



THE POPPY FACTORY

getting you back to work

Embargoed until 00.01 hours on Tuesday 14 June 2011

HELPING WAR VETERANS HELP THEMSELVES

The forecast for medical discharges from the HM Forces is anticipated to reach 750 per annum from mid-2011. Add to that the number of ex-Service men and women, who may have served in Northern Ireland, the Falkland Islands, and Iraq, and who have not been successful in finding employment since being medically discharged from the Armed Forces, or those who have subsequently suffered from sickness, and the figures are significant. On Tuesday 14 June 2011, The Poppy Factory is holding an event, at The Naval and Military Club in central London, to announce its plans to help 500 wounded, sick and injured ex-Service men and women from the British Armed Forces into mainstream employment, over the next 5 years.

For the past few years, The Poppy Factory has been piloting a supported employment scheme and has successfully managed to place more than 60 veterans of all ages in jobs around the UK. Focusing on boosting employment prospects, The Poppy Factory has found and matched employers with clients, and part-funded their clients' first year's salary in a number of cases, to allow for a period of flexibility, enhancing training and development into their new role. Continued guidance is given to both the employer and employee to ensure the veteran's smooth transition.

"Ex-Service men and women have a fantastic work ethic, are disciplined, trustworthy and used to performing within a team," said Melanie Waters, Chief Executive of The Poppy Factory. "Many have qualifications that are invaluable for companies today. However, an injury or delayed illness can shatter their lives. We want to help them regain their self-respect and confidence in order to earn a living, so that they can feel a valuable member of society again. This enables them to support themselves and their families and enjoy the next phase of their lives. Having valiantly served their country, we think they deserve it."

"There are a number of employers all over Britain, who could offer these men and women a life-changing job," Melanie continues. "We have spent the last four years learning about individual issues, differing conditions, range of skills and expectations. We have developed relationships with companies and like-minded charities, but there is so much more scope for other businesses to open their doors to a new employee, who may require a little more consideration in the beginning, but will reward that support with

The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR
T: 020 89403305 F: 020 8332 1205 W: poppyfactory.org

The Royal British Legion Poppy Factory Ltd
Registered under The Charities Act 1960 No 225348
Company registered in England No 204405

Working with
THE ROYAL BRITISH
LEGION


By appointment to
Her Majesty The Queen
Manufacturers of Poppies



long term commitment. So far, we have used our own funds and will continue to do so. However, for this new five year plan to help 500 more ex-Service men and women back to work, we need to raise £4 million.”

For further information, please contact:

Gail McGuffie PR

Telephone: 020 8568 5466

Mobile: 07885 10 33 53

Email: MGailMcG@aol.com

Notes to editors:

14th June is the anniversary of Argentina’s surrender of the Falkland Islands.

Since 1922, The Poppy Factory (originally called the Disabled Society) has been employing wounded, sick and injured ex-Service personnel in its factory. Major George Howson MC, who served on the Western Front, set up ‘The Disabled Society’ in 1922 in the Old Kent Road with the sole purpose of producing poppies, with the workforce being severely wounded veterans from WW1. In 1925, The Poppy Factory moved to Richmond, Surrey and continues to make poppies, remembrance crosses, sprays and wreaths for The Royal British Legion’s annual Appeal and Remembrance Day (including wreaths for HM The Queen and other members of the Royal family), and is responsible for planting and hosting The Field of Remembrance at Westminster Abbey.

The Poppy Factory would like to thank The Brand Union (London) for its invaluable help in developing the strategic re-positioning of The Poppy Factory for the future. The Brand Union conducted in depth stakeholder research which indicated where the organisation should be positioned as it takes on a more active fund raising role. Following these findings, The Brand Union developed a positioning based on The Poppy Factory’s deep-rooted DNA, which is summarised in the statement ‘long term commitment’ and articulated through the new vision “To be recognised as the UK’s leading charity supporting wounded, sick and injured ex-Service men and women to find employment”. This has been brought to life by the creative execution developed by The Brand Union, which you see in front of you.

The Brand Union is a global brand agency that works with some of the world’s most renowned brands. From FMCG to financial services and telecoms to transport, The Brand Union delivers everything from finding new opportunities to grow; to finding better pathways to brand engagement; to creating a new vision, identity or brand experiences; to strategic, creative and innovative thinking. And everything else in between.

June 2011

The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR
T: 020 89403305 F: 020 8332 1205 W: poppyfactory.org

The Royal British Legion Poppy Factory Ltd
Registered under The Charities Act 1960 No 225348
Company registered in England No 204405