

FUNDING FOR VETERANS DAY EVENTS 2008

APPLICATION FORM

Please discuss your bid with a representative of the MOD's Veterans Policy Unit (0207 21 83029 / 0207807 0966) prior to completing your application form. They will be able to help you develop and present your ideas in a way which will maximise your chances of securing the finances you are seeking. They will be able to answer any questions you may have. Please ensure all 3 forms (see Annexes) are completed and returned to the address below by 31 March 2008:

**Veterans Day 2008 (Funding)
Ministry of Defence
Veterans Policy Unit
7th Floor Zone I
Main Building
Whitehall
London
SW1A 2HB**

General

Veterans Day was launched in 2006 by the Prime Minister Gordon Brown. The intention is that Veterans Day, which focuses on our surviving veterans, will complement commemorative events and become as familiar and respected as Remembrance Sunday which, quite properly, remembers and honours those who died serving their country. We recognise that it will take some years for the nation as a whole to take on board the importance of setting aside 27 June as the day on which we celebrate the achievements of the Armed Forces veterans who live and work within our communities, but believe that will only happen if the towns and cities you represent are willing to support this initiative. To achieve this, the Ministry of Defence (MOD) is helping to generate many year on year events across the United Kingdom that promote the Veterans Day messages. It is envisaged that many of these events will over a period of around 5 years become self-sustaining. The event that, in the opinion of the MOD, best delivers the Veterans Day messages will be selected each year to be the National Veterans Day event and will be the focal point for Ministerial presence and support. You should make it clear whether you have aspirations to host the National Event. To date the MOD has funded, in general, no more than 50% and in most cases between 30 – 40% of the total bill of any event to a maximum of £10,000, (£25,000 for the national Event)

and this will remain the case for 2008. However, a significant change for 2008 is that the MOD is now in a position to allow event organisers to charge an entry fee to their event or seek commercial sponsorship to assist in alleviating the financial burden. MOD preference is for Veterans Day events to be free to the public, but we recognise that some event organisers may need the flexibility to raise revenue if they deem their event requires a charge to be financially viable. Where a charge is necessary to make the event viable MOD would expect the event organiser to charge no more than is necessary to cover their outlay. Should any profit be made above this it should be re-invested in subsequent Veterans Day events to help them become self-sustaining. Profit made should not be given as a donation to charity as it is not the intention that Veterans Day be seen as a charity fund-raising event. If the organisers who show a profit elect not to run a subsequent Veterans Day event then a cheque, equivalent to the profit made, should be made payable to MOD Accounting Officer and sent to:

Veterans Day 2008 (Funding)
Ministry of Defence
Veterans Policy Unit
7th Floor Zone I
Main Building
Whitehall
London
SW1A 2HB

While Veterans Day is 27 June 2008, events can be held close to, but not necessarily on this day. We recognise that in some cases event organisers may wish to combine a celebration of Veterans Day with some other anniversary and notably in 2008 it is the 100th anniversary of the Territorial Army. Where events are combined however it is important that the event is marketed as a Veterans Day event as finance will be awarded on that basis.

The attached forms have been designed for applications for a financial grant from the MOD to support events being arranged as part of Veterans Day – 27 June 2008. Their purpose is to enable those who consider your application to make a balanced decision, based on the information you provide. Annex A is a general application form; Annex B details the income and expenditure you anticipate the event will incur; Annex C is an application form with the criteria against which your application will be judged. This guidance note details how the forms should be completed.

Annex A : Application Form

In the “Summary of your Veterans Day Event” please give sufficient detailed information to allow the MoD to understand the background of your organisation and the content of your event.

Annex B: Income and Expenditure Sheet

On the form at Annex B please show **all** anticipated costs of, and receipts for, the project, where possible supported by quotes received. When completing information on income, we would like to know the sources, as well as the amounts of money being provided by other organisations that you have approached to fund your event. More importantly, we need to know the difference between the anticipated costs of your event and the income you expect to receive, to see the amount that you are seeking from the Veterans Day Event Fund. If a heading on the form does not apply please write ‘not applicable’ or ‘none’ as appropriate.

It may be necessary for MOD auditors to have access to accounts relating to the use of MOD funds and so details of the person or persons responsible for managing the finance must be provided.

Please remember the maximum available funding for any Event is £10,000 (£25,000 for the National Event).

You should note that the MOD is not permitted to provide funding to your organisation for food and drink, for any purpose. Similarly, the Department is not permitted to fund any coach travel to transport veterans to a Veterans Day event or to visit a memorial such as the National Memorial Arboretum.

Annex C: Funding Criteria

When completing the form at Annex C please explain how your event will meet each of the Veterans Day funding criteria. Equally to be eligible for funding your bid must outline how your event would contribute to delivering key Veterans Day messages, which are as follows:

- The Veterans Community is highly diverse: all ex-Service personnel are Veterans whatever their age or service experience.
- Veterans are special, not just because of their service, but also because of the contribution they continue to make to their community and civilian employers, through the transferable skills they have acquired.
- A wide range of support and advice is available to Veterans through the public, charity and voluntary sector (where possible this should be identified by the participation of representative organisations).

Please use the guidance notes and examples at Annex D to assist you in planning your event and completing the application.

Completed Applications

Your application form should reach us at the address below by 31 March 2008. You will be notified of our decision and any finance granted, up to a limit of £10,000, by 30 April 2008 at the latest. The winner of the National Event was announced on the 29 January 2008 and will be awarded a total of up to £25,000 towards their event. If it becomes evident that the terms of the event have changed significantly event organisers must inform the MOD immediately. It may be necessary for the organisation concerned to refund some of the money originally provided, notably if the scope of the project has been reduced.

**Veterans Day 2008 (Funding)
Ministry of Defence
Veterans Policy Unit
7th Floor Zone I
Main Building
Whitehall
London
SW1A 2HB**