



Thank you for
your wonderful support

Your kindness touched the lives
of so many in 2024.



A very warm welcome to you

Another year of proud support

I am delighted to share this impact report with you and the many achievements and positive stories in it. None of what we do for the brave men, women and families of our Armed Forces past and present would be possible without you. As the Royal British Legion's new Director General, I am immensely proud to lead such a dedicated and passionate organisation. Together, we are making a significant and lasting difference to the lives of so many.

Our Royal Patron

In May, His Majesty The King was announced as Patron of the Royal British Legion, which has held royal patronage since it was founded in 1921. With his own record of military service, the King has a close affinity with the Armed Forces community and has been a long-standing supporter of the charity and its work. We are proud and honoured to welcome His Majesty as our new Royal Patron.



Mark Atkinson

Director General
Royal British Legion



To see a message from Mark Atkinson, **scan the QR code** or visit **rbl.org.uk/impactreport**



Mark Atkinson,
Director General RBL.

Your support helps us to keep campaigning

Our General Election Manifesto

In autumn 2023 we launched the Royal British Legion and Poppyscotland General Election Manifesto and asked candidates to support five key policy changes we wanted to see for our Armed Forces community.

- **Credit their service:** Ensure that military compensation is never treated as an income source by means tests for welfare benefits
- **Stop the service charge:** Remove barriers for families of non-UK service personnel to stay in the UK, waiving fees for Indefinite Leave to Remain
- **Keep the Covenant Promise:** Strengthen the Armed Forces Covenant Duty to include UK and devolved governments and cover all policy matters
- **Ask the Question:** Ensure all public bodies ask individuals whether they or an immediate family member has served in HM Armed Forces
- **Improve access to services for families:** All governments in the UK must provide additional funding for Service children with a disability or special needs

Once the general election was announced in May, our campaigner community began contacting their candidates to ask them to pledge their support for our manifesto if elected as MPs.



We could not have
done it without you

1,246
campaigners mobilised

2,243
candidates reached

Over
100
responses received



For more on our
campaigns, **scan the
QR code** or visit
rbl.org.uk/campaigners

Your amazing help in numbers

Thanks to superb generosity like yours, we were able to help thousands in their hour of need during 2024. And, with your support, we will continue to offer our unconditional support to anyone who turns to us for help.

£4.7m
debt relief secured



Our Case Workers
have helped over
22,000
people since October 2023



£2.3m

spent on mobility needs ensuring
people have independence



Since October 2023

22,682

grants were awarded, distributing

£12.3m



We helped people aged

16-105

years old



£1.5m

of urgent grants for essentials
like food and clothing



Over

300

participants took part in our
Recovery Through The Arts
programme



Figures for October 2023 to September 2024.

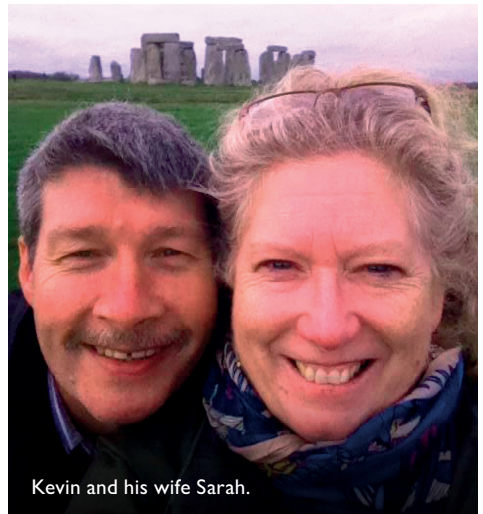
Our RBL Admiral Nurses are a lifeline to families in need

RBL Admiral Nurses are dementia care specialists who offer home-based support to people who are looking after loved ones with dementia. Your kind donations have helped fund their vital work. We currently have 33 RBL Admiral Nurses, and, with your continued support, we hope to reach many more families in need.

Kevin and Sarah's story

Kevin was a helicopter pilot with the Army Air Corps and served on two tours in the Gulf and one in Northern Ireland. When he began showing signs of early-onset dementia, he was diagnosed with stress and depression. His wife, Sarah, spent two years fighting for him to have an MRI scan, which led to the dementia diagnosis.

Sarah became Kevin's full-time carer and felt increasingly isolated, especially as it was all happening during lockdown. "It affected me massively," she recalled. Worst of all was the feeling that she had no one to turn to. "You suddenly find yourself whittling away, and as their illness takes over, you become less of a wife."



Kevin and his wife Sarah.

"I can honestly say that I would not have got through the post-diagnosis years without Robert, my RBL Admiral Nurse."

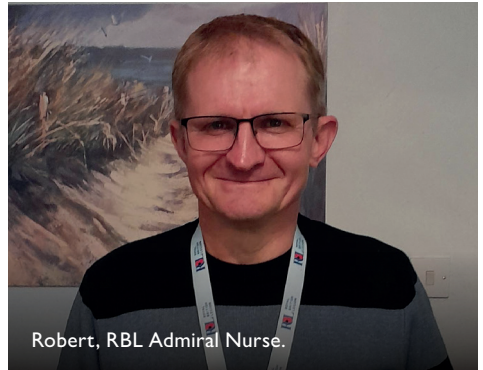
Sarah Maddison



Kevin, serving with the Army Air Corps.

Someone to talk to

Sarah was put in touch with Robert, an RBL Admiral Nurse, who became a huge support to both her and Kevin. Robert called and visited often and helped with Kevin's transition to a dedicated dementia care facility. Having someone to confide in, who understood what she was going through, was especially important to Sarah.



Robert, RBL Admiral Nurse.

Need support?

If you are part of the Armed Forces community and would like some help for someone with dementia, you can call the RBL Admiral Nurse service for free on **0808 802 8080** 7 days a week between 8am and 8pm, or email **ANsupport@britishlegion.org.uk**

We could not do it without you

Your donations allow us to provide practical and emotional support to people at the very moment they need it most. Thank you for helping us continue to be a lifeline to our Armed Forces community over the last 12 months.



An RBL Admiral Nurse with her patient.

By supporting our
33 RBL Admiral Nurses,
you have helped them
be there for

1,525
families in need.

That's
411
more families
than in 2023.

Remembering D-Day together

It was an immense honour for us to lead the nation in remembering the courage and sacrifice of all those who served on D-Day and throughout the Normandy Campaign that followed 80 years ago.

We did them proud

Our Liberation 80 commemorations saw World War II veterans and their families joining with local people and world leaders at events right across the UK and in France too. There were many unforgettable moments as we remembered those who fought so bravely for our freedom. From the leafy glades of Staffordshire to the haunting beaches of Normandy, beacons were lit and moving tributes given as we proudly stood with our Armed Forces community in memory of the many lives lost and sacrifices made.

British National D-Day 80 Event, Normandy

Televised across the world, this event at the British Normandy Memorial honoured 22,442 Service men and women under British command who fell on D-Day and during the Battle of Normandy in the summer of 1944.

National Memorial Arboretum D-Day 80 Service

Back at home, wreathes were laid and poems read at a special service of Remembrance in the presence of the Duke and Duchess of Edinburgh.



Centenarian Bernard Morgan pays his respects.

“We were glad to have survived a memorable day and felt lucky to be alive.”

Centenarian Bernard Morgan was one of the youngest RAF Sergeants to land in Normandy on D-Day.



Jim Justice, D-Day Veteran.

D-Day 80
21

veterans accompanied
to Normandy

22,442
sacrifices remembered



RBL supporters taking part in Pedal Normandy.

A poignant salute to the fallen

As part of our Liberation 80 commemorations, we were honoured to accompany 21 D-Day veterans back to Normandy. Among those paying their respects to their fallen comrades was former Flight Mechanic in the RAF Alan Kennett from Staffordshire. On 6th June 1944, Alan was at RAF Station Ford in West Sussex. This airfield became heavily involved through the vital D-Day period and beyond. Soon afterwards, Alan joined forces in Normandy to support the operation.

During the commemorative visit to Normandy, the veterans were presented with a book containing handwritten messages of gratitude for their Service. These personal postcards of thanks were sent in by kind supporters like you and each message meant a great deal.

“Words cannot express my thanks to RBL for taking me, at the age of 100, to show our respects to the heroes left behind in Normandy.”

Alan Kennett, D-Day Veteran

Raising funds with Pedal Normandy

In June and July, many RBL supporters came together to honour the veterans of the D-Day and Normandy Campaigns. The Pedal Normandy cycling event raised vital funds for RBL. Two separate groups covered an incredible 351km on each trip and found time to visit the five D-Day beaches: Sword, Juno, Gold, Omaha and Utah. Those taking part also visited other key historical areas associated with D-Day, including Bayeux, Arromanches-les-Bains, Pegasus Bridge, Sainte-Mère-Église and many more.

Your support made Remembrance extra special

You helped us to make sure that those who did not come home were not forgotten and that those who did have the lifelong care and support they so richly deserve.

You made it another fantastic year for the Poppy Appeal

Up and down the country, thousands of kind people like you supported the Poppy Appeal.

Someone who feels just as you do about the importance of supporting our Armed Forces family is Pratyusha. She is one of our many volunteer Poppy collectors.

For Pratyusha, the Poppy Appeal's reach is far and wide. She says, "I've lived in four countries and not seen anything like the work that RBL does anywhere else."

Pratyusha collects for the Poppy Appeal each year and enjoys explaining the meaning of the poppy to tourists visiting from different countries.

Every poppy worn, every pound given or raised, and every minute of your time given to volunteer or participate in the Poppy Appeal is so important to our work.



Pratyusha Dasgupta, Poppy collector.

"Anyone considering becoming a collector would be doing something worthwhile for the people who keep us safe. They deserve to feel safe too."

**Pratyusha Dasgupta,
Volunteer Collector
for the Poppy Appeal**



An RBL supporter with one of our Poppy collectors.



The Festival of Remembrance.

Your Remembrance tributes to the fallen



32m
poppies
distributed



1000's
of kind
volunteers



40,600

Tributes planted in our
Fields of Remembrance



Watch the whole festival on the BBC iPlayer. Just visit **bbc.co.uk/iplayer** or **scan the QR code** on your mobile device.

You gave thanks at the Festival of Remembrance

If you attended yourself, or maybe watched from home, you will know that the Festival of Remembrance filled London's Royal Albert Hall with beautiful music and personal stories of courage and sacrifice. Thank you for honouring our British Armed Forces personnel past and present and paying your respects to the families, friends, colleagues, associations and organisations who support them.

We look forward to seeing everyone again at next year's Festival of Remembrance.

Thank you for supporting us in your home town

From London to Manchester and beyond, thousands of you supported our brave Armed Forces community and helped to raise funds that will ensure our critical support services can continue for another year. Thank you!

You paid tribute in our Fields of Remembrance

Thousands of supporters like you honoured the fallen with personal messages written on wooden Tributes. These were planted in our Fields of Remembrance across the UK. To find out more, please visit **rbl.org.uk/fieldsofremembrance**



Tributes with messages of thanks in our Fields of Remembrance.

Invictus Games 2025

In partnership with the Ministry of Defence, we are proud to be supporting Team UK for the Invictus Games Vancouver Whistler 2025 – the first to feature winter sports.

A team to be proud of

The Invictus Games is an international adaptive multi-sport event for wounded, injured and sick Service men and women, both serving and veterans. The multi-generational team includes participants from all Services who have a range of injuries. These can include visual impairment, amputation, traumatic brain injury, and mental health illnesses such as post-traumatic stress disorder (PTSD). Each person is selected based on how training for and competing at the Games will contribute towards their recovery. It can help their transition to civilian life or see them return to Service.



RAF veteran Stephen Hooper
with members of Team UK.

How the Battle Back Centre transforms lives

While serving in Afghanistan, former Army Captain Laurence 'Loz' Moore led a platoon in Helmand Province and experienced three Improvised Explosive Devices (IED) strikes on his vehicles. As a result of his experiences, Loz sustained injuries and developed symptoms of PTSD. He was later referred to a mental health ward.

With the help of RBL and the Battle Back Centre in Lilleshall, Loz was able to rebuild his life and come to terms with his illness. Thanks to the sports performance coaches and activities at the centre, not only did Loz regain his confidence, but he was able to take part in an Arctic Survival Challenge to raise money for RBL.



Former Army Captain Laurence 'Loz' Moore.

The challenge saw Loz travel 150km south of the Arctic Circle, where he built shelters and survived in a snow hole.

Loz has helped raise over £18,000 for RBL and continues to spread the word that help is available for military veterans and their families.

Sporting heroes in action

60

Team UK
members
competing

37

veterans

23

currently
serving



Stephen Hooper at The Invictus Games.

“I've gone from
standing in the
corner of a room and
not talking to anybody,
to finding my
voice again.”

Stephen ‘Hoops’ Hooper,
UK Team Captain

A life-changing impact

Team Captain Stephen ‘Hoops’ Hooper is returning for his second Invictus Games after competing in powerlifting and sitting volleyball at Düsseldorf in 2023. Hoops, who served in the RAF, was diagnosed with PTSD before being medically discharged in 2021. For him, the Games have been pivotal in helping him to rebuild his life.

A new beginning

Juliet Bale, 54, served as a nurse in the RAF and the Army. She was medically discharged after sustaining a traumatic brain injury whilst on active Service in Kenya. “It’s been difficult to adapt to a life of being cared for due to my injury,” said Juliet. “I went from being a nurse with a master’s degree to somebody who struggled to make a cup of tea.” Being a part of Team UK has helped Juliet to look forward to the future. “It has already made me realise that there’s so much out there that I can do.”

You are helping to continue a proud tradition

Thanks to generous support like yours, we will be proudly supporting Team UK for the Invictus Games Vancouver Whistler 2025. This year is the 10th anniversary of the Games, which were established by Prince Harry, The Duke of Sussex. They take place from 8th to 16th February 2025, and this is the second time that we are taking responsibility for supporting the whole team, participants and their families and friends, alongside our partner, the MOD.

The Invictus Games 2027 will be held in Birmingham, UK. Find out more by visiting rbl.org.uk/invictus

Looking ahead to 2025

Thanks to amazing supporters like you, we will keep providing life-changing care and services to those who need it in our Armed Forces community in 2025. There is a lot to be excited about next year. See how you can get involved.

Another year of memorable events

We love seeing supporters like you at our various annual fundraising events. There are many fantastic days out planned for 2025, such as our family-friendly Poppy Walks and Poppy Hikes to raise funds for RBL. The world-famous London Marathon is always a great opportunity for us to raise funds and awareness for our Armed Forces community too. Why not come along and cheer us on?

Poppy Hike – Epsom, Surrey 18th May 2025

We will be hoping for a good turnout as supporters of our Armed Forces community come together for a wonderful day walking the beautiful Surrey hills in aid of RBL.

Netherlands Liberation Trail 2025 2nd – 6th May 2025

A three-day pedal back in time. A chance to honour our heroes on a historic tour that celebrates the victory and liberation of the Netherlands by Allied Forces in 1944.



For more events,
scan the QR code or
visit **rbl.org.uk/events**



A participant of the London Marathon which took place on 21st April 2024.



A family complete their fundraising Poppy Walk.



Vera Parnaby, who has raised more than £1 million for the Poppy Appeal.



One of RBL's Poppy sellers.

Volunteer for the Poppy Appeal 2025

For over 100 years, our volunteers have made the Poppy Appeal the cherished tradition it is today. They are the lifeblood of this important annual event, which is why we are always looking for more people to get involved. It would be amazing if you could volunteer for the Poppy Appeal and help us raise much-needed funds in 2025.



For more details, visit **rbl.org.uk/volunteer** or **scan the QR code** on your mobile device.

VE Day 80th Anniversary

8th May 1945 – VE Day (Victory in Europe Day) – is a day etched in the memory of everyone who witnessed it. In 2025, we will be celebrating 80 years since this momentous occasion with a range of events right across the UK that echo the joyous street parties, dancing and singing of all those years ago. We hope you will join us.



To find an event near you, visit: **rbl.org.uk/veday80** or **scan the QR code**.

The need for our help never stops

In 2024, we saw a 29% increase in financial outcomes for beneficiaries, meaning thousands of individuals and families needed our specialist support. With soaring rents, homelessness, debt and unemployment all continuing to have an impact on people already struggling with physical or mental health challenges, your kind support is going to be more important than ever in 2025.



Participants on a Recovery Through the Arts (formerly called Bravo 22) course.

Thank you

We could not be the lifeline that we so often are to the Armed Forces community without you.

Royal British Legion, Haig House, 199 Borough High Street, London SE1 1AA
rbl.org.uk | supportercare@britishlegion.org.uk | Supporter Care Line: **0345 845 1945**
Registered Charity Number: 219279



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