

# Supporting our Veterans 2024

Fundraising programme – activities and events







## About us

AF&V Launchpad Limited (known as Launchpad), is a registered charity which provides vital accommodation and targeted support to UK Armed Forces' veterans experiencing homelessness and those who have struggled with transitioning from the military into civilian life.

For most veterans, the transition from the armed forces to civilian life is smooth but more often than not, those few who can't resettle easily face challenges such as homelessness, poverty, mental and physical health issues, addictions, broken families and unemployment.

Launchpad was created to help veterans overcome these challenges and to live positive and rewarding lives thereafter. Almost 90% of the veterans who arrive at Launchpad are homeless and are supported for up to two years (longer if necessary).

The charity runs three houses in the North of England, providing comfortable refurbished accommodation and an extensive range of support, with the help of specialist providers, to offer a bespoke support service to help each resident veteran.

Avondale House in Newcastle upon Tyne comprises 33 self-contained flats and was the charity's first house to open in 2013. This was followed by Speke House in Liverpool which opened in 2015 and includes 50 bedsits and flats and Hollyacre House in Durham, which opened in 2022, includes 17 flats for veterans – providing accommodation for 100 veterans in total.

To date, over 675+ veterans have been supported and 137 residents were supported between July 2022 and end of June 2023. On average, over the last five years, 61% of residents successfully moved on from Launchpad to live independently and 50% gained employment during their time with Launchpad.

Two thirds of the income we receive is from rent, almost all of which comes in the form of Housing Benefit from the local authority. We also receive grants from various funders, but we are still in deficit which is why we welcome personal and corporate donations and organise fundraising activities to make up any shortfall. We hope you can help us.

For more information, please visit our website at [www.veteranslaunchpad.org.uk](http://www.veteranslaunchpad.org.uk)



## In numbers:

**3** 

houses across the North of England

**100** 

self-contained flats

**675+** 

veterans supported since 2013

**86%** 

from a homeless background

**61%** 

successful move-ons\*

**50%** 

gained employment during their time at Launchpad\*

**95%** 

residents agreed they received the help they couldn't get anywhere else

**137** 

veterans supported by Launchpad June 2022 – June 2023

**3,500** 

homeless veterans currently in the UK (University of York)

**£11,667** 

cost to accommodate and support a homeless veteran for a year at Launchpad

**12 months** 

average residents stay with Launchpad

**230** 

homeless veterans to be supported by Launchpad as part of Op Fortitude

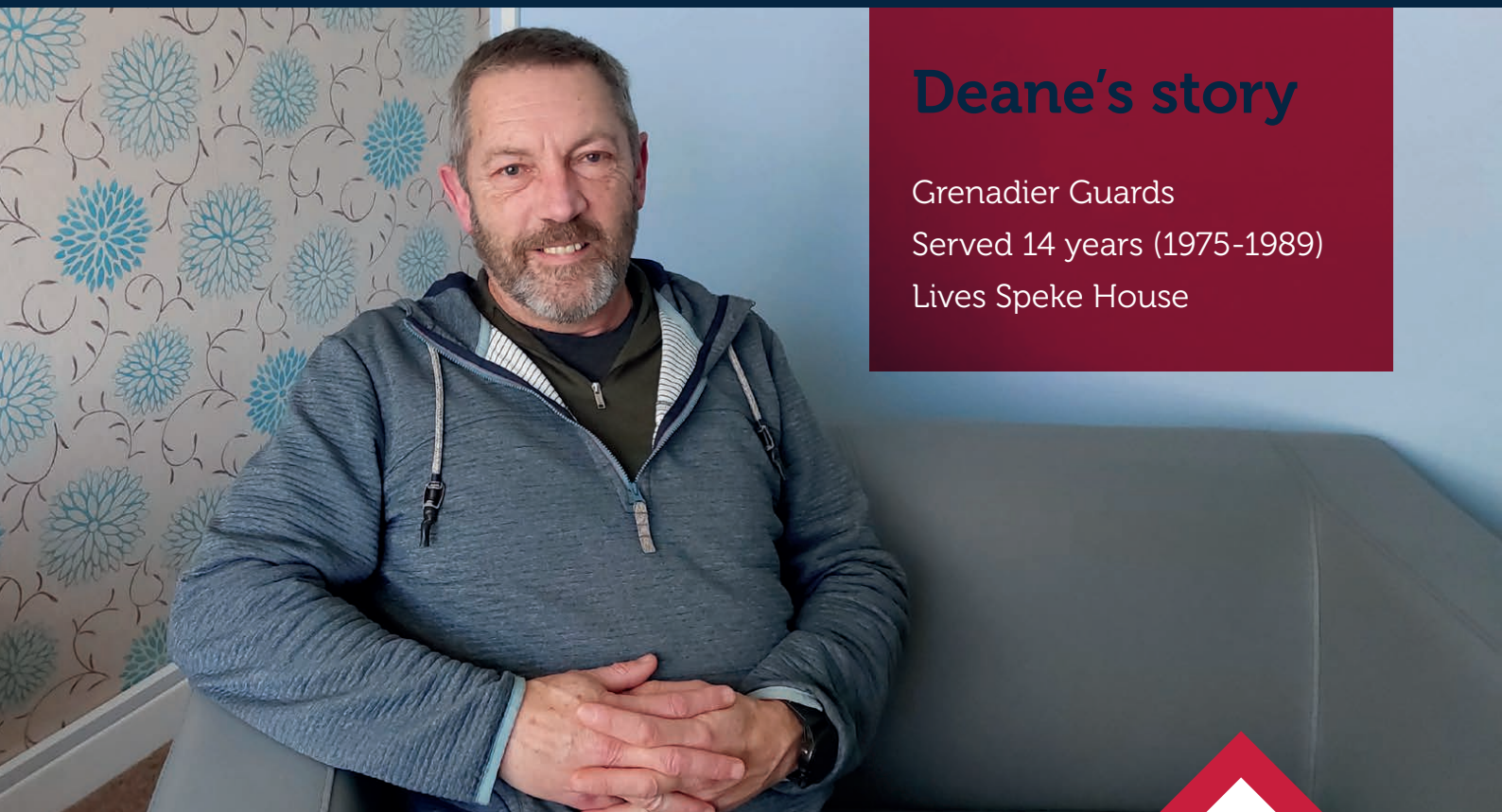


# Welcome!

Thank you for taking the time to find out more about Launchpad and the various ways you can get involved by fundraising and helping to raise much needed funds for this wonderful charity.

All money raised will enable Launchpad to continue to support our UK Armed Forces' veterans, like one of our residents living at Speke House.

The corporate fundraising team at Launchpad has organised some brilliant initiatives and projects for your organisation to get involved in. You may want to get involved in one (or more) activity or you may wish to organise something yourself in your own organisation(s). Either way, your commitment and generosity is greatly appreciated by all residents and staff and we thank you for reading.



## Deane's story

Grenadier Guards

Served 14 years (1975-1989)

Lives Speke House

Deane joined the Army in 1975 and served with the Grenadier Guards, completing four tours of Northern Ireland and worked his way through the ranks to become a Sergeant.

When his service came to an end, he decided to leave the Army, get married and set up home.

His mental health was affected by his time served in Northern Ireland and he was later diagnosed with PTSD. Unfortunately, due to the severity of his PTSD, his marriage broke down and he ended up homeless.

He was sleeping rough in a tent in the woods for a couple of months, before reaching out to Op FORTITUDE who then referred him to Launchpad's Speke House in Liverpool. He said: "I had no idea of who could help me or who to

reach out to, it was an emotional event, being homeless and then hearing a caring voice on the phone."

Deane has made great strides in his mental health recovery and is engaging well with all of the activities in and out of the house - he is always keen to help staff with any projects.

He said:

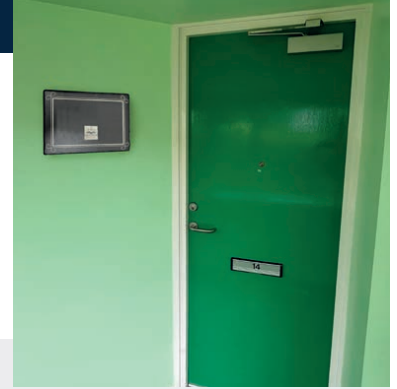
“ I embrace Speke House and all that it has to offer and I am now 90% better than I have ever been. If I hadn't reached out to Op FORTITUDE, I probably would be dead if not from suicide, then probably natural causes from sleeping out in the cold. Launchpad has been a saviour for me. ”

# Sponsor a veteran's flat

Donation: £1,000 per annum, per flat

**Why:** Your donation will help make the flat feel welcoming and homely for existing and any new residents moving in. Your donation will contribute towards any refurbishment costs and upkeep of the flat.

**How:** A slate plaque with your company name will be displayed outside of the flat in one of the three houses (you can choose). You will also be given a slate plaque to display within your company to show staff and visitors your commitment to supporting our veterans.



## Description:

The charity runs three houses providing accommodation for 100 veterans. This comprises 33 flats at Avondale House in Newcastle, 17 flats at Hollyacre House in Durham and 50 flats/bedsits at Speke House in Liverpool. 86% of the veterans who arrive at our houses are homeless and we support them for up to two years, longer if necessary. These houses often provide the first safe space in which the veteran has slept for months or even years.

The average cost (to the charity) to turn around a void flat for a new resident is £2,000. This includes the costs for removals and disposal of old furniture and items, re-decorating, fixing electrics and lighting and ensuring all relevant safety checks and certificates are re-issued.

# Sponsor/rename a communal room

Donation: £5,000 per annum



Sponsor this communal room Avondale House

**Why:** Your donation will help make the communal room feel welcoming and homely for residents, staff and visitors. Your donation will contribute towards any refurbishment and upkeep of that room and may contribute towards fixtures and fittings, repairs, chairs and tables, cups, a year's supply of tea, coffee and sugar, board games and a games console / snooker table (or equivalent).



Sponsor this communal room Speke House

**How:** A slate plaque with your company name will be displayed at the entrance of the communal room in one of the three houses. Open 365 days per year, the communal rooms are a focal point for all residents, staff and visitors day and night and your company will be recognised daily for your commitment to supporting our veterans.

In return, you will also be given a slate plaque to display within your company to show staff and visitors.



Sponsor this communal room Hollyacre House

## Description:

The charity runs three houses in Newcastle, Durham and Liverpool. Each house has a communal room which is used regularly by all residents, staff and visitors. This is a great initiative to make the room feel homely.



# 100KM challenge - you must be barking mad! June 2024



## Commitment:

Your furry friend raises £100 minimum sponsorship throughout the month of June

## Description:

You already walk your dog 2/3+ times per day.


Why not keep a record of the total KM's and aim to walk 100KM's throughout the month of June whilst raising awareness and vital funds for Launchpad.

Share your photos of your special places to visit (spot prizes to be won – for furry friends only of course!).

# Isle of Man E-Bike Challenge (all bikes are welcome) - 25-28 July 2024

**Commitment: £500 per rider + minimum sponsorship of £300.** Participants are expected to make their own travel arrangement to Liverpool ferry terminal.

## Itinerary:

-  **Day one:** Networking event at New Port Terminal  
Networking on Steam Pack –  
departs 19:15pm on 25th July
-  **Day two:** Cycle to south of the Island  
Lunch at Port Erin  
Tea and cake Pell  
Finish at Douglas – evening event
-  **Day three:** Cycle the TT course  
Lunch in Mountain Café  
Afternoon tea Ramsay  
Gala Dinner – prize giving
-  **Day four:** Lunch in Barbary Coast –  
depart to Liverpool 15:00



## Description:

Following the success of last year's Rock2Rock cycling challenge, this event is being organised by one of the riders from that event. This is a great opportunity to visit the Isle of Man, tour on an E-bike (other bikes are welcome) and raise awareness and vital funds for Launchpad.

This event will also raise funds for Heroes On The Water (Isle of Man) - a charity that provides kayak angling to wounded military and members of the public.

**For more information, please contact Gary Perriton, Business Development Manager (North West) on 07939 611 120 or email [gary.perriton@veteranslaunchpad.org.uk](mailto:gary.perriton@veteranslaunchpad.org.uk)**



# Launchpad annual charity golf day

Friday 20 September 2024, Llangollen Golf Club

**Cost: £295 to enter a four-ball team.** Includes various competitions on the day including breakfast, prizes and awards. **Ask us about our sponsorship packages!**

## Description:

Following the success of last year's inaugural charity golf day, the charity is pleased to announce details for this year's event.

Please see separate flyer or to book your team in the competition, please contact Gary Perriton, Business Development Manager (North West) on **07939 611 120** or email **[gary.perriton@veteranslaunchpad.org.uk](mailto:gary.perriton@veteranslaunchpad.org.uk)**



# Annual Armed Forces' Dinner

Thursday 10 October 2024, Discovery Museum, Newcastle upon Tyne



**Cost: £1,000 per table of 10 or £100 per ticket.** **Ask us about our sponsorship packages!**

## Description:

Following the success of last year's black-tie celebration evening, the charity is pleased to announce details for this year's event. Ticket includes pre-dinner drink, a 3-course served meal, guest speakers and entertainment, raffle, silent auction, plus some surprises on the night!

Please see separate flyer or to book your place, please contact Craig Downs, Business Development Manager (North East) on **07811 287 922** or email **[craig.downs@veteranslaunchpad.org.uk](mailto:craig.downs@veteranslaunchpad.org.uk)**

# Inaugural Sleep Out – 'put yourself in their shoes'

November 2024 (around Remembrance Day), London

## Description:

Almost 90% of the veterans who arrive at Launchpad are homeless. We're asking you to put yourself in their shoes for one night only and raise awareness and funds for the charity. Join other veterans as part of this organised sleepout. This event is being organised by an external company.

Further details will be announced soon. For more information, please contact Gary Perriton, Business Development Manager (North West) on **07939 611 120** or email **[gary.perriton@veteranslaunchpad.org.uk](mailto:gary.perriton@veteranslaunchpad.org.uk)**



# Why your support is so important

We work extremely hard to keep our costs as low as possible and to make the most of the income we receive from rent, almost all of which comes in the form of housing benefit from the relevant local authority. It costs us just £11,667 to accommodate and support a homeless veteran for a year – the average length of time someone stays with us before moving on. 73% of these costs are covered by rent, meaning we need to raise £3,206 per veteran to cover their full support costs. We deeply value every penny we receive.

## We'd love to work with you!

If you'd like to support our veterans and want to know more about the Launchpad Pledge, or building a bespoke partnership, then please contact us by emailing Craig Downs (North East) on [craig.downs@veteranslaunchpad.org.uk](mailto:craig.downs@veteranslaunchpad.org.uk) or Gary Perriton (North West) on [gary.perriton@veteranslaunchpad.org.uk](mailto:gary.perriton@veteranslaunchpad.org.uk)



As a charity, we rely on personal and corporate donations to enable us to provide the services we do. All money that is donated, contributes towards supporting our veterans, improving our facilities and providing activities that will help to rehabilitate our veterans.

To donate,  
please  
scan this  
QR code



## Your support is vitally important to our veterans – thank you from all of us!

