



FUNDRAISING GUIDE



**COMBAT
STRESS**
FOR VETERANS' MENTAL HEALTH

ABOUT COMBAT STRESS

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

For a century we've helped former servicemen and women deal with trauma-related mental health problems such as anxiety, depression and post-traumatic stress disorder (PTSD). Today, we provide support to veterans from every service and every conflict on the phone, online, in the community and at our specialist centres. We're on a mission to raise awareness that invisible injuries can be just hard to cope with as physical ones. So when a veteran's having a tough time, we're here to help them tackle the past and take on the future.

Why Do 100?

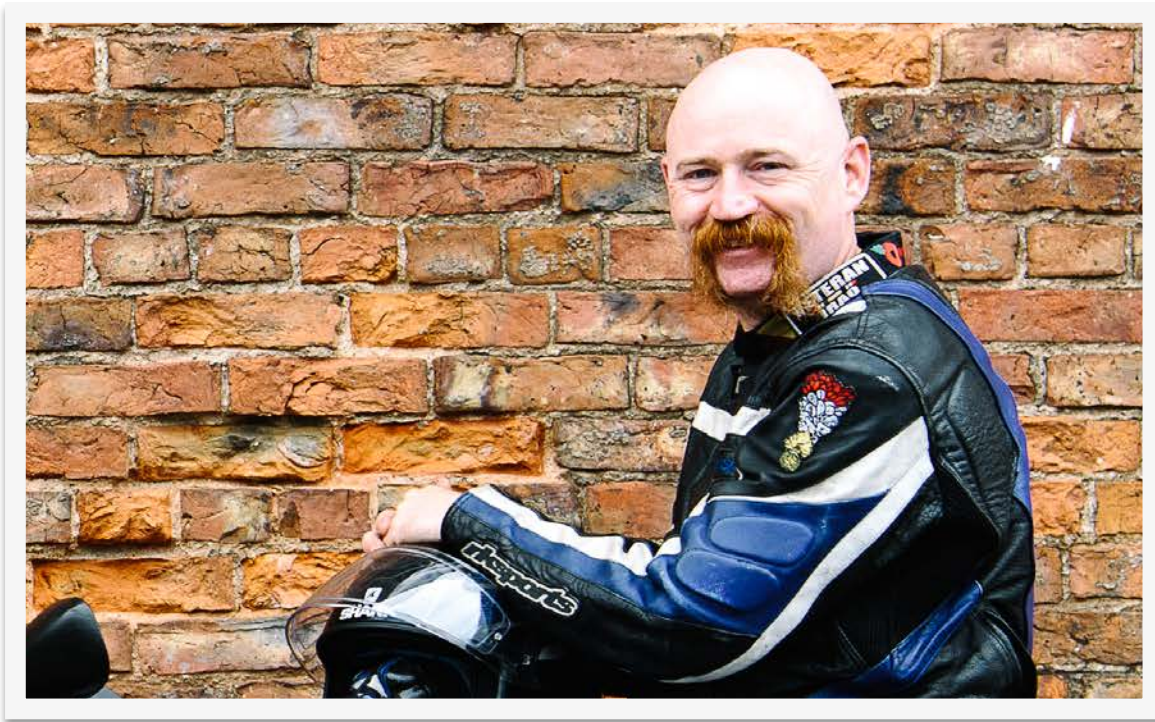
We are 100 this year. To help us mark this special milestone, we are challenging you to do 100 of anything you choose and raise funds for The At Ease Appeal.

The At Ease Appeal is our major appeal to help veterans be themselves again. By taking part in the Do 100 challenge, you will help us be here for veterans today, tomorrow and in the years to come.



One of our occupational therapists with a veteran at our treatment centre

CRAIG'S STORY



Learning about how PTSD affects the brain helped me see that what was happening in my head wasn't my fault. I finally stopped blaming myself for what happened; I felt like I could start enjoying life."

Craig served in the Territorial Army for 28 years. During a tour in Bosnia, there was an incident that changed his life. After leaving the Army, Craig's mental health quickly declined. When he was feeling his worst, he drank heavily and struggled to hold down a relationship. But in 2016 Craig sought the help from Combat Stress that he so desperately needed and he was able to turn his life around.

HELP VETERANS LIKE CRAIG

£50

could go towards funding one Video Call Therapy session for one veteran

£100

could go towards a series of occupational therapy workshops in the community for one veteran

£250

could go towards an individual session with a psychiatrist for one veteran

WHAT WILL YOUR **DO100** BE?

Thank you – you’ve taken the first step to supporting veterans’ mental health by signing up for Do 100.

Here’s how to get started:

Choose your 100

You can do what you want, when you want, with whoever you want – how you take part is completely up to you!

Create an online fundraising page

It’s the easiest way to fundraise. Set one up at [justgiving.com/campaign/do100](https://www.justgiving.com/campaign/do100). Try to make sure the first pledge is a big one, to encourage people afterwards to match their generosity.

Shout about it

Let everyone know why you’re taking part. The most successful fundraisers often have personal fundraising pages, so say why you’re getting involved and 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 Be Social page.

The more the merrier

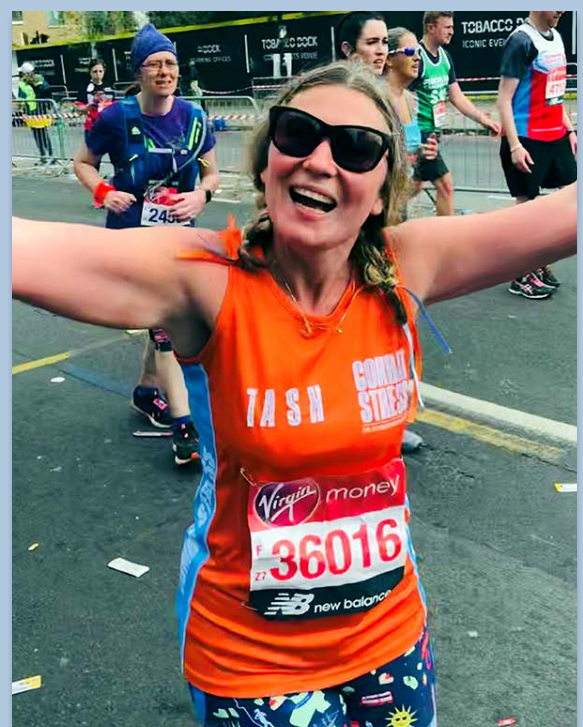
Why not ask friends and family to sign up to Do 100 with you?

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!

Stuck for ideas? Check out the next page for inspiration.



CAN YOU

**KNIT
SWIM
RUN
BURN
PLANT**

BAKE

100

**BOARDED
LENGTHS
KMS
CALORIES
SEEDS**

CAKES

?

**LIFT
SING
HOLD
WALK
CLIMB
RAISE
PAINT
KNIT
SWIM**

**KGS
SONGS
PARTIES
MILES
HILLS
£1s
PICTURES
SCARVES
LENGTHS**

BE SOCIAL



Facebook, Twitter and Instagram are all great ways to let everyone know you're taking part in Do 100 so they can support you and we can thank you.

Why not:

- **Share your justgiving page**
To encourage donations
- **Take photos**
Or post a video of yourself doing your Do 100
- **Join the Do 100 Facebook Group**
For help, advice and inspiration
- **Shout about it**
Once you've done your 100, share a photo on social media and don't forget to tag us so we can give you a shout out!
- **Share your story**
Whatever you choose to do, send us your Do 100 story, photos or videos.

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

#Do100 **@CombatStress**

THANK YOU!

Funds raised will go towards The At Ease Appeal:
our transformative appeal to help veterans be themselves again.



ANY QUESTIONS? WE'RE HERE TO HELP.



Call us on 01372 587 140 or email us at do100@combatstress.org.uk

You'll also find lots of help and advice at combatstress.org.uk/do100

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