

The Poppy Collection® 2020 – Marks & Spencer FAQ's

➤ **When will The Poppy Collection® be available from M&S?**

There are 14 products in The Poppy Collection® across Womenswear and Menswear.

Products are available to purchase in stores and online between October – November 2020 or until stocks last. A smaller selection of menswear products, including cufflinks, tie and socks are available to purchase year round in selected stores and online.

➤ **How much are M&S donating to the Legion?**

M&S is donating all profits from the sale of The Poppy Collection® to the Legion and the aim is to raise over £400,000 for the Legion in 2020.

The funds raised will go towards the Legion's Admiral Nurse Service. Admiral Nurses are specialist nurses who aim to improve the life of both people with dementia and their carers.

By working primarily with the carer offering information, support, therapeutic interventions and education the service is designed to meet to the health, emotional and practical needs of families affected by the condition.

➤ **Are M&S donations used to support service throughout England, Wales, Northern Ireland and Scotland?**

All profits from sales of The Poppy Collection® in Scottish stores are donated to Poppyscotland.

All profits from sales of The Poppy Collection® across the rest of the UK will support The Royal British Legion's work in England, Northern Ireland and Wales.

➤ **Why are M&S not donating the full RRP price to the Legion?**

There are many costs involved including buying the stock, VAT, packaging and distribution to name a few. M&S is donating all of the profits after all costs are taken into account.

➤ **How much has The Poppy Collection® raised so far?**

Since 2012 The Poppy Collection® has raised over £7m for the Legion, and in 2020 they are aiming to raise an additional over £400,000.

➤ **My local M&S does not have The Poppy Collection® in stock?**

The Poppy Collection® is available from all M&S stores and online at

<http://www.marksandspencer.com/l/women/poppies>

➤ **M&S have sold out, can I purchase The Poppy Collection® elsewhere?**

We're delighted that so many people have shown their support for the Legion by buying The Poppy Collection® from M&S. Unfortunately once sold out, it is not possible to purchase these items elsewhere.

➤ **Why are the products not made in England?**

We are very grateful to M&S for their continued support. As these products are produced by M&S, this is a question for their customer service team. You can contact them on 0333-014-8000

➤ **Are The Poppy Collection® Products the same as those sold by the Poppy Shop and QVC?**

No. There are different Poppy Collection® products sold in M&S, Poppy Shop and QVC.

As not everyone is able to go online to the Poppy Shop to order we are very grateful to M&S for offering a high street presence for the jewellery range meaning we can reach millions more people over this period. Poppy Shop has a large range of poppy jewellery and products with all profits also going to the Legion. Visit www.poppysshop.org.uk

➤ **Are M&S profiteering from the Poppy?**

No, M&S are a long term supporter of The Royal British Legion and the Poppy Appeal, helping to raise millions of pounds for our Armed Forces and their families. They are one of the Legion's biggest corporate partners.

M&S was founded in 1884 - 30 years before the start of the First World War with many employees serving in both this and the Second World War. Their support has been invaluable to our Service men and women for almost 100 years.

➤ **How else do M&S support the Legion?**

M&S support extends beyond The Poppy Collection®.

The Legion is one of the Sparks charity partners, which means customers can select it as their chosen charity and M&S will donate to the Legion every time they shop in-store or online. To date, over £612,000 has been donated to the Legion through Sparks.

Earlier this M&S also raised a further £25,000 for the Legion through sales of their limited-edition Spitfire biscuit tin, to commemorate 75 years since VE Day

Since 2009 M&S have donated over £8.6 million to Legion through The Poppy Collection®, Sparks Card, employee fundraising and various other corporate and customer donations.

If you have any additional questions that are not addressed in the points above, please contact us at corporatepartnerships@britishlegion.org.uk