Events Guide 2019

Get together and raise money for soldiers, veterans and their families

ABF
THE SOLDIERS’
CHARITY

The Army's National Charity

75TH
ANNIVERSARY
1944-2019

FUNDRAISING ARMY

TOGETHER FOR THE SOLDIERS' CHARITY
How your fundraising has supported those in need

Below are some key statistics from 2017 — 2018 that demonstrate the huge variety and scope of our work in the last year. We continue to act with trust, respect and integrity, ready to respond to the ever-changing needs of the community we support.

£3.4m
For grants to individuals in need

£9.5m
Supporting the Army Family

£2.1m
Provided support to the military welfare ecosystem ensuring needs can be met in a timely and effective manner

£4.0m
Spent on grants to other charities and organisations providing support to the Army family

85 organisations supporting the Army Family

2 years - 106 years the age range of our beneficiaries

Global Impact
We supported the Army family in 62 countries around the world

70,000 members of the Army Family were supported

17% of our grants supported serving Army personal and their families

£14,000
A day, or £69,000 a week was spent on grants to individuals

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Hello and welcome to the 2019 edition of our Events Guide

From everybody at ABF The Soldiers’ Charity we want to welcome you into 2019. We hope the year ahead is full of adventure, good fortune and happy memories. Your support in the past few years has been phenomenal and we hope you can continue to support us this year.

This guide is packed full of ideas, challenges and must-do events throughout 2019. From following the example of Al Hodgson — double amputee and world champion skydiver — by throwing yourself out of a plane, to putting your best foot forward in one of our walking challenges in Scotland, along the Western Front or across the Normandy Beaches in our new event, the team here can make your year truly one to remember.

As we mark the 75th anniversary of the D-Day landings this year (not to mention our 75th anniversary) there is no better time to put on your running shoes, lace up your walking boots or showcase your marksmanship.

The Soldiers’ Charity exists to support the brave individuals who sign on the dotted line: with your support we will continue to be there for soldiers, veterans and their families for many more decades to come.

Together for The Soldiers’ Charity.

Steve Oatley, Head of Events

Charity Supporter – Kevin Tester

Ex-soldier Kevin was looking for a new challenge when the Cateran Yomp caught his eye. 54 miles in 24 hours is certainly a challenge and the fact that it was for ABF The Soldiers’ Charity appealed to Kevin even more.

‘I had served for 28 years and it was a chance to give something back.’

Kevin started early with his training, following the training programme provided and slowly building up his stamina.

As well as fundraising online, Kevin organised a charity fun day with a curry lunch. Kevin worked with his local community, getting a discount through his social club to hire their hall and sourced the curry lunch from a local restaurant who also gave him a discount. He also spoke to his company who offered matched funding. In total, Kevin raised an incredible £2,165.

On making it all the way to Gold, Kevin says:

‘The atmosphere from day one to the finish line was really good and everyone was really friendly, I made so many friends on the Facebook page before the event and met them along the route. The volunteers along the route were really encouraging and gave us such a lift to carry on. The best surprise was the much-needed massage at the finish!’

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As a recruit in this elite fundraising force, your primary mission is to raise vital funds to support soldiers, veterans and their families. Experience the camaraderie of Rifle Run, the adrenaline of a Skydive or the adventure of Ride London.

Do you have the drive to rise through the ranks whilst raising money to help those who fought and gave so much for us?

All recruits in our flagship events start off as a Private and are promoted when fundraising milestones have been achieved.

How far will you rise? Outrank your mates – enlist now!
A 10KM RUN IF YOU CAN SHOOT STRAIGHT!

Based on a military exercise called a march and shoot, Rifle Run is the only civilian event of its kind. In its first year our Rifle Runners took on the cold and the snow brought in by the Beast from the East – and won!

What will this year bring? We’re excited to find out!

Across the route there are three shooting challenges (枸橼酸钾). These are:

- Shoot 1: Air-Rifle (5 shots)
- Shoot 2: Air-Rifle (5 shots)
- Shoot 3: Shotgun (10 shots)

For every shot you miss, you face a 250m penalty lap.

- Hit 20/20 and run 10km
- Hit 0/20 and run 15km

Score 15 shots or more out of 20 and receive 'marksman' status.

To find out more visit soldierscharity.org/riflerun or contact Amy Kenyon on 020 7811 3960 / akenyon@soldierscharity.org
Lace up your running shoes and step up for The Soldiers’ Charity. Whether you sprint, run, jog or bimble to the finish line, the Fundraising Army is with you every step of the way. With specialist training plans and incredible support, it’s time to earn that PB. Do it for soldiers, veterans and their families.

**HALF MARATHONS**

10 March
The Vitality Big Half Marathon

Join the Fundraising Army’s brand new half marathon. The 13.1 mile route starts at the iconic Tower Bridge in the heart of the City and finishes by the Cutty Sark in Greenwich.

Registration: £20  Target: £300

13 October
The Royal Parks Half Marathon

This unmissable Half Marathon is one for the bucket list, taking in the spectacular sights of the capital and beautiful Royal Parks. Places get snapped up fast so join up now!

Registration: £40  Target: £450

**MARATHONS**

14 April
Brighton Marathon

(Don’t Delay!)

One of the UK’s favourite marathons – fast and scenic with the stunning backdrop of the sea in one of the country’s most vibrant cities. The race gets bigger and better every year!

Registration: £30  Target: £500

28 April
Virgin Money London Marathon – SOLD OUT

The most iconic marathon in the world and a must-attend event. 2019 is already sold out, but register your interest for 2020 to be the first to hear when spaces are available.

Registration: £100  Target: £2,000

**EXTREME**

Looking for that next big adrenaline rush and a once-in-a-lifetime experience? Skydive with the Red Devils – join the world famous British Army Parachute Display Team for an exceptional challenge! Do something incredible and freefall from 13,000 ft!

**TANDEM SKYDIVE**

10 July  Old Sarum Airfield, Salisbury

28 Aug  Old Sarum Airfield, Salisbury

12 Sep  Langar Airfield, Nottingham

Registration: £50  Target: £500

For more information visit soldierscharity.org/extreme or email events@soldierscharity.org or call 0207 811 3202

**CYCLE**

04 August
Prudential Ride London – Surrey 100

A world-class festival of cycling. Challenge yourself on the 2012 Olympic Road Race course. Starting in the Queen Elizabeth Olympic Park and passing London’s most iconic landmarks, the route features the infamous Box Hill climb and ends on The Mall. An experience to remember.

Registration: £30  Target: £600

For more information visit soldierscharity.org/cycling or call 0207 7901 8913
Walk 100km, following in the footsteps of those who fought for our freedom in WWI or WWII whilst supporting the soldiers and veterans of today.

Choose The Western Front walk to commemorate those who fought on the Somme and Passchendaele battlefields or sign up to The Normandy Beaches walk to trek the coastline stormed as part of Operation Overlord.

**THE NORMANDY BEACHES**

2ND – 6TH OCTOBER 2019

A 100km walk passing the infamous beaches of the Normandy landings, including Utah, Omaha and Sword Beaches and finishing at Pegasus Bridge.

- 2nd Oct: London – Normandy
- 3rd Oct: La Fière – Utah Beach
- 4th Oct: Pointe de Hoc – Omaha Beach – Bayeux
- 5th Oct: Arromanches – Sword Beach – Pegasus Bridge
- 6th Oct: Return to London

**THE WESTERN FRONT**

9TH – 13TH OCTOBER 2019

A 100km walk following the Western Front of WWI. The Walk starts at Lochnagar Crater, the location of the start of the Battle of the Somme, and finishes at the Menin Gate, with the Ceremony of the Last Post.

- 9th Oct: London – Arras
- 10th Oct: Lochnagar – Thiepval – Beaumont Hamel
- 11th Oct: Neuville St Vaast – Mont St Emiel – Vimy Ridge
- 12th Oct: Vancouver Corner – Tyne Cot – Ypres
- 13th Oct: Return to London

Registration Fee: £150
Fundraising Target: £1,250 (with £600 due by the 31st July 2019)

To find out more visit soldierscharity.org/frontlinewalk or contact Amy Kenyon on 020 7811 3960 / akenyon@soldierscharity.org
THE VIRTUAL FRONTLINE WALK

Walk a total of 100km in 42 days. A Virtual Frontline Walk is a personal challenge that can be completed at any location and logged on your phone or fitness band. You can start at your pace anywhere in the world. It is up to you how you would like to complete the walk, but we suggest researching local war memorials and planning a route which takes in as many as possible. Discover the war stories of the people of your hometown whilst also paying your respects to those who gave the ultimate sacrifice. The 100km should be completed between 1st October and 11th November 2019. Join our online community to find like-minded people for fundraising support and encouragement with your challenge.

Sign up
To begin your Virtual Frontline Walk, visit the link below to sign up and we’ll send you all the information and hints and tips you need to get started.

Track
When you sign up you will create a personal page. This is where you can record your walks, add pictures, stories and share on social media too.

Rank up!
As you raise more vital funds for The Soldiers’ Charity, you’ll rise through the ranks of our Fundraising Army - How far will you go?

<table>
<thead>
<tr>
<th>Registration: £10</th>
<th>Raise £50 to receive your Frontline Walk Remembrance cross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise £150 to receive your Frontline Walk T-shirt</td>
<td>Raise £250 to receive your Frontline Walk Mug</td>
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</tbody>
</table>

For more information, visit soldierscharity.org/virtual or email events@soldierscharity.org or call 020 7901 8913
Not for the faint hearted, The Cateran Yomp (a military term for a long-distance march) is back for its 9th year. Taking place on the 8/9 June in the foothills of the Cairngorm Mountains, teams of 3-6 people battle through 54 miles (gold) in 24 hours across the rugged terrain of the Scottish wilderness. You can also sign up for the silver (36 miles) or bronze (22 miles) options.

Register with friends, family and colleagues and experience an unforgettable weekend whilst raising money for soldiers, veterans and their families. Whichever distance you choose, you will get to test both your physical and mental limits whilst trekking through some truly breathtaking scenery.

**Take on the Best**

**Take on the Yomp**

**Push yourself to the limit**

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Sign up! Early Bird Offer just £80 per person, or £60 for serving/veteran military personnel. Fundraising target is £400 per person.

Visit soldierscharity.org/yomp, ‘like’ us at facebook.com/CateranYomp, call us on 020 7811 3223 or email yomp@soldierscharity.org to find out more.
Kirstie is married to an Army veteran and together they have six children. Her husband served for six years with the Coldstream Guards, undertaking two tours of Afghanistan. During his last tour he was injured when two rocket-propelled grenades blew up behind him. He suffered hearing loss in one ear and a fractured spine. He left the Army in 2012 and is now a self-employed gardener.

Kirstie suffers from a neurological condition that leaves her with uncontrollable and often painful muscle spasms and severe fatigue. She was told, after a serious fall a couple of years ago when her leg completely separated from the hip, that she might never walk again, but after a series of operations and through sheer determination, she is able to walk short distances with the aid of a crutch. ABF The Soldiers’ Charity provided Kirstie with a grant for an all-terrain wheelchair, which has vastly improved her quality of life.

‘So far I have been into town, shopping, to the woods and on walks with the dog. I have been able to attend hospital appointments flying solo and have been able to go to functions which, before having the chair, I would have been unable to make. The nicest thing is to be able to pick my kids up from school on my own. I had no idea that there was a charity out there that supported the families of serving soldiers and veterans. It has really been a life-changer.’
Entering its 12th year, the 2019 Lord Mayor’s Big Curry Lunch will be on 4th April at the historic Guildhall. It is the City of London’s biggest fundraiser supporting members of Her Majesty’s Armed Forces and veterans through the three National Service Charities – ABF The Soldiers’ Charity, Royal Navy and Royal Marines Charity and Royal Air Force Benevolent Fund.

The Lunch is hosted by the Lord Mayor of the City of London and is attended by 1,300 influential leaders from the City, as well as senior officers of all three services, members of both Houses of Parliament and the Ministry of Defence ministerial team. It is a unique and memorable occasion. Each year we welcome a Royal Guest of Honour, whom in the past has included HRH Prince of Wales, HRH The Duke of Sussex and HRH Princess Eugenie.

The relaxed, informal atmosphere allows guests to mingle and network freely whilst enjoying the delicious curry lunch and drinks (including unlimited beer and wine). Throughout the day, guests are also encouraged to enter the Prize Draw and bid on money-can’t-buy prizes in the Silent Auction.

Buy your ticket today at soldierscharity.org/lordmayors or email lmbc@soldierscharity.org or call 020 7811 3202

THURSDAY 4TH APRIL 2019
GUILDHALL
SUPPORTING THE THREE NATIONAL SERVICE CHARITIES

Make your Boxing Day count with
THE BOXING DAY BIG CURRY

Put those leftovers to the BEST use possible & help support soldiers, veterans & their families.

A BIG CURRY doesn’t have to be a BIG event.

Whether it’s simply with family, or friends & neighbours too, this is your chance to make every mouthful meaningful & toast our troops at home & abroad this Christmas.

Go to SOLDIERSCHARITY.ORG/BIGCURRY to be inspired, download placemats, posters, party games and more. Just ask your guests to text to give £3, £5, or whatever they can on the night.

Make your curry REALLY count this year with
THE BOXING DAY BIG CURRY.
Take on the 310-mile Ride to Normandy: 5-10 August 2019

Join us to commemorate the 75th Anniversary of the Normandy Landings. This cycle ride will be a tough physical challenge - covering over 60 miles a day across challenging terrain. The route will take in the major landing beaches of the British, American, Canadian and Allied Forces on D-Day 1944, as well as the airborne and land battle areas of the Battle for Normandy. We will also visit breath-taking historical monuments and cemeteries. Relive the history as told by our battlefield tour guides who will join us for this memorable event.

Registration
You can register for the event through our event partners, Green Jersey French Cycling Tours. Registration fee: £250. Secure your place now at soldierscharity.org/wotwf

Sponsorship
Minimum sponsorship target: £1,250

Further Information
For further information please visit soldierscharity.org/wotwf
For fundraising support please contact westmidlands@soldierscharity.org

Inspirational fundraising

Every October, thousands of school children around the world get dressed up in red, white and blue in support of the men and women of our Armed Forces. Red, White & Blue Day is a national fundraising campaign that raises money and awareness for the three national charities of our Armed Forces.

On Friday 4th October we will be encouraging pupils to come dressed in the patriotic colours of red, white and blue whilst donating just £1 to our 2019 fundraising campaign.

Find out how to join in at: www.redwhiteblueday.co.uk

Take on the 310-mile Ride to Normandy

More than an obstacle race! Experience a challenge like no other on a 10km military training obstacle course set over some of the most exciting terrain in Britain, whilst also raising money for soldiers, veterans and their families. An awesome muddy day out for teams and individuals looking for action.

11 May 2019, Capesthorne Hall, Macclesfield, SK11 9JY
Registration: £30 Target: £150

For more information email northwest@soldierscharity.org or call 01772 260 394

The Soldiers’ Charity Online Shop

Boost your training and event performance with key items from our Active & Clothing Range. We are offering all FUNDRAISING ARMY members a fantastic 15% discount off every product in our online shop at www.soldierscharityshop.org Simply enter the code ‘ARMY15’ at the checkout to take advantage of this exclusive offer on all our clothing, gifts, toys, cards and accessories!

Hooded sweatshirt. Available in red, grey or navy blue with contrast lining. £20.00 £17.00
Microfibre Towel. Super absorbent. £15.00 £12.75
Thermal Mug. Keep your drinks warm or cold. £10.00 £8.50
Waterbottles 750ml or 1L - stay hydrated for longer. £4.00 £3.40

Our shop uses the trading subsidiary of the charity: Soldiers’ Trading Ltd. - Company no. 07243995 | VAT registration no. 125500944.
Our events portfolio offers excellent sponsorship, corporate hospitality and employee engagement opportunities. You could be headline sponsor at our flagship fundraising event **Rifle Run**, or entertain key clients by booking a corporate area at **The Lord Mayor’s Big Curry Lunch**.

Alternatively, inspire your team and take up one of our Fundraising Army challenge events; ranging from marathons to skydives for the adrenaline experience of a lifetime.

### Sponsor Benefits

- **Support the British Army**
  A chance to demonstrate your company’s commitment to supporting our soldiers, veterans and their families in times of need.

- **Team Building**
  Unique team building experience for employees to galvanise the workforce.

- **Promote Health & Fitness**
  Fun and challenging way to promote health and fitness in the outdoors within your company and further afield.

- **Brand Awareness**
  Be a part of an extensive event-related marketing and promotional campaign.

- **Showcase products and services**
  Opportunities to showcase products and services, including event-wide sampling and promotion.

### Team Package Benefits

Get involved in one of our events to showcase values that translate across your business. For example, **The Cateran Yomp** has plenty of engagement opportunities and promotes:

- Team Work
- Determination
- Courage
- Camaraderie

We can create bespoke packages tailored to your individual needs; simply get in touch to discuss your requirements and we can outline the different options available.

### Volunteer Opportunities

We are always looking for keen volunteers to support our fundraising events and activities. You’ll gain new skills, meet interesting people and, most importantly of all, you’ll be helping us to raise vital funds to support our soldiers, veterans and their families. **Here are a few of the ways you can get involved:**

- Cheer along our Fundraising Army at the Virgin Money London Marathon.
- Support our Cateran Yompers across the incredible Perthshire landscape.
- Serve up curry to our Royal Guest at The Lord Mayor’s Big Curry Lunch.

We have several roles available, so you can pick what suits you best.

Get in touch at **events@soldierscharity.org** or call **020 7811 8964** or visit **soldierscharity.org/events** to find out more about volunteer opportunities.
There are thousands of events that you can take part in across the UK and we haven’t been able to include them all in this Events Guide. For further details on an event near you, please contact your local office.

Make 2019 the year you jump, trek or take on the incredible to support soldiers, veterans and their families.

Visit soldierscharity.org/support-us to order your free fundraising pack, full of ideas and support, now!