



Overview of Red, White & Blue Day 2019 – Presentation Notes

Slide 1 – Logo screen

- Put the Red, White & Blue Day logo up whilst the children settle.

Slide 2 – Introduction

- Good morning...
- Thank the school for inviting you in (*for non teachers only*)
- Introduce yourself and your job role (*for non teachers only*)

Slide 3 – Explain Red, White & Blue Day

- It is a campaign run jointly by ABF The Soldiers' Charity, the RAF Benevolent Fund and the Royal Navy and Royal Marines Charity.
- All 3 charities are responsible for the welfare of soldiers, sailors, airmen and their families in their respective service.
- Money raised by Red, White & Blue Day is split between the 3 charities.
- We encourage schools to take part – In the UK and overseas, whether they have service children attending or not.
- The event happens once a year – this year Red, White & Blue Day is 4th October 2019. However, if your school can't do it on this day then you can do it at any time.
- The event is normally held in the lead up to Remembrance Day.
- There are lots of ways you can join in! We'll take a look at that later.

Slide 4 – The History

What is TenforTen?

- Red, White & Blue Day was originally known as 'TenforTen' and commemorated the 10 years that British troops had been stationed in Afghanistan. The anniversary was the 10th October 2011.
- The idea came from Alix Hodge, a maths teacher working in Oxford whose artist husband Marcus had been commissioned by 3 Rifles to go to Sangin to paint the market place as a lasting reminder of their tours to the region. Unfortunately, on the day that Marcus was supposed to be working, a sniper shot and killed one of the soldiers on duty. The painting was eventually completed, but back home in Oxford, Alix was so moved by the events that her husband saw she decided to start a campaign to raise money and to highlight the tragic loss of life.
- The 10 day event marked 10 years of conflict in Afghanistan.
- It involved 157 schools and 52,000 children.
- On the 10th day of the 10th month children wore red, white & blue and donated £1 each.
- The campaign received backing from celebrities including Prince William.
- Following the success of TenforTen, Alix asked ABF The Soldiers' Charity to take over the running of the campaign as the life-long Project Manager, to rename it Red, White & Blue Day and to work with the Royal Navy & Royal Marines Charity and the RAF Benevolent Fund to make the new Red, White & Blue Day a tri-service annual event on the Friday closest to the 10th October.



Slide 5 – ABF The Soldiers' Charity

Summary

- Formed in 1944, to assist/deal with the aftermath of the Second World War.
- Formally known as the Army Benevolent Fund.
- Helps serving soldiers, veterans, injured, not injured, old, young, families and children.
- Grants to individuals through their Regiments and Corps.
- Support a wide range of specialist charities that sustain the British Army 'family', both at home and around the world i.e. Alabare, Stoll.
- Her Majesty the Queen is patron of the charity.

Some of achievements in 2017-2018

- Our total charitable expenditure was around £9.5 million, ensuring a complete spectrum of support to more than 70,000 members of the Army family.
- We have supported the British Army family all over the world – in 62 countries this year.
- The youngest person we supported was two years old, the eldest was 106.
- We funded 85 other charities and organisations that are providing specialist support to the Army family.
- We awarded £3.4m as grants to individuals in need – this amounts to around £14,000 a day and £69,000 a week.
- For the third year running, we were named as the number one charity nationally 'To Deliver on its Promises' by Third Sector, the UK's leading publication for the voluntary sector.

More can be found in their Annual Review 2017-2018.

Slide 6 – Royal Navy and Royal Marines Charity

Summary

- Look after sailors, marines and their families for life.
- Since 2007, they have funded projects and facilities that boost morale for those serving. Distribute money to military charities which care for the children, families and veterans of the Royal Navy and Royal Marines.
- 2017 marked the 10th anniversary of the Royal Navy and Royal Marines Charity. Over the last ten years it has contributed in excess of £50 million to ensure that sailors, marines and their families are supported, for life.
- The RNRMC has donated over £16 million to improving the lives of serving personnel whether it's enhancing working environments, funding team building activities, family days or community events. In that time 194 families have been helped following the death of a loved one in uniform.
- The RNRMC remain just as focused on their support of the veteran community as they are on the frontline. Since 2017 they have contributed over £25million to support both elderly and working age veterans in addition to looking after the partners, families and children of those currently serving.
- As a world class grant maker, the RNRMC dispenses grants to;
 - Other naval charities
 - Military charities
 - Other charities with naval beneficiaries
 - Ships, units and personnel of the Royal Navy and Royal Marines and Auxiliaries
 - Individual serving personnel and veterans through the RNOC and RMCTF
- The British Army, Royal Navy and Royal Marines and Royal Air Force, is proud to be the affiliate charity partner of HMS Queen Elizabeth and its serving personnel.



Finances 2017

- 2017 saw continued growth which enabled funds granted to support beneficiaries to reach their highest total to date of £9.7m (Charitable Activities).
- Income: £13m
- For every £1 spent, 16p was spent on fundraising, 82p on charitable activities and 2p investment management.

More can be found in their Annual Review 2017-2018.

Slide 7 – Royal Air Force Benevolent Fund

Summary

- The RAF was founded in 1918, during the last year of The Great War.
- They had no charity of their own.
- Established in 1919 by Lord Trenchard.
- In 1952 Her Majesty The Queen became the charity's patron.
- The RAF Benevolent Fund is the RAF's leading welfare charity.
- There for all serving and former members of the RAF as well as their partners and dependent children.
- In 2019, the RAF Benevolent Fund celebrated 100 years since their formation.

2017 – Financial Highlights

- Total Income: £27.1m
- Total Charitable Expenditure: £18.8m
- £18.8m was spent on supporting more than 55,000 members of the RAF family.
 - Direct Support to Individuals and Families £8.8m
 - Welfare Programmes and Grants £4.1m
 - Residential and Respite Care £3.3m
 - Housing Trust Support £2.6m

More can be found in their Annual Review 2017-2018.

Slide 8 – What can you do?

- There's lots of activities you can do as part of Red, White & Blue Day.
- The website has lesson plans and activity ideas.
- Here's a few pictures of some of the past ideas...
- Many children donate £1 each to dress up in red, white and blue.
- School Study: One school in Essex held a 'Great British Bake Off' to raise additional money
- School Study: On our website there are 3 activities to build your own... spitfire, boat and aeroplane.
- School Study: Lots of schools hold special assemblies. In 2017, 3 female members of the Armed Forces went into schools to talk about their roles in the Army, Navy and Air Force.
- You might have lots of good ideas of your own! Has anyone got any suggestions?
- Regional: You may want to include/talk about schools in your area and what they have done.



Slide 9 – How is the money spent?

There are many to mention, here's just a few...

Grants Examples

- Travel Costs – A mother and father travelling between their home to visit a premature baby who had to stay in specialist care at Hospital for a time.
- Children's Clothing – A gentleman had been injured during service but had been employed since leaving the British Army. Unfortunately, due to having to have more operations, he was unable to continue working. This had an impact on the family's financial situation and they were struggling to make ends meet. The children were in desperate need of new school uniforms which the veteran was unable to afford.
- Specialist Equipment: A young child was very unwell and needed specialist medical equipment such as a bed to make life more comfortable.

Scheme

- Bedtime Stories – A scheme run to allow Service Personnel to record stories for their children to listen to while on operations.
- King's Camp – Funding for Naval children.
- Youth Clubs – Funding for trained Youth Workers to run after school clubs at RAF Stations.

Slide 10 – How can you get involved?

- It's FREE to sign up on our website www.redwhiteblueday.co.uk
- Dress up...
- Plan an activity...
- Use the resources on the website...
- When your school signs up you will have access to resources such as the welcome pack, lesson plans, activities, posters and Red, White & Blue Day stickers, all free of charge.

Slide 11 – Any Questions?

- Audience questions.

Slide 12 – Red, White & Blue Day

- Closing slide – 3 charities, 3 colours, 1 cause... £1.
- Information.