



FUNDRAISING GUIDE

Put your best foot forward
and make the most of
March in March

Combat Stress is the UK's leading charity for veterans' mental health.

For almost a century, we've helped former servicemen and women deal with issues like anxiety, depression and post-traumatic stress disorder.

When a veteran is having a tough time, we're there to help them tackle the past and to help them take on the future.



MARCH
IN MARCH

GARY'S STORY



Before I went to Combat Stress, I didn't want to live any more. I felt hopeless. Living seemed pointless.

"I lost my job many times due to my aggressive behaviour. I was constantly on edge, looking for danger, looking for snipers – people were frightened of me. Everyday life was difficult – I used to hate going to the supermarket."

"Combat Stress saved my life – there's no two ways about it. Once I started the treatment programme, I came on leaps and bounds.

I wanted my life back and Combat Stress helped me to get it back."



Occupational therapy at Combat Stress helped RAF veteran Gary find a new passion in life - sailing.

Gary

Gary served in the RAF for 13 years from 1981 to 1994. Life was difficult in the years that followed - Gary was made homeless and he found solace in drinking heavily. Eventually diagnosed with post-traumatic stress disorder, it was in 2016 that he started treatment with Combat Stress.

HELP VETERANS LIKE GARY

£10

provides materials for our art therapy work

£21

pays for one hour of our 24-hour Helpline

£40

provides one hour with a community mental health nurse

£80

provides an hour with an occupational therapist

THANK YOU

You've taken the first step to support us by signing up for March in March. Now here's how to get started on your 10 miles in March:

- **Choose a date and your location:** the joy of March in March is that you can walk or run your 10 miles on whichever day suits you, in any location, inside or out.
- **Create an online fundraising page:**
It's the easiest way to fundraise. Set one up at justgiving.com/combatstress. Try to make sure the first pledge is a big one, to encourage those afterwards to match their generosity.
- **Shout about it:** let everyone know why you're taking part. The most successful fundraisers often have really personal fundraising pages so say why you're taking part, send out regular updates and photos. Tell your supporters how their donations will help us provide our life-changing treatment to former servicemen and women with mental health problems. Social media is a great way to tell everyone what you're doing – check out our tips on the next page.
- **The more the merrier:** why not ask friends and family to sign up to do March in March with you.
- **Matched funding:** ask your employer if they'll match the funds you raise or make a donation.
- **Last but not least, don't forget to thank all those who sponsor you.**



BE SOCIAL



Facebook, Twitter and Instagram are all great ways to let everyone know you're taking part in March in March so they can support you and we can thank you.

Why not:

- **Share your justgiving page:** to encourage donations
- **Make a film:** post a video of yourself training or on your actual March in March
- **Change your Facebook profile photo:** use the Combat Stress Frame
- **Join the Team Combat Stress Facebook Group:** for help, advice and inspiration
- **Wear it loud and proud:** once you've done the miles and got the medal, share a photo of you wearing it on social media so everyone can see what you've achieved

Don't forget to tag us, we can support you every step of the way.

#MARCHINMARCH **@COMBATSTRESS**

THANK YOU

Funds raised will help us to help more veterans start living again.

ANY QUESTIONS?
WE'RE HERE TO HELP.



Call us on **01372 587 140** or email us
marchinmarch@combatstress.org.uk

You'll also find lots of help and advice on our website:

MARCHINMARCH.CO.UK

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FOR VETERANS' MENTAL HEALTH