



POPPYSCOTLAND'S

Fundraising Guide for Schools





WHY FUNDRAISE FOR POPPYSCOTLAND?



Every penny you raise for Poppyscotland helps the Armed Forces community in Scotland.

Whether a veteran is struggling with a life-changing battlefield injury, psychological trauma, financial hardship, homelessness or has turned to substance misuse to cope, we are here to help.

BEHIND THEM ALWAYS

Poppyscotland is best known for running the iconic Scottish Poppy Appeal which, with your help, raises over £2 million each year.

This, combined with our year-round fundraising, enables us to provide tailored support and funding to thousands of ex-Service personnel as well as offer vital services in:

- advice
- employment
- mobility
- housing
- mental health support.

We believe no veteran should live without the prospect of employment, good health, and a home after serving their country.

Since 1921 we have helped countless men, women and families with issues linked to their time in the Armed Forces or with struggles adjusting from military life to 'Civvy Street'.

Whatever support they need, we are here.

BEHIND DONALD

Donald is a Falklands veteran who was homeless for six months following his time in the Army.

With Poppyscotland's help, Donald turned his life around and these days works in our Lady Haig's Poppy Factory in Edinburgh.



MEET

Donald
McLeod

"When you're on the streets, you realise that so many of those you meet are ex-Services. Soldiers learn to act a certain way; to be totally self-sufficient. There is no-one when you come out to point you in the right direction. In the Army, your life is run for you, but it's not like that on Civvy Street, and that's why veterans like me should never hold back in asking for help."



HOW YOUR FUNDRAISING MAKES A DIFFERENCE

AS LITTLE AS £10 CAN CHANGE A LIFE

Here are some things your fundraising makes possible every day of the year:

£10 – Helps towards the cost of travel expenses for a veteran to attend a job interview.

£20 – Living rough can be a frightening and lonely life. As little as £20 can provide a homeless veteran with a night's accommodation.

£50 – The road to recovery can be long and challenging. £50 could provide a day trip for a veteran suffering with mental health challenges, allowing them a change of environment, which can play an important part in their recovery.

£153 – The cost of an Occupational Therapy Report to assess how a home environment can be improved and adapted for special needs.

£697 – The average home start-up grant awarded for necessities.

£1337 – This is the average amount given towards home mobility adaptations.

*Figures taken from Poppyscotland's Welfare Services Annual Report 2019/20.



25 INSPIRING IDEAS

Inspire countless educational and fundraising experiences for your pupils with our Fundraising Guide for Schools. Packed with 25 simple yet creative ideas to help you support Poppyscotland.





FUNDRAISING FOR EXCELLENCE CFE QUICK CHECKER

Our fundraising challenge ideas are full of interdisciplinary learning opportunities to help you become successful learners, confident individuals, responsible citizens, and effective contributors.

Confident Individuals

With:

- self respect
- a sense of physical, mental and emotional wellbeing
- secure values and beliefs



and able to:

- relate to others and manage themselves
- pursue a healthy and active lifestyle
- be self aware
- develop and communicate their own beliefs and view of the world
- live as independently as possible
- assess risk and take informed decisions
- achieve success in different ways

Responsible Citizens

With:

- respect for others
- commitment to participate responsibly in political, economic, social and cultural life



and able to:

- develop knowledge and understanding of the world and Scotland's place in it
- understand different beliefs and cultures
- make informed choices and decisions
- evaluate environmental, scientific and technological issues

Effective Contributors

With:

- an enterprising attitude
- resilience
- self-reliance



and able to:

- communicate in different ways and different settings
- work in partnership and in teams
- take the initiative and lead
- apply critical thinking in new concepts
- create and develop
- solve problems

Successful Learners

With:

- enthusiasm and motivation for learning
- determination to reach high standards of achievement
- openness to new thinking and ideas



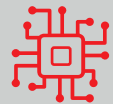
and able to:

- use literacy, communication and numeracy skills
- use technology for learning
- think creatively and independently
- learn independently and as part of a group
- make reasoned evaluations
- link and apply different kinds of learning in new situations

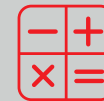
Look out for our CfE Quick Check icons as you read through our fundraising challenges.



Expressive arts



Technologies



Mathematics



Languages



Religious and moral education



Health and wellbeing



Social studies



Sciences

Please note that Literacy, Numeracy and Health & wellbeing are recognised as being the Responsibility of All.



FUNDRAISING FOR EXCELLENCE

SKILLS FOR LIFE

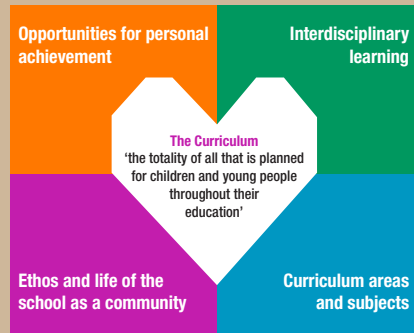
Taking part in fundraising activities either virtually or locally can help young people develop skills for learning, life and work. They will gain hands-on knowledge and understanding of their local environment and community.

Fundraising also gives young people the chance to apply critical thinking skills, learn from others, work as part of a team or independently, set a goal, and experience a genuine sense of achievement.

DEVELOPING THE YOUNG WORKFORCE

Taking the initiative, thinking creatively, making decisions and assessing risk are all valuable skills that will help young people expand their wider achievements and prepare them for the world of work.

Fundraising offers young people the opportunity to apply different kinds of learning in new situations and could even shape their future career choices and volunteering pursuits.



POPPY YOUNG AMBASSADORS

Would you like to be a Poppy Young Ambassador?

A Poppyscotland Young Ambassador is a young person who wants to learn more about what Poppyscotland does and volunteer for our organisation.

A school trip to Lady Haig's Poppy Factory, in Edinburgh, fired the imagination of Summer Saunders and Kate Miller (both 16) from Wellington School in Ayr. Using discarded strands of poppy silk, the budding fashion designers created a wonderful red poppy dress in tribute to the Armed Forces community in Scotland. Summer wore the dress at our Dundee and Edinburgh Poppy Days, bringing a huge amount of vibrancy to events.

Watch the girls talk about why being Poppy Young Ambassadors is so important to them: poppyscotland.org.uk/fundraising-guide

"We were hugely inspired by the disabled veterans who work in the factory - they put so much work in and everything is handmade," said Summer. "We want to keep our generation involved with Remembrance, we want to keep it going." Kate added.

If you would like to be a Poppy Young Ambassador email budvolunteer@poppyscotland.org.uk





WAYS TO GIVE

JustGiving



JustGiving is the quickest and easiest way to tell people about your challenge.

Our Regional Fundraising Team

Poppyscotland's Regional Fundraisers can help you create your JustGiving page. Contact them at fundraiseforus@poppyscotland.org.uk or via phone:

West – 07458 024646

North – 07453 302351

East – 07458 024646

Order free materials like **Poppy bunting**, **balloons** and **collection tins** online at poppyscotland.org.uk/order-free-resources



Each donation makes a life-changing difference to our Armed Forces community. There are four ways to give to Poppyscotland:



ONLINE

Go to secure.poppyscotland.org.uk



BANK TRANSFER

Use online banking/app to transfer us your donation.

Tell us when you have made your transfer by emailing: fundraiseforus@poppyscotland.org.uk

Bank: RBS

Account Name: The Earl Haig Fund (Scotland)

Sort Code: 83-06-08

Account Number: 00150048

Reference: Name of person/organisation donating.



POST

Send a cheque made payable to Poppyscotland with a note of your name and address to:

**Fundraising Department, Poppyscotland,
New Haig House, Logie Green Road,
Edinburgh, EH7 4HQ**



PHONE

You can always call our friendly fundraising support team on 0131 550 1567 to make a donation by credit card. For general Poppyscotland enquiries please call 0131 557 2782, 9am to 4pm, 5 days a week.



Bracadon Primary School took part in the 1921 Poppy Pledge by doing a Poppy Bounce in school. The local community also came together to help raise their target with the Gardenstown New Church holding several fundraising events. They raised a total of £2,123.77!



25 INSPIRING IDEAS



1. SCHOOL SOCIAL MEDIA CHALLENGE

In the run up to the Scottish Poppy Appeal, why not get your whole school community involved in a special social media challenge?

- Ask your Head Teacher to post to your school's Twitter or Facebook encouraging pupils, parents and teachers to do something specific — the task can be fun, challenging, impressive, surprising or anything in between — and take a photo or video of them doing it.
- Ask everyone to post their challenges to their own social media, tagging the school and Poppyscotland, helping to spread the word and encourage others to sponsor them.

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JustGiving  **poppyscotland**



NEED HELP PLANNING YOUR FUNDRAISING EVENT?

Email fundraiseforus@poppyscotland.org.uk and we will put you in touch with your Regional Fundraiser



LOCAL COMMUNITY CHALLENGES



2. LIGHT UP RED

Get your school and other local businesses/community groups involved in our national #LightUpRed campaign poppyscotland.org.uk/fundraising-guide

Every year hundreds of buildings across Scotland Light Up Red to mark remembrance and show support for the Scottish Poppy Appeal.

Famous landmarks that regularly take part are Rosslyn Chapel, Eilean Donan Castle and the Kishorn Selfie Box in the Highlands.

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3. HUGE POPPIES IN THE WINDOWS

Make huge poppies out of card and tissue paper and place them in the windows of your school. Or ask local businesses to sponsor a poppy you have made. You can create a dazzling display of poppies along your local high street while also raising money for Poppyscotland.



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DON'T FORGET TO SHARE

Tag us on social media using @poppyscotland or #Poppyscotland



HOW TO RAISE £100



4. DRESS IN RED DAY

Dress in red for the whole school day to raise money for the Scottish Poppy Appeal.

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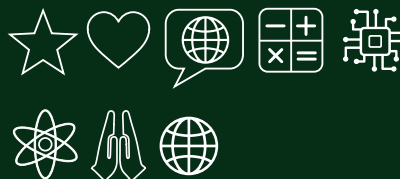
5. POPPY WALK

A sponsored walk is a quick and fun to way fundraise with friends and improve everyone's health and wellbeing.

Trek to an ancient battlefield, local war memorial or just walk the circuit of your school campus as part of your daily mile.

- Use our **Walking to Honour Cards** to write down the name of someone you are walking to remember. poppyscotland.org.uk/fundraising-guide
- **Remembrance research project:** Walk to your local war memorial and write down the names of the Service personnel on the plaque. Use your local library and town hall records to learn about the servicemen and women who lost their lives. Or look them up on the Commonwealth War Graves Commission website www.cwgc.org

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POPPYSCOTLAND'S Walking to honour

I am walking to honour

Showing respect and gratitude to those who have served, those still serving and their families.

PARTICIPANT'S NAME



HOW TO RAISE £100



7. GUESS HOW MANY POPPIES ON THE POSTER?

Cover an A4 or A3 sheet of paper with stick-on poppies, then ask your friends to guess how many poppies are in the poster.

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6. HOST A TEA & TOAST EVENT

Toast, tea bags, milk and mates are all you need for the perfect **Tea & Toast** event.

Did you know: Tea & Toast comes from a military tradition of having a cup of tea and slice of toast at break times when away on operations, providing a comforting reminder of home?

Poppyscotland's Regional Fundraising team can help you plan your Tea & Toast event and give you free materials like Poppy bunting, napkins, stick-on poppies and collecting tins.

Download sponsorship forms and more fun materials here: poppyscotland.org.uk/tea-toast



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HOW TO RAISE £100

8. POPPY RUN

Go on, run your own race at your own pace and smash it!

Email our Poppyscotland Events Team at fundraiseforus@poppyscotland.org.uk to order official Poppy Run T-Shirts for you and your friends.

Your registration fee includes a Poppy Run T-shirt and medal, and if you raise over £100, you'll receive a fantastic medallion.



9. POPPY DOG JOG

Get your four-legged friends and their owners jogging around your local park.

Tie red ribbons or red bandanas to your dog's collar or lead and make them stand out from the pack.



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HOW TO RAISE £100

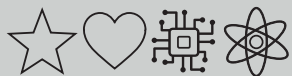
10. POPPY BOUNCE

Put the fun into fundraising with a Poppy Bounce event!

You could use a trampoline, a bouncy ball, a pogo stick, or even a bouncy castle.

Order free space hoppers for your Poppy Bounce event at poppyscotland.org.uk/fundraising-guide

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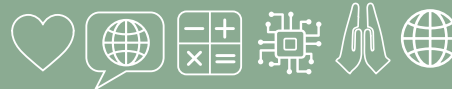
11. POPPY QUIZ

“Where does all the money from the Scottish Poppy Appeal go?” and “Do I have to wear a Poppy?”

Watch our short film **The Truth Behind The Myths** and then play the **11 Things You May Not Know About The Poppy Quiz** here: poppyscotland.org.uk/fundraising-guide

Build on these to create a longer quiz using WW1 and WW2 facts you already know.

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12. POPPY CYCLE

Get on your bike or even your scooter and wheel around your school playground or do a virtual cycle in your local gym. Ask friends and family to sponsor you.

The Poppyscotland Regional Fundraising Team can send you free materials like Poppy bunting, banners and balloons to decorate your cycle route.

poppyscotland.org.uk/order-free-resources

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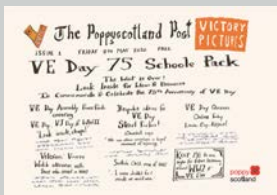
HOW TO RAISE £100



13. POP-UP WW1/WW2 MUSEUM

Research life on the home front during WW1 or WW2 and create your own classroom museum.

Dress up in costumes in tribute to the war generation or be a tour guide and show other year groups what you have learned about conflict.



Research tip: Explore our VE Day 75 Souvenir Pack online at poppyscotland.org.uk/fundraising-guide or order a free copy of this beautifully illustrated publication via our website and learn all about what life was like in Britain during the Second World War.

Ask your school to set up ParentPay so that your parents/carers can donate to Poppyscotland online.

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14. POPPY READATHON

Challenge your class to read as many books, poems and short stories as possible about conflict and refugees within 24 hours.

Borrow popular stories like War Horse, The Boy in the Striped Pyjamas and The Poppy Story Book from your school library.

Ask friends and family to sponsor your class per book or minute of reading.

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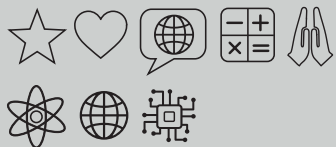
HOW TO RAISE £100

15. POPPY BAKE SALE

Impress everyone with your baking skills and raise money with these delicious baking ideas - Poppy Cup Cake & Iced Poppy Biscuits Recipe Sheets poppyscotland.org.uk/tea-toast

Take baking inspiration from Pittenween Primary School and Leith Academy.

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16. POPPY FACE PAINTING

Face painting instantly adds fun to your poppy fundraising event. So set up your face paints, a comfy chair for your customers and get painting.

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HOW TO RAISE £300

17. POPPY CAR WASH

A charity car wash is fun, simple to organise and a great way to raise money working as part of a team.

Together decide where your car wash could be held:

- School playground
- Community centre car park
- Supermarket car park (permission will be needed)
- Workplace car park (have your car washed while you work)
- In people's own driveways

Your choice of venue will help you plan how you to target passers-by. Next, assemble your buckets, sponges and soapy liquid.

Access to a water supply is also obviously a must-have.

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18. POPPY ASSAULT COURSE

Tunnels, 10ft walls, monkey bars, Ninja Warrior rings, rope climbs and plenty of mud and water obstacles.

An assault course challenge is fantastic for fundraising. Just think of all those muddy photos you can upload to your JustGiving page.

Either create your own assault course in your school playing field or plan a day out at an **assault course near you**: poppyscotland.org.uk/fundraising-guide

CFE CURRICULUM TICK LIST



NEED HELP PLANNING YOUR FUNDRAISING EVENT?

Email fundraiseforus@poppyscotland.org.uk and we will put you in touch with your Regional Fundraiser



HOW TO RAISE £300

19. POPPY FOOTBALL MATCH

Organise a charity football match just for fun or in remembrance of former pupils from your school who lost their lives during the First World War, Second World War or in modern conflicts.

Take inspiration from the Christmas truce football match of 1914 that was played between British and German troops on Christmas Day in the trenches during the First World War and hold your own sponsored Remembrance Day Football Match.

You could even design your own football strip like our 2019 Learning Competition Winners Archie and Ruaridh from Oban High School. Why not order some banners for your football match?

poppyscotland.org.uk/order-free-resources



CFE CURRICULUM TICK LIST



20. POPPY PERFORMANCE (THEATRE/MUSIC/DANCE)

Organise a short play or performance event linked to conflict taking inspiration from literature, current events and/or veterans' stories.

Our Poppyscotland **Veterans' Voices** film resource is full of compelling voices from all over Scotland. Watch Ian, Charles and Mary's captivating Second World War accounts.

poppyscotland.org.uk/fundraising-guide

Or be inspired by the poetry of Wilfred Owen (*Dulce et Decorum Est*), Donald MacDonald (*White Swan* in English or Gaelic) and John McCrae (*In Flanders Fields*).

You can also visit the Scottish National Records online to read about Scotland's people during the First World War

poppyscotland.org.uk/fundraising-guide

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DON'T FORGET TO SHARE

Tag us on social media using @poppyscotland or #Poppyscotland



HOW TO RAISE £500

21. POPPY ARTS AND CRAFTS SALE

Use paper, felt or whatever you find on your woodland walks to create your own poppies and/or poppy-inspired artwork.

Or paint poppies on stones like Will Hayden, a scout from Nairn, who raised an amazing £2,200 for Poppyscotland by decorating Remembrance stones with poppies and the names of fallen soldiers.

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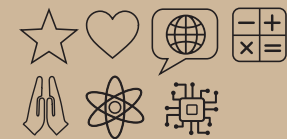
22. DESIGN A POPPY CASCADE OR POPPY MONTAGE

Make an eye-catching poppy cascade or fashion artwork using recycled objects for displaying in your school or local area.

Or create a poppy montage on your classroom wall or school corridor.

Encourage those who view your fabulous creations to leave a donation.

CFE CURRICULUM TICK LIST





HOW TO RAISE £500



23. PIPE FOR POPPYSCOTLAND

By playing his bagpipes on Remembrance Sunday at his local war memorials, Aaron from Renfrewshire raised over £600 for Poppyscotland.

Pick up your bagpipes and pipe for Poppyscotland on 11th November.

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24. POPPY CONCERT/MUSIC EVENT/RECORD A SONG

Write a song or perform music inspired by conflict and hope for the future. Curate an evening of music or concert in your school.

Song inspirations:

The Beaches of St Valery by Davy Steele and the Battlefield Band
poppyscotland.org.uk/fundraising-guide (Twinkl Scotland & Poppyscotland Learning resource).

In Future Fields by Sophie Henderson
poppyscotland.org.uk/fundraising-guide

Winner of Poppyscotland's 2019 Learning Competition, Sophie made her winning poem into a moving song donating 25% of the proceeds to Poppyscotland.

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GO ONLINE



BOOK BUD

Bud is our interactive micro-museum that travels across Scotland sharing our archive, veterans' stories and the history of the poppy. Book Bud free for your school today at poppybud.org.uk/

25. ORDER FREE FUNDRAISING MATERIALS

Go to poppyScotland.org.uk/order-free-resources for:

- We're supporting the Scottish Poppy Appeal Banner
- Bunting
- Balloons
- Poppy Seed Packs
- Posters



ACKNOWLEDGEMENTS

We would like to thank the following schools and organisations who have helped us create our Poppyscotland Fundraising Guide for Schools.

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 Rosewell Primary
 Baljaffray Primary
 Asra Ahmed
 Williamwood High

Gryffe High
 Carluke Primary
 Christie Park Primary
 Colinton Primary
 Cross Arthurlie Primary
 Culloden Academy
 Kelvinside Nursery
 Leith Academy – Poppy
 Bake Sale
 Rosemount Primary

The 501st, International
 Scottish Garrison
 Tayside Fire & Rescue Service
 Oban High
 Pittenweem Primary
 Georgi & Robert Watson
 Isabell Buenz
 Anderson High
 St Mary's Melrose
 Sandwood Primary
 St Denis' Primary

Max McDougall
 Will Hayden
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 Aaron Hughes
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 Gerry Gorman



Poppyscotland is a member of The Royal British Legion group of charities and is a trading name of The Earl Haig Fund Scotland, Scottish Charity No: SC014096. A Company limited by guarantee. Registered in Scotland No. 194893 at New Haig House, Logie Green Road, Edinburgh EH7 4HQ. The Royal British Legion, Haig House, 199 Borough High Street, London SE1 1AA. Charity Registration No. 219279.

PROVIDING LIFE-CHANGING SUPPORT TO OUR ARMED FORCES COMMUNITY



Bud



Lady Haigs
**POPPY
FACTORY**
Scotland

Hear, see and feel history come to life



Explore Poppyscotland's comprehensive learning experience. Curriculum for Excellence 3-18.

Activities and dynamic resources challenge young people of all ages and abilities to interpret and reflect on our history. Empowering them to shape their own views around Remembrance, the poppy and its legacy.

- Activity PowerPoints
- Flipbooks
- Stories
- Short Films
- Lesson Plans
- Posters
- Experiences

poppyscotland.org.uk/learning

