Welcome and Thank You!

Welcome to the December edition of the Poppy Appeal Organisers Newsletter.

I would like to start by sharing with you the end of financial year total – 30th September 2017

***£770,380.43***

I am very pleased to say that this is a fantastic record breaking total for Suffolk. The new financial year embarked on the 1st October 2017 with our County collections, over Remembrance Day, taking place from the 28th October 2017. Some of you conducted launches around the County – more about these in this Newsletter. I conducted the Suffolk Poppy Appeal launch in Felixstowe this year, together with the Felixstowe PAO’s – Dawn and Steven Kemp. In addition, the Mayor of Felixstowe, Cllr Nick Barber and the Deputy Lieutenant Mrs Gulshan Kaymbe also took part in the proceedings. Maritime Transport attended, one of our corporate supporters, to kick start the Felixstowe Poppy Appeal with a generous donation of £11,000 for 1100 lorry poppies which the trucks proudly displayed. The parade comprised of the Salvation Army leading the procession followed by cadet’s forces representing each force, standard bearers, the RBL Riders, a tank and a world war 2 vehicle. It was a bitterly cold morning, however, it didn’t stop the local people supporting the event and to finish the proceedings, the talented James piped a few pieces from his trusty bagpipes.

The Suffolk total so far, for 2017/18 is

***£550,448.20***

Thank you to everyone who has worked so hard and helped Suffolk to achieve this total so far. Without the dedication of yourselves, your volunteers and other fundraisers, this Suffolk total would not be possible and will make such a difference to so many lives in our Armed Forces Community including families and Veterans.

Poppy Appeal 2017/18

Just a few reminders with the new Poppy Appeal year ahead of us:

* **IMPORTANT** - It is imperative that the SOA (Statement of Accounts) are filled in and returned by the date, set in December, by Aylesford. As a charity we are legally obliged to send returns to the Local Councils informing them of certain information. If this information is not forth coming it could mean that Street Permits may be withheld. This information (SOA) is also a requirement of the auditors who come in January. Every year they randomly select a cross section of areas and PAO’s Statement of Accounts to audit.

If you need any help contact me and I will be happy to come and help.

Aylesford and I, had spent a lot of time chasing PAOs for these forms and banking of monies last year so please ensure these are completed and returned to Aylesford, if not completed already, as soon as possible. Your co-operation is appreciated.

* **IMPORTANT** – You should have received a letter from Shane Crowhurst, the Head of Poppy Appeal, with regards to the issues and problems experienced leading up to and during Poppy Appeal – If you have not received such a letter, please contact me.

* As your Community Fundraiser for Suffolk, it is important that I am kept informed of any changes ie passing on areas, stepping down from the post, change of circumstances, contact detail changes and any questions or queries.

Vanessa Dean, who was our RA, left Poppy Appeal on the 10th November, however, has not completely left the organisation, but has transferred internally to the Grants Department. I am very grateful to Vanessa for all her support and hard work to support Suffolk and all the PAO’s during her tenure. Lynn Thomas-King is
New PAO’s

There is a new application process for new PAO’s. They must read the PAO Handbook, which I will send to them either a hard copy or electronic copy. At the time of application, a passport photo will be required and the incoming signature of the PAO, then the CFR signature before their application can be processed at Aylesford.

If you are considering stepping down as the Honorary Organiser, there is a process to follow. Firstly, advertise in your local newsletter or promote by means of a poster on a local community noticeboard or an editorial in a Church newsletter. If, by these means, you find a replacement, then write your letter of resignation and send to Aylesford together with an email to me with your intention and the details of your successor, including an email address. Then the forementioned application process takes place.

ID Cards

Existing PAO’s, DPAO’s and JPAO’s - If you have not applied for your ID Card, please send me a passport sized photo or email a photo to me and I will complete the form and send to Aylesford. Please note Photo ID cards are for PAO’s, JPAO’s and their Deputies only.

Change of Fundraising Regulators logo

If this was overlooked this Poppy Appeal, or at the time of ordering, Aylesford had run out of the updated labels, it is imperative that the collection pots and poppy boxes display the Fundraising Regulators logo which changed this year. If you are registered to the ‘Online Ordering’ portal, please take a look to see if the pot and box labels are available to order now.

Below is the new refurbishment sticker for Poppy Appeal collection pots.

Below is the new refurbishment sticker for Poppy Appeal Trays.

ONLY replace if the old logo is displayed

The Silent Soldier Campaign 2018

As we prepare for the commemoration of the 100 years of the end of World War One, Royal British Legion “Silent Soldier” concept marks the sacrifice of those who fell in the four war years leading up to the Armistice in November 1918. Commemorative events will be held across the United Kingdom during 2018, 100 years after the end of the First World War, and you may wish to join Suffolk RBL Poppy Appeal in remembering those who lost life and limb all those years ago.

Nearly 1.1 million British and Empire service men and women were killed during the First World War before the guns finally fell silent on Armistice Day 11 November 1918 and Suffolk RBL Poppy Appeal is keen to ensure that we in the County pay respects to those who gave so much. Suffolk RBL Poppy Appeal
is inviting companies and RBL Branches to sponsor the SILENT SOLDIER. Silent Soldiers will appear across the Suffolk area as we commemorate the end of WW1. They will appear on buildings, and in gardens, fields, roundabouts and many other places. Companies, and individuals, can join the Nation in remembrance by displaying a Silent Soldier. The donation for each of these is £250 to businesses and £100 to RBL Branches. The Silent Soldier complies with all regulations and is robust and weather resistant. Suffolk RBL Poppy Appeal is sure that communities will come together in all sorts of different ways to consider and remember the huge sacrifice that so many people made during those war years. The Silent Soldier will be Suffolk's tribute – it references those who came home "silently". The Silent Soldier can be fixed to buildings and walls or stand upright, fixed to posts. Further information can be obtained from me and I can provide the relevant information if anyone wishes to pass this on to an interested party.

The Royal British Legion Pub Quiz

Several pubs took part in the Royal British Legion Pub Quiz, in Suffolk, as well as local community groups and helped to raise money for the Poppy Appeal. I have received positive feedback about the quiz resulting in those who signed up for the event wanting to know if it will be available again. . . . this will depend on how much was raised overall. Once the results are complete, we will hear if this will be offered again.

Launches and Fundraising in Suffolk

Here are just a few pictures of the Poppy Appeal Launches that took place around Suffolk . . .

Mildenhall PAO’s Poppy Appeal Launch in Sainsburys, Mildenhall.

Suffolk and Felixstowe Poppy Appeal Launch together with the Mayor of Felixstowe, Deputy Lieutenant, Maritime Transport, Dawn and Stephen Kemp

Sudbury RBL Collectors

Final word . . .

It remains for me to say, a VERY MERRY CHRISTMAS, wherever you are and what ever you are doing and a HAPPY NEW YEAR . . . next year will be a busy time for the Royal British Legion as we enter the Centenary of the end of WW1..

REMEMBER, WHY WE DO WHAT WE DO - FOR OUR SERVICE COMMUNITY . . .
CONTACTLESS DEVICE TRIALS

2017 paved the way for a new use of contactless devices on a larger scale than ever before. Working alongside Lloyds and Mercantile Credit this process began with an idea taken all the way to fruition with the production of 200 devices to trial beginning with the 2017 Poppy Appeal. We wanted to be able to offer our supporters ever more ways of donating and so placed these in a number of outlets from shopping centres and supermarkets to reception areas at Pop In Centres. The concept captured the imagination of the general public with the launch of the devices appearing in the national media and the outlay more than proved its worth with over £68,000 raised on a simple tap and pay device. Over 19,000 individual transactions took place with the largest amount raised in Cobham Services at £3,124. The average donation was £3.53 and the most popular donation £5.

I would like to thank everyone who assisted in making this a success, for your feedback, enthusiasm and passion in supporting the Poppy Appeal with this new venture. Further details will follow early next year regarding using contactless devices; so please wait to hear from us when we can update you on how, should you wish to, volunteer to take part throughout the year.

Thank you again!
SHANE CROWHURST
Head of Poppy Appeal

We’ve had an amazing response to The Royal British Legion Pub Quiz, with almost 3000 Pub Quiz hosts signed up! Thank you for your help and hard work in getting people involved (and thank you to those who have hosted a quiz yourselves). We know that the Poppy Appeal is such a busy period for you, so we are extra grateful.

To round off the campaign, we need your help once more. If there has been a Pub Quiz in your district that you have banked in your Poppy Appeal account, please fill in the F6 section of your Statement of Accounts to tell us know much money has been raised. Please also let your Community Fundraiser know the details from each quiz so they can help us track the income. It’s really important that we do this so we can prove that Pub Quiz was a success - then we will be able to continue to provide you with this fantastic fundraiser again to help you raise money to support the Armed Forces community.

London to Ypres Bike Ride

Do you love history and cycling? If so this is definitely for you! London to Ypres is the Legion’s newest multi-day bike ride. The route takes you from London to Calais, followed by a scenic ride down the coast to Abbeville. Day three you will visit lots of historical sites, including Thiepval and this day will finish up in Arras. The final leg will take you north to Ypres where you will finish at the Mennin Gate with a wreath laying ceremony followed by a transfer to Lille for a celebration dinner. The final day you can rest your legs and explore the beautiful city of Lille followed by the Eurostar back to London.

We have a dedicated historian enroute, rolling road closures in France and Belgium, motorbike outriders, pro mechanical support, massage therapists, ride captains and our very own Legion support crew. We’re offering £50 off the registration fee for PAO’s and their friends and family use the discount code PAO50, if you are interested in the ride give us a call on 0203 207 2273.