RBVE

2027

THE GREAT TOMMY SLEEP OUT

sponsored by

BAE SYSTEMS

Barratt Redrow

Welcome to

The Great Tommy Sleep Out



Your night out is **their way back in.**

THE GREAT TOMMY SLEEP OUT

Thank you for signing up to **The Great Tommy Sleep Out 2027. You're part of a movement that will help us to provide homes, create jobs, and build communities for our bravest.** This year, you're in great company. Billy Billingham is once again helping us get as many people involved as possible.

You can help us go further by sharing your fundraising page with friends, family members, or colleagues who might join you.

Everything you need for your Great Tommy Sleep Out is in this pack. Discover fundraising ideas, inspiring stories about our bravest, preparation tips, and the rewards you can earn along the way.

We couldn't do this without you. From everyone on the team, thank you.

Hayley & Harry

from The Great Tommy Sleep Out team at
Royal British Veterans Enterprise (RBVE)



"No one who has served this country should end up homeless. **Together, we can change that.**

Here's the simple truth: the more you raise, the more veterans we can support. **So dig deep, get your mates involved,** and let's make 2027 the biggest Great Tommy Sleep Out yet."

- Billy Billingham MBE
Former SAS



This is **why you're sleeping out.**

Tom's story*

After a long career in the Armed Forces, Tom's life quickly began to unravel. Undiagnosed medical issues, PTSD, and the breakdown of personal relationships left him homeless and mentally exhausted. With no permanent address and nowhere to turn, he spent several months sleeping rough, struggling to see a way forward.

Thanks to Royal British Veterans Enterprise (RBVE), Tom was offered immediate accommodation, and access to the mental health support that he desperately needed. In a safe environment, surrounded by a community who understood his journey, he began to rebuild his confidence and stability.

With RBVE's guidance, Tom started focusing on his future again. He enrolled in higher education to pursue a subject he'd once abandoned due to illness.

Tom completed his university degree and is now living independently. With the right support, he is now on a pathway to rebuild his life.

**This story is a composite, drawn from the experiences of several veterans we've supported, to anonymise details and protect privacy.*

The money you raise for The Great Tommy Sleep Out helps veterans in more ways than one.

£22 could provide an emergency food parcel for a veteran

£33 could provide bedding, soft furnishings and kitchen sets for a veteran moving in or out of our emergency accommodation

£57 could contribute to vocational or developmental courses to help a veteran find meaningful employment

£103 could contribute to therapy sessions for a veterans recovering from PTSD linked to homelessness or their time in service



Today, **1 in 400** veterans are homeless.*

The importance of a home

A safe home provides more than shelter. It offers stability, security, and the foundation veterans need to rebuild confidence and build independence.

We support veterans at every stage through emergency accommodation, independent living, and supported living.

100 homes for 100 veterans

The Royal British Veterans Village in Kent is expanding with a £28 million development. By spring 2027, it will provide an extra 100 homes for veterans and their families, alongside an accessible gym, IT learning suit, and community cafe.

Our impact

Over 100 years

of supporting veterans and their families

Over 300 veterans

and families live in the Royal British Veterans Village

28 rooms

for emergency accommodation to help get homeless veterans off the streets

Your night out is **their way back in.**

* Office for National Statistics (2023) Veterans' Survey 2022: demographic overview and coverage analysis, UK.



Employment for veterans.
It's more than just a job.



Your beanie makes a difference

Your Great Tommy Sleep Out beanie is embroidered and packed by veterans and people with disabilities working at RBVE's social enterprise factories.

By taking part, you're not only raising money. You're creating opportunities for people who need them most, including the team at RBVE who embroider the beanies sent with this pack.

Employment for veterans across the UK

Through RBVE's employment courses, Lifeworks, we help veterans build skills, complete training, and move into meaningful employment across the UK, helping them to regain confidence, stability, and independence.

Our impact

More than 70%

of our workforce are veterans, disabled, or both

80%

of Lifeworks participants move into paid employment, training, or volunteering within 12 months

£2.4 million

social value generated across our factories through disability employment alone

"Working here is like being part of a family."

- **Anil, Sales Estimator**
former Gurkha soldier

Fundraising **tips and ideas**



We're here to help you raise as much as you can, every step of the way.

STEP 1.

Be your first donor! A donation from you gets your page moving. People are much more likely to donate when they can see your fundraising has already started.

STEP 2.

Click here and download our **fundraising resources** including :

- Posters
- Sponsorship forms
- Social media templates
- Email templates
- Ideas and resources

Click Here To Download Resources

STEP 3.

Every donation makes a real difference. Follow our **fundraising tips** to help you reach your target.

Share your story
Tell people why you're taking part!

Set your target
Goals encourage more donations.

Spread the word
Share your page with friends, family and everyone you know.

Check matched funding
Ask if your employer will match what you raise.

Get creative
Host a pub quiz, bake sale, raffle or coffee morning to get people to donate to your page.

Need more ideas?
Join our Facebook community for more ideas and support.

Click Here To Join

Rewards

As a thank you for your incredible support, you'll receive an exclusive reward based on the amount you raise for your Great Tommy Sleep Out. Whether you're fundraising on your own, as part of a group, or through your workplace, we have something for you to celebrate every milestone. You can choose to opt out of receiving any rewards.



Individuals

Blue - £100
Bronze - £250
Silver - £500
Gold - £1,000



Groups

Ruby - £200
Bronze - £1,000
Silver - £2,000
Gold - £3,000





Workplaces

Emerald Patch - £500
Bronze Pin - £1,000
Silver Pin - £2,000
Gold Pin - £5,000

Share **your story.**



Social media tips

Before:	During:	After:
◯ Announce that you're taking part and how you plan to do it	◯ Document your night on your phone	◯ Share your experience
◯ Share your fundraising page	◯ Post updates on your story and fundraising page	◯ Reveal your fundraising total
	◯ Thank your donors	◯ Thank all your supporters

Share your photos with us and you might be featured in next year's fundraising pack.

Upload Photos Here

Send us your best photo and, if you have donations on your fundraising page, you'll be in with **a chance of winning a gift pack.** Scan the QR code to send your photos.

Inspire others to sign up.

Resources

Posters help promote The Great Tommy Sleep Out in your local area. You can find some in your fundraising pack.

Please display them in your workplace, shops, cafés, community centres, and clubs to encourage more people to take part.

Download Resources

CONTACT LOCAL MEDIA

Use our press release template to share your story with local press and radio stations. It shines a light on the 1 in 400 veterans who are homeless.

You can also download more posters using the button here!









How to **pay in your money.**

Pay by card online
You can log in to your fundraising page account to pay in donations by card.

Pay by cheque
Make cheques payable to RBVE and send them to: RBVE Fundraising Team, Hall Road, Aylesford, Kent, ME20 7GT.

Pay into the bank
If you've been collecting cash, you'll need to pay it into the bank. You can pay it into your own bank account, then transfer it to your fundraising page. Or pay it straight into ours:

Or, pay the money into our bank:
Account name:
Royal British Veterans Enterprise Ltd
Bank: Barclays Bank Plc
Sort Code: 20-54-29
Account Number: 20914436

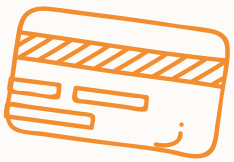
When **paying by cheque or into the bank**, please use the unique reference code we emailed you. Without it, we may not be able to trace your payment.

Match Funding
Ask your employer about match funding. Many companies have a matched giving scheme, where the employer matches what you raise pound for pound. It's an easy way to double what you raise!

Check whether your employer has a matched giving scheme. Your HR or finance team should know. We can give you any supporting documents you need.

If you've raised money on an online fundraising page, it comes to us automatically, so you don't need to do anything.





Gift Aid
Gift Aid is great because it means we can claim 25p on every £1 donation by a UK taxpayer, at no extra cost to you or your supporters. Online pages make it easy for your supporters to add Gift Aid to their donation.

Questions?
Phone us on 01622 795951 or 01622 795992, email us at sleepout@rbve.org.uk or talk to us on the Facebook group by clicking on the button below..

Sleep Out Facebook

Sponsorship form

Name

My sponsorship goal

My unique reference code **(sent by email)**

***If I have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.**

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BAE SYSTEMS

Barratt Redrow

Title	Full name	Home address	Postcode	Gift Aid*	Amount (£)	Date paid
Miss	Jane Doe	1 Village Road	JA27 1NE	✓	£10.00	21/01/27

Title	Full name	Home address	Postcode	Gift Aid	Amount (£)	Date paid

Name ---------- Postcode ----------

Phone ---------- Address ----------

Email ---------- ----------

Please return this form to: **RBVE Fundraising Team, Hall Road, Aylesford, Kent, ME20 7GT**

Your **checklist**

We've put together a handy checklist to help you brave the night. From what to bring on the night to those all-important little extras, we've got you covered, so you can focus on making a difference.

THE GREAT TOMMY SLEEP OUT

Essentials:

- ☐ 3 or 4-season sleeping bag (comfort rating around 0°C or lower)
- ☐ Sleeping mat (ideally made from foam)
- ☐ Small groundsheet or tarp to keep your mat dry

What to wear:

- ☐ The Great Tommy Sleep Out Beanie
- ☐ Moisture-wicking base layer (top and leggings)
- ☐ Warm fleece or insulated mid-layer
- ☐ Waterproof and windproof jacket
- ☐ Gloves
- ☐ Thick wool or thermal socks (plus a spare dry pair)

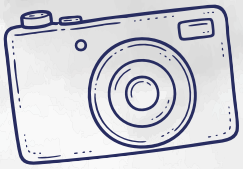
Nice to have:

- ☐ Pillow or inflatable camping pillow
- ☐ Hot water bottle
- ☐ Hand warmers
- ☐ Camping chair or foam sit mat
- ☐ Flask of tea, coffee, or hot chocolate
- ☐ Snacks (high-energy foods like nuts, flapjacks, or chocolate)
- ☐ Bin bags for clearing up

For safety:

- ☐ Torch (with spare batteries)
- ☐ Fully charged phone
- ☐ Power bank
- ☐ Water bottle
- ☐ Small first aid kit
- ☐ Any medication you need
- ☐ Emergency foil blanket (lightweight backup)







How to **sleep out**

It's your Great Tommy Sleep Out. It's your choice. You choose the date and location, ensuring you have permission from the landowner, as well as how you'll take on the challenge. What will you decide?

THE GREAT TOMMY SLEEP OUT

Open air

Sleep under the stars with no overhead shelter, using only a sleeping bag and mat.

Considerations:

- Keep an eye on the weather forecast.
- The ground condition will vary on your location.
- Be prepared for dew, wind, and colder temperatures.

Optional equipment: Bivvy Bag.

Tarp shelter

Pitch a tarp above you to provide protection from rain and some wind, while still feeling open to the outdoors.

Considerations:

- Keep an eye on the weather forecast, specifically wind direction.
- The ground condition will vary on your location, which might affect how you pitch your tarp.
- Be prepared for dew, wind, and colder temperatures.

You'll need: tarp, guy lines, pegs, poles or suitable trees or anchor points, mallet (optional).

Tent

A traditional camping experience with full shelter from rain and wind, giving you the highest level of comfort and protection.

Considerations:

- Ensure the tent is suitable for the weather and pitched securely.

You'll need: tent, groundsheet (if required), pegs, poles, mallet.

Covered outdoor space

Sleep beneath a permanent structure such as a pavilion, canopy, carport, or open-sided shelter. You'll have overhead protection while still sleeping outdoors.

Considerations:

- Ensure you're allowed to use the space and that it doesn't obstruct access or emergency routes.

Optional equipment: groundsheet or cardboard to protect from damp surfaces.







Safety checks

Your safety and wellbeing are a priority to us. With some planning, you can take on this challenge safely. Here are a few things to consider:

MANAGING RISK

The **safest place to take part is in your garden**, but we've seen participants sleep on balconies, in garages or even build shelters in their sheds.

Wherever you decide to take part, always think ahead:

- Are there any **risks or hazards?**
- Do you have **permission** from the land or property owner?
- Could there be **legal issues**?

If you're unsure, carry out a **risk assessment**. It's quick, and it helps you to plan well. You can find a sample guide here:

www.hse.gov.uk/simple-health-safety/risk/index.htm

USING PUBLIC SPACES

If you're thinking of holding your Great Tommy Sleep Out in a **public place**, get in touch with your **local council and police in advance** to let them know your plans. Most are very supportive of the challenge, but it's always best to check.

USING YOUR WORKPLACE

If you're sleeping out at work, you'll need to follow the **Health and Safety at Work Act**:

www.hse.gov.uk/legislation/hswa.htm

Make sure you have:

- Permission from your **facilities manager**
- A **risk assessment** in line with your company's safety procedures.

COLLECTING DONATIONS ON THE NIGHT

If you want to collect donations on private property, you'll need written permission from the owner or manager. If you're collecting in public, you'll need a **collection licence** from the local council (or from the Metropolitan Police if you're in London). These can take time to come through, so plan early to avoid disappointment.

WEATHER WATCH

In March it could be very cold. It could rain. It could do both. But we don't want anyone pushing themselves too far.

Always:

- Check the weather forecast before your Great Tommy Sleep Out
- Dress warm and dry
- Know that it's OK to **reschedule** if conditions get dangerous
- Have an **indoor back-up plan**, just in case

ON THE NIGHT

However you choose to do your Great Tommy Sleep Out, make sure you:

- Carry a **torch** and a **charged phone**
- Sleep somewhere you feel **safe and secure**
- Have access to **shelter and basic facilities**, if needed
- Use proper **lifting techniques** if building or moving equipment
- Trust your instincts. If something doesn't feel right, **adapt or step back.**

Everyone's Great Tommy Sleep Out looks different. Whatever your challenge, plan ahead, stay safe and know we've got your back. If you have any questions, use our Facebook Group '**The Great Tommy Sleep Out 2027**' for advice from our community.

Host a Great Tommy Sleep Out **at your workplace.**

Could you take part in The Great Tommy Sleep Out with colleagues at your workplace? **Our sponsors BAE Systems, Barratt Redrow, Babcock, and Thales** all get their teams involved each year, along with hundreds of other employers around the UK.

Through The Great Tommy Sleep Out, your workplace can:

- Support **team building** and integration between colleagues and suppliers
- Generate extra **social value** for your business
- Highlight your **commitment** to Armed Forces veterans
- Showcase its role in your **local communities**
- Make a **significant impact** on RBVE's support for homeless veterans

Join our Corporate Leaderboard!



In 2026, businesses across the highways sector organised events in each of their regions for colleagues from across their supply chain. The largest of these had over 50 participants, with a field kitchen from the local Veterans Association and a quiz during the evening. **It raised over £9,000.**

"The atmosphere was incredible, a mix of reflection and genuine commitment to supporting veterans who are struggling. It's an experience that will stay with all of us."

Alan Gray, HQSE Manager, GVA, Halifax



DON'T FORGET

to apply to match funding after your Great Tommy Sleep Out, if your employer offers it.

Head to the **RBVE shop**



1. Flag **£15.99**
fly your flag proudly

2. Heated Blanket **£34.99**
with charger

3. Donation Pot **£5.00**
for collecting donations on the night

4. Snood **£9.99**
keep cosy through the night

5. T-Shirt **£14.99**
available in sizes XS to XXXL

6. Hoodie **£38.99**
available in sizes XS to XXXL





Everything for sale on the Royal British Veterans Enterprise shop is made or fulfilled by veterans and people with disabilities who are employed by RBVE.

Visit **rbveshop.org** to browse the whole Tommy range.

Visit The Shop

THE GREAT TOMMY SLEEP OUT

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BAE SYSTEMS

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Pyjama Day

In spring 2027, we're asking our little ones to swap their uniform for their favourite pyjamas and help raise money for homeless veterans.



RBVE

Registered with FUNDRAISING REGULATOR

Royal British Veterans Enterprise (RBVE), Royal British Veterans Village, Hall Road, Aylesford, Kent, ME20 7GT
Registered Charity Numbers: England & Wales 210063, Scotland SC048795

Sign Up Here

A message from **our sponsors**

THE GREAT TOMMY SLEEP OUT

sponsored by BAE SYSTEMS Barratt Redrow

We're really grateful to our headline sponsors, BAE Systems and Barratt Redrow, who are getting behind the challenge once again for 2027!

Emily Cheeseman from BAE Systems says, "The Great Tommy Sleep Out speaks straight to our purpose - protecting those who protect us. It's brilliant to see so many colleagues stand shoulder to shoulder with the Armed Forces community. We're proud our support, and our people, are part of a growing movement to help homeless veterans across the country."

Eesha Degun from Barratt Redrow says, "This is a very meaningful cause for us because we share RBVE's belief that everyone deserves a home, especially those who have served the nation. It's great to see our colleagues being really inventive in how they sleep out, in car parks, on our developments, or even going up Scafell Pike."



RBVE

Support RBVE **all year round**

We're so grateful for your support.

If you'd like to do even more to help us create jobs, provide homes and build communities for veterans, there are plenty of other ways to get involved throughout the year:

Take on a challenge

Organise a fundraiser

Support another event



Click Here to Find Other Ways to Fundraise






TOMMY CLUB

From Sleep Out to Silver Champion

Join Tommy Club today for just £30 a year and help us to provide homes, create jobs and build communities for veterans and their families.

Raise £100 in your Sleep Out and you will automatically become a 2027 Silver Tommy Club Champion, receiving an exclusive silver pack and engraved Tommy.

Find out more or sign up by clicking the button below

Find Out More

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