

YOUR FUNDRAISING GUIDE

HELP for
HEROES
SUPPORT FOR OUR WOUNDED

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WELCOME

to your Fundraising Guide

Thank you for choosing to fundraise for us. Your support gives wounded veterans and their families the support they deserve.

Right now, they need your support more than ever.

With most of our fundraising activities and events cancelled, our income has fallen since the start of the pandemic. At the same time, we've seen a 50 per cent increase in the number of veterans struggling with their mental health.

Every penny you raise makes a real difference to veterans and those still serving, helping them to recover and get on with their lives.

This guide will kickstart your fundraising journey, but if you have any questions please don't hesitate to get in touch.



how

YOUR MONEY

helps

1

HOW YOUR MONEY HELPS

Every penny you raise matters. Whether you run a collection or organise a quiz evening, your money directly helps our heroes and their loved ones.

"Help for Heroes really has helped me get through this pandemic and I know that is possible because of the public's support. I am so grateful."

Simon Nicholson, veteran

We offer physical, psychological, financial and welfare support for as long as it is needed. Whether you raise £5 or £500, your donation will make a real difference.



Here are a few ways your fundraising could help our wounded veterans and their families:

£12

Helps us organise a virtual meet up and gives veterans support, camaraderie and a listening ear.

£24

Pays for a veteran to have a chat with a member of our Welfare Team and get advice on issues like health, housing and their finances.

£52

Supports a veteran struggling with their mental health by providing a one-hour consultation with a member of our Hidden Wounds Team.

£100

Pays for eight veterans to begin their recovery journeys by enrolling in our Recovery College.

how

YOUR MONEY

helps

1

By fundraising with us you'll be helping veterans like Simon, whose Post-Traumatic Stress Disorder (PTSD) began to worsen when the pandemic hit. Thanks to your support, our Grants Team, who offer financial support to veterans to ease the distress caused by injury or illness, were able to quickly fund a solution which has had a big impact on his wellbeing.

Simon's story

Before lockdown, Simon had been visiting our Catterick recovery centre and learning to manage his symptoms. But as the lockdown took hold, his mental health took a downward turn.

Simon's panic attacks, which he'd suffered with since having a breakdown five years ago, got worse. Some, he says, were triggered by watching people panic buying in supermarkets.

"I would sit in my car too scared to get out and my daughter would have to go in instead. Some days I'd stay inside the house and I wouldn't even get washed or dressed. I know it was hurting my wife to see me like that."

On top of his mental health struggles, Simon was also having to manage pain in his back, after a planned procedure to ease the agony caused by two slipped discs was cancelled.

Simon told us that, at first, he "didn't feel worthy" of asking for help during the lockdown. But we're glad he did, and with our recovery centres closed we immediately looked for another way we could help, knowing that being able to keep on top of his PTSD symptoms was vital both for him and for his family.

He told us that photography always helped relax and distract him whenever he felt anxious or low, and that he'd often head out on walks to take pictures of wildlife using his mobile phone. And so our Grants Team organised funding for a proper camera.



"The camera gave me a reason to be outdoors which has helped my mental health hugely. Without it, I'd have stayed locked inside and my anxiety levels would be through the roof."

"Help for Heroes really has helped me get through this pandemic and I know that is possible because of the public's support. I am so grateful."

For more information visit h4hweb.com/news20 and h4hweb.com/seethedifference

FUNDRAISING 2

is easy and rewarding

Our fundraisers really go the extra mile in support of our wounded. Here's what a few of them have been up to. We can't wait for you to join them.

FOUR SIMPLE STEPS

1
Choose how
you want to
raise money

2
Plan your
fundraiser;
set a date
and target

3
Have fun
fundraising!

4
Pay in your
donations,
celebrate your
achievement

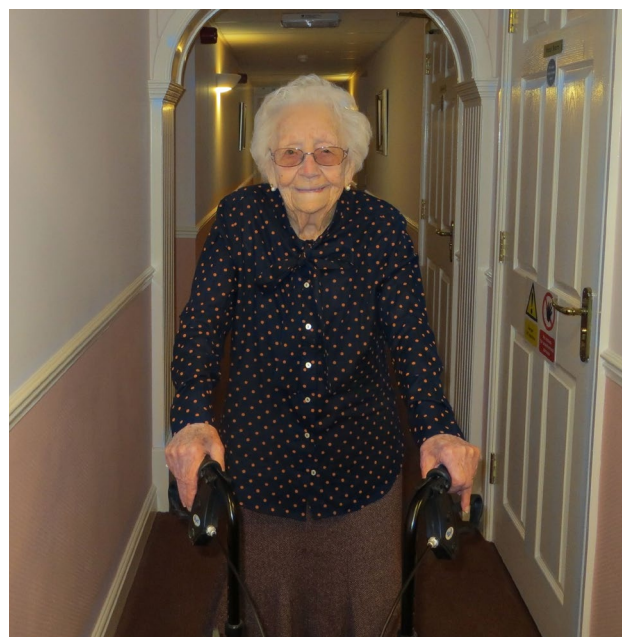
Lily's story

Superstar fundraiser, Lily Barnett, completed her epic personal challenge in support of our wounded at 97 years young! Lily, from Lee-on-the-Solent, embarked on a 30-day 'marathon' by walking the corridor of her apartment block – 70 metres, six times a day – for a whole month using her walking frame.

Lily, who suffers from Parkinson's disease and diabetes and has had a hip replacement, let none of that stop her in her quest to complete her challenge. In the few months before starting it, Lily had also fallen twice, breaking her hip and humerus bone, so walking itself was a great challenge.

The idea came about after a chat with her granddaughter, Alex Barnes, who had noticed that her grandma was getting depressed as a result of her injuries and illnesses which were making it hard for her to get up and out.

Alex came up with the idea of a walking fundraiser, having been inspired by Captain Tom Moore's 2020 charity walk. The idea of 'Lily's Marathon' took off and throughout her challenge, neighbours kept their doors open to cheer her on as she went past.



"I'm so proud of what my wonderful Nana has done to both support our veterans and to overcome her own walking challenges. She never gives up and is an inspiration to us all."

FUNDRAISING 2

inspiration

Eddie and Lewis's story

Father and son team, Eddie and Lewis Coleman from Essex, took part in our Step2It challenge, each pledging to do 10,000 steps (seven miles) a day for 30 days. Because they're both sporty and fit, they decided to maximise the challenge by doing a long-distance run each day, rather than walking it. At the end they'd run 210 miles or the equivalent of two marathons each week!

16-year-old Lewis was particularly keen to raise funds for Help for Heroes as, with an interest in engineering, he is now pursuing a career in the Royal Navy. Both Lewis and his dad, Eddie, have also known many ex-servicemen and women through family and friends.

Talking about the challenge, Eddie says: "I wanted us to experience a challenge where we could support each other through it, making our relationship as father and son even stronger than it already is. We looked through various challenges together and we both decided that Step2It was the one for us!"

The pair worked their runs around Eddie's shifts working as a Police officer and Lewis's job at a summer sport camp. Despite this, father and son kept on running: "What was great was that, because we did this together, we motivated each other. Running with Lewis made it a really enjoyable and special experience", explains Eddie.



"Our family has always supported the Charity and I realised that it's more important now than ever, with the pandemic, to raise funds to help wounded veterans. Also, if I'm successful in my career, one day I may need help from the very same charity so I wanted to be able to pay it forward".

FUNDRAISING 2

ideas

TOP TIP

Set up a JustGiving page and ask those taking part to donate online. See page 14 to get started with Just Giving.

Hold an Afternoon Tea Party or Coffee Morning

Everybody loves a piece of cake and our nation is famous for elevenses and afternoon tea. Why not host a virtual tea party or coffee morning? Or get together safely in the garden with friends and family? You can raise money by asking guests to donate the cost of their cuppa and treats. Or you could run a 'guess the weight of the cake' competition and put a donation box in a prominent place to boost your fundraising.

Take a look at our Bake for Heroes fundraiser on page 12 for even more ideas.

h4hweb.com/bakeforheroes



Get Quizzical

Host an online quiz and invite participants to donate. There are lots of ways to make your quiz a bit different. Make it fancy dress and award extra points for the best dressed. Or include a photo round, such as 'guess how old I am in this picture' or 'where was this photo taken'? There are many ready-made quizzes online so you can do your own thing – or you can use our very own Big Hero Quiz, which you can find out more about on our Fundraising Tools webpage h4hweb.com/fundraisingideas

You could even boost your fundraising by introducing fines for unsporting behaviour, or for the team with the lowest score.



Dress Up Day

Persuade your colleagues to have a dress up day at work. Ask them to make a suggested donation of £2, with a prize for the best fancy dress. Whether you're working in the office or from home, this is a fun way to feel connected and break up the week. After all, who doesn't want to see their boss turn up in the office or pop up on screen in full costume?

**PLEASE SEE
PAGE 19 FOR SAFE
FUNDRAISING
GUIDELINES**
– your safety is
important to us

FUNDRAISING 2

ideas



Give Up and Give Back

We all have bad habits, and some may have got worse during lockdown. Could you go without something you love for a month or two? This might be chocolate, alcohol, meat, crisps... anything. Why not set up an online giving page and ask your friends, family and colleagues to sponsor you? Or you might prefer to simply donate the money saved by abstaining. You could see some real health benefits for yourself, too.

Declutter and Donate

Why not have a declutter with your family and then offer these items up for a donation. You could hold a yard sale, use your social media to offer items to your local community, or you could sell on eBay and donate the proceeds: ebayforcharity.org/uk/get-involved/selling-for-a-charity/. All socially distanced, of course.

Acts of Kindness

Offer support within your local community in return for a donation: car washing, some light gardening or even baking. A great way to support our heroes and your local community at the same time.



Skill Share Party

What secret skills do you or your friends and neighbours have? There's bound to be a fantastic cook, a budding artist, a yoga guru or a creative crafter within your community. Why not have an online class to share the skills and ask people to donate to attend? The possibilities are endless.



FUNDRAISING 2

ideas

Curry Night

Holding a curry night is a great way to keep connected with others. Instead of ordering from your local takeaway, why not make your own curry, get friends and family to do the same and join you online or in person for lunch or for an evening meal (whilst maintaining social distancing, of course). Each person can pay £5 to join, or whatever they feel comfortable donating.



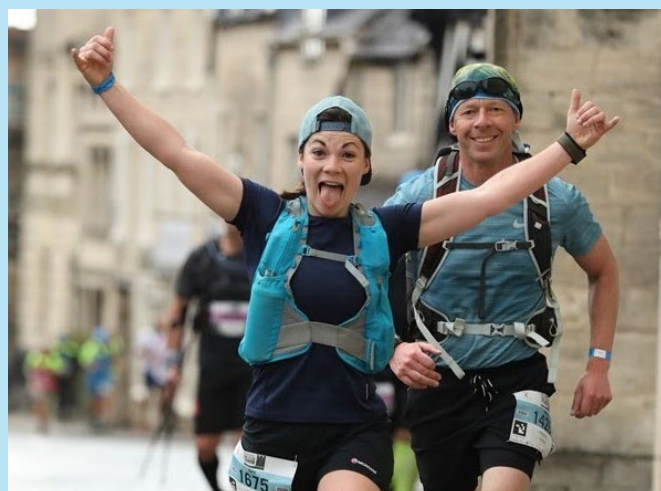
Do You Dare?

Are you brave enough to take a challenge live on social media? Ask your family and friends to think up some fiendish challenges for you in exchange for a donation, then complete your challenge live on camera.



Replicate an Iconic Challenge

Ever fancied doing an iconic challenge such as John O'Groats to Land's End or the Great Wall of China? Whilst most organised challenges have been affected this year, why not create a local and virtual equivalent event of your own and get sponsored to do it?



FUNDRAISING 2

ideas

Donate your birthday or celebration

If you can't go out to celebrate or your family and friends can't come over to join you, why not invite them to make a donation in your name to us?

Facebook fundraisers are a popular way to do this. Visit facebook.com/fund/HelpforHeroesOfficial and select Help for Heroes to get started with your birthday fundraiser.*

Virtual Bingo Night

Everyone loves a good bingo night, so why not host an online bingo fundraiser in the comfort of your own home? You can use a website like myfreebingocards.com to play a traditional game with a virtual caller or nominate a friend or family member to be your caller. Simply ask each person to pay £5 to take part, or whatever they feel comfortable donating.

And if bingo isn't your thing, and you prefer word games or card games, there's a variety of ways to play online.



TOP TIP

Ask about Matched Giving

Lots of employers will run a matched giving scheme, which could double your fundraising total. Speak to your HR team or manager to find out if this is something you could do. Our Supporter Care Team can send you a letter confirming you're fundraising for our veterans to support this.

*We'll receive any Facebook fundraising as a one-off donation from you, so unfortunately we can't add this to your overall total if you are fundraising towards a challenge.

FUNDRAISING 2

ideas

Help for Heroes fundraisers

HELP for HEROES STEP 2 IT

Walk, skip, run, wheel or even dance your way to 10,000 steps every day, or a daily distance of your choice, for 30 days. Take on your daily target in one go or break it up – all steps count.

Visit h4hweb.com/step2it to sign up and download your free fundraising resources.



HELP for HEROES HERO UP

Join the online fundraising community and game for good! Take on a gaming challenge of your choice and ask for sponsorship. Or set yourself milestones in exchange for donations, and live-stream the action so your friends and followers can share in your victory.

Visit h4hweb.com/heroup20 to find out more and to download our fundraising streaming tools.



BAKE FOR HEROES

After the events of this year, many of us knead to take time to relax. What better way than to unite with friends and family than over a slice of cake? Visit h4hweb.com/bakeforheroes to find out more and sign up.

Following social distancing is easy when you whisk up your treats at home and deliver them to friends and family. See 'Important Things to Consider' on p19 for information.



FUNDRAISING 2

ideas

THE POWER OF PUBLIC COLLECTIONS

Looking to get out and about when you're fundraising? Holding a public collection is a great way to top up your total. To get started, follow the advice here and give your fundraising a massive boost!

Request permission

If you're collecting in a public place, such as your local high street, you will need to obtain a public collection licence or permit from the local authority. If you're planning to hold a collection on private property, such as shopping centres, railway stations and sports stadiums, you will need to obtain written permission from the owner or manager. When approaching them it's best to tell them exactly what you want to do on their land and what you're fundraising towards. The more information you can provide, the better chance you'll have of receiving a positive response. Don't forget to check if you need public liability insurance. You'll also need to register your collection with us with us by contacting our Supporter Care Team. There's more information on p19.



Maintain Social Distancing

Whenever and wherever you choose to fundraise, make sure you follow current social distancing guidelines to keep yourself, and everyone safe. For further information, see page 19.

Don't be shy

Stand in view of the public where they can easily approach you without being in the way. Tell them why you are fundraising and thank those who donate.

Have fun

A smile goes a long way, and if you're having fun, people will be more likely to ask about your fundraising and offer a donation. Why not consider an eye-catching hat, a festive outfit or even fancy dress while you're collecting? It's a great way to raise a smile and get the conversation started.

Please refer to additional communications we may send from time to time for the most comprehensive and up-to-date rules and regulations.

**CONTACT
OUR SUPPORTER
CARE TEAM TO
ORDER YOUR
COLLECTION TIN.**

BE VIRTUAL

and go online

3

GET STARTED WITH JUSTGIVING

If you're looking for friends, family and colleagues to sponsor you, setting up an online giving page is the quickest way to get started. Simply head to justgiving.com/helpforheroes and hit the 'fundraise for us' button. You'll have your own page in no time, ready to be personalised.

Share, share and share again

Whether it's in your email footer, on social media or direct via text message, sharing your JustGiving page is easy. The more people you tell about your page, the more likely you are to generate some amazing sponsorship.

TOP TIP

Did you know?

Each personal photo you add can boost your sponsorship by 15 per cent, and each time you share your online giving page to Facebook it generates an average donation of £5!

And the best bit?

Any money raised through your page will be sent directly to us, so you don't need to worry about managing money or paying in donations.

Set a target

Pages with a fundraising target raise around four per cent more than those without. It's worth being ambitious – you never know who'll be inspired to pledge more when they see how much you're aiming for. Why not lead by example and kick things off with a donation to yourself?

Share your story

You're asking your friends, family and colleagues to sponsor you, so personalise your page and tell them why you're supporting us. Post regular updates or photos showing what you're up to, so everyone can share your successes. It all brings your page to life and shows the effort you're putting in, which could encourage more donations.

Sponsorship forms

If you're looking for ways to encourage donations from those who aren't online, then a sponsorship form is a great way to keep track of your offline donations. We will send these to you when you register your fundraising event with us, or you can also visit our website to download as many copies as you need: h4hweb.com/fundraisingtools

Shout out to your supporters

Everyone likes to feel appreciated, so send a quick thank you to anyone who sponsors you.

Tell us about your page

Let us know you've set up your page and make sure all your sponsorship is recognised as part of your wider fundraising efforts. That way, we can say thank you for your incredible support. You can add any cash or cheques you've received as offline donations to your page, so that everyone can see your grand total.

BE VIRTUAL

and go online

3

GET TECH SAVVY

There's a whole host of other ways to get fundraising online right at your fingertips. Here are a few online ideas to help get you started.

Go Live on Instagram or Facebook

This is a great way to show your contacts on social media how and why you're fundraising, or even invite them to join you virtually while your event takes place. If you're an Instagram user, you can find guidance at help.instagram.com on how to get started, and if Facebook is more your thing, check out their step-by-step guide facebook.com/help



Set up a Zoom call

If you're planning a virtual event such as a quiz, curry night or Bingo, Zoom is a fantastic way to bring all your participants together. You can find out more and set up a free account on Zoom's website zoom.us

Twitch

If you're a keen gamer or planning a Hero Up challenge (see page 12 for details) consider using Twitch to live-stream all the action and ask your followers for donations. Visit the Twitch website twitch.tv/p/en/about/ to find out more.



CHOOSE US

as your charity partner

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Whether you and your colleagues are working remotely or are back in the office, why not consider us as your charity partner? Many organisations choose us as their charity of the year, from large UK and regional companies to local clubs and societies.

You will have a dedicated account manager who will support you every step of the way, working with you to develop a fundraising plan and helping you meet your corporate social responsibility needs and objectives. Most importantly you, your colleagues or staff can have fun in the process.



Interested?

We'd love to work with you. Email: corporate@helpforheroes.org.uk to find out more.

PROMOTE

your fundraising

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Hopefully, you've found tonnes of great fundraising ideas in this guide, but don't forget to promote what you're doing and tell people about it. The more people who know about your fundraising, the more money you'll raise so it's worth investing time in getting the word out there.

TOP TIP

Did you know?

20 per cent of sponsorship can be donated after an event. Don't be afraid to share your success with friends and family when you're done and dusted.

Approaching your local press

To spread the word, think about getting interest from your local newspaper, radio station or TV news channel.

To get them interested, talk about YOU... that's what makes your fundraising story stand out. Are you doing something quirky or attempting a record? Perhaps you have a celebrity on board or there's something that makes your event particularly challenging.

If you are a veteran, or have friends or family whose time in the Armed Forces has inspired you to fundraise for us, it's worth sharing your motivation. Or is there something about the issues that veterans face that mirrors your own life experience? Your personal story could be what clicks with a journalist – just make sure you're comfortable with sharing your story.

We have a press release template with step-by-step advice on how to approach your local media. Download it from our website at h4hweb.com/fundraisingtools

Alternatively, if you'd like to get in touch about your upcoming plans, contact our Supporter Care Team on **0300 303 9888**.

Working your Social Network

Social media is a brilliant string to add to your fundraising bow. It's a great way to keep friends and followers up to date with progress and to build a buzz around your fundraising, so keep sharing your photos and videos.

Get Tagging

Don't just tag your contacts in your posts so they can easily spread the word, share your fundraising updates with us too. We love it when you tag us so we can celebrate your amazing activities.



Facebook [@HelpforHeroesOfficial](https://www.facebook.com/HelpforHeroesOfficial)



Instagram [@helpforheroes](https://www.instagram.com/helpforheroes)



Twitter [@HelpforHeroes](https://twitter.com/HelpforHeroes)

Hashtags are another great way to encourage engagement and join trending topics. Keep them relevant and current and avoid using too many! **#HelpforHeroes #StrongerTogether**

PROMOTE

your fundraising

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Put up posters

If you're holding a community event, check if you can put posters up in local shops and venues. We have ready-made posters you can download from our website

h4hweb.com/fundraisingtools to promote your fundraising.

GIFs and Stickers

GIFs and stickers are animated files you can use on social media, either by searching when you're posting, or by downloading them from our Giphy channel. They're a brilliant way to interact with your supporters, leave comments to keep your newsfeed 'live' and add some fun to your posts.

To see our full collection of GIFs and Stickers, visit giphy.com/help_for_heroes

WE ARE FUNDRAISING FOR OUR HEROES

FUNDRAISING IN SUPPORT OF **HELP for HEROES**

NAME OF EVENT

detail of event...

Contact information...

Every penny raised helps wounded veterans and their families recover and get on with their lives.

Help for Heroes is a charity registered in England and Wales (1135922) and Scotland (SC046966).

 regulated with FUNDRAISING REGULATOR



IMPORTANT

things to consider

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TICKING ALL THE BOXES

Fundraising is exciting, rewarding and lots of fun but it's also important that it's safe and legal for everyone involved. Here are some things you need to be aware of:

Covid-19 guidelines

The health and the safety of all our supporters is really important to us. Please keep safe and follow the Government guidelines including any local lockdown requirements when doing any fundraising on behalf of us. For full guidelines please check the Institute of Fundraising website institute-of-fundraising.org.uk/guidance/ to ensure you are familiar with what is required of you, the fundraiser, during the Covid-19 pandemic. You may also wish to check the latest regional guidance for England, Scotland, Wales and Northern Ireland gov.uk/coronavirus

Raffles, Lotteries & Prize Draws

Raffles, lotteries and prize draws are a great way to boost your fundraising – everyone loves the opportunity to win something! Small raffles that are part of a bigger event don't need a licence as long as there's no cash prize and you're not spending more than £500 on prizes. You're only permitted to sell tickets at one location, on one day at the same event as the prize draw and the results are announced at the event or afterwards.

If you are selling tickets to a wider audience over a longer period of time, or you want to hold other types of raffle in different locations, you will need to have tickets printed and adhere to a number of rules. Please check the latest advice from the Gambling Commission at gamblingcommission.gov.uk

Event insurance

The support we can provide towards your fundraising event unfortunately cannot be extended to us accepting any responsibility or liability or providing any required insurance.

If you are unsure, contact an insurance company to check you have the correct cover for your event. The different types of insurance you may need to consider include:

- **Public liability insurance***
- **Event cancellation insurance**
- **Travel or health insurance**
- **Damage to property owned, hired, or borrowed**

*Don't forget to ask if you are covered under a venue's own public liability insurance or whether you need to organise your own and allow enough time (at least a month) to apply for this.

If you need help understanding the cover or licences that you require, please give us a call on **0300 303 9888**.

IMPORTANT

things to consider

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Rules on Refreshments

Whether you're doing a bake off, a curry night or an afternoon tea, you must make sure your food is safe and clearly labelled. Government advice on food safety and food hygiene can be found gov.uk/food-safety-your-responsibilities and food.gov.uk/

Using our logo

If you or a third party would like to use our logo, pictures or reference the Charity on any fundraising materials please contact us. This includes books, CDs etc. that you may want to create. It's important that you get our permission before you commit to anything or allow our logo to be used for marketing purposes. It's also important to use the correct logo. For more information, contact our Supporter Care Team on **0300 303 9888**.

Data Protection

You'll need to make sure that your fundraising stays within data protection laws. Don't worry – it's not as daunting as it sounds! It's mostly about protecting people's names, contact details, photographs and other personal information.

- **Only collect, store and use the minimum amount of data you need for your purpose**
e.g. name and contact number for a raffle
- **Don't keep extra data if you don't need it**
- **Store data securely and destroy it as soon as it is no longer needed**
- **Ask for consent if taking photos and inform people how they will be used**

Detailed guidance can be found at fundraisingregulator.org.uk/guidance/topics/data-protection

Business Promotions

If your business would like to run a promotion to generate funds to support us, you will need a written agreement. Please contact our Supporter Care Team so that we can prepare a simple agreement for you.

IMPORTANT

things to consider

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Gift Aid *giftaid it*

If you are a UK taxpayer, Gift Aid is a simple way to increase the value of your donation. We can claim 25p from the Government for every £1 donated, at no extra cost to you or your sponsor.

For personal donations:

To get started, you'll need to complete a simple Gift Aid declaration form, which can be found on our website h4hweb.com/giftaid

Gift Aid can be paid on your personal donations, which means it does not apply to:

- **Donations paid on behalf of a group or someone else**
- **Public collections**
- **A donation in return for a raffle, event or auction ticket**

Fundraising

Gift Aid declarations need to be obtained from each donor if they wish to Gift Aid. To allow you to do this we recommend Just Giving's website or using our sponsorship forms which can be downloaded here h4hweb.com/fundraisingtools

Challenges

If you're taking part in a challenge and the cost of the event is part of your fundraising target, there are some things to consider when applying for Gift Aid.

Visit h4hweb.com/giftaid for more information.

When we claim the Gift Aid unfortunately it cannot be added to your fundraising total, because it's not sent to us on an individual basis by the Government. However, it's a fantastic way to support veterans and their families, with no costs to you or your sponsor.

If you have query or want to order Gift Aid slips and envelopes, please get in touch with our Supporter Care Team. Alternatively, check out gov.uk/donating-to-charity/gift-aid for more advice.

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Paying in your donations

Your fundraising efforts really will make a difference and the earlier we receive your donations, the sooner we can put them to good use. There are several ways you can pay your money in:

Online

If you have set up an online page with JustGiving, your donations will come directly to us but do let us know when your fundraising has finished so we can thank you for your hard work. Please email fundraise@helpforheroes.org.uk to tell us.

By post

Download our donations form from h4hweb.com/donationform or send us a cheque, made payable to Help for Heroes, to:

Help for Heroes Donations Team
14 Parkers Close
Downton Business Centre
Salisbury SP5 3RB
Wiltshire

By phone

Alternatively, count the cash you've collected and make a card payment over the phone. Simply call **0300 303 9888**, quoting your event registration number.

At the bank

You can pay in your raised funds over the counter in any branch of Lloyds or by bank transfer to our Lloyds account (note, residents of Scotland, please use Bank of Scotland):

Account Name: Help for Heroes
Account Number: 03524452
Sort-code: 30 90 21-90-21

DON'T FORGET

to write your event registration number on the paying-in slip along with your name and address. Send a copy of the slip to fundraise@helpforheroes.org.uk so we can send you a thank you!

THANK YOU!

We rely on your generosity for 97 per cent of our income. With most of our fundraising activities and events cancelled or on hold, your support means so much to wounded veterans and their families.

"To everyone who supports Help for Heroes I'd just like to say a huge thank you. You're not just changing lives, you're saving lives. You're incredible!"

Paul Colling, veteran

Thank you again.

