



Appointments
Available

HAIRCUTS
from £5

OAP's
Tues-Thurs
£3.50

OPEN
Mon. 9-5
Tue. 9-5
Wed. 9-5
Thurs 9-5
Fri. 9-5
Sat. 9-5



About the Legion

Shoulder to shoulder with all who Serve

The Royal British Legion has been helping Service people past and present for 90 years, and although their needs have changed over that time the need for our work is as vital as ever. We spend nearly £1.4 million a week carrying out our support services, and our services are flexible and wide-ranging. From helping a young widow through an inquest to ensuring that an older veteran can stay independent in their own home, we're here to help.

We are also one of the country's largest membership organisations, with about 370,000 members nationwide, and a further 11,000 overseas. We welcome men and women of all ages, whether or not they have served in the Armed Forces.

This year, as always, British troops have been posted to some of the world's most dangerous trouble spots, and they may need our help in the future.

The Legion is the major voice for Service and ex-Service people throughout the year. We campaign and lobby on a wide range of issues, including mental and physical health, housing and homelessness, and community and adult care. Our aim is to continuously improve the support provided for veterans and their dependants of all ages.

We are custodians of Remembrance, ensuring that those who gave their lives for the freedom we enjoy today are always remembered. We are responsible for the Two Minute Silence on Remembrance Sunday and 11 November, bringing Remembrance into the national calendar. We also organise the annual Festival of Remembrance at the Royal Albert Hall, and assist with the march past at the Cenotaph on Remembrance Sunday.



Our support services

We are committed to helping serving and ex-Service people in need with our flexible and wide-ranging support services. Welfare is at the heart of our organisation.

- We can offer advice on war pensions, compensation claims and benefits and money matters, as well as careers advice for those leaving the Forces. We have an independent advice service offering free expert advice to bereaved families going through the inquest process. Our *Be the Boss* initiative offers recent UK Service leavers support with and advice on running a small business.
- We can provide funds in a temporary crisis, such as homelessness, or assist with loans for property repairs or essential household items.
- We can provide short- and long-term care in our six homes around the country. Those who just need a break can visit one of our four break centres, located in popular seaside resorts.



- Our handy van service provides a free, dedicated handy person to carry out small home repairs and alterations, and to fit alarms and smoke detectors.
- Volunteers are the lifeblood of our organisation – we need collectors and caseworkers, providing emotional support and practical assistance in the local community. We also need more hospital and housebound visitors.

The Poppy Appeal

Each year the nation shows its unequivocal support for the Legion's work through its support of the Poppy Appeal. Millions of poppies, wreaths and petals are produced for this time of reflection.

Why poppies?

World War 1 caused widespread devastation to northern France and Belgium; however, the poppy flowered, bringing colour and hope. Lieutenant Colonel John McCrae, a doctor in the Canadian Armed Forces, was inspired by the poppies and wrote a poem, *In Flanders Fields*:

*In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.*

McCrae died in a military hospital on the French coast but his poem was published in *Punch* magazine, showing people what conditions on the battlefields were like.

On the eleventh hour of the eleventh day of the eleventh month in 1918 the war ended. Thousands had died, and thousands had been injured and scarred by their experiences, and needed practical support when they got home. People wanted to remember the people who had given their lives for the freedom we enjoy.



An American teacher, Moina Michael, saw McCrae's poem and sold poppies to raise money for ex-Service people. And so the tradition began.

In 1922 Major George Howson MC, who served in WW1, founded the Disabled Society. He arranged with the Legion for unemployed ex-Service people to make artificial poppies, and founded a small factory, later to become the Poppy Factory.

The Legion was founded in 1921 by combining four ex-Service organisations. The first official Poppy Day in Britain was 11 November 1921.

Come and join us!

We welcome men and women of all ages as members.

Anyone can join the Legion, whether you have a connection with the Armed Forces or not.

Members of the Legion meet through a network of branches and clubs for social events and meetings, and can become involved in many of the activities of the Legion, including case-working, fundraising and community events both nationally and locally.

Membership benefits include:

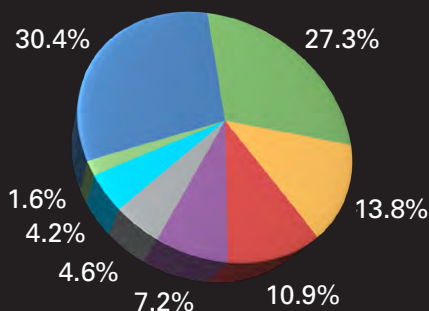
- discounts with our travel service;
- discounts with a number of supporting organisations;
- favourable rates on a variety of insurance deals;
- social events at approximately 700 Legion clubs;
- free magazine delivered to your home;
- comradeship; and
- involvement in helping the ex-Service community.



Where the money goes

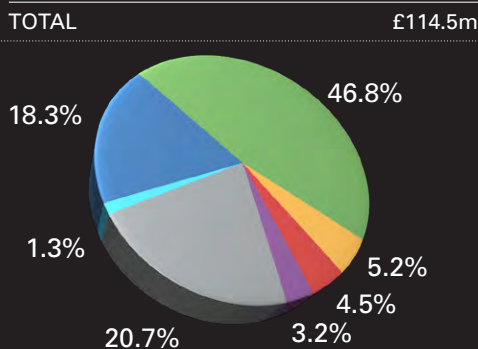
How the income was raised

● The Poppy Appeal	£35.0m
● Donations and legacies	£31.5m
● Events, lotteries and trading	£15.9m
● Fees charged to care home residents	£12.5m
● Grants to pay for welfare services	£8.3m
● Membership subscriptions	£5.3m
● Investment income	£4.8m
● Other income	£1.9m
TOTAL	£115.2m



How the money was spent

● Running our care homes and break centres	£20.0m
● Providing welfare services to our beneficiaries	£51.3m
● Supporting our membership	£5.7m
● Campaigning on behalf of our beneficiaries	£4.9m
● Remembering those that have fallen	£3.5m
● Raising the money	£27.7m
● Governing the charity	£1.4m
TOTAL	£114.5m



The National Memorial Arboretum



The National Memorial Arboretum is part of the Legion family, and is a living tribute to the personal sacrifices made by the Armed and civil services. With 150 dedicated plots established on the site, the Arboretum is a place where visitors can wander through growing woodlands and enjoy the beauty of the trees. Families and friends will find it a beautiful place to remember loved ones, particularly those who made the ultimate sacrifice for their country. The Armed Forces Memorial, which opened in October 2007, is a striking memorial to those who have died in Service since WW2, with every name inscribed.

Come for a day out to enjoy the peace and tranquillity, the trees, the memorials, the history and the sense of national pride. There are full visitor facilities, a shop and a restaurant.

www.thenma.org.uk

Local and national fundraising events: Events in aid of the Legion take place around the country throughout the year.

Make a donation: It is quick and easy to make a one-off donation or become a regular giver online. Visit www.britishlegion.org.uk

Gift Aid: If you are a UK taxpayer, we can reclaim tax on your donation if you complete a Gift Aid declaration form.

Remember the Legion in your Will: A gift to the Legion in your Will allows your support to continue into the future.

Become a corporate partner: A partnership between the Legion and your organisation can create a high-profile and profitable marketing opportunity. Email ideas@britishlegion.org.uk

Poppy Shop: You can buy poppy merchandise and contribute to the Legion by going to www.poppyshop.org.uk

Legionline: 08457 725 725

Legionline is the Legion's information service and helpline. Open Monday to Friday, 9am – 4pm. All calls are charged at local rates.



**Shoulder to shoulder
with all who Serve**

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Registered charity number 219279

www.britishlegion.org.uk