

## Key facts.

- The Scottish Poppy Appeal raises nearly £3 million each year – about two-thirds of our annual income.
- Scottish poppies have four petals and no leaf. Poppies in England, Wales and Northern Ireland have two petals and a leaf.
- Around 5 million poppies, 50,000 collecting tins and 15,000 wreaths are distributed each year.
- Scotland's poppies are made by veterans with disabilities at Lady Haig's Poppy Factory in Edinburgh.
- We have the incredible support of around 450 volunteer Area Organisers and 10,000 collectors.
- We must raise more than £10,000 a day to continue our work.

## How we help.

Poppyscotland provides life-changing support to our Armed Forces community. We reach out to those who have served, those still serving and their families. At times of crisis and need, we offer them vital practical advice, assistance and funding.

The money you raise helps fund our vital welfare services. These are broadly split into seven areas.



### 1. Tailored support and funding.

Adapting support and funding to match an individual's requirements as they change over time.

### 2. Advice.

Getting in touch with the right people via a dedicated helpline (0808 800 1007) or specially trained advisors and at our Welfare Centres in Inverness and Kilmarnock.

### 3. Employment.

Offering a range of services from re-training through to helping those detached from the workplace.

### 4. Mobility.

Helping veterans live independently by providing occupational therapy assessments, home adaptations and mobility aids.

### 5. Respite and breaks.

Providing much-needed breaks for those who wouldn't otherwise have the means or the opportunity.

### 6. Housing.

Funding home improvements and adaptations as well as supporting specialist housing organisations.

### 7. Mental health.

Working with other specialist organisations to provide advice and support to veterans suffering from mental health difficulties.

For more information on our Welfare Services visit [poppyscotland.org.uk](http://poppyscotland.org.uk)

## Text to give.

Sometimes people comment that they don't have any change to donate...



\*Texts cost £3 plus one standard message charge. Poppyscotland will receive at least £2.97 depending on your network provider. Helpline 0131 550 1542. Scottish Charity No. SC014096.

## Poppyscotland store.

If you are asked about poppy pin badges, wristbands or other poppy merchandise, these can be bought from [poppyscotland.org.uk/shop](http://poppyscotland.org.uk/shop) or by calling 0333 323 8979.



## The Poppy Person's Guide

TO COLLECTING.

poppyscotland



# Why are Poppy People so important?

Welcome to Poppyscotland. As a Poppy Person you're part of a very special team. Simply having someone holding a collecting tin can raise as much as 50 times more than a tin in a shop. A supermarket collection with volunteers can raise more in one day than tins at a checkout can raise in a fortnight. Supermarket or town centre collection tins average £250 per collector, with the record from one tin an incredible £425 – enough to pay for a week at a treatment centre for a veteran with mental health issues.

## Top tips for collecting.

- Target supermarkets, shopping centres, transport hubs and town centres.
- Shopping centres get busier in the afternoons and stay busy until after 6pm.
- Local transport hubs are busiest between 8am-9am and 4pm-6pm.



- High streets are busiest in the middle of the day (midday-2.30pm).
- Smile, make eye contact and don't be afraid to approach people.
- Think about your position. Be somewhere busy, but don't cause an obstruction.
- Be enthusiastic and thank everyone who donates.
- Take time to understand where the money goes (see overleaf), so you can explain how every donation makes a difference.

## What to 'pop' in your bag.

We have more than 90 years of collecting experience... and the Scottish weather isn't always on our side.

- Raincoat
- Hat and gloves
- Layers of clothes – so you can wrap up or cool down
- Comfy shoes
- Water
- Mobile phone
- Your permit (where required) and your Poppyscotland ID card
- Your smile and enthusiasm
- This guide (for extra facts, figures and contacts)



## Staying safe.

- Consider collecting in pairs or groups and take a mobile phone.
- If possible, travel in the company of other people you know.
- Consider only wearing military uniform where the collection is taking place.
- Be aware of what is going on around you and report anything you consider suspicious.
- Try to avoid confrontation and report any incident to the police. If the incident is immediate call 999; if not call 101.

Take note of your local Scottish Poppy Appeal Area Organiser here, just in case you need to contact them while out collecting:

Name

Phone number

Contact us



0141 338 6585

volunteer@poppyscotland.org.uk

poppyscotland.org.uk/volunteer

Please direct any general Poppyscotland enquiries to 0131 557 2782 or enquiries@poppyscotland.org.uk

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