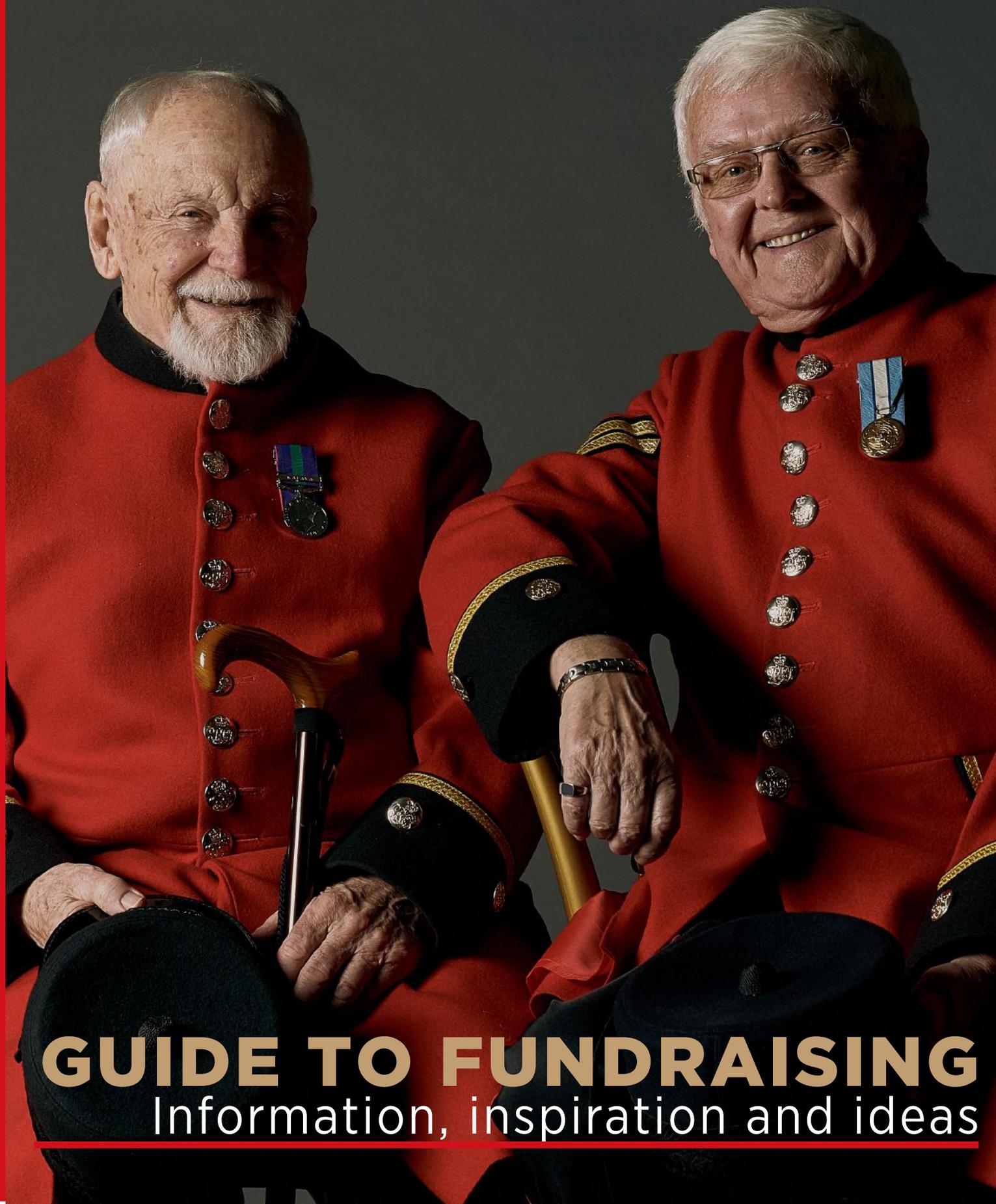




CHELSEA
PENSIONERS



GUIDE TO FUNDRAISING

Information, inspiration and ideas



WE APPRECIATE YOUR SUPPORT

Thank you for choosing to fundraise for the Royal Hospital Chelsea and the Chelsea Pensioners. Your energy and support help us to give the Chelsea Pensioners the best care in their historic home, in return for their loyal service to the Nation. Together, we can protect and preserve our unique community for future generations of Army veterans.

MAKE A DIFFERENCE

Whether you're a baker or a book-lover, a runner, singer, daredevil or a domestic goddess, you can use your passion and skills to help the Chelsea Pensioners. All you need is enthusiasm. It doesn't matter if you're a sociable soul or prefer to go it alone, you can make a difference and have fun when you fundraise for us.

YOUR KEY TO SUCCESS

This guide tells you all you need to know to run your own successful fundraising event.

We'll take you through every step including:

- choosing the right event or activity
- deciding when and where to hold it
- encouraging people to sponsor you
- maximising your income
- promoting your fundraising
- getting your funds to us safely



WE'RE HERE TO HELP

Our friendly fundraising team is here to help. We want to support you through your fundraising journey and make sure it's a success.

Please don't hesitate to get in touch for any questions or advice; our fundraising team would love to hear from you.

Speak to our Community Fundraising Officer:

020 7881 5284 alex.stewart@chelsea-pensioners.org.uk



WHO WE ARE

When you're fundraising for the Chelsea Pensioners, it's important to have some key facts at your fingertips. Here's a summary of what you need to know, so you can answer any questions people might have about the cause you're fundraising for.

The Royal Hospital Chelsea

The Royal Hospital Chelsea is first and foremost the historic home of the Chelsea Pensioners. Here our dedicated staff and volunteers work tirelessly to give these veterans the quality of life they deserve and to protect their historic home for future generations.

Designed by Christopher Wren in the 17th century and set in 66 acres of grounds, the Royal Hospital also has centuries of fascinating heritage and holds an important place in today's social calendar.

We pride ourselves in being one of the top care homes in the country which specialises in the care of veterans, offering a uniquely enriching and companionable way of life. We constantly strive to improve our site for residents and to share all we have with the local community, other veterans and schools.



The Chelsea Pensioners

The Chelsea Pensioners are men and women who are veterans of the British Army and live at the Royal Hospital Chelsea. Any former soldier who is over 65 and without dependents can apply to live in our unique community, founded by Charles II in 1692.

The Chelsea Pensioners, in their iconic scarlet coats, are a much-loved part of our national heritage. Around 300 Chelsea Pensioners live at the Royal Hospital, and the average age is 82. Although their historic home is in London, the Chelsea Pensioners come from right around the United Kingdom and Northern Ireland – because they play a part in events and remembrance activities far and wide – they have an impact nationally and internationally.

The team at the Royal Hospital works hard to make sure that the Chelsea Pensioners can enjoy a rich and fulfilling life in their later years, with opportunities to take part in a wealth of activities and social occasions. Pensioners who are in their 90s and even over 100 years of age continue to take part in events and represent the Nation's veteran community.

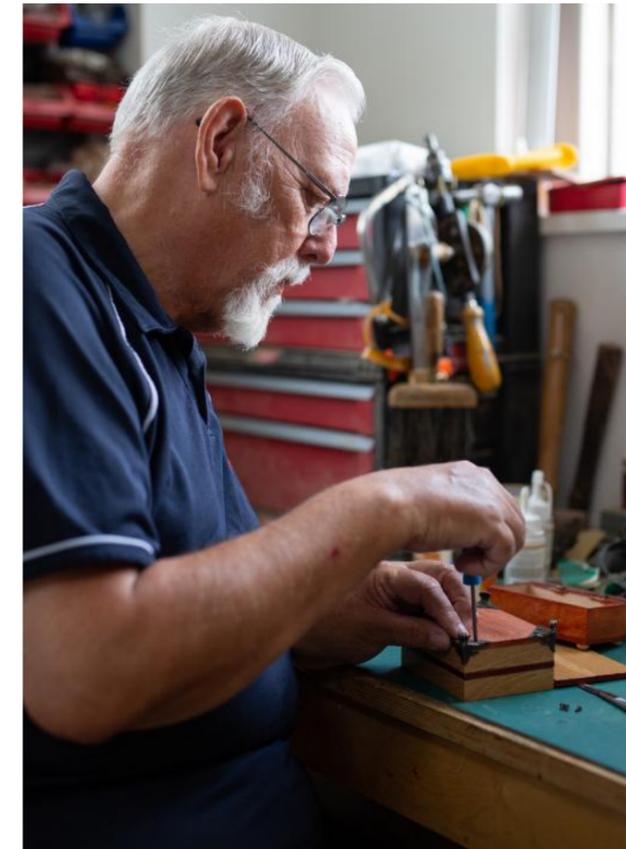
Key facts

- Home of the Chelsea Pensioners, 300 men and women who have served in the British Army
- One of the top care homes in the country
- Over 300 years old, and still carrying out the same role today, as it did then.

WHERE YOUR MONEY GOES

Every penny you raise goes directly towards the care of the Chelsea Pensioners, and the upkeep of the Royal Hospital's historic buildings and grounds.

Some people may want to know where their donation is going. These examples illustrate how gifts large and small can help and you might like to include some when publicising your event.



£5 covers the costs of a Chelsea Pensioners meals for a day.

£10 could cover the cost of a pottery class for a Chelsea Pensioner.

£25 could maintain a mobility scooter so a Chelsea Pensioner can get out and about.

£50 could pay for equipment to engage Chelsea Pensioners with dementia.

How your fundraising total could help:

£500 can help Chelsea Pensioners attend remembrance events across the country.

£750 covers the cost of training a group of volunteers to help in the Infirmary.

£1000 allows us to send one D-Day veteran to a remembrance event in Normandy.

£2500 could fund our outreach programme for a month, supporting older veterans outside the Royal Hospital.

We have a number of projects which you are able to fundraise for. Our work extends much further than the 300 residents here at the Royal Hospital Chelsea, and you can be a part of that by supporting other projects, such as our outreach program for other elderly veterans, and maintaining our world famous gardens during the RHS Chelsea Flower Show.

The more you raise, the more we can do, so set your targets high.

“It’s lovely that people choose to support us”

Monica Parrott joined the WRAC in 1964 but left a clerical role to care for her mother. She went on to have a career in nursing, gaining both a psychiatric and a general nursing qualification. After a long-term relationship ended, Monica was forced to sell her home and was in a dark place when she first heard about the Royal Hospital.

“Coming in here rescued me from a life of misery. I was so lonely and heading towards getting depressed. At a WRAC Association dinner I happened to see two ladies in scarlet. I thought, ‘I wonder if they’d have me?’”

Monica went on to become a Chelsea Pensioner and hasn’t looked back. “I didn’t come here to die” she says, “I came here to live. I’ve lived better here right now than I have for many years. I feel blessed.”

Monica is very grateful to everyone who fundraises:

“The Royal Hospital needs all the support it can muster to ensure all veterans receive the comfort and care they deserve in their old age and it’s lovely that people choose to support us. They put all their energy into it. They may not be related to anyone here, but they’re still part of the Royal Hospital family because they’re supporting the veterans who are here.”

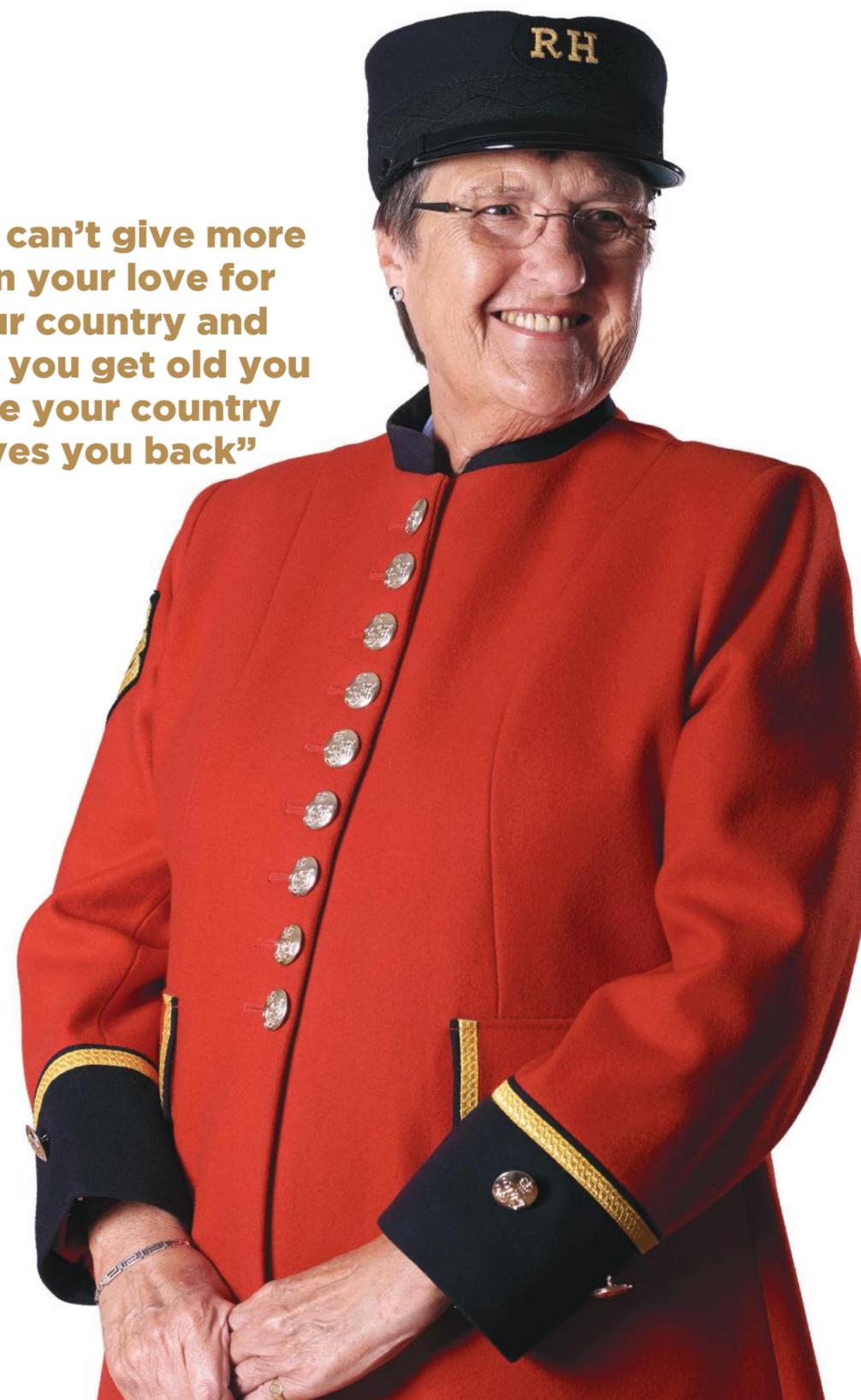
She believes that by raising funds for the Royal Hospital, people aren’t just helping the present day Pensioners, but honour the past ones and will take care of future generations too.

“In supporting the Royal Hospital they’re keeping the memory alive of previous veterans over the last 300 years and also helping us to look after veterans in the future. It would be nice to feel the Royal Hospital will still be here in 300 years time. People who have been injured in conflicts like the Gulf War are getting on now and it will be their time soon.”

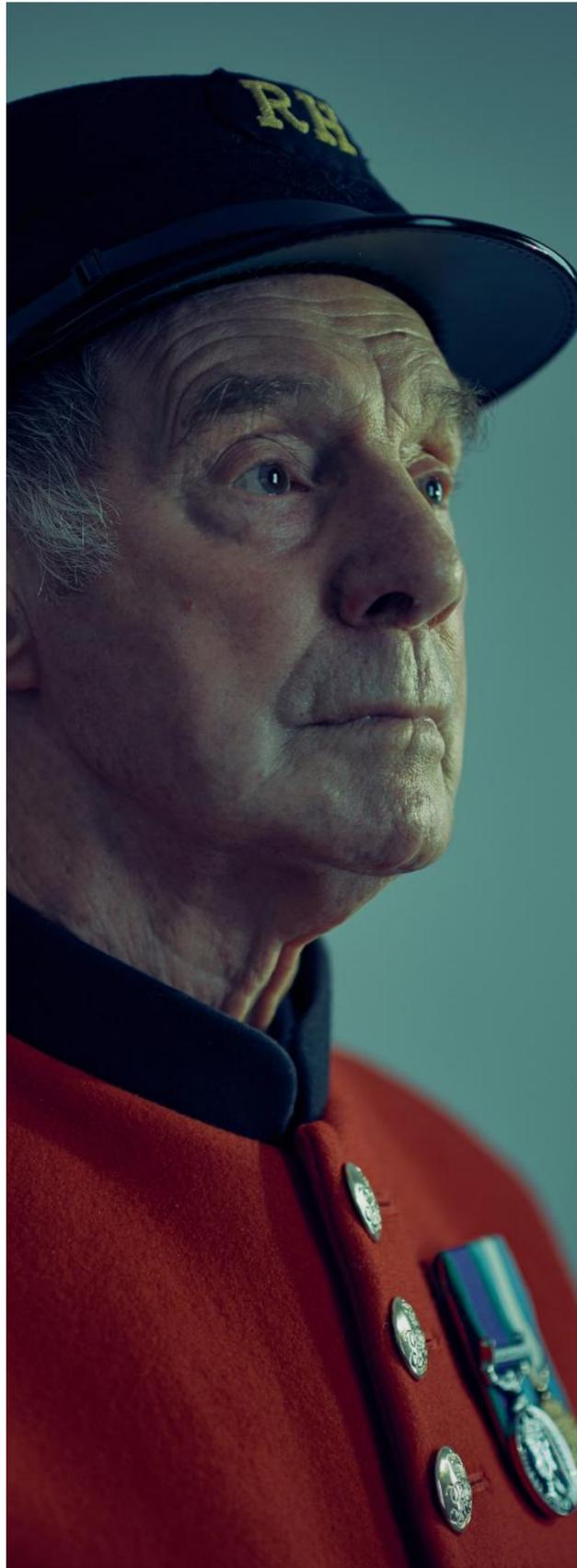
Above all, Monica believes that giving your support to the Royal Hospital is a wonderful way to repay the sacrifice soldiers are prepared to make:

“By helping the Royal Hospital, you’re supporting people who have sworn their allegiance to their sovereign and country, who are willing to lay down their lives. You can’t give more than your love for your country and when you get old, you hope your country loves you back – and that’s what the Royal Hospital does. So by supporting us fundraisers are doing the Armed Forces and the country a big favour.”

“You can’t give more than your love for your country and when you get old you hope your country loves you back”



“If you want to progress, you’ve got to give it your best”



Chelsea Pensioner Tony Hunt knows a thing or two about sporting challenges. He’s a former running and swimming coach and has 42 marathons with a fastest time of under two hours 59 minutes under his belt. Here he shares valuable insights into succeeding in sporting challenges.

“My first marathon was in 1961 and my last one in 2012”

I grew up in a children’s home, and when I went in the Army, I was good enough to make a certain grade in certain races. I got my Army colours in 1964. I started my first marathon in 1961 and my last marathon was in 2012. In all, I did 42 full marathons.

“You’ve got to enjoy it”

If you want to take up any sport you must enjoy it! Otherwise, you’re not giving it your best shot. When I had problems at work I used to run and run and burn myself out. It’s the same with swimming. I used to say to my students, ‘You come out washed’.

It’s helpful to find someone to train with. You can have fun and motivate each other.

“Have a goal”

Have a goal, whether you just run to enjoy it or for speed. If you run for a charity too that’s an additional buzz.

With a marathon, your first objective should be to finish. Decide if your second objective is to just have a jolly run, or to run against the clock. I always ran for the time.

“Be prepared”

Think about your work commitments. You’ve got to do training at a time that doesn’t disrupt your job or your family.

Work on a weekly basis to start with. Say you’ve got to do a marathon in 12 weeks’ time and you’re starting from scratch, you need to build up to it. By the time those weeks are up you should be able to run one and a half marathons over the course of a week’s schedule. Be at your peak two weeks before the marathon, then slowly taper off, because you don’t want to burn out.

“Be disciplined”

To run a marathon, you’ve got to have discipline. The Army and my childhood gave me that. It can be hard if you’re doing it at 7 o’clock on a Sunday morning and it’s pouring down with rain!

Always try to better yourself in anything you do in life – whether it’s yourself in your job, bettering your rank in the Army, teaching children. My philosophy is try your best and give a bit more.

“Finishing is a buzz”

It’s a great buzz to see the marathon finishing line and an even bigger buzz if you’ve beaten the time you were aiming for and you’ve raised the money you planned to.

It’s a fantastic feeling when the girl or boy puts a medal round your neck, and a blanket round you. If you’re meeting friends and family, they’re as emotional as you are.

“Every little penny helps”

If you’re doing a challenge to raise money for the Royal Hospital, every little penny will help. You could help buy equipment like an x-ray machine, give us new uniforms or get a Pensioner the mobility scooter they’re waiting for.

You could help protect the Royal Hospital for future generations of Pensioners too. It was here in 1692 and you can help make sure it’s here in 2092. It’s part of our heritage and I’m so proud to be a Chelsea Pensioner.

TONY’S TOP TIPS

- Have a clear goal
- Make a schedule and stick to it
- Reduce alcohol and dial down your social life
- Eat a balanced diet – reduce red meat but eat fish and white meat.
- Get good quality kit
- Enjoy yourself!



IDEAS TO GET YOU STARTED

Raising funds in your community

There are hundreds of different ways that you can raise money for the Chelsea Pensioners in your neighbourhood, whether it's in your workplace, school, church, community centre, or local shops.

The only limit is your imagination! Here are a few ideas to get you started:

- Go scarlet for the Chelsea Pensioners! Ask your friends and family to wear something red and make a donation.
- Hold a bake sale – or sell books, bric-a-brac, homemade crafts or plants.
- Host a charity pub quiz for your friends, family or colleagues.
- Get your running shoes on – choose a race that suits your fitness level and help the Royal Hospital while you get fit.
- Organise a sponsored walk, swim, or cycle. Or include your kids or dog with a sponsored toddle or dog walk!
- Declutter and sell old belongings on eBay, donating the proceeds to the Royal Hospital.
- Arrange a film night ('The Great Escape' is particularly popular amongst the Chelsea Pensioners!)
- Host an afternoon tea party, or invite your friends to take part in a 'Come Dine with Me' contest.
- Sing a song for the Chelsea Pensioners.



STRAKER'S SONG



You don't have to be a superstar to help the Royal Hospital and – like Peter – you'll find it a fun and fulfilling experience.

We literally did it over the phone and had it ready for Thursday night. It's not just for VE Day though. I want more people to become aware of it and donate to the Chelsea Pensioners. I think the Royal Hospital is great and so beautiful. Just to go in is glorious. Although it's a generation and a way of life we don't see much, it's not stuck in the past, it's very much now."

Peter told us why the Royal Hospital means so much to him:

"I've always liked the Chelsea Pensioners. I've been to the Royal Hospital and spoken to a few. They're really nice and friendly. I wanted to do something local too. Chelsea is in my DNA and I lived there for years."

He's delighted to have the opportunity to use his talents to help us and says it was a wonderful experience:

"I enjoyed it immensely, it almost happened organically. I really hope people will listen to 'The White Cliffs' and give to the Chelsea Pensioners, even if it's just a pound."

Musician, singer, actor and cabaret performer Peter Straker rose to fame in the first performance of the ground-breaking musical 'Hair'. He mixed with the likes of David Bowie and Elton John and was a close friend and collaborator of Queen's Freddie Mercury – you can see him alongside Freddie and Roger Taylor in the unforgettable video: 'The Great Pretender'.

All of us were delighted and honoured when Peter decided to sing 'White Cliffs of Dover' to raise money for the Chelsea Pensioners.

He told us what inspired him to record the song during lockdown:

"When I was very young, I was in 'The Gang Show'. I remember singing 'The White Cliffs of Dover' and felt it was one of the great songs. The recording was very spontaneously done. The weekend before VE Day I was sitting at home on my own during lockdown thinking, 'This is ridiculous, there must be something I can do' and I went back to this beautiful song and said, 'That's what I want to do!' I just wanted to do something and add my contribution to the veterans and the people who have fought for us.

HOLDING A VIRTUAL EVENT

Our experience of lockdown showed the potential of connecting online. Why not consider holding a virtual event to help the Royal Hospital? Virtual events are a great way to raise money from the comfort of your own living room.

Get together on Zoom

The key to a successful virtual event is to make it engaging. You could hold a table discussion on Zoom, a virtual film screening or a discussion group. It's a great way to gather people at one time with a shared purpose. It also makes it straightforward to manage online donations through platforms like [JustGiving](#) or [Facebook](#).

Challenge yourself

Personal challenges supported by a strong social media presence are another fantastic way to raise money online. Set yourself a challenge – whether it's non-stop juggling, press-ups or enduring a bucket of icy water – and tell everyone about it. Not only will your friends and family encourage you to complete your challenge, they will support your cause.

Your supporters

Remember that if you continue to ask the same people to donate to your fundraising campaign, they may be less willing to give over time. If you plan to hold multiple events, don't forget to keep things interesting and varied. Consider advertising on different social media platforms, if you have different audiences on each one. You can also sell tickets to online events through websites like [Eventbrite](#) and then donate the proceeds from ticket sales after your event.

Check out our fundraising 'how to' document on our community fundraising [webpage](#).

Be inspired by our virtual event ideas

○ Climb Mount Everest on your staircase

○ Sell tickets to a short film screening on Zoom

○ Run a half marathon and record it on a fitness app like Strava

○ Sell paintings or drawings through a Facebook or Instagram live video



STEP-BY-STEP GUIDE TO A SUCCESSFUL EVENT

Before you start

The secret to a successful event is planning. Whatever your fundraising idea, these pointers will help you maximise its potential. However, no event is the same, so there may be other considerations to bear in mind too.

1. Talk to us

Start by getting in touch with the fundraising department. We'll be able to give you practical advice and support you from start to finish. Call us on 020 7881 5284 or email our Community Fundraising Officer, Alex Stewart at alex.stewart@chelsea-pensioner.org.uk

2. Don't forget deadlines

Do you need to register for your race or challenge event by a certain date? When will you need to send out invitations to ensure your guests have enough time to reply? A good rule of thumb is to have everything in place two weeks before the event date.

3. Location, location, location

If you're holding a bake sale, boot sale, dance or concert, think about the space that would work best. This might be as simple as booking a meeting room in your office, or you may decide to hire a local venue.

4. Rally the troops

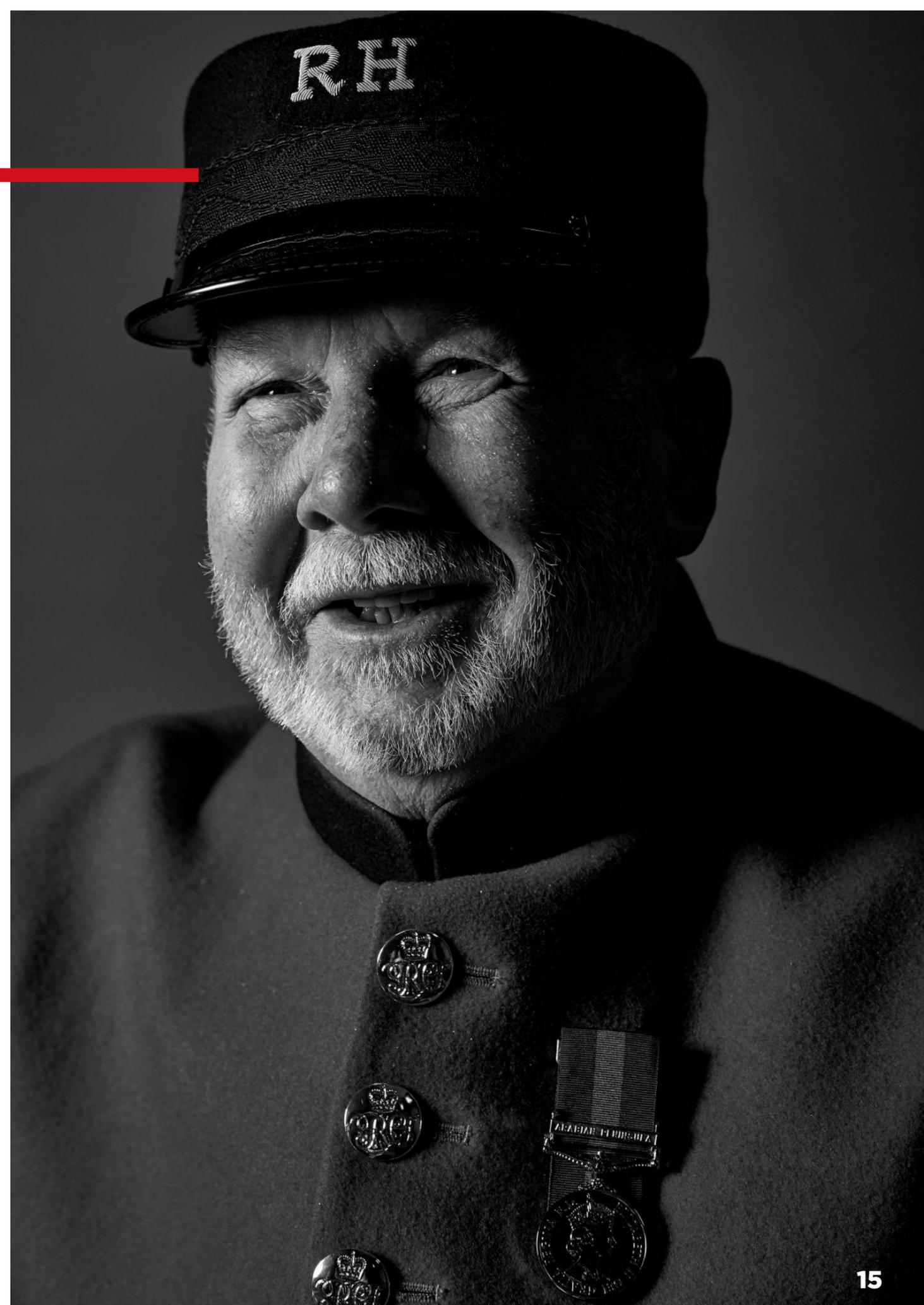
Having help with events is invaluable. Even if you're the most organised person in existence, your event will be easier to arrange and more enjoyable if you have support. The more people you involve, the simpler it will be to spread the word. Could you ask colleagues to bake for a sale, or friends to help put up posters? The more the merrier!

5. Shout about it

Posters can be a really effective way of spreading the word about your event, particularly if it's at a school or office. Make sure that you think about what's appropriate for the audience you want to reach. If you want to raise awareness locally, creating a Facebook event will work really well. Turn to page 17 for more tips on advertising your event.

6. Plan for the best (and the worst)

It is much easier to fix a problem before it happens. To make sure you enjoy your event as much as everyone else, double-check everything in advance. Will you need a microphone and a speaker? Do they work? Is there enough parking for everyone? Have you got enough change if everyone turns up with £20 notes? Consider questions like these if you don't want to spend your entire event running around.



PROMOTING YOUR EVENT

You've got a great idea, the planning's in place and you're on track to host a fantastic event. The only problem is that nobody knows about it! The more people know about it, the more money you can raise.

Think about who you want to reach. Older people may not be able to read small print for example, while children won't understand complicated messages. Nobody knows your audience better than you, but here are some tips to help you along your way!

Posters

Nothing is more eye-catching than a colourful poster on a bland notice board! Be sure to include all the relevant information so that people can take a picture and remember all of the details.

Pros

Colourful and direct. Posters will reach beyond your usual circle of friends and can be printed out en masse to spread the word. The perfect medium for advertising events in the workplace or school.

Cons

Limited to where you can distribute them.

Facebook events and social media

Excellent if you want to publicise your event amongst your friends and family, and if you are holding a virtual event or running in a race. A top tip is to set up an online fundraising page which can be linked directly to your social media post. Remember to use lots of photographs!

Pros

Reaches a wide audience and suitable for both small and large events

Cons

Not suitable for formal events, or smaller events, except as part of a wider campaign.

Formal invitations

If you're planning a formal event, like a dinner dance or concert, and know who you would like to attend, formal invitations will be a powerful tool to get the right people into the room.

Pros

Effective at reaching specific guests and can give your event an exclusive, upmarket feel.

Cons

Relies on you knowing the postal addresses of all of your guests.

DURING YOUR EVENT

So, after all your hard work, the big day is finally here. Well done! If you've followed our advice, everything should go smoothly. However, problems can always crop up. The good news is that they can usually be fixed through creative thinking and quick action.

Don't panic if things don't go to plan. You'll probably notice before the majority of your guests, so don't be too hard on yourself! So long as everyone is safe, and you raise some money you can pat yourself on the back and call your event a success.

Here are some things below to bear in mind on the day of your event:

1. What's your role?

If you have enough volunteers to help move furniture, set up any displays, and carry out all the odd jobs, use your time to make sure that everyone feels welcome and encourage people to donate. Make sure your volunteers know where to find you, so you can help sort out any issues early.

2. Get chatting

Try to talk to as many people as possible rather than just the people you know. Every conversation is an opportunity to network with supporters encourage someone to donate to your event.

3. Keep an eye on the time

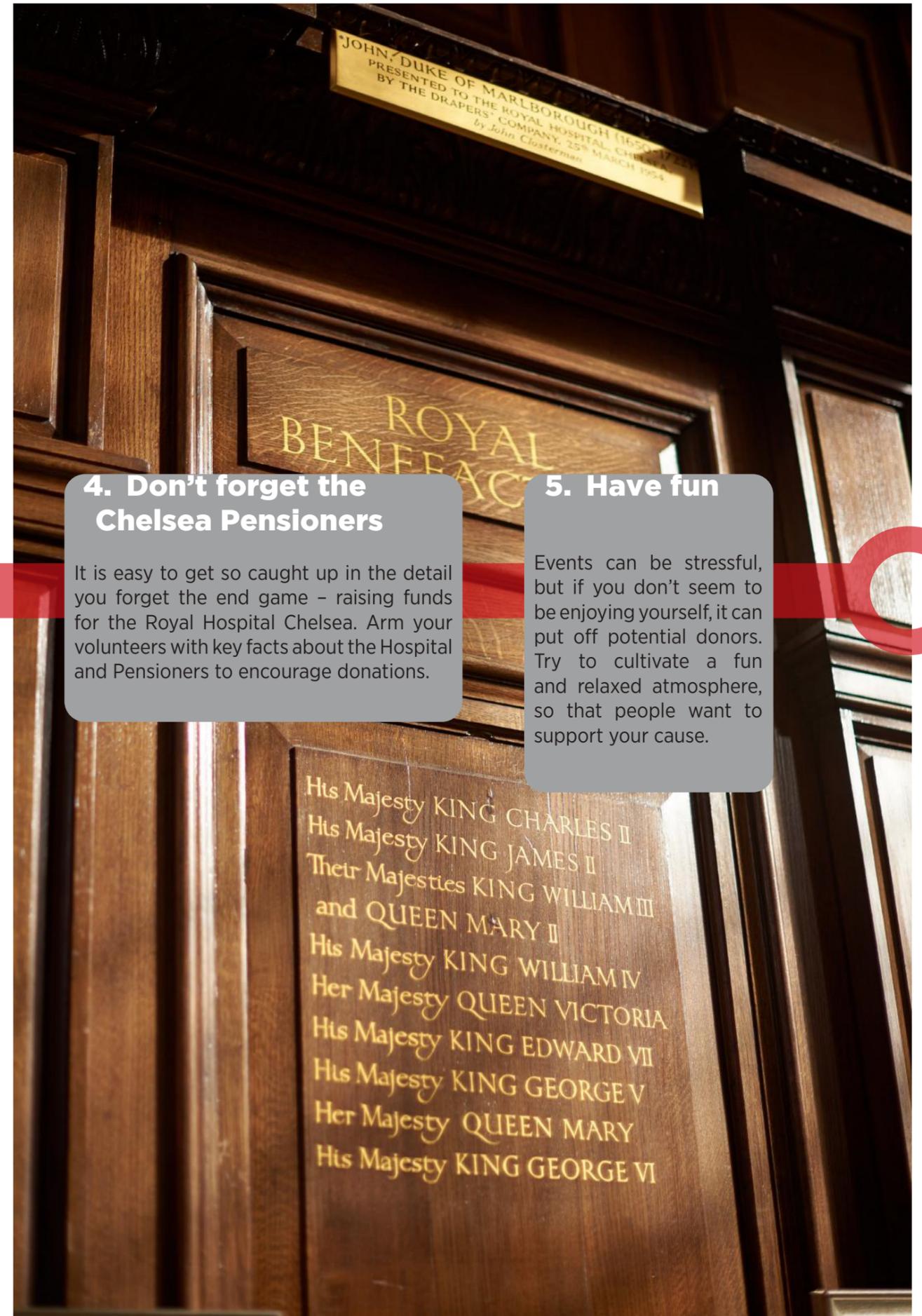
A schedule is helpful, even for a simple bake sale! Do you have to arrive early to set up? Do you need to have everything packed away at a certain time? If there are deadlines, make a note, and give a copy to everyone involved!

4. Don't forget the Chelsea Pensioners

It is easy to get so caught up in the detail you forget the end game – raising funds for the Royal Hospital Chelsea. Arm your volunteers with key facts about the Hospital and Pensioners to encourage donations.

5. Have fun

Events can be stressful, but if you don't seem to be enjoying yourself, it can put off potential donors. Try to cultivate a fun and relaxed atmosphere, so that people want to support your cause.



AFTER YOUR EVENT

Congratulations! You've done it. The adrenaline has died down, the crowds have faded away – but you can't relax just yet. There are still a few things to do before collapsing into a comfortable chair and enjoying a well-deserved cuppa or glass of wine!

1. Sending us money

If you've used [JustGiving](#), or another online fundraising platform, the money will go straight into our account.

Otherwise, please send us your donation via bank transfer using these details:

Royal Hospital Chelsea Appeal Ltd:
Sort code: 20-06-05
Account Number: 60005894

Or post cheques to:
Fundraising Office
Royal Hospital Chelsea
Royal Hospital Road
London
SW3 4SR

Please do not send cash through the mail.

2. Say thank you

Thank your volunteers and everyone who supported your event. Proudly tell everyone how much you have raised, and that it's not too late to donate.

3. Take time to reflect

Think about what went well and what could have gone better. Whether this is your first event or your 100th, there are always lessons to be learnt.

4. Let us know how it went

We'd love to hear about your experience. Your feedback and experience can help support you and our other fundraisers better in the future.

5. What next?

By now, you'll have seen how fun and fulfilling it can be to raise money in support of the Chelsea Pensioners. We're so grateful that you've given up your time to help us and can't wait to hear about your next project! When you're ready, call the Fundraising team and we'll be here to help you make it a success.



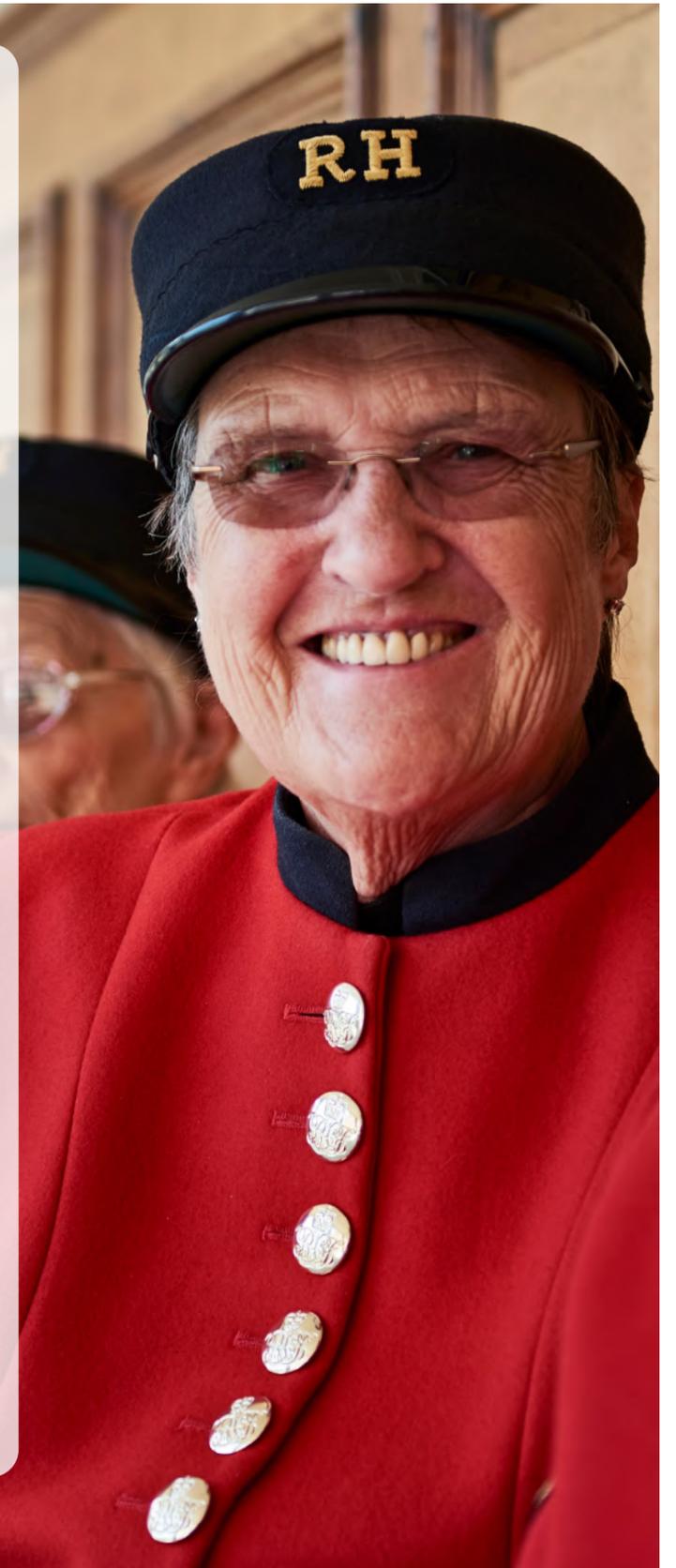
WORK WITH US AGAIN

“We're so grateful for the time that you have given us already, and we hope that you have enjoyed running your event. You can rest assured that you've made a real difference to the Royal Hospital Chelsea.

We look forward to working with you in the future. Together, we can make a real difference to the lives of the men and women who call themselves Chelsea Pensioners, and everyone who enjoys our historic grounds all year round.

From all of us here at the Royal Hospital Chelsea, Thank you for all that you've done.”

Monica Parrott



Community Fundraising Officer:
Alex Stewart

Email: Alex.Stewart@Chelsea-pensioners.org.uk
Phone number: 020 7881 5284

Mailing Address: Fundraising Department
Royal Hospital Chelsea
Royal Hospital Road
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• CARE
• COMRADESHIP
• & COMMUNITY



HOME OF THE
CHELSEA PENSIONERS