

YOUR SUPPORTER PACK



Registered charity No.1170528



A NOTE FROM NIKKI

I'm Nikki and I set up Scotty's in memory of my husband Corporal Lee Scott who was killed serving in Afghanistan in 2009. Our son Kai was 5yrs and our daughter Brooke was just 7 months old. Having to tell Kai that his Daddy wouldn't be coming home, is by far the hardest thing I have ever had to do.

Nine months later, my cousin convinced me to go on a family holiday, I looked at Kai in the swimming pool and he was laughing and smiling – it was the first time I had seen him smile since his Dad died.

I realised there must be so many more children who had experienced the death of a parent in the Forces that hadn't had the opportunity to smile again and that's why in 2010 I set up Scotty's Little Soldiers.

Children remain at the heart of the charity, supported through the "Scotty's Little Soldiers" service, but now adults can access help too.

Scotty's now supports anyone affected by military-connected bereavement, from any branch of the Armed Forces, whether serving or a veteran, and regardless of their relationship to the person who died or the cause of death.

Your support means so much to us and allows us to continue helping more of the community.

I hope this pack will answer any questions you might have and help with your fundraising, but if you need anything more please just get in touch with the team.

Thank you and good luck with your fundraising!

Nikki Scott

Nikki Scott
Founder



WHAT HAPPENS NEXT?



➤ **You're registered!** Keep your unique 'ESLS' number for future reference, this will be in your registration email and help us log all your efforts.



➤ **Grow your impact:** Read this pack for helpful info and to access downloadable resources to support your fundraising.



➤ **Create your fundraising page:** (If you haven't already, [set up a JustGiving page](#) - which will send us an alert. If you've set up a page on another site please send us the link. JustGiving sends donations to us directly on a weekly basis so the money you raise can start having an impact straight away.



➤ **Get Sharing!** Please tag us in your social media posts. We are **@ScottysCharity** on Facebook, LinkedIn, Insta, TikTok and X.



➤ **We'll be in touch:** You'll hear from us 4 weeks before your event.



➤ **How did it go?** We'll also be in touch to see how the event went.

OUR PROMISE TO YOU

- We're here on the phone or email to answer any questions.
- We'll help you understand the impact of your support.
- We won't bombard you with requests to support us.

EXCLUSIVE

FUNDRAISER REWARDS

Start fundraising, get your first £100 raised and we'll be in touch to provide you with rewards and resources to showcase your support including pin badges, flags and t-shirts.



OUR MISSION

Everyone affected by military-connected bereavement feels supported & empowered in their journey.

OUR PROMISES

Everyone affected by military-connected bereavement to have:

- › Ease in navigating their entitlements. (START)
- › The chance to build social connections. (SMILES)
- › The best mental health & wellbeing support. (SUPPORT)
- › Outstanding development opportunities. (STRIDES)

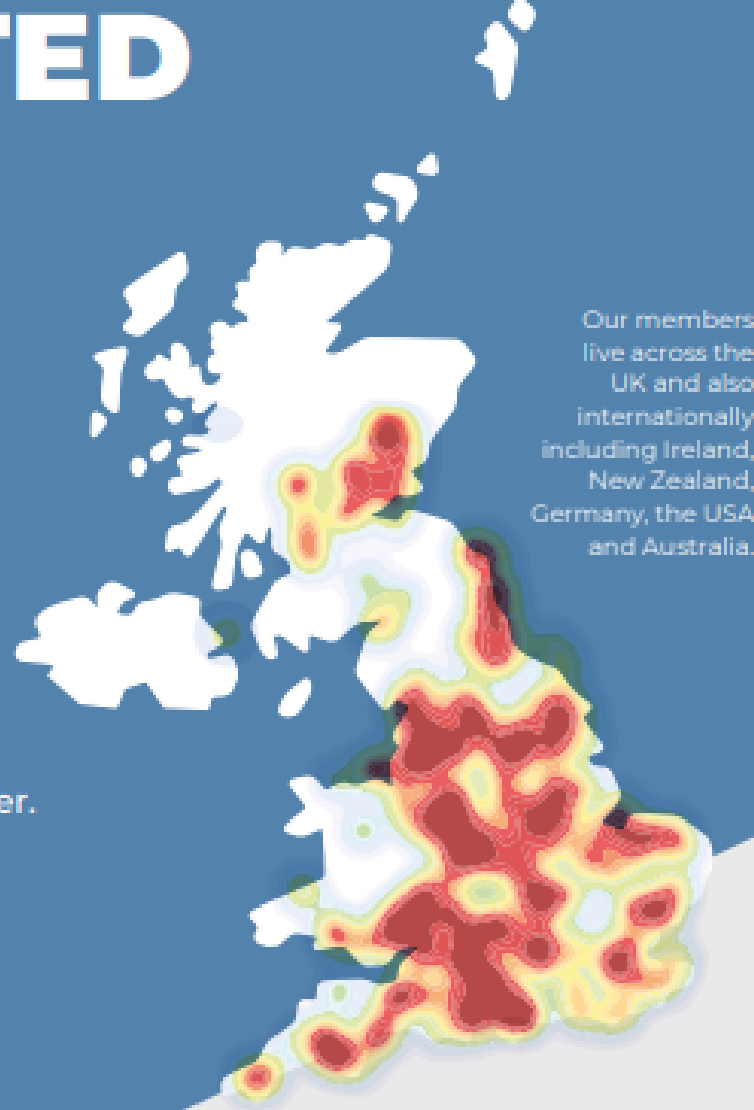
OUR VALUES

- › **FAMILIES COME FIRST:** Our beneficiaries are the sole reason we are here. For every decision we make and every action we take, we ask ourselves how this takes us closer to completing our Mission.
- › **EVERYONE A SUPPORTER, EVERY SUPPORTER A VIP:** Everyone is a potential supporter and every supporter should be treated like a V.I.P. Without that support we can't achieve our Mission.
- › **LOVE WHAT YOU DO:** When you truly love what you do it shouldn't feel like work, and when it doesn't feel like work you can achieve great things. We work as a team towards one goal, our Mission.
- › **REMEMBER, EVERY DAY:** For our beneficiaries Remembrance isn't just one day of the year, it's everyday of the year. We remember the sacrifices made by these families, every day.

SUPPORTED IN 2025

We changed our criteria so that we now support children if their military parent has a terminal diagnosis, as well as those who have already experienced the death of a parent who served in the British Armed Forces.

- ▶ The parent can be serving or a veteran at the time of death.
- ▶ Length of service does not matter.
- ▶ The parent can be from any branch of military service, including reserves.
- ▶ All causes of death, and all terminal diagnosis are eligible.



547

Army and
Army Reservist

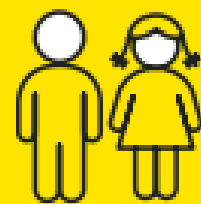
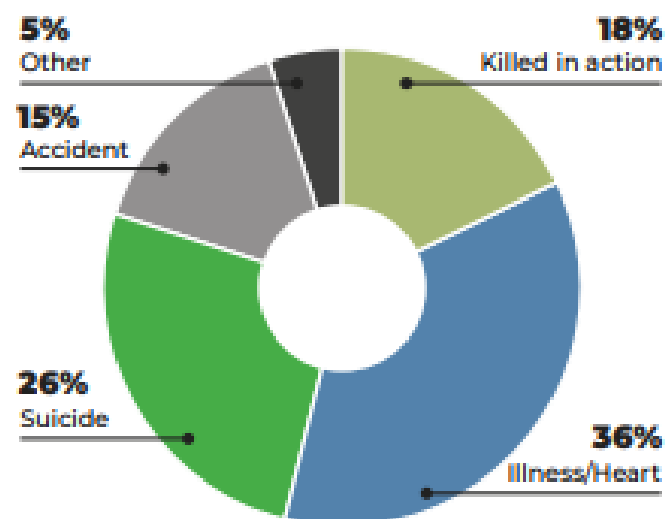
120

Navy and
Royal Marines

129

RAF and
RAF Reservist

Causes of death



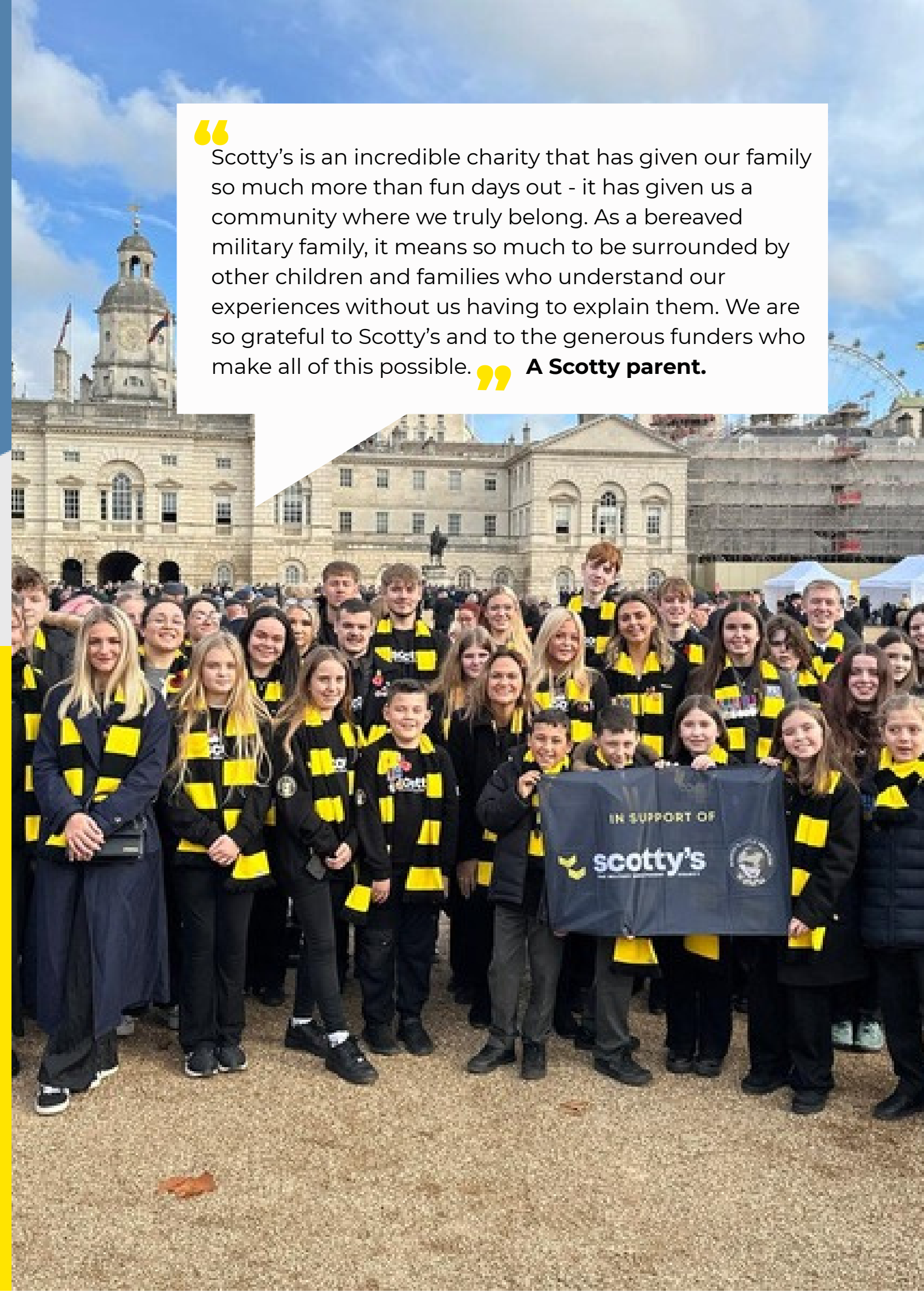
In 2025,
we supported
796
children and
young people
(age 0-25 years)

“

Scotty's is an incredible charity that has given our family so much more than fun days out - it has given us a community where we truly belong. As a bereaved military family, it means so much to be surrounded by other children and families who understand our experiences without us having to explain them. We are so grateful to Scotty's and to the generous funders who make all of this possible.

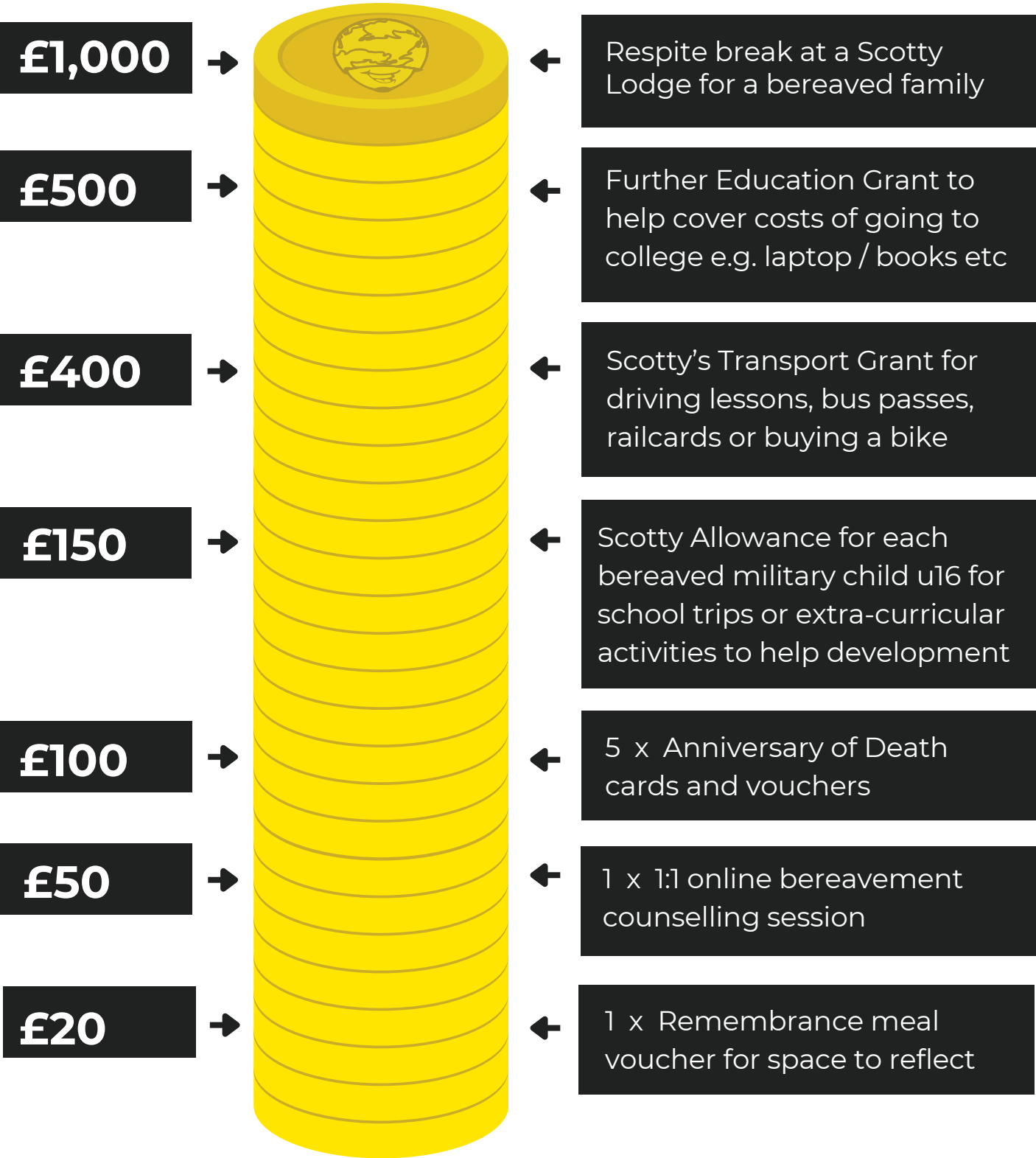
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A Scotty parent.



FUNDRAISING TARGETS

Here are a selection of the ways your fundraising could help make an impact for children and adults in our community.



To see all the ways we help support anyone affected by military-connected bereavement please visit www.scottys.org.uk

THINGS TO SUPPORT YOUR FUNDRAISING

Go to scottys.org.uk/downloads



Info Flyer: An A5 flyer with a QR code for your friends/colleagues to find out more about Scotty's.



Event Flyer: An A5 flyer template with space for you to put your event details and a QR code to your fundraising page for donations.



Sponsorship form: For a classic way of asking for donations from friends and family - and capturing gift aid too for an extra 25%.



Gift Aid form: Ensure Scotty's can claim 25% more on all your future donations by filling in this form.



Videos to share: Watch 'A War Widow's Story', 'A Hero's Legacy' and many more on [@ScottysTV](https://www.youtube.com/channel/UCScottysTV) channel on YouTube.

If you have trouble accessing anything from our website please get in touch.

WE'VE MADE THE SWITCH: NO POTS

We have swapped our collection pots for QR codes meaning people can quickly and easily support you by using their smartphone.

We can track how much has been raised from your QR code which provides a more secure way of collecting donations as funds go direct into the charity's bank account which also reduces admin. Scan our example QR code to see how easy it is.



Email fundraise@scottys.org.uk for your own QR code if needed



CODE OF CONDUCT

While fundraising in support of Scotty's you are representing the charity and your actions will impact on the charity's reputation. We expect all fundraisers supporting Scotty's to follow this code at all times.

Be safe, be legal, be friendly, be clear, be trusted

BE SAFE: Please look after yourself and those around you.

BE LEGAL: Your fundraising must be legal and honest at all times.

BE FRIENDLY: Be polite at all times. Do not criticise other organisations. Do not pressurise anyone who is uninterested in supporting the charity.

BE CLEAR: Do not mislead anyone and ensure your fundraising materials are clear and honest. Do not attempt to provide financial advice or comment on any financial data not provided to you by the charity.

BE TRUSTWORTHY: Do not exploit the trust, lack of knowledge or vulnerability of any members of the public.

LOGO

Please use our 'IN SUPPORT OF' logos when promoting your fundraising. It distinguishes your activity from our own and helps prevent any accidental IP infringements. If in doubt, please ask.



A link to our 'In Support Of' logos can be found on our website or by contacting fundraise@scottys.org.uk. If you have any specific requirements please contact the team and they will do their best to assist you.

FUNDRAISING TIPS



Tell a story. Your social media can help you reach a lot of people but the algorithms will tune out spammy asks. Tell them your why, share photos and thank people publicly (which will then show the content to their connections). And don't forget to include a link to your fundraising page. Stories and fun photos of you will spark more engagement.



Start early. Some people donate instantly. Some wait. Most will wait. And then, as your story grows and they see or hear others donating, they will donate too. So pretend you are a politician and keep telling your story and thank each donation publicly. If you can, post videos before, during and after your event for maximum personal impact.



The more places you share your story, and why Scotty's, the more people will want to help you hit your target. So set a target! It will also help raise awareness of the charity and find more people who need support. So think, email footers, work newsletters, lunch & learn events, flyers on walls.

Use your connections. Ask your employer about matched funding or challenge your most generous donor to add a matched funding element. And/or convince a friend/colleague to join you - potentially doubling your fundraising power and creating shared memories.

THINK STRATEGICALLY

Think about your network. Sometimes it can be more impactful to find 3 big donors in 1 to 1 highly personal asks, rather than a less-targeted ask via social media for lower value donations. e.g. Could you get three businesses to add a logo to your shirt for £100/£250/£500 each?



OUR IMPACT

Thanks to fundraisers like you,
this is some of what we achieved in 2025

2025 AT A GLANCE

Our impact in numbers



796 children and young people supported

0-25 age range of people supported



75% of new members joined within six months of bereavement



78% of children and young people receiving SUPPORT saw improvement in at least three wellbeing areas

98%

of event attendees felt a stronger sense of belonging



344

children and young people attended Scotty's events and met others who understand



37

families supported through advocacy



2 million+

exams influenced through new guidance shaped with exam boards, ensuring exams are sensitive to the needs of bereaved children



349

children and parents took part in a Scotty Break to rebuild as a family



3,085

care packages sent to ensure young people never felt forgotten



99%

of families said Scotty Breaks improved connection or communication

£73,149

distributed through grants to remove barriers to education



You can read much more on the impact section of our website.
And screenshot graphics to share with your connections.

How to pay in your FUNDRAISING

It's really simple to pay in your fundraising....



Bank Transfer

CAF Bank, Account name: Scotty's Little Soldiers CIO, Sort code: **40-52-40**, Account No: **00035470**. Please remember to add your ESLS number or a reference.



Over the phone

Please call us on **0800 092 8571** and we can take payment by credit or debit card or advise on other ways to pay-in your fundraising.



Online

Donations made to your JustGiving page are automatically paid to us on a weekly basis. You can also donate direct via www.scottys.org.uk/donate



By cheque

Please make cheques payable to 'Scotty's Little Soldiers' and post to Scotty's, PO Box 1273, King's Lynn DO, PE30 9HD with your name, number and reference or note about your event on the back.

Please avoid sending cash in the post. Call us for alternative ideas .



Cause-related Marketing

Contact Coffee Co. donate £2 per pack of 'Scotty's Blend' coffee.

Selling with purpose is well evidenced as an effective way to grow sales (win win) so consider if your business or employer could do something to help your fundraising (or needs a coffee resupply...).

KEEP IT LEGAL

We're honoured you have chosen to fundraise in support of Scotty's.

We hope you have a lot of fun while fundraising, but you'll also need to make sure you stay safe and legal. Please read through these notes and also refer to the Fundraising Regulator website if unsure about anything.

Representing Scotty's:

While fundraising you are representing the charity and your actions will impact the public's impression of the charity. Please read our fundraisers code of conduct and the other info within this pack so you can speak confidently about the charity, and use the 'in support of' logo on any materials for your event.

Responsibility for your fundraising:

You will be responsible for all aspects of your fundraising and Scotty's will not accept any responsibility or liability related to your activity. We can support by offering advice, but won't be able to help you raise sponsorship, secure venues, source auction prizes or promote your event for you. All activities and participation are at the organiser's and participants' own risk. Approval of your activity on our registration system is not an acceptance of responsibility.

Insurance: The charity's insurance only covers activities directly organised by Scotty's and does not cover third party events (fundraising 'in support of'). Please check if your activity requires you (as the organiser) to have insurance in place. You may wish to consider public liability cover, damage to property (own, hired or borrowed), event cancellation insurance, travel insurance and/or cover to meet any contractual conditions.

Competitions: If you are planning to organise a raffle or sweepstake you will need to check these are legal. We recommend checking the Gambling Commission website.

Cause-related marketing: If you wish to sell something and give a % of profits to Scotty's please contact us as there must be a written agreement. Legally you must include wording at point of sale saying a) £x per sale or b) x% of the sale price will be donated to Scotty's - so the customer has certainty.

Charity Collections: We never authorise anyone to conduct door-to-door collections for Scotty's and we no longer send out collection tins. Instead we use QR codes to reduce admin and increase security.

If you wish to do a collection please contact us and be aware you will need to have permissions in place. Our team can advise but can't do this for you. If you're collecting in a public place you'll need a licence from your local authority. If collecting on private property, e.g. a pub/shop, you need landowner's permission.

Safeguarding of Children:

Safeguarding of everyone connected to Scotty's is paramount to us. There are legal restrictions for children under 16 fundraising. No child U16 can be unaccompanied when fundraising and they should not have sole responsibility for handling any funds raised. Please also refer to our safeguarding policies via our website.

Data Protection (GDPR): If you collect personal data from supporters (e.g. for Gift Aid or event comms), you are responsible for handling it in line with UK GDPR. Do not share supporters' data with third parties without consent and do not use it for any other purpose. For guidance, visit ico.org.uk.

Fundraising Regulator:

Your fundraising must be legal, open, honest and respectful. You must not put undue pressure on anyone to donate, use unreasonably persistent approaches or breach someone's privacy.

DESCRIBING SCOTTY'S

Brief Description: Scotty's - the military bereavement charity, supports and empowers anyone affected by military-connected bereavement.

Mid-length Description: Scotty's - the military bereavement charity, supports and empowers anyone affected by military-connected bereavement. The charity helps children, young people and adults from the British Armed Forces community to have confidence and clarity in navigating their entitlements, the chance to build social connections, the very best mental health and wellbeing support, and outstanding development opportunities.

Long Description: Scotty's - the military bereavement charity, supports and empowers anyone affected by military-connected bereavement. Founded in 2010 by Army widow Nikki Scott after her husband, Corporal Lee Scott, was killed in action in Afghanistan in 2009, the charity began as Scotty's Little Soldiers, supporting bereaved military children and young people. Children remain at the heart of the charity, supported through the "Scotty's Little Soldiers" service, while adults can now access support too.

Scotty's supports anyone affected by military-connected bereavement. This means Scotty's support is available to people across the British Armed Forces community, including regulars, reserves and veterans, and from every branch of the Armed Forces.

Scotty's helps children, young people and adults to have confidence and clarity in navigating their entitlements, the chance to build social connections, the very best mental health and wellbeing support, and outstanding development opportunities.

For more than 16 years, Scotty's has combined lived experience with professional expertise, academic research and voices of the bereaved military community to understand what works, what doesn't, and where there are gaps in support. This has shaped the charity's approach and its ambition to ensure that anyone affected by military-connected bereavement can access support that understands their experiences and their connection to the Armed Forces community.



WHO DOES SCOTTY'S SUPPORT?

Scotty's supports anyone affected by military-connected bereavement. That includes:

- Those grieving the death of someone who had served in the British Armed Forces – whatever their relationship to the person who died, the cause or circumstance of their death.
- Those who serve or have served in the British Armed Forces and are experiencing a bereavement of their own.

SCOTTY'S PROGRAMMES?

Scotty's support is delivered through four programmes:

START - Confidence and clarity in navigating their entitlements.

SMILES - The chance to build social connections.

SUPPORT - The very best mental health and wellbeing support.

STRIDES - Outstanding development opportunities.

Scotty's ambition is to empower a community of more than 25,000 bereaved people by 2035

THANK YOU FOR YOUR SUPPORT



We can't wait to see your photos, hear your stories and help you maximise your impact for the bereaved military community.

fundraise@scottys.org.uk | 0800 928571
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