

## Hand-crafted poppies

For more than 90 years the poppy has been our national symbol of remembrance and the iconic fundraising device of the Scottish Poppy Appeal. As guardians of this symbol, Poppyscotland takes its duty in ensuring the poppy is used in appropriate ways very seriously. In doing so we are able to raise over £2.8 million each year to meet the urgent needs of those in the Armed Forces community.

Recent years has seen a growth in popularity of individuals and community groups hand-crafting their own remembrance poppies in support of the Poppy Appeal. These have been created using a number of different techniques such as crocheting, knitting, felting, beading and many other hand-crafting styles. Although Poppyscotland will always advocate the wearing of traditional paper poppies, we recognise that this new trend enables individuals and community groups to put their crafting expertise to great use in supporting the Scottish Poppy Appeal in a new and fun way.

Poppyscotland wants to encourage individuals and community groups to support the Poppy Appeal in new and different ways, but it is important that to have some guidelines in place when it comes to making hand-crafted remembrance poppies. There are just a few things we ask you to bear in mind:

1. Hand crafted remembrance poppies should only be made and sold in aid of Poppyscotland and/or the Scottish Poppy Appeal. Poppies cannot be crafted and sold in aid of any other charity. By all means fundraise for others, but we would respectfully ask you do not use our emblem, the remembrance poppy, to do this.
2. We appreciate that there will be costs involved in buying raw materials to produce hand-crafted poppies. It is therefore appropriate, if you wish, to recoup these costs from the money raised, providing those buying the poppies are advised of this.
3. We would ask that you consider carefully how many hand crafted poppies you plan to produce and that you only sell them directly to your immediate network of friends and family. This is for two very important reasons:
  - a. The vast majority of funds raised during the Scottish Poppy Appeal come from the sale of traditional paper poppies. While we want to encourage people to support the Appeal in new and different ways, we must ensure that it does not have a detrimental impact on our existing fundraising. Furthermore, since 1926 a team of disabled veterans employed at the Lady Haig Poppy Factory has produced paper poppies for the annual Scottish Poppy Appeal. As well as putting our existing fundraising in jeopardy, over production of hand-crafted poppies could put their jobs at risk.
  - b. The Poppy Appeal is coordinated by hundreds of volunteer Area Organisers across the country, who undertake a huge amount of work distributing poppies and tins, organising collections and liaising with local businesses. Selling hand-crafted poppies around your wider local community can inadvertently cut across long established relationships that our Area Organisers have nurtured, and negatively impact on their fundraising efforts. If you would like to get more involved with the Poppy Appeal, please contact Poppyscotland and we would be happy to put you in touch with your local Area Organiser.
4. Remembrance poppies should not be hand-crafted and sold on a commercial basis, unless all of the profits are directed to the Scottish Poppy Appeal. We do not consider it appropriate that individuals or businesses profit from selling remembrance poppies.
5. Once you have sold your poppies simply bank the money and send a cheque (made payable to "Poppyscotland"), along with a covering letter including your contact details, to:

Poppyscotland  
New Haig House  
Logie Green Road  
Edinburgh  
EH7 4HQ