Facebook. Use your own Facebook page to tell your friends what you are doing and post updates on your progress. Don't forget to always include a link to your Just Giving page. Encourage your friends to share your link, helping to drive awareness as well as additional sponsorship.
- Send out regular Tweets, engage your friends on your fundraising journey. Let us know you are by using the hashtag #Supportingwoundedveterans
- Use Instagram! Post any photos you may have of your training, make use of Insta Stories to drive further engagement.
- And don't forget Snapchat too.



## How Far Will Your Money Go?

Many people like to know how their donations are spent, and the real value of their charitable giving. It's worth knowing these numbers – people will ask you! Mentoring a Veteran costs **£1,000** per year, as does our Occupation, Training and Employment Programme. Here is an idea of the value of contributions:

**£25** - is a valuable contribution towards SWV's Veteran assistance costs.

**£80** - helps fund one month of the mentoring programme for a Veteran (covering travel costs to meet their mentor). Such support can take many forms, from the building of business plans and instigating lifestyle routines, to seeking the right professional or medical advice or creating an achievable 'get back to life' plan.

**£100** – pays for airport transfers to and from Ski Week or, alternatively, mountain lunches for the Ski Week

**£150** – pays for one Veteran's flight to the Ski Week, or alternatively, the approximate cost of 3 Veterans attending training/workshops/interviews.

**£200** – Pays for the hire of specialist adaptive skiing equipment (sit ski and outriggers) during the Ski week.

**£250** - pays for one Veteran's subsistence and travel to attend the residential part of the Pain Management Programme.

**£770** – covers the cost of one Ski Buddy through the Ski Week (Accommodation is kindly donated by our generous local supporters).

**£930** - helps to pay for ongoing assisting of a Veteran into sustainable employment. This entails everything the Veteran requires to help them identify and find the right opportunity, job seeking, CV writing and interview guidance, to the point of job-start and beyond.

**£14,200** - the total cost per veteran to cover Ski Week and the ongoing programme of mentoring, pain management and employment advice

# Useful Links

24<sup>th</sup> January 2013, *The Mirror*, 'From battlefield to Swiss Alps: How British war Veterans are using skiing to readapt to civilian life'

<http://www.mirror.co.uk/lifestyle/travel/europe-short-haul/skiing-with-heroeshow-british-war-1553530>

- This is one of the first articles on Supporting Wounded Veterans, written before the first Ski Week in Klosters. It tells the story of Martin Hewitt, who is now an ambassador for the Charity.

18<sup>th</sup> December 2013, *Christie's*, 'An interview with Gilly Norton'

<http://www.christies.com/features/interview-with-gilly-norton-4295-1.aspx>

- This provides a brief insight into why Gilly Norton decided to found the charity.

12<sup>th</sup> May 2014, *Ski Club of Great Britain*, 'Buddy Up'

<http://www.skiclub.co.uk/skiclub/news/story.aspx?storyID=9176#.VjOIX4Q0dUQ>

- Written by Pete Thompson, a buddy on the 2014 Ski Week, this article recounts his experiences, and those of the Veteran with whom he skied – Richard Ward.

9<sup>th</sup> September 2014, *The Daily Mail*, 'Hope for heroes: We meet the forces Veterans whose lives have been transformed by the charity Skiing with Heroes'

<http://www.dailymail.co.uk/home/you/article-2825194/Hope-heroes-meetforces-Veterans-lives-transformed-charity-Skiing-Heroes.html>

- This is by far the most extensive article written about Supporting Wounded Veterans, and gives a fantastic description of the charity, its work, and those it helps.

6<sup>th</sup> February 2015, *The Telegraph*, "Royal Marine's Liverpool FC Tattoo...." – a very personal account from one of our amputee Veterans

<http://www.telegraph.co.uk/news/uknews/defence/11394618/Royal-Marines-Liverpool-FC-tattoo-reads-Youll-Never-Walk-after-amputation.html>

26<sup>th</sup> February 2017, *The Guardian*, 'Military wives demand action on psychological wounds of war', concerns Veterans with severe and complex PTSD and the lack of available treatment, for which SWV is raising funds to address.

<https://www.theguardian.com/uk-news/2017/feb/26/military-wives-ptsd-mentalhealth-speak-out-raise-awareness>

9<sup>th</sup> October 2018, *Yachts and Yachting.com*, Interview with the SWV Ocean Challenge boat crew that won the MS Amlin Seamanship Award in the Round the Island Race July 2018.

<https://www.yachtsandyachting.com/news/210890/Competing-through-adversity>

## VIDEOS

Sounds of Trauma – how PTSD can be triggered by everyday sounds

<https://www.youtube.com/watch?v=bgpRw92d1MA>

30<sup>th</sup> March 2015, *ForcesTV*, 'Skihabilitation in the Swiss Alps'

<http://forces.tv/96235674>

25<sup>th</sup> April 2013, *YouTube*, 'Skiing with Heroes, Narrated by Julian Fellowes'

<https://www.youtube.com/watch?v=zNDsxBWLaaA>

10<sup>th</sup> March 2014, *YouTube*, 'What is Skiing with Heroes?'

<https://www.youtube.com/watch?v=CHAFpjOpFoA>

## FACEBOOK

<https://www.facebook.com/supportingwoundedveterans/>

## TWITTER

[@swvofficial](https://twitter.com/swvofficial)

# Sample Email Signature

## Sample Email Signature

In March 2021, I shall be supporting medically discharged Veterans with the charity Supporting Wound Veterans which provides these brave men and women with purpose, mental & physical rehabilitation and an opportunity to get back into mainstream life and employment/occupation. Currently an incredible 90%\* of the charity's 'Sporthabilitation' beneficiaries are engaged in employment/occupation (\*August 2020 figure).

Please help me support this amazing charity by donating at [www.justgiving.com/yourname](http://www.justgiving.com/yourname)

## Sample Press Release

On 4<sup>th</sup> March 2021 [your name] will travel to the Swiss resort of Klosters to compete in the SWV Ski Challenge which combines supporting the rehabilitation of medically discharged Veterans back into employment with a fun, adrenaline-fueled weekend in Switzerland. It gives SWV Veterans an unparalleled opportunity to meet members of the business community, understand more about the corporate world, share their experiences, and is a critical part of SWV's annual fundraising. Participants compete with and against our Veterans, and the challenge is designed to ensure that able-bodied and disabled skiers compete on equal terms.

The purpose of Fundraising for SWV is to help medically discharged Wounded Veterans back into meaningful civilian life and employment – many SWV Veterans have been told they will never be able to work again. SWV's key programmes that address the physical and mental needs of the Veterans are:

“Sporthabilitation”

Mentoring

Pain Resilience and Management (including Pain Medication Review)

Signposting to Mental Health Support and Therapy

Occupation, Training and Employment

This is the minimum of a year long programme, the end goal being to ensure that the veteran returns to satisfying employment/occupation, currently 90% of veterans that have started their journey with Sporthabilitation are gainfully employed/occupied.

## Gift Aid Form

### Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Gift Aid Declaration: *I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to Supporting Wounded Veterans/Skiing with Heroes*  
*I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.*

Your Full name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Email address: \_\_\_\_\_

Donation amount: \_\_\_\_\_

I WISH THIS DONATION TO BE TREATED AS GIFT AID  
(in order to Gift Aid your donation, you must tick the box):

IF YOU WOULD LIKE TO HEAR OUR LATEST EVENTS NEWS  
PLEASE TICK HERE (your email will not be passed on to any  
third party):

Print name \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Please notify the charity if you want to cancel this declaration, change your name or home address and/or no longer pay sufficient tax on your income and/or capital gains. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

**Please send all donations, with this Gift Aid form to:**  
**Supporting Wounded Veterans, 38 Connaught Square, London, W2 2HL**  
**WE THANK YOU SO MUCH FOR YOUR KIND SUPPORT**